

Cloud Video Platform

Manage, monetize, and move
your media to any screen —
from anywhere



Today's media business operates in real time across a near-infinite combination of device types, services, and viewing experiences. Cloud Video Platform (CVP), part of the Cloud TV Suite, brings it all together into a managed service that provides brands with a simple, unified way to control, scale, and improve their entire media enterprise.

CVP was designed to bring our technology — and our brain trust — together to address the real-world challenges of multiplatform media at scale.

Media businesses like yours have a unique place, whether the goal is to send content to a community of destinations or to bring in programming to establish a world-class service of your own. CVP can do it all. From one screen, deploy to every screen. It's purpose-built to support your multi-network, multi-country video operations.

Complete video syndication and management

The CVP console accelerates content delivery workflows and provides unprecedented flexibility in the command and control of media assets.

- **Lightning fast performance:** The intuitive user interface is built specifically to accelerate video workflows. Enhanced search and entry functions, deeper auto-complete/type-ahead capabilities, and faster interactions across the board all add up to a superior user experience.
- **Better viewer experiences:** CVP makes it easier to try new merchandising approaches, to deliver reliable quality, and for your service teams to understand and respond to customer issues.
- **Mobile media management:** The mobile experience provides the flexibility to manage a host of processes remotely, so you can edit metadata and publish/unpublish on the go.
- **Intuitive customer service views:** Customer-facing representatives have clear information at their disposal to provide customers with better experiences and more seamless transactions/issue resolutions.
- **Robust partner ecosystem:** Gain the freedom to integrate with any of our certified partners to design CVP to be uniquely yours.



Centralized command
and control of media
workflows



Robust mobile access
for publishing/unpublishing



Flexibility + agility
to elevate every
business model

CVP can handle all the complex tasks of video management:

- Ingest
- Efficient workflow
- Automated publishing and delivery
- Simple editing
- Custom feeds
- Transcoding
- Flexible delivery and storage
- Universal players
- Video commerce
- Monetization
- Syndication
- Content security
- Local and hosted file processing
- Insights and reporting

Powerful commerce tools

AVOD, SVOD, TVOD, live content... however you choose to serve your content to audiences, CVP helps on both sides of the equation: providing better ways to connect consumers with content that's meaningful to them, and offering the agility to move between business models, merge them, or test marketing approaches to learn what works and what works better. CVP supports your content security, advertising policies, and metadata management — to optimize the value of your content.

Professional services: Build it right the first time

The pace of business doesn't leave a lot of time to start over from scratch. Our partners depend on our Professional Services team to know how to make the most of today's capabilities, while also keeping an eye on the horizon. CVP is custom-designed for each client to remove costs from the equation with a foundation of continuous innovation and investment.

VideoAI™: A comprehensive framework for AI/ML in video

VideoAI (Video Artificial Intelligence) is the foundation for smarter management, faster publication, and stronger content monetization. VideoAI scans every component of your content — words, pictures, sounds — and provides actionable metadata for applications including segmentation, contextual advertising, and quick preparation of live events to VOD.

Content management tailored for your business

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.

Find out more

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