Free Ad-Supported Television (FAST) channels

Improve monetization opportunities by creating curated linear experiences for targeted audiences while expanding distribution of your content library.

The world has gone streaming, and streaming is going FAST. What was once the realm of video on demand (VOD) and live events now includes live linear channels — and these channels have been growing, well, fast.

Today's FAST experience demands more than stitching together old VOD content. Consumers expect a broadcast-like experience, which means you need a holistic FAST programming strategy and a technology partner proficient in curating and delivering high-quality channels on a platform that's able to scale.

Complete solution for creation and distribution

From a technology standpoint, FAST success is built on a robust self-service scheduling tool and broad distribution capabilities.

Launch linear channels quickly and more easily than ever before. Starting with your existing VOD content library, you have at your fingertips a simplified schedule-like interface and management tools. Weave in live signals/events seamlessly. Layer on promos, graphical ads, logos, and animations. Consume full analytics on a customizable dashboard while also monitoring performance by exception. Easily integrate into third-party programs for a centralized controlling system.

Maximize revenue potential by minimizing operational costs. A native VOD linear playout minimizes cloud processing and storage. Automated time-shifted and regionalized playout frees up teams to focus on driving other areas of your business.

Expand reach
- Seamless distribution to the top-tier FAST platforms

Reduce costs
- Lowest cost solution for playout

Increase monetization
- SSAI
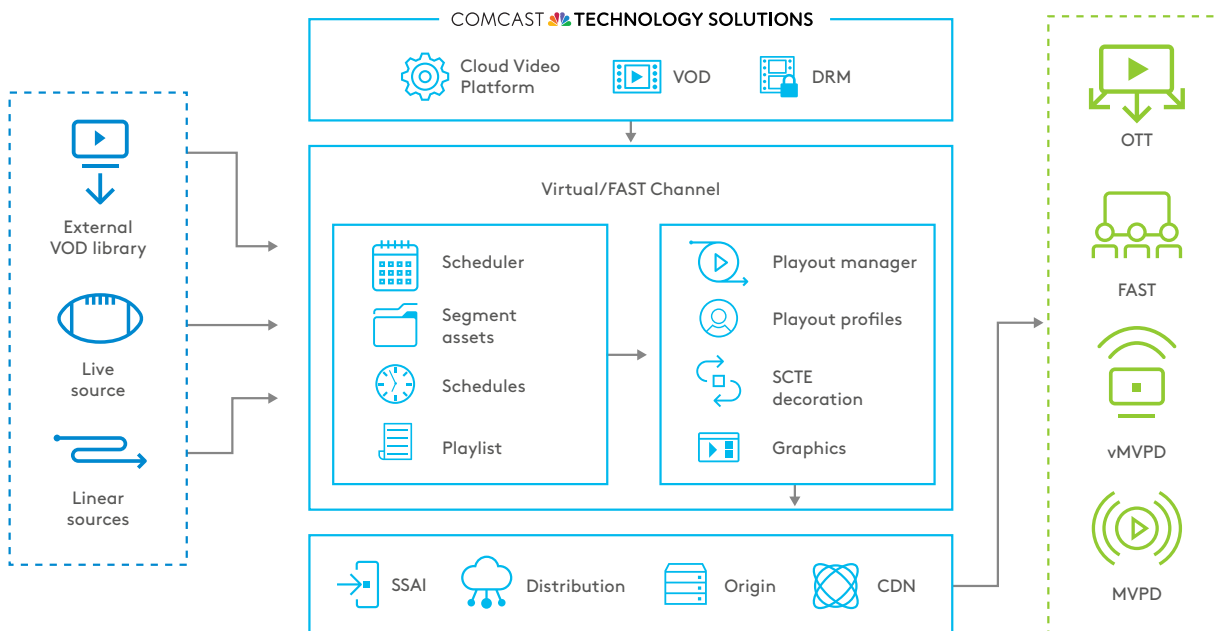- Addressable ad solution with VideoAI™

Ease of use
- Best-of-breed solution
- Centralized control
- Full analytics
- Easy integration to 3rd party systems

Maximize revenue by improving viewer experience. Seamless stitching of clips and ads ensures no buffering, pausing, clipping, nor unwanted black on air. Personalization and relevance, both drivers of "stickiness," extend beyond content to include advertising in the form of addressable advertising.

Maximize revenue with advanced advertising solutions. Server-side ad insertion (SSAI) enables monetization of your FAST channel while addressable advertising solutions allow you to serve up highly targeted personal and local ads that are relevant to viewers.

Virtual/FAST Channel architecture

Want to move FAST with us?

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, and 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.

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