

## Cisco Adds to Videoscape Assets

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Cisco buys video back-office and content delivery analytics provider BNI Video for \$99M in cash and incentives, saying the acquisition will advance the capabilities of the Videoscape IPTV platform.



BNI Video was founded in 2009 and counted Cisco as an early investor together with Comcast and Time Warner Cable.

Cisco says BNI Video technology will "help Cisco's service provider customers reduce their operational costs and complexity, while expanding monetization opportunities."

The Videoscape platform was launched in January 2011 at CES as an "immersive approach to video content" supported by 5 different product families.

Go [Cisco Announces Intent to Acquire BNI Video](#)