

# LIVE LINEAR SUITE

STREAMLINE CONTENT PREP AND DELIVERY FOR A FULL MULTICHANNEL LINEUP

## LEAN-BACK IS BACK, AND BETTER THAN EVER

Relax, get comfortable, the lean-back experience is back with improvements to better connect your content with your viewers. Live Linear Suite from Comcast Technology Solutions lets you extract more value from your content through simplified and automated processes, cloud-based media processing, and streamlined content prep and delivery from anywhere in the world. Whether you're acquiring and delivering media feeds or creating custom channels utilizing VOD assets in creative new ways, you'll have the flexibility to easily integrate assets, maximize revenue, and streamline operations with these services.



### CHANNEL DELIVERY

Simplify and automate the process required to contribute licensed streams and associated metadata to the cloud-distribution platform of your choice. By securely acquiring feeds and delivering them to edge servers using secure, reliable ARQ streams, we can help deliver low-latency, high-quality content in a more cost-effective way.



### LINEAR RIGHTS METADATA MANAGEMENT (LRM)

The powerful software as a service (SaaS) lets you convey linear rights metadata to distribution partners in a way that's easily managed, consumable, and automated so you can ensure adherence to programming contracts between programmers and distribution partners. LRM includes easy-to-use tools that can tailor schedules and electronic program guides (EPGs) for the unique needs of each viewer and each device, and open new revenue streams enabling addressable ad placement.



### LINEAR PROCESSING

Quickly launch a single OTT simulcast stream or create an immense online linear streaming presence. Linear Processing provides all the acquisition, processing, workflow orchestration, publishing, monetization policies, and real-time analytics needed to get your live content online and deliver a full multichannel lineup of advanced TV Everywhere or direct-to-consumer services.



### VIRTUAL CHANNEL

Turn existing assets into an always-on OTT experience that can operate as a stand-alone destination or as a live feed that helps promote events and VOD content. Curate channels that combine complementary content into seamless experiences for like-minded viewers. Simplify region-specific programming, support targeted ad insertion, and handle content blackouts and content replacement tied to live sports and other content restrictions.



## MANAGED CHANNEL ORIGINATION

Using the latest in AI and content supply chain processes, Managed Channel Origination makes building and operating your channels highly reliable and cost effective. A shared work environment for programming, operations, and engineering results in a shared infrastructure built on media over IP technology that is flexible and reliable. Workflows and signal paths are closely monitored, assuring quality and uptime goals are maintained.



## LIVE EVENTS ORIGINATION

Bringing simplicity and flexibility to streaming live events, our service supports satellite and terrestrial acquisition for pristine broadcast quality through the entire workflow. In addition to signal acquisition, the end-to-end service includes post-production services, content processing, and enables multi-CDN distribution.

Designed to help you integrate assets so you can maximize revenue and streamline operations, Live Linear Suite also enables:

### CENTRALIZED CONTROL

Cloud-based integration with visibility into system operations plus built-in escalation and resolution management give you greater accuracy, faster response time, and process management with fewer resources.

### LIVE STREAMING

Cloud encoding and distribution make delivering consumer-ready live streams easier than ever.

### CHANNEL ORIGINATION

Scheduling, playout, graphic branding, live input, and premium quality encoding that uses file-based assets and our versatile platform are there to make managed channel origination and cloud playout easy to access and use.

### SCALABILITY

Acquire, process, and deliver broadcast-quality channels to anywhere. Launch, manage, and monetize your streaming experiences to any device. Our ability to scale from one to hundreds of channels quickly enables you to compete locally or globally.

## CONTENT DISTRIBUTION TAILORED FOR YOUR BUSINESS

Comcast Technology Solutions offers a portfolio of technology solutions, the CTSuite, that provides the industry with the technology, scale, and expertise to expand and navigate the rapidly changing media and entertainment technology landscape. We invent technology that solves industry challenges, reimagines what is possible, and transforms businesses for an ever-changing world. Built on Comcast's know-how, proven facilities, scalable 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 expectations and deliver the future to global audiences.

## FIND OUT MORE

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