

Synamedia

Synamedia opens for business as Permira funds complete acquisition of Cisco's Service Provider Video Software Solutions

LONDON – October 29th, 2018 – [Synamedia](#) is open for business following the completion of [Permira funds'](#) acquisition of Cisco's Service Provider Video Software Solutions (SPVSS) group.

Synamedia's technologies, protected by a global portfolio of 590 patents, encompass Infinite Video Platform, cloud digital video recording, video processing, video security and client software. Synamedia's global team of experts provides end-to-end video services to customers spanning advisory, delivery, implementation, training, system integration and customer support.

The company boasts a workforce of thousands located primarily in the US, UK, Israel, India, Belgium, China and Canada.

Its enviable portfolio of over 200 pay-TV and media customers includes AT&T, Astro, beIN, Bharti Airtel, Charter, China DTH, Comcast, Cox, Disney, Foxtel, Get, Liberty Global, Oi, OSN, Rogers, Sky, Shaw, Tata Sky, Verizon, Viasat and Vodafone.

"While we are in a golden age of TV, our customers face challenges including the rising cost of content, soaring piracy levels, and the impact of large OTT challengers on the market. As an independent entity focused on this sector, we will help our customers optimize their current infrastructure and capitalize on OTT and IP distribution to expand consumer choice and convenience, secure their income and generate new revenue streams," said Yves Padrines, CEO of Synamedia.

About Synamedia

As an independent business, Synamedia is committed to providing the world's most complete, secure and advanced end-to-end open video delivery solution. Building on more than 30 years of expertise, the firm is the largest global provider of video solutions, trusted by over 200 top satellite DTH, cable, telco and OTT operators, content owners and broadcasters. Twitter: [@synamedia360](#)

About Permira

Permira is a global investment firm. Founded in 1985, the firm advises funds with a total committed capital of approximately €33bn 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.

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