

Broadband IPTV Solutions

The Challenge

You're a large-scale DSL service provider seeking to grow your subscriber base from several million subscribers to ten million, in part by offering a broad range of innovative new IPTV services to your potential subscriber base. You need an IPTV platform that:

- Is easily scalable so that you can offer high-quality video and rich media services to a rapidly growing customer base.
- Offers an open platform that integrates with the heterogeneous group of video and application servers running within your existing network, including FTP servers, caching servers and gaming servers
- Provides the highest-quality viewing experience by pushing content to the edge of the network, close to the viewer audience
- Comes with a fully-integrated, easy and reliable means to manage from a central location all remote storage devices, the remote heterogeneous video and application servers, bandwidth capacity on all remote devices and the media provider accounts
- Supports subscription and pay-for-view services, with targeted content distribution to specific groups and regions

The Solution

Castify Broadcast Network (CBN)™ is Castify Networks' software-only Consumer IPTV Platform for highly scalable, large-scale Broadband IPTV solutions that easily integrate into existing network infrastructure. In a Broadband IPTV deployment powered by CBN:



Figure 1. CBN's modular, software-only solution installs on existing network infrastructure for easy deployment of sophisticated, large-scale Broadband IPTV deployments.

- CBN is deployed on top of existing network infrastructure, establishing a transparent abstraction layer that unifies the interaction and interface between new and existing servers and their associated services.
- C-Routers coordinate local storage of IPTV content and also integrate with existing NAS and SAN storage solutions already in place.
- C-Routers manage the secure, reliable and highest-quality transmission of live and on-demand IPTV content to end users, and distribution of content within the network.

- CBN's Network Manager software enables network and system administrators to manage and monitor the integrated network, including C-Routers and caches, storage devices, video servers, as well as bandwidth quotas, preferences and availability, from any location with access to the network.
- Media Manager, CBN's content management tool, enables targeted content distribution by the network owner or contracted media providers, with full content authentication, scheduled playout, content monitoring and tracking, and automated removal of content from the system. Media Manager supports pay-per-view and subscription pricing services, with real-time monitoring and historical reporting of content and open APIs that integrate into existing billing systems, as well as many other additional features for content management, monitoring and reporting.

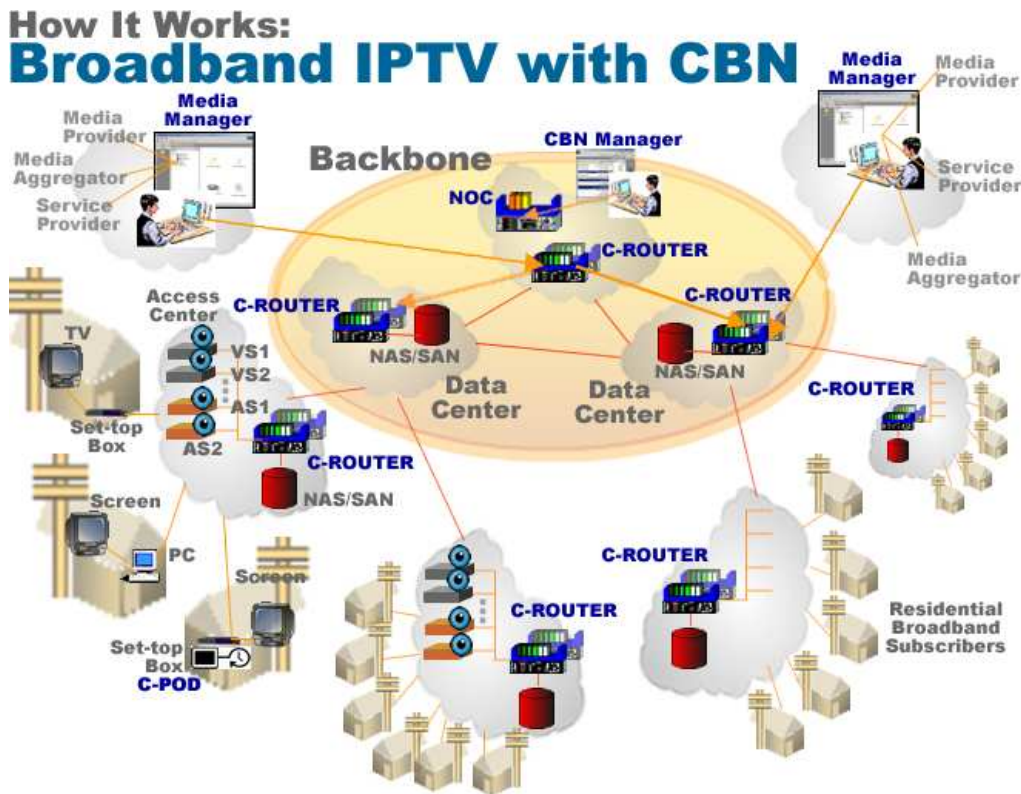


Figure 2. A Broadband IPTV Solution Running on Castify's CBN Consumer IPTV Platform.

The Benefits

A Broadband IPTV solution powered by Castify's CBN Consumer IPTV Platform offers important benefits over other competing solutions:

- **Highest-Quality Video on Demand Services:** CBN technology transparently selects the video server that contains or has access to the requested video assets using Castify's patented high performance resource allocation engine, DirectBeam™.

- **Live Events and Services:** With Castify's solution, multiple media providers and content aggregators can use the same shared networking infrastructure to serve a large audience and insert their live signals from anywhere in the network, concurrently.
- **Push VoD Services:** Major broadband DSL operator can periodically "push" in advance newly released or popular movies to subscribers' set top boxes and store the movies locally for a pre-defined time interval, permitting the highest-quality user viewing experience without strain on network resources. Castify's C-Terminal software component runs at the Push VoD receiver and ensures reliable, secure, and targeted Push VoD services to consumers' homes.

In addition, Castify's IPTV solution is based on its modular CBN product, which offers a tremendous advantage to broadband operators and their video and rich media services:

- **An open platform** that can easily integrate with third party products, including data bases, billing systems, OSS, BSS, and network management systems.
- **Full support for multiple video servers and multiple application servers**
- **A management platform for media business:** Castify's solution provides all the building blocks required to support Video on Demand and Live event applications and business models. Castify CBN provides tools to both the network provider and to its media provider customers (or partners) to view real-time and historical audience and content popularity statistics. As well, CBN enables a variety of business models, including subscription, pay-per-view, and revenues sharing models.
- **Unique networking technology:** Castify's CBN solution provides all the core components required to build a scalable media delivery network, including its patented redirection component, the patented authentication and conditional access component, the scalable and high performance media distribution and delivery protocol, the application tools and components for targeting, grouping, and restricting access, and the tools required to remotely manage bandwidth and storage at remote sites and servers.
- **Carrier-class product:** Castify's products were designed to run in a carrier environment, which means CBN ensures high-availability, reliability, fault-tolerance, scalability, and security for the expected mission-critical applications and services implemented by all customers.