FAST channels

Live Linear Suite

Integrate FAST into your line-up ... faster

Free Ad-Supported Television (FAST) is a prime way to get more value out of your content — and deliver more to viewers — by launching a digital TV experience that's engaging and well monetized. Comcast Technology Solutions (CTS) has a better way to bring new channels to market.

CTS is the global expert in linear experiences over digital and broadcast. We offer a streamlined, unified solution to get your stream to screens quickly and in the highest quality, including FAST video playout, server-side ad insertion (SSAI), and pre-integrations with leading FAST distribution platforms worldwide — all backed by CTS' proven reliability and scale.

Centralize, monetize, and capitalize on your content

Whether you're a major content owner or a broadcaster seeking to extend FAST capabilities into your existing linear TV and cloud video offerings, CTS — in partnership with Frequency — can provide you with a centralized video distribution and monetization architecture that expands your offerings with the flexibility and agility to change, pivot, and evolve along with audiences and advertisers alike.

Agile channel origination

The whole point of FAST channels is to respond to cost-conscious viewers with a great experience that's relevant and worth watching. To that end, incorporating FAST channels into your current go-to-market plan is easy and flexible, allowing you to maintain focus on what you're serving to your audience, knowing that how you bring your vision to reality is backed by Comcast's experience and scale.

- ✔ Create simple, self-managed channels exclusively for FAST distribution with a software-based platform.

- Build in complex workflows and content acquisition infrastructure with a managed FAST solution.

- Layer FAST distribution and monetization onto your existing CTS linear playout chain.

Proven reliability & scale

Manage and deliver globally with 24x7 support and SLAs
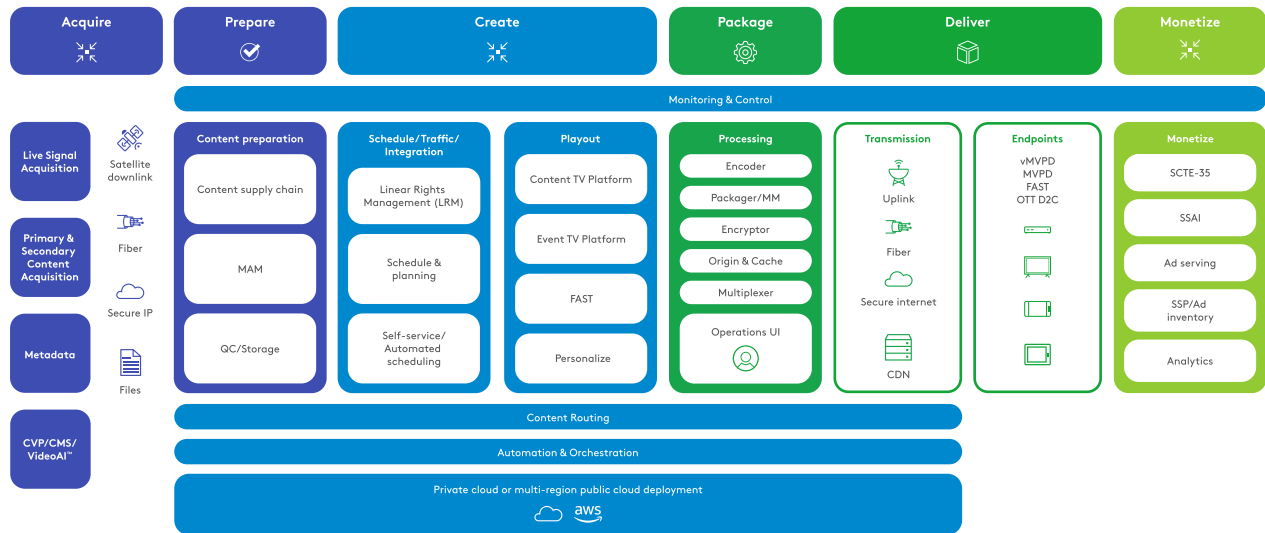
Versatile, unified workflow

Single ingestion point for assets and distribution through FAST and other D2C channels

Easy integration & use

Simple to use and integrate into existing CTS services and over 90 FAST endpoints

Flexibility: CTS can drive, or you take the wheel

For existing Cloud Video Platform (CVP) or Live Linear clients, a FAST channel add-on can be implemented as a self-service feature for businesses that want to build and schedule their own ad-supported channels. Or, for more complex experiences, CTS can handle the acquisition, packaging, and delivery, alongside Frequency's delivery and SSAI capabilities so your FAST distribution endpoints are covered. Versatility is the point — the ability to meet today's objectives with the scale and flexibility for tomorrow.

Go global — from one centralized platform

Audiences don't just demand a great experience — quality is an expectation every time they tap the Play button. FAST channels with CTS as a partner deliver on the quality equation around the world, with a cost-effective approach that opens up new monetization options easier than ever before. The vision at CTS was clear: Build a way for providers and content owners to bring their content to audiences and advertisers over any delivery pathway, from one unified location. Let CTS show you how we can tailor a solution that meets your unique needs.

Comcast Technology Solutions (CTS) offers a portfolio of technology solutions that provide industries with the technology, scale, and expertise to expand operations and navigate through a rapidly changing, device-driven world. FAST channels are just one way we help partners around the world increase the number of screens they're seen on, while making it easier to reach a multiplatform, multi-device audience. We invest in and field-test new ways to enable our partners to think big, go beyond, and lead the way in media, technology, and cybersecurity.

Find out more

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