

PRODUCTION SERVICES

Post production can be an important choice in your ad distribution process. Comcast has always been flexible about allowing our clients the freedom to work with any post production facility of your choice. To extend the flexible solutions available, we are happy to announce that we offer in-house production services for closed captioning, ad tagging, and watermarking from Comcast's production facility in Denver, CO.

All of the attention we pay to distributing your spots with the highest quality, service, and reliability just got better with in-house production services for those clients and agencies that prefer all services to be done under one roof.

Advertising delivery is, at its core, content delivery. You need a partner who understands the complexity of content delivery, encoding, and transcoding all available formats, the various methods for distributing content and the multiple platforms where content is used. This is an increasingly complex process which requires many layers of specialization. When you work with us, you are linking to more than a portal and a pipe. We understand content delivery from file prep and media management to quality and distribution. You have access to world-class infrastructure and the latest technologies from Comcast Technology Solutions.

FINISHING PRODUCTION SERVICES OFFERED

CLOSED CAPTIONING

Create closed captioning files and merge those files with the content. We also create open caption files that we will send out to providers that want to be able to approve the closed captioning prior to us embedding it into the digital asset.

AD TAGGING

We will create unique assets for various markets by editing tags (ie: URLs & 1-800 numbers) into different spots. We will ensure that your phone numbers are attached to each creative in the appropriate place.

WATERMARKING

We will apply BVS/Veil and Nielson/SpotTrac watermarking to content; this provides a way to verify placement times for content airing on a network.