

# Comcast MediaExpress

## Enhanced VOD syndication and aggregation for premium content providers

### PRODUCT OVERVIEW

Comcast MediaExpress was designed as a smarter, easier way to serve today's complex on-demand ecosystem. Content owners of all stripes can use Comcast MediaExpress to distribute video-on-demand (VOD) assets of the highest quality to all leading platforms using one simple, managed service.

### One platform to serve them all

You send us the content, and we get it to where it needs to go – on time, every time, at top quality. Backed by Comcast's scale and reliability, you can streamline your distribution and monetization efforts across:

- Subscription-based services
- Advertising-supported destinations
- Transactional-based storefronts

#### VOD delivery, simplified

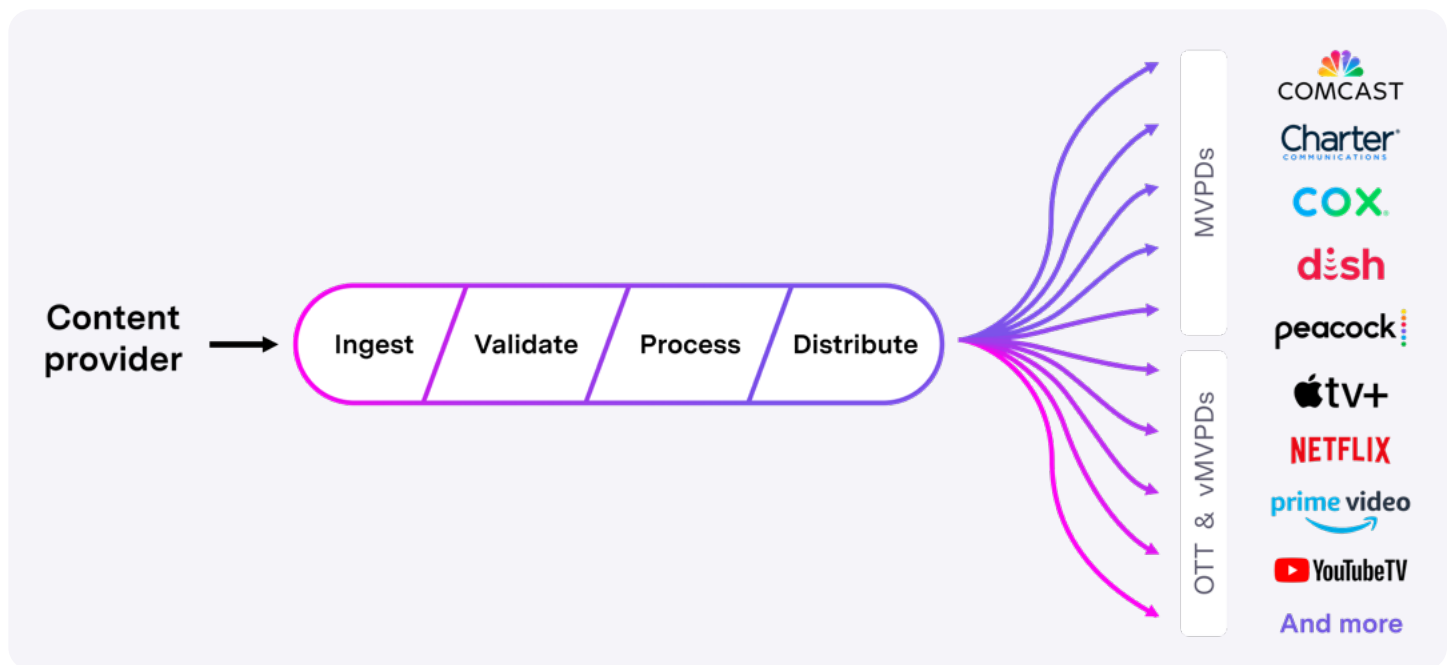
Reach every leading platform with one streamlined solution.

#### Trusted performance at scale

Offer on-time, high-quality managed service for your global audiences.

#### VideoAI for ads and more

Rich metadata provides more value for providers and advertisers.



## Simplified architecture with single ingest and AI/ML tools

Think of Comcast MediaExpress as a managed “white glove” service for your content delivery. Comcast MediaExpress combines comprehensive software tools and high-level SLAs to guarantee secure, high-quality exchanges of content and metadata across operator platforms and distribution points. The net result — improved efficiency, shortened delivery cycle times, and extended reach to premium destinations.

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### Single ingest — multiplatform delivery, simplified:

With just one distribution platform, coupled with integrated and automated post-production conform processes powered by VideoAI™, you can focus more on what you’re serving and let us handle the “how.”

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### Managed “white glove” service for your content:

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### Reach every top-tier streaming, MVPD, and OTT platform:

Comcast MediaExpress provides direct access — conforming to every unique specification — to leading multichannel video programming distributors (MVPDs) and the most popular online distribution platforms across North America.

Whether you are an established VOD content provider or just entering the space, you want a partner with a media distribution platform you can rely on to maximize your content’s ROI. CTS has been a leader in VOD prep, processing, and delivery for as long as VOD has been around. Our proven, purpose-built infrastructure turns large content volumes quickly to meet viewer demand and makes sure your content gets to end users securely, in the highest quality possible.

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### Leverage VideoAI for advanced metadata management and advertising:

Comcast MediaExpress can automatically pull and integrate metadata from both content owners or third-party sources, saving time and reducing complexity while providing needed site-specific metadata. It can also be used in conjunction with CTS’ award-winning VideoAI for metadata augmentation, ad marker detection and insertion, or automated quality control of premium content.

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### Aggregation:

Comcast Technology Solutions (CTS) also provides content aggregation services for MVPD, vMVPD, and OTT operators to bring all the top VOD content to your platform.

## VOD distribution for global, mobile audiences

Comcast Technology Solutions offers a portfolio of technology solutions that provide companies with the technology, scale, and expertise to expand and succeed in rapidly changing global and domestic media and entertainment markets. We invent technology that solves industry challenges, reimagines what is possible, and transforms businesses for an ever-changing world. Built on Comcast’s know-how, proven facilities, scalable platforms, and infrastructure, Comcast Technology Solutions offers more than 20 years of reliable real-world media and advertising experience. Let us show you how to return more focus back into what matters most — creating great experiences on every screen.


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### Find out more

[ComcastTechnologySolutions.com](https://ComcastTechnologySolutions.com)

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