

# Managed Channel Origination

Build your channel with a holistic, cost-effective origination service



Comcast Technology Solutions has poured decades of thought leadership and ingenuity into an advanced approach to channel origination that positions your channel for long-term success. Our holistic, cost-effective Managed Channel Origination services do away with the friction and complexity of disparate technologies and outdated platforms. The seamless design unifies and illuminates your workflow — delivering extraordinary experiences on every screen.

## This is how we launch our own channels — and yours

Comcast Technology Solutions takes your content origination to the next level in a certified secure playout facility, future-proofed for linear broadcast and beyond. Our nimble architecture maintains the highest quality standards and allows media and secondary event playout for any type of distribution (linear or online, on any device). Investment in artificial intelligence (AI) and other cutting-edge technologies means improved operating efficiencies, SLAs, and quality metrics while reducing the overall cost of the service.

### Integrated IP-based infrastructure

- The IP-based architecture integrates and aligns origination processes that were traditionally siloed to accelerate delivery.

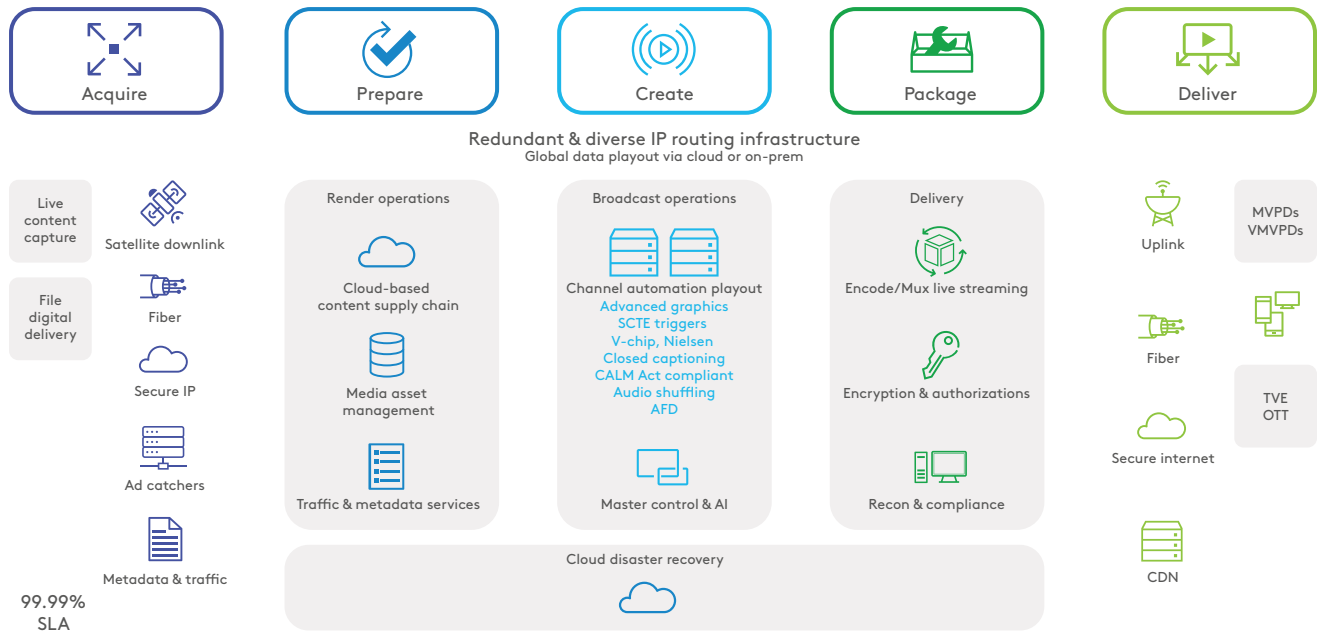
### Shared work environment

- Programming, operations, and engineering all share one work environment so everyone has greater visibility of every workflow.

### Security and scalability

- Launch channels and services faster with IP-based routing and self-contained playout services.
- Consolidate channel playout operations into one workflow.
- Ensure simultaneous OTT/IP distribution with built-in handoff for Live Linear Streaming.
- Maintain flexibility and scalability with a platform-independent operational model.
- Reach millions of viewers through uplink services and other distribution options.
- Protect your revenues with optional disaster recovery.
- Increase issue accountability and reduce resolution time with single-vendor support.
- Gain support for live operations for all channels.

## Simplifying the complex



### Optimized

- 24x7 master control with in-room, layered operational, management, engineering, and on-site vendor support and expertise
- Auto-detection monitoring with configurable thresholds for self-healing recovery
- Smart operations based on requirements from a collapsed model with efficiencies to a dedicated operator model during live or priority events

### Protected

- Robust system reliability and fully redundant IP-based routing
- Vendor performance accountability
- Single-partner solution eliminates vendor incompatibilities

### Simple

- Scalable and flexible content playout for various distribution platforms and devices
- Live Linear Streaming, TV Everywhere (TVE), and OTT handoff
- Engineered for future growth and innovation

## About Comcast Technology Solutions

Comcast Technology Solutions, a division of one of the world's leading media and technology companies, brings Comcast Corporation's proven technologies to an evolving list of industries worldwide. We believe in continuous innovation, always looking for new and better ways to connect with our customers, as well as aggregate, distribute, and secure our own content, advertising, and data. We invest in and test these solutions, so you don't have to — freeing you up to focus on accelerating your business, not your tech stack. Through our portfolio of solutions, the CTSuite, we bring these innovations to the global marketplace, enabling our partners to think big, go beyond, and lead the way in media and technology.

### Find out more

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