

Comcast Media Center's AdDelivery Automates and Simplifies Spot Ingest With Telestream

Broadcast and Cable Companies Automatically Receive Ad Spots Ready for Air, Increasing Efficiency, Capacity and Quality Control

Denver – February 9, 2010 – Comcast Media Center's Radiance division, a leading provider of digital delivery systems for large, high-value digital assets, announced today that it has integrated with Telestream to simplify the AdDelivery workflow for distributing HD and SD advertising spots to broadcast and cable companies. The entire spot delivery process is automated, including receipt, notification, tracking, previewing, reformatting and delivery to on-air servers. Together, Radiance and Telestream make this new efficiency possible by using a file-based workflow that eliminates the need for tape, reducing labor and handling costs and enforcing quality control. Spots are delivered in each destination's native file format ready for air, meaning that no additional expense for hardware or software is required.

"Maintaining quality control without increasing the impact on resources or cost is imperative for our broadcast and cable customers," said Gary Traver, Senior Vice President and Chief Operating Officer of Comcast Media Center. "The only way to achieve this is to eliminate manual efforts that are time-intensive and error-prone. By automating the distribution process from end to end, we have built quality control into the system and eliminated the need for costly human intervention at virtually every step."

A key component of quality control, added Traver, is the automated transcoding of advertising spots. "What customers want and expect is to receive all of their ad spots – HD and SD alike – in the format they prefer. Today ad spots are often sent in a generic file format, and cable and broadcast stations have to manually check each one and then transcode it into the native file format they require. But now, with AdDelivery, manual transcoding, along with its cost and capacity for errors, becomes a thing of the past."

"The integration of AdDelivery with AdManager has allowed us to seamlessly take in content from providers at a consistent quality level," said Richard Wilkins, Senior Technology Manager Advertising Sales of Brighthouse Networks, the seventh largest multiple cable system operator in the United States.

More information on the Radiance and Telestream integration is available at www.radiance.com/broadcast-and-cable.php. For a video about Radiance advertising solutions for broadcast and cable companies, visit www.radiance.com.

About Telestream

Telestream products make it possible to get video content to any audience regardless of how it is created, distributed or viewed. Throughout the entire digital media lifecycle, from capture to viewing, for consumers through high-end professionals, Telestream products include components, cross-platform encoding and live video streaming applications, plus fully-automated workflow systems. Founded in 1998, Telestream enables users in a broad range of business environments to leverage the value of their video content. Telestream corporate headquarters are located in Nevada City, California, and its team of video experts is located in France, Germany, Sweden, UK and US.

About Comcast Media Center

Denver-based Comcast Media Center (CMC), a subsidiary of Comcast Cable, provides centralized content management and distribution solutions for cable systems, video content providers and advertisers. More information about the CMC is available at www.comcastmediacenter.com.

About Radiance

Radiance, a division of CMC, is a leading provider of digital delivery systems for moving and managing large, high-value digital assets through any network with speed, security, control and reliability. More information about Radiance is available at www.radiance.com.

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Media Contacts:

Gary Good
Trainer Communications
(707) 837-1718
rad@trainercomm.com

Andy Holdgate
(720) 270-1325
holdgatepr@comcast.net