

BE EVERYWHERE

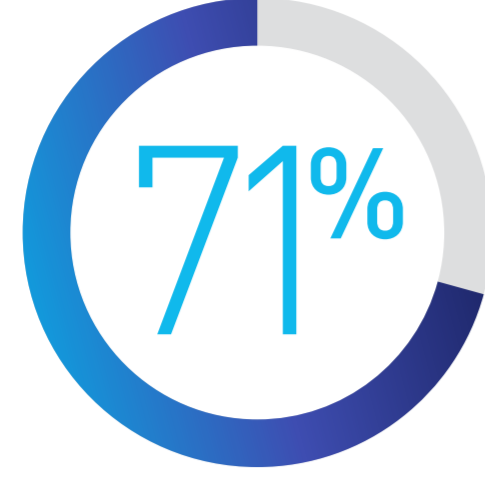
Get your video to all of your customers' screens.



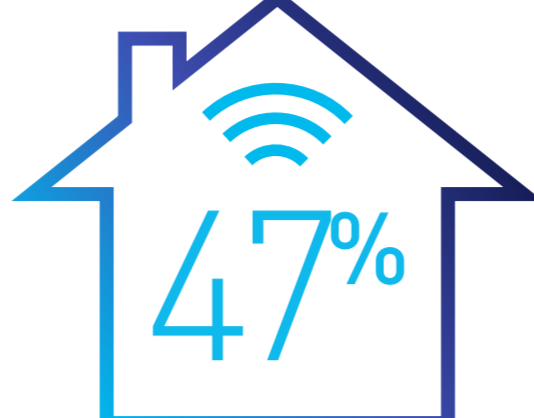
THE GLOBAL ON-DEMAND MARKET IS ON TRACK TO SURPASS

\$90 BILLION

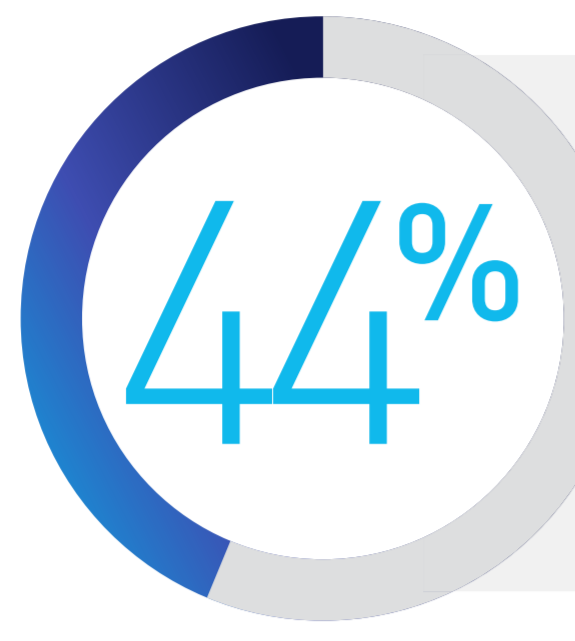
BY 2020¹



71% OF U.S. BROADBAND HOUSEHOLDS HAVE 4+ CONNECTED DEVICES²



47% OF HOUSES WITH WIFI HAVE A STREAMING MEDIA PLAYER LIKE ROKU AND APPLETV³



44% OF MAJOR U.S. TV NETWORKS ARE ALREADY RUNNING BLENDED (HYBRID) MONETIZATION MODELS⁴.

32% ONE OTT SERVICE

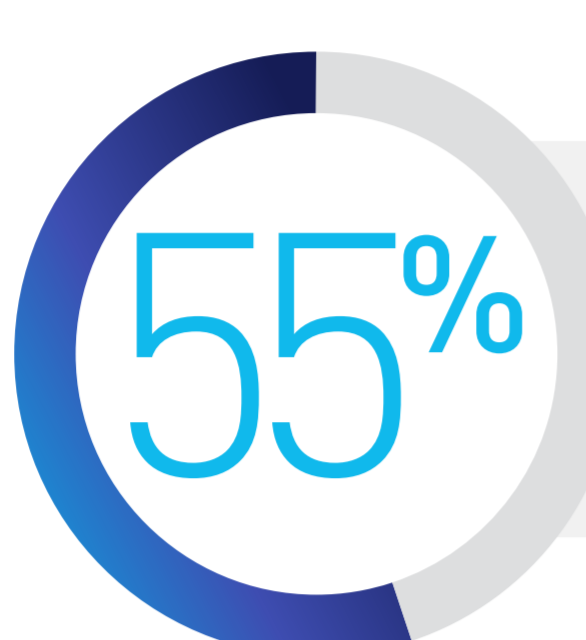
44% MULTIPLE OTT SERVICES THIS IS HYBRIDITY

24% NO OTT SERVICE

CAPTURE MORE REVENUE

Employ multiple monetization strategies at once.

REVENUE RULES IN DIGITAL VIDEO, AND HYBRIDITY HELPS YOU EXTRACT MORE VALUE OUT OF EVERY ASSET.



55% OF CAVPS RATE "GENERATION AND NEW REVENUE MODELS" AS IMPORTANT,

REINFORCING THE THEME THAT IMPROVING THE FINANCIAL PERFORMANCE OF THE BUSINESS IS A KEY FOCUS⁵



MONETIZATION METHODS USED BY CAVPS (CONTENT AND VIDEO PROVIDERS)³:



17% SYNDICATION/LICENSING



48% SUBSCRIPTION



21% ELECTRONIC SALES



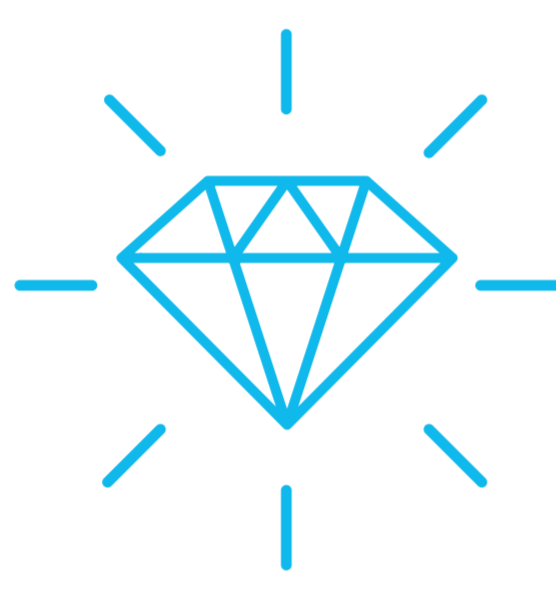
25% PAY PER VIEW



68% ADS

OPTIMIZE YOUR BUDGET

Advertisers need to maximize every dollar in order to create a winning campaign that doesn't break the bank, including post-production services.



GETTING YOUR SHINY NEW CAMPAIGN TO A MULTI-SCREEN MARKET TAKES A LOT OF WORK:

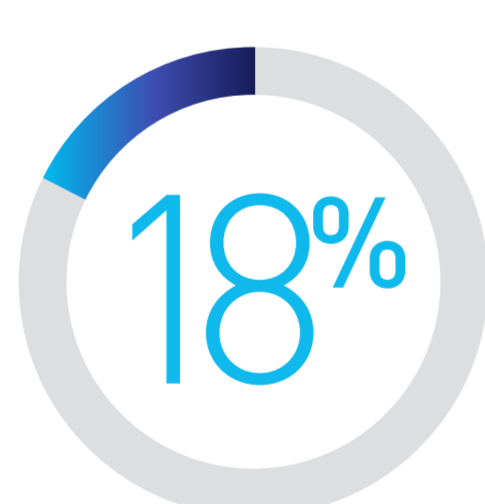
| | | | |
|---|-------------------------------|---------------------------------|-----------------------------------|
| CLOSED CAPTIONING AND SUBTITLING | VIDEO ENCODING FOR ADS | MEASUREMENT WATERMARKING | DOWN-CONVERTING (HD TO SD) |
| VERSIONING / TAGGING | LOGO INSERTIONS | TRANSCODING | MASS DUPLICATION SERVICES |
| DIGITAL FILE CREATION | RESLATES | DVD AUTHORING | CONVERSIONS |

UTILIZE INNOVATIVE TECHNOLOGY

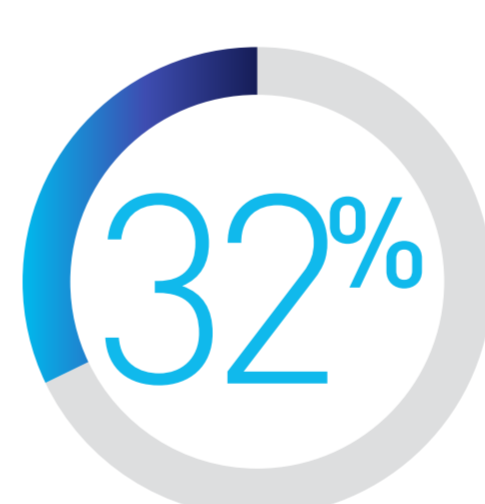
Place ads at the beginning of the content playback.



SERVER-SIDE AD INSERTION (SSAI) MAKES YOUR AD PART OF THE CONTENT (PROTECTING IT FROM AD BLOCKERS)



18% OF INTERNET USERS WORLDWIDE USE AD BLOCKERS. ACCORDING TO THE RECENT REPORT FROM KATAR⁶



32% OF INTERNET USERS WILL USE AD BLOCKERS IN THE U.S., ESTIMATED FOR 2017⁷

\$20.3 BILLION IS ESTIMATED TO HAVE BEEN SPENT IN 2016 ON AD BLOCKER⁵



IN 2018, GOOGLE'S CHROME BEGAN AUTOMATICALLY BLOCKING ADS THAT REPEATEDLY VIOLATE STANDARDS SET FORTH BY THE COALITION FOR BETTER ADS.

STREAMLINE THE EXPERIENCE

Provide a seamless viewing experience.

MONETIZATION METHODS RELY SIGNIFICANTLY ON A RELIABLE VIEWING EXPERIENCE, STARTING WITH A SEAMLESS WORKFLOW OPERATION AND PLAYBACK⁶:



95.5% RELIABILITY AND QUALITY ARE VERY IMPORTANT TO STREAMING VIDEO EXPERIENCE



85.1% STOPPED WATCHING A VIDEO BECAUSE IT TOOK TOO LONG TO LOAD



85% STOPPED WATCHING BECAUSE OF STOPPING AND REBUFFERING



67.5% STOPPED WATCHING DUE TO PLAYBACK ERRORS



57.3% STOPPED WATCHING DUE TO POOR PICTURE QUALITY

HYBRIDITY MAKES THE COMPLEXITY OF MONETIZATION SEEM SIMPLE AGAIN.



INNOVATING FROM THE INSIDE OUT. THAT'S THE COMCAST DIFFERENCE.

COMCAST TECHNOLOGY SOLUTIONS

WWW.COMCASTTECHNOLOGYSOLUTIONS.COM

(1) VOD - EBOOK (SOURCE: "GLOBAL VIDEO ON DEMAND MARKET - TRENDS, DRIVERS, AND PROJECTIONS." GLOBAL INDUSTRY ANALYSTS, JANUARY 2016. (2) MEDIA TECHNOLOGY LIFECYCLE MANAGEMENT - WHITE PAPER | (3) SURVIVE & THRIVE - WHITE PAPER | (4) TV FUTURES INITIATIVE - WHITE PAPER (5) AD PLATFORM GUIDE | (6) THE ART OF BINGE WATCHING - WHITE PAPER (SOURCE: "2017 VIDEO STREAMING PERCEPTIONS REPORT." MUX, APRIL 13, 2017)