



# Cloud Video Platform

Manage, monetize, and move your media to all screens — from anywhere

Media companies face mounting challenges in scaling effectively across a fragmented and fast-evolving landscape of services, devices, and global audiences:

- Fragmented workflows across live, OTT, FAST, and VOD
- Monetization pressure from churn and bundled offers
- High viewer expectations clashing with legacy system limitations
- Operational complexity across global markets and diverse platforms
- Limited visibility and control over distributed media assets

Comcast Technology Solutions (CTS) developed the Cloud Video Platform (CVP) to give media companies a competitive advantage with a scalable, cloud-native solution that unifies workflows, accelerates innovation, and optimizes monetization. The CVP delivers the agility and intelligence required to do it all — whether it's broadcasting premier sports events live to global audiences, launching FAST channels faster, or creating smarter ways to connect people with content.

## CVP: The heart of Comcast Media360

Comcast Media360™ reimagines the modern media workflow as a shorter, straighter, “ingest once, deliver everywhere” path to every video destination. The CVP is the engine behind the promise: to empower media companies to do more with fewer constraints while delivering premium experiences at any scale. The CVP includes:

- Centralized ingest, transcoding, metadata, rights, security, and distribution
- Support for AVOD, SVOD, TVOD, and FAST — with the flexibility to test new business models
- Modular design to easily incorporate new innovations
- Trusted, reliable live event delivery
- Managed UX services for seamless viewer experiences



**Centralized command**  
and control of media workflows



**Emmy-winning AI tools**  
with VideoAI for better ads and experiences



**Agility and flexibility**  
to elevate and accelerate business models

## Complete video syndication and management

As the foundation of Comcast Media360, the CVP accelerates content delivery workflows and offers unprecedented flexibility in the command, control, and distribution of media at a global scale.

### Key benefits include:

☞ **Lightning-fast performance:** An intuitive user interface is built to accelerate video workflows. Enhanced search and entry functions, smarter auto-complete capabilities, and faster interactions all contribute to a superior user experience.

✓ **Better viewer experiences:** The CVP makes it simpler to try new merchandising approaches, ensures consistent quality, and enables your service teams to quickly understand and respond to customer issues.

📺 **Mobile media management:** The mobile experience provides the flexibility to manage a host of processes on the go, so you can edit metadata and publish or unpublish content and stay in control from anywhere.

👥 **Robust partner ecosystem:** Seamlessly integrate with certified partners to tailor your CVP environment to your unique needs.

The CVP is built to handle the full complexity of digital distribution and streamlining operations while enabling scale and flexibility. Key capabilities include:

- Ingest
- Efficient workflow
- Automated publishing and delivery
- Simple editing
- Custom feeds
- Transcoding
- Flexible delivery and storage
- Universal players
- Video commerce
- Monetization
- Syndication
- Content security
- Local and hosted file processing
- Insights and reporting



## Powerful commerce tools

AVOD, SVOD, TVOD, live content — however you choose to serve your content to audiences, the CVP supports both sides of the equation:

- Helping consumers discover the content that's meaningful to them
- Providing operators with the agility to shift between business models, merge them, or test new marketing strategies to see what works, and what works better

The CVP also supports your content security, advertising policies, and metadata management to help you maximize the value of your content.

## Professional Services: Build it right the first time

Every CVP deployment is custom-designed to align with your unique business and technology requirements. Our Professional Services team provides expert guidance to:

- Eliminate unnecessary costs.
- Maximize today's capabilities.
- Stay ready for tomorrow's innovations.

## VideoAI: A comprehensive framework for AI/ML in video

Our Emmy-winning VideoAI platform powers smarter content management, faster publishing, and stronger monetization. It analyzes every element of your content — words, images, and audio — to generate actionable metadata for:

- Content segmentation
- Contextual advertising
- Rapid preparation of live events for digital distribution



## Connect people with more of the content they love

Built on Comcast's know-how, scalable platforms, and proven facilities and infrastructure, Comcast Technology Solutions offers more than 30 years of reliable real-world media and advertising experience. Comcast Media360, the Cloud Video Platform, and VideoAI are part of a powerful portfolio designed to equip media companies with the technology, scale, and expertise to thrive and succeed in today's rapidly evolving global media and entertainment landscape.

### Find out more

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