



NEWS RELEASE

## Sky and Cisco Extend Strategic Alliance in Client and Cloud Software

2015-09-11

Companies Committed to Implementing New Software Architectures for Seamless TV Across Any Device

AMSTERDAM, THE NETHERLANDS -- (Marketwired) -- 09/11/15 -- **IBC 2015** -- Cisco (NASDAQ: CSCO) today announced that Sky, Europe's leading entertainment company with more than 21 million customers, will extend its collaboration with Cisco for set top box middleware solutions, supporting Sky's expansion of products and services to an even wider audience.

The companies have a long-standing relationship working together to change the face of video entertainment services, including, as [announced in January](#), their collaboration on the Sky AdSmart addressable TV advertising ecosystem for which Cisco contributed key components of its cloud video portfolio.

As part of their extended relationship, Sky will continue to utilize Cisco's industry-leading security portfolio that includes the next-generation evolution of the Cisco VideoGuard conditional access (CAS) and digital rights management (DRM) solutions, to securely deliver content to its millions of subscribers.

### **Supporting Quotes:**

- **Alun Webber, Managing Director, Product Design & Development, Sky**  
"Our relationship with Cisco is critical to helping us realize our vision to accelerate time to market for the delivery of advanced entertainment services for our DTH subscribers that offer greater choice, convenience and control."
- **Yvette Kanouff, senior vice president and general manager, Service Provider Video Software and Solutions, Cisco**  
"We celebrate many great accomplishments with our longtime collaboration with Sky, together tackling the operational hurdles to drive their connected multiscreen initiatives, and move to a

world of faster, better video anywhere.

**Supporting Resources:**

- [About Sky](#)
- [Cisco Service Provider Video Solutions](#)
- [Cisco Service Provider Video Security Solutions](#)
- Follow Cisco news and activities at IBC on Twitter via #CiscoIBC and @CiscoSPVideo
- Subscribe to [Cisco's SP360 feed](#)

**Tags/Keywords:**

Cisco, cloud, video, cloud video entertainment, Sky, Sky AdSmart, Alun Webber, Yvette Kanouff

**RSS Feed for Cisco:** <http://newsroom.cisco.com/rss-feeds>

**About Cisco**

Cisco (NASDAQ: CSCO) is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected. For ongoing news, please go to <http://thenetwork.cisco.com>.

**About Sky**

Sky is Europe's leading entertainment company. The group serves 21 million customers across five countries: UK, Ireland, Germany, Austria and Italy. We offer the best and broadest range of content, deliver market-leading customer service and use innovative new technology to give customers a better TV experience, whenever and wherever they choose.

Sky has annual revenues of over £11 billion and is Europe's leading investor in television content with a combined programming budget of over £4.9 billion. The company employs 30,000 people and is listed on the London Stock Exchange (SKY).

For more information visit [www.sky.com/corporate](http://www.sky.com/corporate)

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. A listing of Cisco's trademarks can be found at [www.cisco.com/go/trademarks](http://www.cisco.com/go/trademarks). Third-party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company.

Contact:

Sara Cicero

Sr. PR Manager, Cisco Service Provider Video

770-331-0269

[stutzes@cisco.com](mailto:stutzes@cisco.com)

Source: Cisco