



# Comcast Media360™

Ingest once. Deliver everywhere.

COMCAST TECHNOLOGY SOLUTIONS

## PRODUCT OVERVIEW

**“Efforts to effectively streamline broadcast and streaming operations have been a holy grail for broadcasters and content owners for some time; now, however, it’s becoming an economic necessity.”**

— MARIA RUA AGUETE, SENIOR RESEARCH DIRECTOR, OMDIA

The entire media supply chain has only increased in complexity over the decades.

The reality is that “media” is not a singular discipline, but a convergence point where multiple technologies unite in order to serve content and advertising to expanding audiences around the world. **Comcast Media360™** brings everything together into a comprehensive, single-point-of-ingest model that reimagines the way content is managed, processed, and delivered.

## Comprehensive, centralized global media at scale

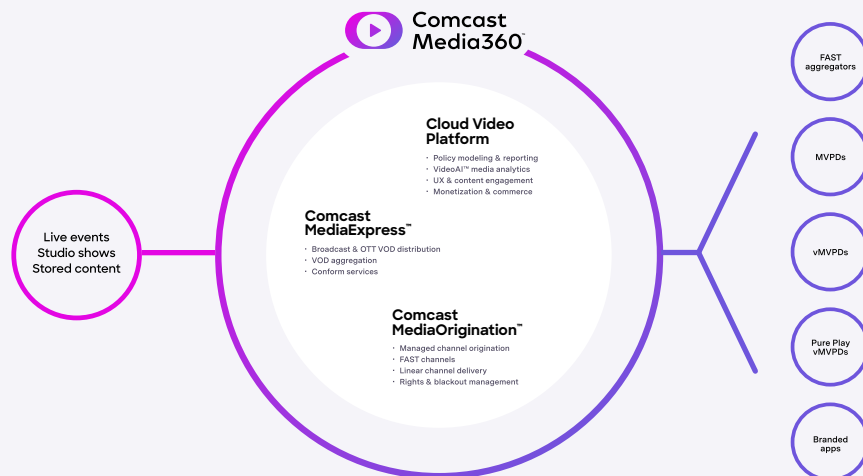
This is a fully managed media operation and distribution solution for modern content providers. Whether you produce live or on-demand experiences, we handle the end-to-end complexity of media prep, metadata management, transformations, and distribution – so your team can focus on what matters: your content, your audience, and your success.

**One partner for everything**  
“Single ingest” model for peak operational efficiency

**Less effort, more control**  
Spend more time on “what you create” and less time on “how it gets there”

**Continuous innovation**  
Comcast’s continuous investment in the future keeps your tech in the lead

## The “single ingest” model of Comcast Media360



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## Overall ecosystem benefits

### Simplify

Consolidate live and VOD workflows under one SLA, reducing vendor complexity.

### Extend reach

Distribute to more global platforms within spec and on time.

### Gain efficiency

Manage Capex and Opex with one 360-degree ecosystem.

## Comcast Media360 ecosystem

**Comcast MediaExpress™** provides a “concierge service” for Video-on-Demand (VOD) management, aggregation, and distribution to all major broadcast and digital platforms. Comcast MediaExpress brings your premium VOD content to all leading social, OTT, and pay-TV platforms, including the most popular streaming video services and FAST channels.

**Comcast Technology Solutions' (CTS) Cloud Video Platform** provides centralized ingest, transcoding, and processing of live and on-demand video; metadata management; content protection and rights enforcement; content recommendations; advertising; commerce/subscription management; content distribution; advanced analytics and insights; and top-quality playout. Using rich contextual metadata, VideoAI™ brings AI/ML tools to bear for streamlined workflows and advertising, and fresh new experiences.

**Comcast MediaOrigination™** provides the channel origination and playout capabilities needed to acquire, prepare, create, package, and deliver linear or online channels and video content across devices. Content is acquired either as live video or file-based acquisition via satellite, fiber, or secure IP. Channels are then prepared with CTS' rendering operations, encoding, encryption, rights management, and authorization policies, then delivered via satellite uplink, fiber, secure internet, or CDNs for MVPDs, OTT, vMVPDs, or FAST channels across any screen.

## Making life better on both sides of the screen

Built on Comcast's know-how, proven facilities, scalable platforms, and infrastructure, Comcast Technology Solutions offers more than 30 years of reliable real-world media and advertising experience.

Comcast Media360 is part of a portfolio of technology solutions that provide companies with the technology, scale, and expertise to expand and succeed in rapidly changing global media and entertainment markets.

**Ready to transform how your content reaches your audience?**

### Find out more

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