

# 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 **\$47** per month for streaming services since the start of the COVID-19 pandemic



**49%** of households subscribe to **4** or more streaming services

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

## WHO'S WATCHING WHAT – AND WHERE?

**49%** of U.S. television viewers say they're watching more TV since the COVID-19 pandemic began

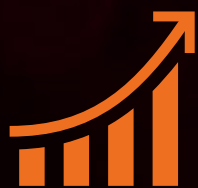


VOD rentals contributed **\$576.3 MILLION** in 2020, with cable claiming a **61.5%** share of the revenue



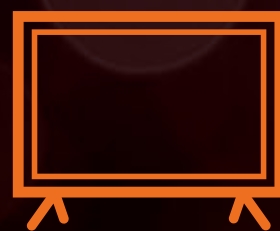
**25%** of viewers report watching content on **2** devices, while **20%** say they typically stream a show on **5** different screens

## 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.

