



# POST-PRODUCTION SERVICES

OUR EXPERTISE = YOUR SEAMLESS POST-PRODUCTION

Comcast Technology Solutions' Post-Production Services provide customers with decades of experience as a leader in video content production and distribution.

Post-production is an increasingly complex component of delivery, and many layers of specialization are required. But Comcast Technology Solutions provides you with more than just a "portal and a pipe."

From file prep and media management, to quality and distribution, you have access to a team that provides personalized services through a suite of continuously evolving technologies and products.



**FRictionLESS**  
POST-PRODUCTION  
ACROSS ANY FORMAT

## FINISHING SERVICES

### Closed Captioning

- We create closed captioning files, and then merge them with your content.
- We also create open caption files, and can send them to providers that wish to approve closed captioning content before we embed it into the digital asset.

### Ad Tagging

- We create unique assets for multiple markets with our high-speed versioning and tagging solution. Leveraging the fastest technology available, we are capable of managing a high volume of assets with expedited service.
- Our PC process ensures that your phone numbers are attached to each creative in the appropriate place.

### Watermarking

- We apply BVS/Veil and Nielsen/SpoTTrac watermarking to content. This provides a way to verify placement times for content airing on a network.

### Manual Quality Check

- Retain master quality with consistent and triple-checked quality control processes of all delivered assets that includes one manual QC check.

Comcast's production services team will tailor a solution that can improve the quality of your audience's experience, exceed your expectations for accuracy and exceptional service, and improve your bottom line.

## OUR FULL SERVICE STUDIOS OFFER:

- Closed captioning and subtitling
- Video encoding for ad measurement watermarking (BVS (VEIL), Nielsen (SpoTTrac), Teletrax)
- Down converting (HD to SD)
- Versioning/Tagging
- Logo insertions
- Transcoding
- Digital file creations
- Professional voice over services
- Reslates
- Mass duplication services
- DVD authoring
- Conversions

## WELCOME TO A WORLD OF POSSIBILITIES

Comcast Technology Solutions provides the greatest breadth and depth of media distribution, management, and monetization solutions in the industry. We know post-production better than anyone – and can incorporate our approach into your current workflow, or help you transform your entire ecosystem of content management and delivery. Born in broadcast and thriving in digital, Comcast Technology Solutions is uniquely positioned at the nexus of broadcast and IP convergence. More than a delivery platform, we are a strategic partner with the experience, technology portfolio, and world-class infrastructure you need to prepare for tomorrow's opportunities.

## FIND OUT MORE

Contact us at  
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