PUREFLIX.COM: WINNING HEARTS OVER ANY DEVICE

PureFlix.com is a textbook example of a successful video destination — one that listens to and creates deep connections with subscribers, and then greets them with an experience they can trust to deliver high-quality, family-friendly content. In order to make the most of its original content and expanding library, PureFlix.com needed a dynamic end-to-end video platform that would provide:

- A scalable technology platform to reach people on the screen of their choice
- An experience that helps members connect with the content that speaks to them
- A dynamic content management system with the agility to try new business models and adapt to changes in consumer habits
- A flexible commerce system that could manage subscribers across multiple billing entities and grow their consumer lifetime value

Comcast Technology Solutions' video management system forms the foundation of PureFlix.com's complete solution, which extends from file ingest and transcoding, all the way to playback and monetization, across any device. Working together with our dedicated team, PureFlix.com uses the powerful suite of tools to enhance content discovery, personalize offers, and thrill viewers with a broadcast-quality playback experience.
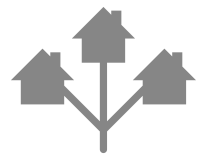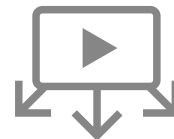
PURE FLIX.COM

EXPLOSIVE GROWTH
330,000+ SUBSCRIBERS

LIMITLESS SCALE
FOR FUTURE GROWTH

TRUSTED DELIVERY
ACROSS ALL PLATFORMS AND DEVICES

COMCAST
TECHNOLOGY SOLUTIONS

"COMCAST TECHNOLOGY SOLUTIONS EMPOWERS US TO STAY FOCUSED ON THE RIGHT CONTENT, THE RIGHT MARKETING – WHAT WE DO BEST."

– DEBBIE STACKIS, COO, PUREFLIX.COM

- The streamlined online video workflow simplifies publishing and distribution for video on demand (VOD), live events, and linear programming. End-to-end transcoding and publishing is automated, and PureFlix. com has clear intelligence about the content delivered to each end-user.
- With a "single source of truth" for all media workflow, metadata, rights management, and merchandising, PureFlix.com can optimize its relationship with viewers, increase the duration of visits, and deliver the value that reduces churn.
- PureFlix.com's custom video player ensures a great playback experience. Players are built on HTML5 technology, backed by open APIs, and are fully customizable. PureFlix.com can quickly tailor the player for advertising, analytics, and more with an assortment of pre-integrated partner controls.
- The reference architecture of the new solution, coupled with Comcast Technology Solutions' deep industry partnerships and pre-configured API's, make it easier to adapt and adopt new technologies so PureFlix. com can continuously capitalize on innovation.

THE RESULT: STRONG GROWTH, STRONGER RELATIONSHIPS

From a subscriber base of less than ten thousand at launch, PureFlix.com now has over a third of a million subscribers who enjoy original programming and a catalog of thousands of titles. That's a lot of relationships to manage; but PureFlix.com now has a host of powerful tools at its disposal to inform business decisions, test offers and incentives, and succeed at providing a relevant and personalized experience for viewers. The flexibility of the video management platform makes it easy to change or reverse course quickly based on real business results.

Beyond the operational ability to nurture and scale with its burgeoning audience, PureFlix.com also gained a delivery team that operates as an organic extension of the entire company. "We experience terrific teamwork," says Debbie Stackis, PureFlix.com COO. "We operate as one seamless team, and our customers benefit from the resulting reliability and quality. It's a key decision for us to entrust more ownership of our total video delivery and management to Comcast Technology Solutions."

The comprehensive suite of technology, best practices and managed services provided by Comcast Technology Solutions give PureFlix.com a trusted, nimble infrastructure that leaves them poised for the future, and on track to their goal of bringing a wholesome and trusted experience to more viewers no matter where they may be.