

# Accelerate your FAST strategy with confidence



## Integrate FAST into your line-up — faster, smarter, and at scale





As a content owner or broadcaster, you know that free ad-supported television (FAST) is more than a trend — it's a strategic opportunity to extend your reach, monetize your library, and meet audiences where they are. But launching and scaling FAST channels requires more than just content. It demands a partner with the infrastructure, expertise, and agility to deliver.

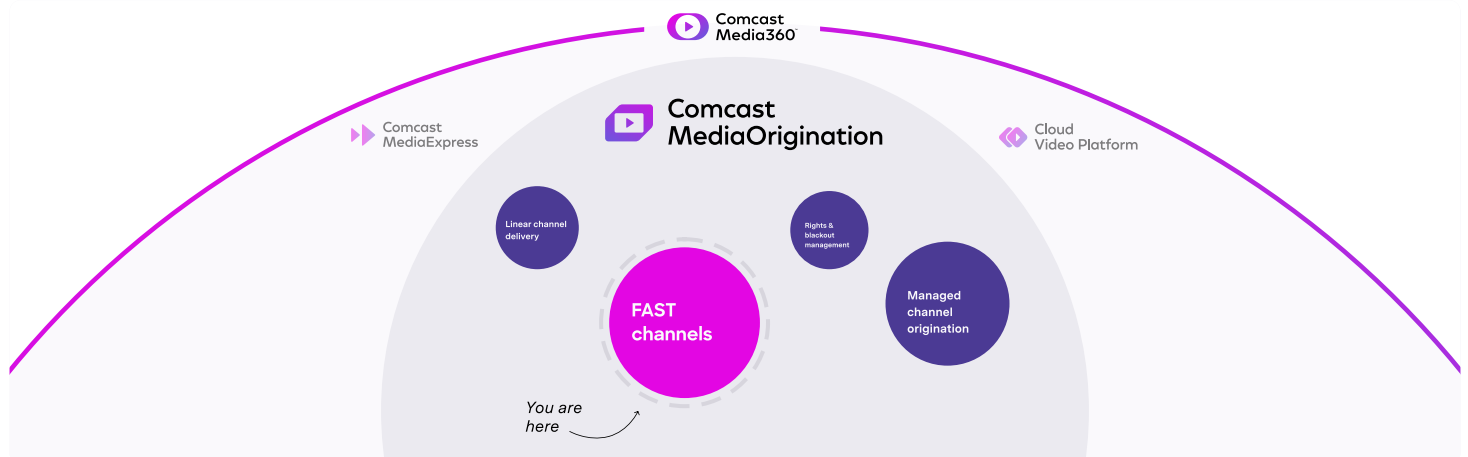
## FAST channels, powered by Comcast Media360

With Comcast Technology Solutions (CTS), FAST becomes a seamless extension of your content strategy — not a separate silo. Our FAST capabilities are fully integrated into the Comcast Media360™ ecosystem, giving you a unified, scalable foundation for global content delivery and monetization.

Let's build a FAST strategy that's as dynamic as your audience. CTS is ready when you are.

CTS brings decades of experience in powering linear and digital TV experiences globally. Our FAST solution is engineered to help you launch high-quality, monetizable channels quickly — with built-in support for:

-  **FAST video payout**
-  **Server-side ad insertion (SSAI)**
-  **Pre-integrations with top global FAST aggregators**
-  **End-to-end reliability and scale**



## Built for broadcasters and content owners. Designed for agility.

Whether you're expanding your linear portfolio or launching digital-first channels, CTS provides a centralized architecture that simplifies distribution and maximizes monetization. Our platform supports:

- Flexible monetization models (revenue-share or inventory-share)
- Real-time ad targeting to boost CPMs and fill rates
- Self-managed or fully managed workflows — you choose the level of control

## Global-ready. Data-driven. Future-proof.

- **Compliance built in:** Handle GDPR, CCPA, and global regulations with integrated consent management.
- **Smart curation:** Build niche channels for specific audiences with always-on linear experiences.
- **Actionable insights:** Use deep viewer data to optimize programming, ad breaks, and UX.

## FAST, your way

### Simple:

Launch self-managed channels tailored for FAST distribution.

### Optimized:

Deliver targeted ads with SSAI and real-time data.

### Flexible:

Choose your monetization model and scale as needed.



## About Comcast Technology Solutions

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

### Find out more

[www.comcasttechnologysolutions.com](http://www.comcasttechnologysolutions.com)

[comcasttechnologysolutions@comcast.com](mailto:comcasttechnologysolutions@comcast.com)