

Advantages and key differentiators of CVP

What is CVP?

CVP, or Cloud Video Platform, is the online video platform from Comcast Technology Solutions (CTS) and is used to power the video services of some of the world's biggest media and entertainment brands.

The CVP provides services to:

- Enable the ingest of content, metadata, and business rules.
- Accelerate and facilitate content delivery and monetization.
- Ensure accuracy of content transcoding and delivery prep.
- Improve discoverability (via harmonized and enriched metadata).
- Provide technical agility to support any business model.

The CVP is unique in the flexibility it delivers to customers. Rather than being offered as a black box with limited configurability, with the CVP, every service is individually accessible and programmable. In this way, customer strategy leads the technology, not the other way around. Business rules are programmable, ensuring consumers are connected with the content they love, even in complex portfolios of brands and business models.

Read on to learn about the six core differentiators that enable our customers to respond to the continuous change and waves of transformation that characterize the media and entertainment marketplace.

CVP differentiators



Active/active redundancy

Broadcaster-grade service-level agreement (SLA) delivered uniquely via active/active data centers



Video-focused commerce

Built-in enablement of payment-based business models without needing to integrate or manage a third party



Built-in DRM engine

Content security fully in-sourced, and not a surprise extra cost



Metadata normalization

We normalize metadata so you don't have to, greatly simplifying business transformation and convergence projects



Security

Security delivered once, centrally, for all customers, so individual customers don't waste precious resources



Managed service

Outsource to us, freeing your resources to focus on your content, your brand, and your business model

110M Cloud Video Platform subscribers

500+ broadcast channels running 24x7x365

3.2B DRM licenses served monthly

50B video streams played annually

CVP differentiators — In-depth

☞ Active/active redundancy:

No true broadcaster-grade SLA can be delivered through a single data center. The CVP runs in two geographically separated data centers, with adaptive load balancing and database synchronization allowing traffic to be routed dynamically to either or both data centers.

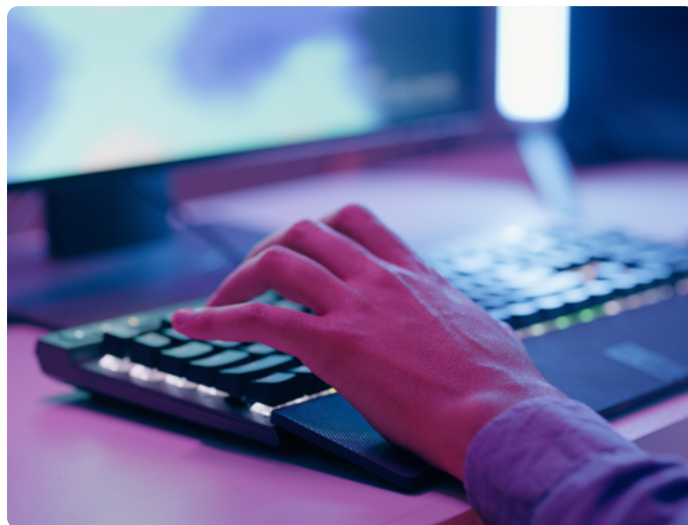
💰 Video-focused commerce:

Typically, monetizing content requires the integration of additional vendors, leading to more contracts and more operational complexity. In addition to direct monetization, the CVP's commerce engine is pre-integrated with all major app stores, and a flexible integration layer allows niche app stores to be easily added. The CVP's commerce engine, built using CTS technology — which means no additional vendors — powers the full set of business models used by today's video services:

- Enable subscription or transactional models via both direct credit card billing and app store in-app purchases. Model complex catalogs with tiers of base subscriptions and multiple add-on bundles.
- Enable advertising via flexible ad policies and integrate with pay-based models for reduced ad loads.

🔗 Built-in DRM engine:

The CVP's digital rights management engine is fully in-sourced to remove vendor dependency on this critical playback function. For our customers, this removes another cost item and source of operational complexity. In addition, it allows a tighter integration with the entitlements system, enabling more complex business models to be supported.



>||< Metadata normalization:

With metadata often spread over multiple systems and in multiple formats, normalization of metadata is often a major cost in any digital transformation project. The CVP's programmable ingest engine saves this cost — instead, we normalize metadata for customers, from any source format.

🔒 Security:

Video services are unfortunately becoming a bigger target for hackers. Defending against this requires a robust set of software development policies, along with frequent and repetitive updates and patches. The CVP saves customers this cost — we do it once, centrally, for all customers, so individual customers don't waste precious resources.

👤+ Managed service:

All this is delivered as part of a managed service, with the CVP Operations team providing constant monitoring of your service and active management of high-profile events.

Connect people with more of the content they love

Built on Comcast's know-how, scalable platforms, and proven facilities and infrastructure, Comcast Technology Solutions offers more than 30 years of reliable real-world media and advertising experience. Comcast Media360, the Cloud Video Platform, and VideoAI are part of a powerful portfolio designed to equip media companies with the technology, scale, and expertise to thrive and succeed in today's rapidly evolving global media and entertainment landscape.

Find out more

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