

# VIRTUAL CHANNELS

POWERFUL TOOLSET TO BUILD TAILORED LINEAR EXPERIENCES

Maximizing the value of media in today's market takes a vision that's as creative as the content itself. Comcast Technology Solutions now offers Virtual Channels — a new way to turn existing on-demand and live programming into a linear “always-on” over-the-top digital experience that transforms your brand into a viewer's favorite channel. Stitch together a curated programming schedule and serve it to audiences seamlessly, right along with your non-linear on-demand media. Virtual Channels makes it easier and more affordable than ever to add choice, value, and revenue to your video offerings.

## THERE'S ALWAYS A NICHE TO SCRATCH

Grow an existing fan base — or create one from scratch — by pulling complementary content together into seamless experiences that like-minded viewers will keep watching. Build a temporary channel around a live event, with a schedule of programs chosen to appeal to the targeted audience. Launch a fan-centric brand that keeps fans fanning. Aim for a particular demographic with crowd-pleasing programming.

## SEAMLESS INTEGRATION WITH EXISTING TECH

Augment your on-demand library with a linear presence that shows your audience that they're tuned in to the right place. For users that already house their library in our online video platform, the built-in integration makes it even easier to stand up new virtual channels that pull on-demand content into a dynamic linear presentation.

## REGION-SPECIFIC PROGRAMMING, SIMPLIFIED

Our approach to creating a custom virtual channel makes it easy to handle content blackouts (such as live sports limitations) or other content restrictions. Common content is encoded once, providing a template upon which every variation can be stitched together with the right programming for each audience.



### NEW MONETIZATION OPTIONS

Optimize revenue per program

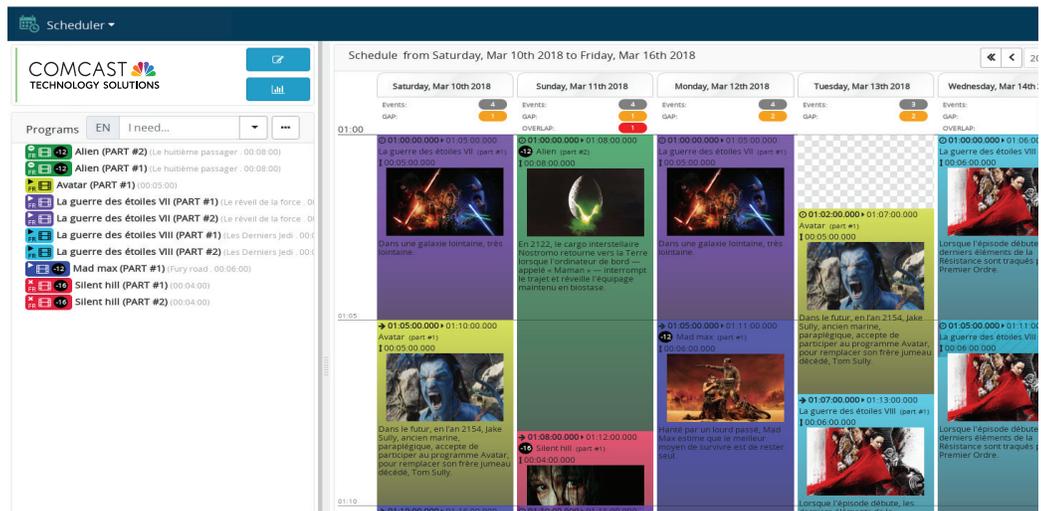
### TV EXPERIENCES

Easily turn VOD assets into specialized channels



### TAILOR CONTENT BY REGION

Alternate programming?  
No problem.



## WHY IT WORKS

Create and distribute OTT linear channels based on VOD and live content.

- Virtual channel management console
- Linear schedule creation
- SSAI integration
- SCTE 35 support
- mpx VOD library integration
- User-friendly, drag/drop interface
- Live sources insertion
- Promo, ads, and graphics insertion
- Asset categorization
- IP-based delivery (TS, HLS, DASH, MSS)
- CDN-agnostic
- 24x7 Tier 1 support
- Entirely self-service; define sources, upload your assets, define regional or global distribution policies, and start engaging your audience.

## CONTENT DISTRIBUTION TAILORED FOR YOUR BUSINESS

Comcast Technology Solutions provides a suite of media and entertainment technology solutions. We invent technology that solves industry challenges, reimagines what is possible, and transforms business through new innovations. Built on Comcast's know-how, proven facilities, platforms, and infrastructure, Comcast Technology Solutions offers more than 20 years of reliable real-world broadcast and digital experience. We partner with customers to redefine experiences and deliver the future to global audiences.

Virtual Channels 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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