The ViewNow SVOD package offers a vast collection of movies in SD and HD. Titles are available for multiplatform streaming and download.

ViewNow can be packaged to best support your strategy - as part of an existing video tier or tier upgrade - for a price that you decide.

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Welcome to the Future of Video

We are pleased to present the 2013 Advanced Video Product Guide, designed to provide a handy reference about the latest cable technologies, trends and products helping cable to bring new television content and experiences to consumers.

These days, traditional industry terms like cable operator, programmer and even cable television seem outdated. Cable operators are becoming service providers that are capable of delivering video to multiple device platforms. Programmers are evolving into content providers, distributing their fare in various formats for multiple viewing options. Cable television is getting referred to as just video, and it’s able to travel and show up anywhere.

Keeping up with all of the latest developments, technologies and jargon can be difficult and at times confusing. Inside this guide, you’ll find information to help you stay up to speed about where the industry is heading. The feature articles include:

The Advanced Video Roadmap
A step-by-step look at how cable is adapting Internet protocol (IP) technologies throughout the video delivery chain to provide more content on more screens

Hot Tech Trends
Our selection of trends that are shaping the future of cable video services

Supplier Showcase
An advertorial feature highlighting key cable suppliers and their latest video products

Advanced Video Ecosystem
A scorecard of sorts, presenting an at-a-glance listing of suppliers that comprise the community of advanced video products and services for cable.

The 2013 Advanced Video Product Guide is a collaboration of Multichannel News, Broadcasting & Cable and Interactive TV Works, an independent publisher and industry educator that initially created the first annual Product Guide five years ago. The Product Guide is available online through the publishers’ websites and the Cable & Telecommunications Association for Marketing (CTAM) Advanced Video Guide website.

Louis Hillelson
VP, Group Publisher
B&C and
Multichannel News

Craig Leddy
President & Senior Market Analyst
Interactive TV Works
Cable’s video delivery system is undergoing a dramatic change. Each part of the content distribution chain is being infused with Internet-protocol (IP) technologies. The industry’s evolving transformation to all-IP video delivery promises to be as far-reaching as its launch of satellite programming in the 1970s or the more recent transition from analog to digital delivery.

IP technologies make it easier for cable providers to deliver Internet video to the latest broadband-connected devices, from tablets to smartphones. Cable multiple-system operators (MSOs) are poised to provide better on-screen program guides, increase on-demand choices, add interactive applications and include popular Web experiences and social media on TV.

Technically, IP is the “language” that Internet-connected machines and services use to talk to each other, and the set of rules that define how data is transmitted and received. In general, “protocols” govern things like packet size, how errors are corrected and what to do when a particular transmission path becomes inaccessible.

By embracing the latest IP-fueled devices, Web software and computer-based technologies, cable providers are seeking to harness the rising speed, decreasing costs and enormous research-and-development resources.
Connectivity is a beautiful thing

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of the latest Internet inventions. In short, cable wants to innovate at Internet speed.

Comcast, Time Warner Cable and other MSOs already are putting the IP pieces into place, although a full transition to all-IP video delivery will take years. The larger MSOs have taken the first steps toward delivering all cable services – linear programming networks, on-demand content, user interfaces and new applications – through their own Internet cloud infrastructures.

This Advanced Video Roadmap describes how IP technology is affecting five key parts of the cable video distribution chain, along with the expected benefits. This article is modified from a project commissioned by the Cable & Telecommunications Association for Marketing (CTAM) for its Advanced Video Guide website (www.ctam.com/advancedvideo).

**CONTENT CREATION**
Traditionally, cable television networks deliver digitized video programming to cable systems by way of satellite feeds. These days, optical fiber is gaining on satellite as a primary method for hauling video over long distances.

Currently, a cable headend receives a network’s encrypted satellite signals, processes and modulates them and sends them over hybrid fiber coax (HFC) plant to subscribers’ homes, where set-top boxes decrypt and display the video on a TV.

In an all-IP scenario, lots of things change. For starters, a TV program essentially becomes a computer file, not a continuous stream moving as a broadcast from headend to home.

That TV show, now a file, gets protected with digital-rights management (DRM) to preserve copyright protection and it gets infused with metadata, which describes everything about the program, from the title and actors to how the show can be presented.

To serve different devices, content providers use a technique called adaptive bit rate which “right-sizes” the video stream and the content’s format for the device that will ultimately play it: the biggest stream for an HDTV screen; a medium stream for a PC; and a small one for a tablet or mobile phone.

**Benefits:** IP technologies equip cable programmers and content owners to expand their reach into more types of displays. Using content management systems, adaptive streaming and DRMs, the content community can flexibly deliver content to any device.

The addition of DRM enables content providers to apply more sophisticated business rules to their video assets – available run dates, copyright protections, display rules and so on – so they can automatically manage various business relationships with cable affiliates and other partners. New types of rights relationships and business models, supported by DRM, are changing the video business almost as much as IP technologies are.

**DISTRIBUTION**
Any discussion about signal distribution necessarily begins with bandwidth. And once again, the transition to all-IP represents a gigantic change in how cable operators approach their available bandwidth capacity.

With all-IP, the age-old notion of a “channel” virtually disappears. By gradually removing the spectral boundaries of the 6-MHz channel originally used to carry an analog network (or multiple networks through digital compression), operators can become more efficient in how they move video, voice and data to and from consumers and their (many) screens.

An important distribution element in the all-IP transition is a content delivery network (CDN). Under a CDN scenario, an MSO aggregates all of its linear network feeds and on-demand content into one or two centralized locations.

From there, routers send video streams over national fiber backbones to regional fiber rings and then on to local service areas. Cable CDNs are like giant distribution webs that can shuttle around any type of video content over...
large regions. Advances in fiber-optic technologies promise to continuously speed up backhaul delivery.

At the local level, cable’s “last mile” delivery capabilities are being enhanced by DOCSIS 3.0/3.1 broadband specifications for super-high-speed Internet service, including video streams. Comcast and Time Warner Cable have built CDNs across their footprints while other MSOs are exploring their options.

Benefits: For MSOs, the IP transition adds an important new chapter in bandwidth management, by removing the need to “channelize” their networks in 6-MHz chunks. Doing so opens ways to be more efficient.

CDNs act as a cost-effective central point for cable to ingest and stream IP video. Over time, this new distribution method promises to reduce the industry’s reliance on and expense associated with satellite delivery of programming, while also providing a launchpad for more Internet video services and interactive applications.

PROCESSING

Another core part of any video delivery system is signal processing. Traditionally, this happens at the cable headend. Signals come from a satellite, then they get decrypted, decompressed, re-encrypted, recompressed, modulated and combined.

With the transition to all-IP, the traditional cable headend – for decades, the central nervous system of signal processing – is changing dramatically, and in some cases disappearing altogether. Its replacement: Data centers.

Like headends, data centers manage traditional and IP-based cable video programming, as well as Internet and phone services. On the traditional front, they use technologies including MPEG2 and MPEG4 digital video compression and QAM-based modulation.

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The work of the transition to all-IP is to blend those separate technologies and processes for cable TV and Internet into one. Through an effort called the converged cable access platform (CCAP, pronounced as the letter C plus “cap”), digital video and data are becoming one platform.

**Benefits:** Combining video and data processing tasks into one function is more efficient, like combining hot and cold running water into one pipe. It produces a ripple effect that supports cable’s IP transition throughout the video distribution flow.

In addition, it’s substantially more cost-effective. Creating a singular technology platform requires less equipment, floor space and electric power, all adding up to cost savings.

**DEVICES**

Once IP-based content has been created in file formats, chunked into different sizes of adaptive streams, run over a CDN and processed at a data center, it goes to the last step: cable homes.

It used to be that a “television household” contained an average of 2.9 TVs. Bandwidth experts expect as many as six IP-connected, video-capable devices per home within the next several years. A “TV household” now means not just TVs, but PCs, tablets, smartphones and more.

One of the core in-home technologies in the all-IP transition is the gateway. In essence, it’s a cable modem and a set-top box rolled into one, handling both Internet video and TV programming and, if a cable provider chooses, phone service as well.

The gateway essentially serves as a media center inside the home, distributing all manner of content to TVs, laptops, tablets, smartphones or any other device with a broadband connection. It’s part modem, part set-top, part Wi-Fi router.

**Benefits:** By establishing an IP base inside the home, cable providers can offer whole-home everything: Digital video recording, on-demand services and even linear programming that can be easily transferred to any screen that a consumer wishes. MSOs can serve video to the latest consumer electronics and reduce their own inventory of set-tops.

By using emerging, IP-based standards for wired and wireless distribution and in-home networking, cable can extend video content around the home as well as outside of the home, provided that requisite content rights deals are in place.

**APPLICATIONS**

All-IP distribution enables cable providers and content creators to expand video options and interactive applications for consumers, giving them more content features, navigation tools and fun activities to point at, click on or tap. Applications, in an IP-sense, live in “the cloud” – another inextricable component in the all-IP transition.

MSOs and content owners are overhauling the ways in which they present content to viewers by using new software and web-authoring languages like HTML5 to embed video without requiring viewers to download a “player.”

The first improvements come when a viewer flips on his or her TV and looks at what’s always been known as “the guide.” The guide has developed into an interactive program guide (IPG) and some refer to the next phase as “hosted navigation” while others call it “user experience.”

Whatever the nomenclature, the combination of apps and cloud enable a world of graphically rich user interfaces (UIs) that make it easier to find programs, get recommendations, access on-demand fare and record shows.

Video navigation is finally being released from the limitations of the traditional remote control. Viewers can pick up their phone, tablet or laptop and, using a touchscreen, keyboard or perhaps just a gesture, they can find, schedule and view TV. In turn, content providers are starting to use those devices to support TV Everywhere services, second-screen applications, bonus features and social media.

Through the CDN, an MSO can instantly refresh the guide content, make UI modifications or add apps across their service footprint. Changes that used to take months or years to implement on older guides now can be accomplished in minutes.

New IP-based UIs provide a platform for interactive TV applications and social media and Web experiences pulled from the Internet cloud for TV. With these on-screen improvements, cable providers are poised to create branded experiences across multiple screens and build upon their position as content aggregators – or “content curators,” as some say these days.

**Benefits:** It all adds up to a better experience. Cable is giving customers a richer, more interactive experience, tying in the latest interactive apps, Web experiences and coolest devices. By creating an IP-fueled pipeline and adding the best video and interactive apps, cable aims to keep its customers on the leading edge of media and entertainment and to keep them coming back for more.
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Hot Tech Trends
HERE ARE FIVE KEY TRENDS THAT ARE DRIVING CABLE DEVELOPMENTS

BY CRAIG LEDDY

Cable is awash in so many new technologies that it’s easy to get swept under the wave of new trends, jargons and options. To help keep you afloat, here is a selection of five key trends to watch.

These trends are driving new technologies and being driven by new technologies. They are shaping how cable is deploying cable programming, on-demand services and online content for its customers. Beyond the technologies themselves, each trend carries extensive implications for the business and marketing side of the industry.

1. USER EXPERIENCE

AT LAST, FIND SOMETHING TO WATCH

User experience (UX as the techies call it) is a catch-all term essentially meaning that a service provider is giving customers a better on-screen experience. For cable that means better on-screen program guides, navigational tools and interactive TV applications.

Cable’s telco and satellite competitors offer slick-looking guides while devices ranging from iPads to smart TVs are taking user interfaces (UIs) to another level. Not to be outdone, cable providers are deploying interactive program guides (IPGs) that vastly improve upon the old scrolling channel grid.

Among the recent developments:

- Comcast is deploying its cloud-based X1 platform across most of its footprint this year; Time Warner Cable has begun to test a cloud-based guide; Cablevision is switching customers to a new IPG; Charter is planning a new cloud-based guide; and Cox recently upgraded its Trio guide.
- The new IPGs serve as a branded platform for interactive apps, on-demand content and social media. That branded experience can be delivered across broadband-connected devices inside the home through a remote user interface (RUI).

2. OTT, ROUND 2

IF YOU CAN’T JOIN ’EM, BEAT ’EM

By most accounts, the threat of cable cord-cutting from over-the-top (OTT) Internet video devices and video-streaming services has not materialized. For those of you keeping score at home, award Round 1 goes to cable and other pay-TV service providers.

Instead of a threat, cable operators are turning OTT into an opportunity by using connected devices as a way to extend cable TV service and reduce their own inventory of set-top boxes. For example, Time Warner Cable is placing an app onto Roku device interfaces that allows authorized TWC customers to get its full cable TV lineup.

But Round 2 is just beginning. In the eyes of many OTT providers, and their customers, the promise of OTT is to dodge paying for cable TV. The legal standing of OTT players is being tested in the courts, where Aereo recently won a ruling in New York in support of its retransmission of broadcast TV signals.

When it comes to cable’s relationship with OTT players, the dance between friends, foes and frenemies will continue.

3. IP DEVICES IN THE HOME

DREAM A LITTLE STREAM OF ME

Nearly every new model of set-top that goes into a cable home today includes a DOCSIS data stream capable of delivering video. A line of hybrid gateways provides both DOCSIS 3.0 modem service and support for traditional MPEG2-based cable TV.

These new IP-fueled boxes serve as media centers inside the home that can distribute media to other IP-enabled devices. In sum, customers get a whole-home entertainment experience courtesy of their cable provider.

Meanwhile, consumers are stuffing their homes with more IP-connected devices, including smart TVs, laptops, tablets, game players and smartphones. With cable providing the core connection to the home, those devices are becoming an extension of cable service.
4 TV GOES EVERYWHERE, WIRELESSLY
I’LL HAVE A LATTE AND A ‘GAME OF THRONES’
The term TV Everywhere has been somewhat of a misnomer because, in many cases, a cable provider cannot offer live cable TV programming outside of the home. They may not have the content rights or the means to do it.

But that is changing. Starting with an affiliate deal between Comcast and the Disney/ESPN family of networks in January 2012, more MSOs and cable network groups have reached deals to provide out-of-home viewing.

Meanwhile, cable providers are increasingly deploying Wi-Fi hot spots. Bright House Networks, Cablevision, Comcast, Cox Communications and Time Warner Cable have joined in a consortium called CableWiFi to make Wi-Fi – including online video – available across their MSO partners’ footprints. Now TV truly can go everywhere.

5 FASTER, CHEAPER, BETTER
THE RACE GOES TO THE SWIFTEST
As cable providers embrace Internet protocol (IP) technologies to distribute video, they’re seeking to capitalize on the lower costs and higher speeds that IP promises to deliver.

MSOs are taking interest in emerging capabilities in various areas. Among them: Comcast’s reference design kit (RDK) of open source middleware to speed up the rollout of new home gateways; HotSpot 2.0 Wi-Fi capability to provide seamless roaming across different MSO footprints; and H.265 HEVC (high-efficiency video coding), a successor to MPEG4 video compression.

Cable’s customers will be looking to get better value too – or they’ll switch to those who can deliver it. New technologies will continue to fuel the race between cable and its competitors.
Supplier Showcase

Dozens of technology suppliers are supporting the development of advanced video services for television and, more recently, broadband-connected devices.

For an overview of the supporting companies, see the Advanced Video Ecosystem chart on page 14a of this Product Guide. In addition, many of these companies have provided additional contact information and product descriptions in our annual Supplier Showcase. Sponsorships by these companies make this guide possible.

To help direct readers, the participating companies categorized themselves based upon whether they provide:

- **Infrastructure Support** (headend, transport equipment, related solutions)
- **Devices** (set-top boxes, HDTVs, DVRs, others)
- **Content Management** (application playout, carousels, delivery)
- **Software & Tools** (middleware, authoring tools, testing)
- **Applications Development** (content creation, production)
- **Content** (programming, guides, applications)
- **Advanced Advertising** (solutions, tools, measurement, services)
- **Professional Services** (network support, apps design, integration, consulting)

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Content Management, Content
Deluxe OnDemand simplifies multiscreen video-on-demand access and delivery. It’s a leading cloud-based service that offers immediate access to 40,000-plus titles, pre-encoded in 50-plus formats. Video inputs are 50-220 Mbps HD files to deliver the industry’s highest-quality video outputs. Titles are available pre-encrypted and prepackaged with popular DRMs (digital rights management) for easy integration with TV Everywhere device applications. The catalog is also UltraViolet-enabled. Deluxe OnDemand integrates with the existing content delivery supply chain, streamlines operations and lowers costs for multiscreen service delivery. The video catalog can be delivered to a service provider’s network or directly to the customer for multiscreen viewing.

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Infrastructure Support, Content Management, Software & Tools, Applications Development, Content, Professional Services

IN DEMAND is a pioneer and leader in acquiring, managing and distributing programming through pay-per-view, video-on-demand and subscription VOD services via cable and telco set-top box, Internet and multiplatform, serving over 130,000 hours of high-quality content to 55 million-plus North American digital cable subscribers yearly in SD, HD and 3D. IN DEMAND is a trusted technical solutions provider of transport services, end-to-end content management (licensing, processing, royalties) and bandwidth-saving HD VOD encoding. Content includes high-profile movies, national pro sports, events, entertainment and its PPV en Español service.

IN DEMAND’s Online Video Store is available for syndication with capabilities for download, streaming and purchase of TV and movies, including UltraViolet cloud-based access. Its award-winning national marketing supports its partners.

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Senior VP, Affiliate Marketing
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646-638-8207

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www.rgbnetworks.com

Infrastructure Support, Advanced Advertising

RGB Networks provides the industry’s most scalable solutions for the delivery and monetization of premium live and on-demand video services on any device. With core strengths in statmuxing, transcoding, adaptive streaming and ad insertion, RGB’s flexible technology enables operators to make a smooth transition from a traditional cable architecture to an IP video environment, with support for TV Everywhere and OTT delivery, as well as ABR (adaptive bit rate) ad insertion and nDVR applications.

Contact RGB to find out why more than 400 video service providers worldwide have trusted its products to reclaim bandwidth, add HD channels, broaden ad-insertion capabilities and deploy multiscreen services.

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VP, Sales
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Content, Advanced Advertising, Professional Services

TMS is an international leader in entertainment information. As part of its On Entertainment product line, the company provides industry-leading TV, movie and celebrity metadata that fuels the most exciting entertainment guides and applications on the planet. In addition, this comprehensive metadata is used extensively for media measurement and analysis. TMS also produces Zap2it, a social TV hub that connects engaged entertainment fans to popular TV shows, movies, celebrities and other fans.

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Content Management, Content, Advanced Advertising, Professional Services

Vubiquity’s ViewNow subscription VOD package offers a vast collection of movies to interest the whole family, in SD and HD. Titles are available for multiplatform streaming and download. Designed for flexibility, ViewNow can be offered to consumers in the way that best supports your strategy — whether for retention, as part of an existing video tier, or a tier upgrade — for a price that you decide.

John Smith, Senior VP, Affiliate Sales, jsmith@vubiquity.com
As the old adage goes, you can’t tell the players without a scorecard. Here is an at-a-glance guide to key suppliers that provide advanced video technology products and solutions for the U.S. cable industry. This does not include an emerging wave of dozens of second-screen apps providers and Internet suppliers seeking to do business in cable or broadcasting.

### ADVANCED VIDEO ECOSYSTEM

#### Infrastructure support
- **ActiveVideo**
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- **Alcatel-Lucent**
- **Alticast**
- **ARRIS**
- **Azuki Systems**
- **BCM**
- **BlackArrow**
- **Cisco**
- **Clearleap**
- **Comcast Media Center**
- **Concurrent**
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- **Deluxe Digital**
- **Digital Rapids**
- **Digitalsmiths**
- **EchoStar Technologies**
- **Elemental Technologies**
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- **Entone**
- **Envivio**
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- **Evolution Digital**
- **FourthWall Media**
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- **Huawei**
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- **IN DEMAND**

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## COMPANY | PRODUCT LINES
---|---
**INVIDI** | Infrastructure support | Devices | Content management | Software & tools | Apps Development | Content | Advanced Advertising | Professional Services

**itaas** | X | X | X | X | X | X | X | X

**Jinni** | | | | | | | | X

**Microsoft** | | | | | | | | X

**Mixed Signals** | | | | | | | | X

**Motorola Mobility** | X | X | X | X | X | X | X | X

**Nagra / OpenTV** | X | X | X | | | X | | X

**NeuLion** | | | | | | | | X

**Pace** | X | X | X | | | | | X

**RGB Networks** | | | | | | | | X

**Rovi** | | | | | | X | X | X

**Samsung** | | | | | | | X | | X

**SeaChange** | X | X | X | X | X | X | X | X

**Sigma Systems** | | | | | | X | | X

**Softel-USA** | X | X | | | | | | X

**S&T** | X | X | X | | | | | X

**Synacor** | X | X | | | | | | X

**Technicolor** | X | X | X | X | X | | | X

**Telvue** | | | X | | | | | X

**thePlatform** | X | X | | | | | | X

**ThinkAnalytics** | | | X | | | | | X

**This Technology** | | | | | | | | X

**TiVo** | | | | X | X | X | | X

**TMS** | | | | | | X | X | X

**TVWorks** | | | | | | | | X

**UniSoft** | | X | | | | | | X

**Viaccess-Orca** | | | | | | X | X | | X

**Visible World** | | | | | | | X | | X

**Vubiquity** | | | | X | X | X | X | | X

**Watchwith** | | | X | | | | | X

**Zodiac Interactive** | | | | | | X | X | | X
AirPlay® will work for Apple devices running iOS6 and Apple TVs running software update 5.1.1 or later.

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