

PDK6: PLAYER DEVELOPMENT KIT

LOAD FASTER. PLAY BETTER. ADVERTISE EASIER.

PDK6, the latest playback innovation from Comcast Technology Solutions, delivers extraordinary viewing experiences across your entire ecosystem of platforms and device types. Developed purely in HTML5, PDK6 delivers lightning fast load times, providing a key competitive advantage to your audience experience. The simpler, more powerful user interface customization system enables you to offer a single player across all major browsers on both desktop and mobile devices. Rebuilt to run against a native browser ecosystem, PDK6 reduces the need for third-party intermediaries, reducing complexity and improving video player performance.

PDK6 loads faster, renders and supports advanced advertising capabilities out of the box, and has easy-to use interface design components built in. By utilizing cutting-edge video player technology within the Comcast Technology Solutions video management system, content creators are able to enjoy streamlined workflows and minimize the overall cost of deployment, while syndicating their video through one of the industry's fastest video players.

ALMOST INSTANT LOAD TIMES

FOR SUPERIOR PLAYBACK

EASY INTEGRATION
WITH ADVERTISING AND ANALYTICS PARTNERS

ROBUST TOOLKIT
FOR BUILDING CUSTOM EXPERIENCES

BUILT FOR FAST, BROADCAST QUALITY PLAYBACK

- PDK6 is built from the ground up for the most up-to-date browser standards for playback, UI rendering, and autoplay requirements
- Optimized for lightning-fast playback so your audience can quickly connect with their content
- Automatically selects the optimal format and bitrate based on the device, browser, and operating system
- Supported by technical documentation and expertise for optimizing your site and app for a fast playback experience
- Provides industry-leading performance at a fraction of the size, with up to 80% fewer network requests



FOCUSED ON FLEXIBILITY

- PDK6 enjoys broad industry support and is pre-integrated with 3rd party analytic vendors
- Monitor your video performance with support for analytics solutions from comScore, Nielsen, Google, Adobe Analytics, Conviva, Nice People At Work, MOAT, and more

ADVANCED ADVERTISING

- Connect to partners for advertising including FreeWheel, DoubleClick for Publishers, and any VAST- based system
- PDK6 includes the latest IMA3 Integration to support DoubleClick for Publishers, and to support access to the AdExchange Programmatic ecosystem
- Integrated TrueX and native VPAID support for interactive advertising

UNIQUE EXPERIENCES

- Customizable controls (play/pause/volume/CC/full screen) for unique branding or general controls for quick rollout
- Build unique skins, layouts, cards, and plug-ins
- Includes TV Everywhere authentication integrations, so broadcasters can support their TVE customers across the web
- Use our extensive player APIs to build a variety of custom user experiences, as well as support increased viewership options such as continuous playback, recommendations, etc.
- Our deep operational expertise, infrastructure and hardened facilities ensure apps always perform to the highest performance standards
- Built and tested to support mobile web ecosystems natively

CONTENT DISTRIBUTION TAILORED FOR YOUR BUSINESS

Comcast Technology Solutions brings innovations from Comcast to the advertiser, content provider, global operator, and technology industries — providing solutions to our collective challenges and helping to forge a shared vision for the future. Built on Comcast's know-how, proven facilities, platforms, and infrastructure, Comcast Technology Solutions offers more than 20 years of real-world broadcast and digital experience, delivering technology beyond expectations to help customers develop new business models and transform the customer experience.

PDK6 is just one component of Comcast Technology Solutions' complete suite of tools and services for today's media management, delivery, and monetization. Our team of industry professionals work directly with you to create a tailored solution to meet your unique distribution needs. Let us show you how we can help you extract the most value from your video content.

FIND OUT MORE

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