

REACH MORE ON EVERY SCREEN

Expand content distribution and eliminate complexity with a single end-to-end solution

Storing, distributing, and monetizing multiplatform content takes a lot of complex work. Comcast Technology Solutions simplifies and streamlines video on demand (VOD) operations with a comprehensive service, encompassing aggregation, dynamic ad insertion (DAI), broadcast VOD, and OTT digital.

WHAT'S YOUR DISTRIBUTION STRATEGY?

Americans pay an average of

per month for streaming services since the start of the COVID-19 pandemic



49% of households subscribe to

or more streaming

The VOD industry will be worth over \$90 BILLION by 2025

WHO'S WATCHING WHAT - AND WHERE?

of U.S. television viewers say they're watching more TV since the COVID-19 pandemic began

VOD rentals contributed \$576.3 MILLION in 2020, with cable claiming a 61.5% share of the revenue



25% of viewers report watching content on 2 devices, while 20% say they typically stream a show on 5 different screens

HOW WILL YOU KEEP UP?



The global OTT market is projected to grow at a CAGR OF 29.4% FROM 2020 TO 2027

As of 2021, there are **200+** video streaming services available



THE RIGHT PARTNER FOR TOMORROW'S **VOD DELIVERY**



The Video on Demand Suite offers the scale, stability, and agility needed for modern media management and delivery — all in a trusted end-to-end solution that can ingest from anywhere, deliver everywhere, and maximize the value of every piece of content.





"Over-the-top (OTT) Market Outlook – 2020-2027," Allied Market Research, October 2020

Sources:

[&]quot;Power shifts: Altering the dynamics of the E&M industry," PwC, 2021 "The Complete List of Streaming Services in 2021 – 200+ Services," Flixed, January 22, 2021 "The Future of TV Report June 2021: Connected TV and linear TV move closer together," The Trade Desk, June 2021

[&]quot;U.S. Consumers Now Pay \$47 Monthly for Streaming Services — Up 24% Since COVID Hit, Survey Finds," Variety, Jan. 21, 2021

[&]quot;VOD revenues flat in 2020, but expected to fall over next decade," S&P Capital IQ, Aug. 9, 2021