



Cloud DVR

Think DVR out of the box

.....Alcatel-Lucent 

Why move
to the cloud?

Your DVR
in the cloud

Cloud DVR
benefits everyone

Why Cloud DVR
from Alcatel-Lucent?

Emmy®

IP Video
innovation

Cloud DVR

Alcatel-Lucent Cloud DVR lets you deliver a range of time-shifted TV and network digital video recorder (DVR) services that enhance your subscribers' viewing experience while reducing costs and increasing revenue opportunities.

Why move to the cloud?

Because TV-watching behavior is changing. New devices and technologies provide more flexibility to consumers who tend to move away from programming timetables dictated by television networks. They now expect to view content on their own schedules, in any location and on any device they choose. Alcatel-Lucent Cloud DVR lets you meet that consumer demand – and do more.



Don't let content rights issues rain on the Cloud DVR parade

Content rights issues with shared-copy Cloud DVR deployment shouldn't stop service providers from adopting Cloud DVR services. Find out how best to maximize your return on investment.

[Read the article](#)



Clear skies ahead for Cloud DVR

Moving DVRs to the cloud lowers costs and increases revenue opportunities for service providers. It also has benefits for subscribers, content partners and advertisers.

[Read about Cloud DVR in TechZine](#)



Alcatel-Lucent's Cloud DVR technology receives Emmy® Award

Alcatel-Lucent received an Engineering Emmy® Award at the 2014 Consumer Electronic Show for our pioneering work on network DVR.

[Find out more about the award and the technology](#)



Telecable deploys Alcatel-Lucent Cloud DVR

Spanish cable operator selects Alcatel-Lucent's IP video and integration platforms to offer subscribers advanced TV services and an enhanced viewing experience.

[Read the press release](#)



White Paper: Think DVR Out of the Box

Cloud DVR technology puts time-shifted TV services on every screen. Our flexible solution evolves with business and rights management issues and will help you succeed.

[Read the white paper](#)

Your DVR in the cloud

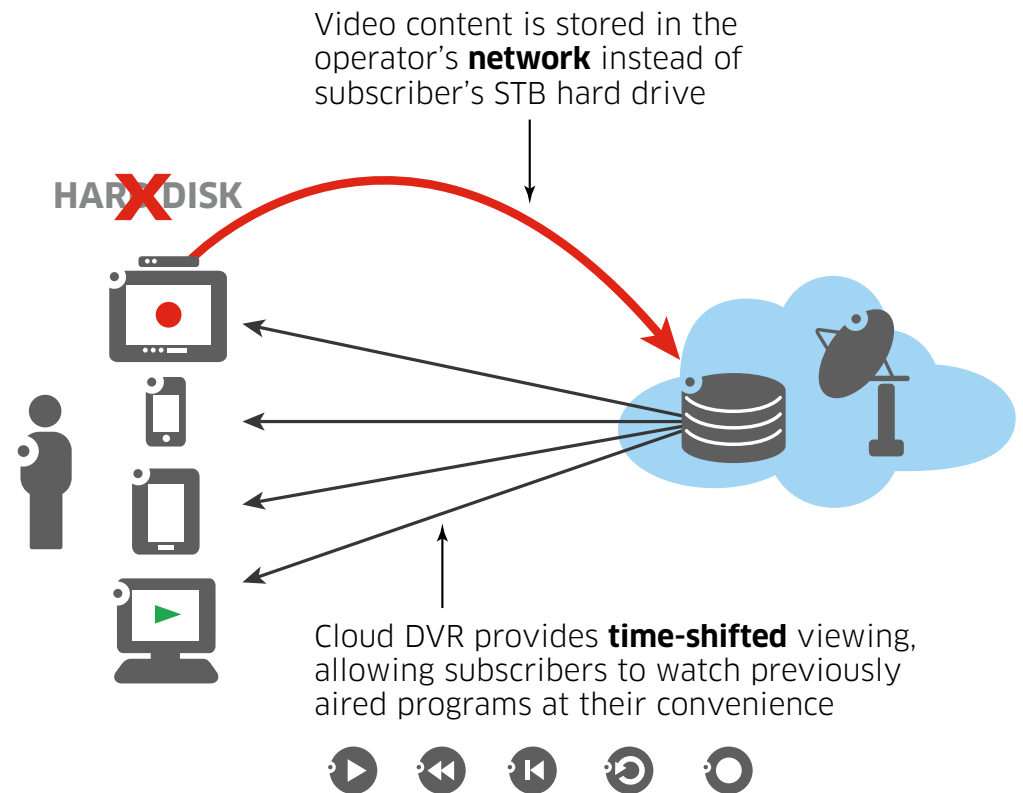
It's the natural next step for DVRs: Moving DVR technology – tuners, hard-disks, processing power – from the home and into the cloud.

By making the move to Cloud DVR, you can:

- Reach more subscribers, devices and locations with content
- Reduce costs
- Increase revenue opportunities

Your subscribers will have more flexibility and control over how they watch programming, improving their experience.

And content owners and advertisers will have more ability to control how content is recorded and consumed.



Cloud DVR benefits everyone



Reduced capital expenses

- Lower set-top-box (STB) costs
- Multi-room DVR service without additional hardware
- Shared central storage to reduce costs compared to distributed storage

Reduced operational expenses

- Fewer help desk calls and less STB maintenance
- Reduced truck rolls

Incremental revenue

- Offer added-value DVR services
- Upsell extended storage capacity and parallel recordings
- Improve end-user experience and reduce churn



TV on demand, from any device, any location

- Recorded content and time-shifted TV services (pause live TV, rewind, start over and catch up)

Unlimited storage space

- No capacity limits in the cloud
- Parallel recordings
- Simultaneously record multiple TV programs while watching live TV

Reliability and availability

- Guarantee content availability with redundant configuration
- Back-up personal content



Better control over what is recorded and how

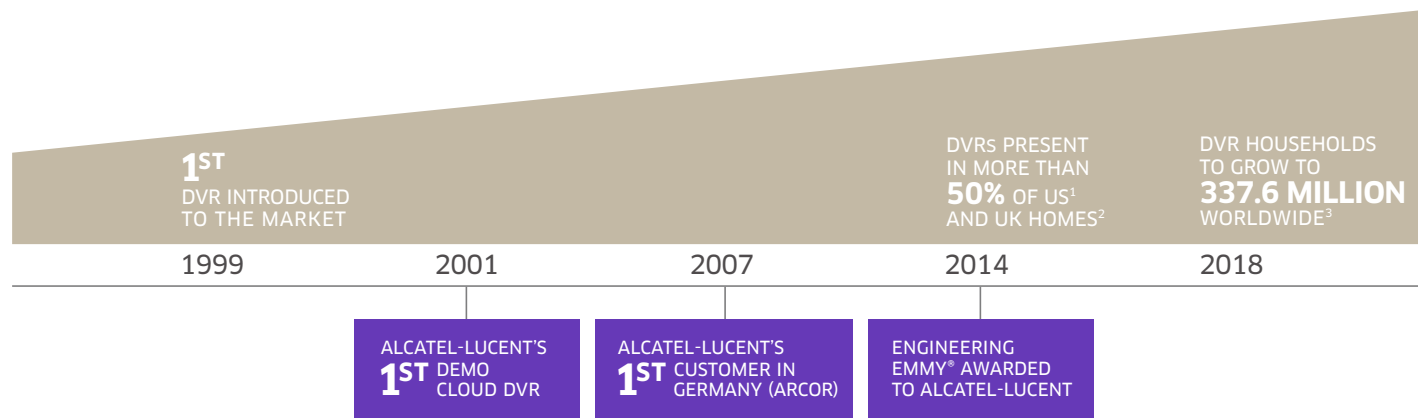
- Storage capacity, number of tuners, and storage time for recordings can all be configured

New revenue models

- Enriched viewer profiles offer a better view of how subscribers watch live and time-shifted TV
- Dated commercials in catch-up and recorded programs can be replaced with fresh ones, which can be targeted at individuals or groups of subscribers

Why Cloud DVR from Alcatel-Lucent?

Alcatel-Lucent is a pioneer in cloud DVR technology: we started research in 2000, first demonstrated a solution in 2001, and provided one of the very first public deployments - to the telecommunications company Arcor in Germany - in 2007.



Today, our flexible Cloud DVR platform enables service providers to benefit from powerful, cloud-based storage, processing and management.

Our solution's reliable storage and streaming capacities can quickly and easily scale with consumer demand. It supports and optimizes private copy, shared copy, and rolling buffer modes with on-the-fly content repackaging to match subscriber devices.

Open interfaces to client devices, back office, ad insertion and head-end video systems further enhance your cloud DVR services.

And our solution supports distribution over legacy Digital Video Broadcasting (DVB) networks, IP networks and content delivery networks (CDNs) (both on- and off-net). Cloud DVR is also backwards compatible with legacy set-top boxes using IP or DVB-C for video delivery to further ensure business continuity.

Alcatel-Lucent combines an unmatched IP Video solutions skill set with a wealth of knowledge gained through more than 100 deployments worldwide. Several service providers, including [Swisscom](#) and [Telecable](#), selected Alcatel-Lucent to deploy replay TV services over the past 2 years.

1. Nielsen: "No hardware, no problem: VOD lets users time-shift with ease", September 2013.

2. Streaming Media Europe: "Thinkbox shows growth in U.K. viewing on TVs and mobile devices", February 2013.

3. Global Industry Analysts: "Global Digital Video Recorder (DVR) Households to Reach 337.6 Million by 2018, According to New Report by Global Industry Analysts, Inc.", July 2012.



EMMY® AWARD-WINNING DVR TECHNOLOGY

During the 65th Annual Technology & Engineering Emmy® Awards, which took place at the 2014 Consumer Electronic Show, the National Academy of Television Arts & Sciences honored Alcatel-Lucent for our “pioneering work in the implementation and deployment of network DVR.”

“I want to congratulate Alcatel-Lucent for being recognized as one of a select few to be honored with the Emmy® Award for Technology and Engineering for 2013. Your pioneering work in implementation and deployment of Network DVR showed excellence in engineering creativity, and you join a distinguished history of honorees that are chosen each year by dozens of industry experts and peers.”

Robert P. Seidel, chairman of the Technology and Engineering Achievement Committee, National Academy of Television Arts & Sciences

The Emmy® Awards is the copyright of ATAS/NATAS.

IP Video innovation

Cloud DVR is the first step towards an all-IP video future, in which the cloud hosts advanced TV services and delivers them directly to a broad range of consumer devices.

Discover how **Alcatel-Lucent can guide you on this journey** and keep you at the heart of the pay TV value chain.

Learn about our **IP Video portfolio**, which helps you deliver an exceptional multiscreen video experience to your customers.

Seeing is believing – see the possibilities of **IP Video innovations**.



The Alcatel-Lucent advantage

www.alcatel-lucent.com/solutions/cloud DVR

www.alcatel-lucent.com Alcatel, Lucent, Alcatel-Lucent and the Alcatel-Lucent logo are trademarks of Alcatel-Lucent. All other trademarks are the property of their respective owners. The information presented is subject to change without notice. Alcatel-Lucent assumes no responsibility for inaccuracies contained herein. Copyright © 2014 Alcatel-Lucent. All rights reserved. NP2014024449EN (March)



Why move
to the cloud?

Your DVR
in the cloud

Cloud DVR
benefits everyone

Why Cloud DVR
from Alcatel-Lucent?

Emmy®

IP Video
innovation