LINEAR RIGHTS MANAGEMENT

SEAMLESSLY INGEST, MANAGE, AND DISTRIBUTE LINEAR RIGHTS METADATA

Linear Rights Management (LRM) is a fully supported software as a service (SaaS) that helps solve for the increasing complexity of the accurate delivery, entitlement, and representation of content across an ecosystem of mobile screens and live, multichannel broadcasts. More than just ensuring that content is delivered to the right audience at the right time, it works to illuminate your events and your workflow — providing clear, straightforward tools that can tailor schedules and electronic program guides (EPGs) for the unique needs of each viewer, and each device.
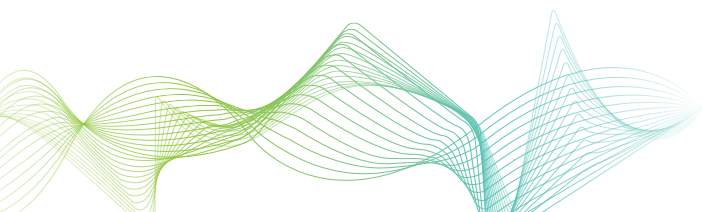
NORMALIZING THE STANDARD

Today, this information is often manually entered into spreadsheets and APIs, which are distributed via multiple channels to operators. Programmers are reliant on the operator to acknowledge receipt of these events and have the ability to ingest and consume the data. It is then up to the operator to ingest this data from multiple sources and in multiple formats before it can be consumed.

The SCTE 224 Event Schedule Notification Interface has quickly become the industry standard when it comes to managing linear metadata. The LRM solution is designed to take advantage of the SCTE 224 specification both in the formatting of the metadata messages and the operational architecture of the LRM management console. Giving the programmer an automated and normalized metadata distribution and the operator an aggregate feed of linear metadata from multiple sources.

Comcast Technology Solutions is a leader in SCTE 224 rights metadata formatting and management. We have to be — it's critical to the personalized experiences we deliver to our own subscribers. Our holistic approach transforms complex processes into manageable workflows, freeing you to focus on the quality of your content.

INGEST

- Ingest your current program event data and output a SCTE 224-compliant event that can be delivered to all your distribution partners.
- Support for additional advanced metadata fields, including look back and start over rights.
- Convert input schedules to SCTE 224 events with an API that allows for multiple schedule ingest formats.

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OPERATE

- Utilize the LRM console to view all event data, identify program gaps, edit/extend events in real time, and verify proper delivery.

- View policies as they are applied through both geographic and schedule views.

- Store your data prior to broadcast to distributors, or for archive/audit (up to 120 days post-distribution).
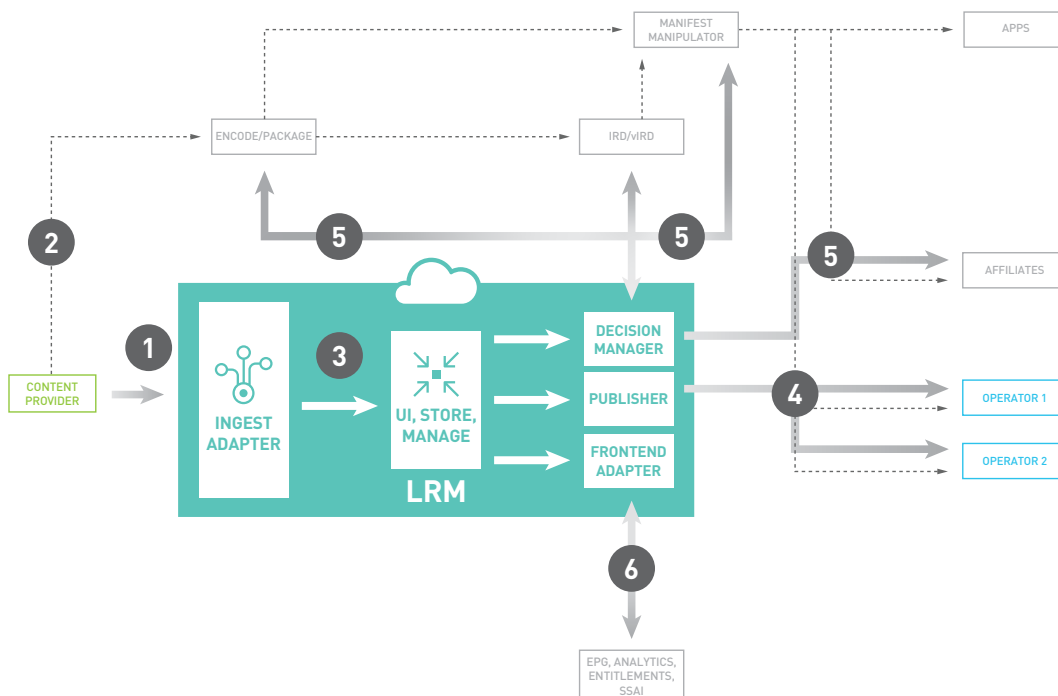
STANDARDIZE

- Leverage our robust set of best practices as part of your LRM service. Comcast Technology Solutions' recognized leadership in SCTE 224 metadata formatting results in a proven approach that frees you to be more creative in your content delivery strategy.
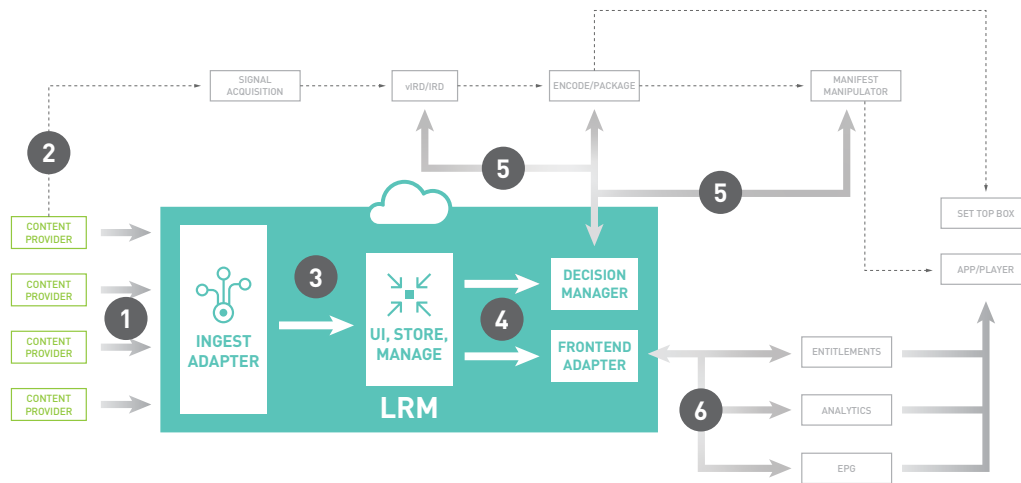
AGGREGATE

- Reduce the resources and time to develop and integrate with multiple processes. The LRM aggregation service gives the operator a one-stop-shop to receive SCTE 224 metadata in a standardized format.

LRM FOR THE PROGRAMMER

1. Content providers and programmers provide linear IP metadata to the LRM Ingest Adapter via multiple formats.

2. Content providers send video through the workflow with SCTE 35 markers, noting start and end times of programs.

3. LRM ingests the metadata, normalizes into SCTE 224 format, and stores in cloud.

4. SCTE 224 data is distributed to multiple endpoints.

5. Video switching occurs at Decision Manager based on the video system reading SCTE 35markers, triggering system to "talk" to Decision Manager, and the SCTE 224 rules are applied.

6. Leveraging data in LRM, non-SCTE 224 use cases are enabled through the Frontend Adapter.

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LRM FOR THE OPERATOR

1. Content providers and programmers provide linear IP metadata to the LRM Ingest Adapter via multiple formats.

2. Content providers send video through the workflow with SCTE 35 markers, noting start and end times of programs.

3. LRM aggregates and ingests the metadata, normalizes into SCTE 224 format, and storesin cloud.

4. SCTE 224 data is distributed internally to Decision Manager and the Frontend Adapter.

5. Video switching occurs at Decision Manager based on the video system reading SCTE 35markers, triggering system to "talk" to Decision Manager, and the SCTE 224 rules are applied.

6. Leveraging data in LRM, non-SCTE 224 use cases are enabled through the Frontend Adapter.

KEY FEATURES

LRM FOR THE PROGRAMMER

- SaaS-based service
- Event ingest API
- SCTE 224 mapping
- Advanced metadata support
- Management console support
- SCTE 224 event storage
- View, edit, and create functions

LRM FOR THE OPERATOR

- SaaS-based service
- Ingest/decryption of LRM signed messages
- SCTE 224 event storage
- Normalize distribution to internal workflow
- Event monitoring
- Audit path

CONTINUOUS INNOVATION

Comcast Technology Solutions brings Comcast innovations to the advertiser, content provider, communication provider, global operator, and technology industries. A division of Comcast Cable, we solve for our collective challenges 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. We deliver technology beyond expectations to reimagine and transform the customer experience.

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