

# Synamedia

## **IBC: Preview of offerings from Synamedia, the company being created from the acquisition of Cisco's Service Provider Video Software Solutions business**

- *Synamedia name unveiling precedes the transaction close expected in first half of Cisco's FY19*
- *Synamedia's singular focus will enable customers to optimize current infrastructure and capitalize on OTT distribution to expand consumer choice and convenience, secure revenue streams and develop new offerings*
- *Technology highlights at IBC include: preview of new anti-piracy services, Android TV Everywhere, Cloud DVR, and Evo middleware updates for emerging markets*

**LONDON – September 4, 2018** – The new company to be formed from [the sale of Cisco's Service Provider Video Software Solutions \(SPVSS\) business](#) to a company backed by the [Permira funds](#) today is unveiled as **Synamedia**. "Syna" means "together" in Greek, reflecting Synamedia's ambition to bring together broadcast and OTT media services and enable clients to deliver exceptional customer experiences.

With the transaction expected to close in the first half of Cisco's FY19, Synamedia's executive team will outline the new company's vision and plans at [IBC 2018](#). The emphasis will be on continuing to provide the world's most complete, secure and advanced end-to-end open video delivery solution.

New and enhanced video solutions from [Cisco SPVSS's](#) portfolio that will move to Synamedia will be showcased at IBC on the Cisco stand (1.A71). They all reflect Synamedia's singular focus: to empower telcos, media, and pay-TV providers to optimize their current infrastructure and capitalize on OTT distribution to expand consumer choice and convenience, secure their revenue streams, and develop new offerings.

Highlights include:

- **Fighting illegal streaming**  
Enhancements to VideoGuard include a forthcoming anti-piracy service for rapid detection of, and response to, illegal streaming. Other new offerings include VideoGuard Everywhere and VideoGuard Server support for Android devices.
- **A boost to Evo middleware investment**  
A renewed investment in Evo will be a key strand in Synamedia's R&D plans. In an industry first, Evo now supports both one-way and one and a half-way connected devices, offering DTH customers in emerging markets an easy transition path to an environment where they can manage and monetize premium experiences on connected set-top boxes (STBs) - including Android TV.
- **Android TV everywhere and RDK for Infinite Video Platform**  
With Android TV gaining traction among large pay-TV providers, Infinite Video Platform customers now have the choice of Android TV and RDK solutions for hybrid broadcast/IP services on multiple devices including STBs.

Offering the choice of Evo, Android TV and RDK allows customers to select the option best suited to their strategy.

- **Cloud DVR**

Already live with many large pay-TV operators, and now supporting more than 10 million subscribers worldwide, the Cloud DVR solution provides the scalability and resilience required by customers. Since the start of 2018, five new operators – including Malaysian operator Astro, whose demo will be on the stand – have chosen to deploy Cloud DVR.

Cisco will demonstrate the benefits of its cloud-first microservices-based architecture in a multi-cloud environment. This lets customers combine public and on-premise cloud storage to enhance delivery and comply with content licensing agreements. It also provides the scalability needed for operators in those countries where it is a legal requirement to store a private/unique copy of content.

Multi-cloud for Disaster Recovery (DR) is becoming a must-have because of its cost-effectiveness and flexibility. The first tier one operator is now live with this service, enabling them to build a cloud-backup on the fly.

- **Multicast-ABR (Adaptive Bit Rate) streaming**

The demo will show how pay-TV providers' unicast streams can be converted to multicast ABR streams, enabling large-scale OTT streaming on in-home devices while benefiting from broadcast-efficient distribution. Integrating transparently with existing ABR delivery systems, the solution has been deployed by a tier one pay-TV operator.

- **Broadcast-equivalent streaming latency**

A new side-by-side demo at IBC will highlight industry-leading success in reducing streaming latency on a STB down to six seconds – comparable to a live broadcast. This low latency figure is achieved through enhancements to the end-to-end video delivery architecture. This is far lower than traditional streaming technologies, where latency can be as high as 40 to 90 seconds for end-to-end video delivery to receiving devices.

“Synamedia enters the market at a time when the TV landscape is being redrawn. Building on a 30-year heritage in the pay-TV industry, a market leadership position, and an unrivalled reputation for innovation, we will hit the ground running as a private, independent entity committed to help customers boost engagement and revenues by capitalising on the myriad opportunities that IP distribution and cloud-based services bring,” said Dr. Abe Peled, incoming chairman of Synamedia.

“From day one we will be the vendor with the ability to deliver products on a global scale while also offering the flexibility required for market localization,” said Yves Padrines, incoming CEO for Synamedia and currently vice president of Global Service Provider for Europe, Middle East and Africa at Cisco. “We will intensify our focus on innovation, building even closer links with our customers and ensuring that we continue to provide the world’s most complete, secure and advanced end-to-end video delivery solution.”

Press and analysts are invited to hear Synamedia’s vision and plans at a press conference at 14:30 CET on Friday 14th September 2018 at the Beach House at the RAI. RSVP to [synamedia@breakawaycom.com](mailto:synamedia@breakawaycom.com)

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**Note to Editors:**

Cisco will retain the video and media technology related to its core business in networking, multi-cloud, security, data, and collaboration. The transaction is expected to close in the first half of Cisco's FY19, subject to any regulatory approvals and customary closing conditions.

**About Synamedia**

As an independent business, Synamedia will have a singular focus on empowering traditional and new pay-TV operators to drive new revenues through exceptional subscriber experiences. Building on more than 30 years of expertise, the firm will be the largest global provider of video solutions, trusted by top global and local satellite DTH, cable, telco and OTT operators, content owners and broadcasters.

Headquartered in London, with a strong global presence, Synamedia will be the only vendor with a portfolio of offerings across the video experience including content protection, middleware development, cloud video recording, video processing, and video distribution.

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**About Permira**

Permira is a global investment firm. Founded in 1985, the firm advises funds with a total committed capital of approximately €32bn and makes long-term investments in companies with the objective of transforming their performance and driving sustainable growth. The Permira funds have made over 250 private equity investments in five key sectors: Consumer, Technology, Industrials, Healthcare and Financial Services.

The Permira funds have a long track record of successfully investing in technology companies around the world including Allegro, Ancestry.com, Genesys, Informatica, LegalZoom.com, Magento, NDS, Renaissance Learning, TeamViewer, Teraco and others. Permira employs over 200 people in 14 offices across Europe, North America and Asia.