

BREAKING NEWS, TOP STORY:

Comcast unit unveils all-digital distribution

By Carol Wilson
Telephony - June 2, 2009

Radiance, a division of Comcast Media Center, today announced a software-based solution to automate distribution of digital advertising over the Internet, in both standard and high-definition (HD) formats, to enable advertisers, agencies and post-production houses to more easily and cost-effectively distribute ads for insertion to cable companies, broadcasters and telco video providers.

The Radiance solution, which was acquired by Comcast (NASDAQ: CMCSA), is used today by enterprises and has now been incorporated into the Comcast Media Center content delivery and management engines, said Gary Traver, senior vice president and chief operating officer for Comcast Media Center. This new approach simplifies distribution of ads, particularly HD ads, eliminating the need for physical delivery of tapes, and makes the process more cost-effective, Traver said. By automating the process, Comcast Media Center is also helping pave the way to more targeted ads, since ad content can be more cost effectively distributed to serve smaller demographic or geographic groups, Traver said.

"We think that we are the first to do it the way we are doing it – using a lightweight software application," Traver said. "Radiance has an existing product called True Delivery which delivers reliably and efficiently over the public Internet. Global enterprise customers have integrated it in with their own software to run internal enterprise-based applications that distribute huge content files using the public Internet and take the content country to country. We have incorporated their capability into our engines, and we built a service out of the two products. Instead of Radiance being used for a single enterprise client, we are putting in applications on a many-to-many format to serve post-production houses and ad agencies on the content side and end-users – cable, broadcast, telco video providers – the other side."

The new product, AdDelivery, will replace labor-intensive manual processes such as delivering HD ads on tape and is compatible with emerging standards. Radiance technology is able to optimize the delivery of content, based on the available bandwidth, Traver said, and has the ability as well to track how much content is delivered and know where to pick up on content delivery in the event of any type of problem, eliminating retransmission in the event of a line or system failure.

About 3% of today's ads are HD, but those ads account for 20% of the distribution costs, because HD is generally more expensive to deliver, Traver said. "If you do a cost comparison of where we are versus what alternatives are, we are a small fraction of the cost of what the alternatives are, particularly when you get to HD," he said. "We expect the HD volume is going

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up, and we are hoping to facilitate that by giving a different cost model.”

The product was designed with interactive TV in mind, Traver said. Comcast Media Center has a product called ITS Access that can facilitate delivering interactive applications to small and medium-sized markets, he said.

“Because we have a very strong legacy of working in interactive television, when we looked at what it is going to take to make advanced advertising work, we know our capabilities are going to help facilitate that,” Traver said. “It’s not just a matter of capabilities in the distribution area but also content feeding mechanisms that allow for continuous low-cost delivery.”

CMC’s Radiance Bows All-Digital, End-To-End Ad Distribution Platform

**By Mike Robuck
CedMagazine.com - June 02, 2009**

Radiance, a division of the Comcast Media Center, today announced the launch of what it claimed was the industry’s first all-digital, end-to-end ad distribution platform for both high-definition and standard-definition formats.

With increasing complexity in today’s cable networks, software has taken on added importance for delivering the various services and technologies. Radiance’s AdDelivery service is software-based and was designed to provide advertisers, agencies and post-production houses an automated process for the delivery of spot ads in SD and HD.

With AdDelivery, Radiance has an ad distribution platform that could eliminate the need for manual, labor-intensive, tape-based methods by automating the ad distribution process, as well as providing a suite of reporting tools for cable operators and broadcast networks.

Radiance said that AdDelivery automates the spot distribution process through the delivery of ad spots to the correct destination, with the audio and video quality tailored to the requirements of each location.

“AdDelivery builds upon the stability and time-tested technology that our customers have come to rely on from us for distributing highly proprietary, mission-critical files,” said Gary Traver, senior vice president and chief operating officer for Comcast Media Center. “Customers want a choice in spot distribution and management, but also need to know that their supplier offers stability and a tradition of high performance.”

CMC's Radiance launches advanced ad-delivery solution

**Staff
CTAM SmartBrief – June 3, 2009**

A division of the Comcast Media Center called Radiance has introduced an advanced advertising solution to help automate the delivery of ads in standard and high-definition formats over the Internet. The service, dubbed AdDelivery, aims to facilitate the delivery of ads from advertisers, agencies and production houses to content distributors such as cable companies. Sources: CableFAX.com (06/02) Telephony Online (06/02)

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Comcast Media Center's Radiance Launches Spot-Ad Delivery Service

Internet-Based Service Touted as Faster, Less Expensive Than Alternatives

**By Todd Spangler
Multichannel News, June 2, 2009**

Comcast Media Center's Radiance unit is introducing a service to let advertising agencies and production firms deliver spot ads over the Internet, which the company claimed will cost less and provide quicker turnaround than alternatives.

The Radiance AdDelivery service provides delivery of spot ads in both standard- and high-definition formats. Today most HD spots are delivered on physical tapes.

"It's meant to electronically deliver ads from the post-production houses and ad agencies into all the outlets that run those ads," said Comcast Media Center chief operating officer Gary Traver. That group includes broadcast networks and affiliates, cable networks and cable operators conducting local ad-insertion.

The service will compete with satellite-based media-delivery service providers, such as DG FastChannel. "Satellite is multicast, so it's good as a one-to-many distribution," Traver said. "The Internet is good for many-to-many distribution."

AdDelivery can automate the spot-distribution process, and provides the ability to automatically transcode an ad spot into the format used by the network or distributor receiving the creative. CMC announced the acquisition of Santa Clara, Calif.-based Radiance for about \$5 million in October 2008.

Radiance offers a suite of file-delivery systems used to manage and simplify the distribution of large proprietary files over private networks and the public Internet.

CMC Unveils All-Digital, End-to-End, HD and SD Ad Distribution

**Staff
Communications Technology - June 2, 2009**

Radiance, a division of the Comcast Media Center, today announced the launch of the Radiance AdDelivery service, a software-based solution designed to provide advertisers, agencies and post-production houses an automated process for error-free, secure delivery of spot ads in both SD and HD formats. The solution is designed to eliminate the need for manual, time-intensive, tape-based methods by automating the ad distribution process and providing a suite of reporting tools. It is supported by 24/7/365 customer service.

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Comcast Media Center Making Push for HD Ad Work

By Seth Arenstein
CableFAX - June 2, 2009

Comcast Media Center (CMC) is aiming to make a large dent in the HD advertising market using broadband connections to deliver HD ads that will make such transportation "substantially" less expensive than the status quo, the CMC chief Gary Travers says.

A product called AdDelivery allows CMC to transport HD or SD ads electronically using broadband connections instead of physically shipping tapes. "The economics of HD is upside down right now," Travers believes, due largely to the expense of transporting HD ads. While HD ads are just 3% of the total market inventory, HD ads deliver about 20% of the revenue on the "digital trucking side of the business," he adds.

AdDelivery was developed from a Comcast product called TrueDelivery, which manages high-value digital assets quickly and securely across the public Internet. "We integrated TrueDelivery with all the processing capabilities we already had at the CMC," Travers says. Denver-based CMC delivers some 9K SD and HD on-demand assets monthly and handles 20K+ pieces of media per week. For the past 7 years, the CMC has been doing a lot of work in the advertising environment, "even though we haven't been publicly open about it," he says.

Currently, CMC's solidly in the interactive advertising space. "We wanted to build the business around traditional linear channel advertising," Travers says. "But in reality, we've been very focused all along on the aspects of interactive...we have a product on the HITS side called HITS Access, which is really all about creating an ITV eco system for the small and medium-size market."

Of course this push toward interactive advertising dovetails nicely with Canoe. "We have to be absolutely in alignment with Canoe," particularly with how they want to manage and steward ads, Travers says.

AdDelivery puts a light piece of software at the post-production or ad agency's location and one at the end destination's location, ie, at a cable operator, programmer or broadcaster. "The reason we can be much cheaper [than competitors] is because we are leveraging what we do at the CMC and we are using broadband connections," Travers notes.

CMC Unveils All-Digital, End-to-End, HD and SD Ad Distribution

Staff
Cable360 - June 2, 2009

Radiance, a division of the Comcast Media Center, today announced the launch of the Radiance AdDelivery service, a software-based solution designed to provide advertisers, agencies and post-production houses an automated process for error-free, secure delivery of spot ads in both SD and HD formats. The solution is designed to eliminate the need for manual, time-intensive, tape-based methods by automating the ad distribution process and providing a suite of reporting tools. It is supported by 24/7/365 customer service.

Radiance Unveils Ad Platform

Staff

Cable Digital News Feed - June 2, 2009

DENVER -- Radiance, a leading provider of digital delivery systems for moving and managing large, high-value digital assets, today announced the launch of the Radiance® AdDelivery™ service – the first software-based solution providing advertisers, agencies and post-production houses an automated process for error-free, secure delivery of spot ads in both SD and HD formats.

With this announcement, Radiance provides an ad distribution solution that could eliminate the need for manual, time-intensive, tape-based methods by automating the ad distribution process and providing a suite of reporting tools that support cable operators and broadcast networks.

Radiance's AdDelivery solution is supported by world-class 24/7/365 customer service. With end-to-end visibility of the distribution process, the advertising industry can now go digital with greater confidence, potentially saving time and reducing operating expense. Radiance is a division of the Comcast Media Center (CMC).

AdDelivery builds upon the rich history that Comcast Media Center (CMC), a subsidiary of Comcast Corporation (NASDAQ: CMCSA), has created in content management and delivery. A pioneer in interactive TV (iTV) and Video on Demand (VOD), CMC delivers over 9,000 SD and HD on-demand assets per month and handles over 40,000 pieces of media per month. With a legacy in live television, CMC manages over 5,000 live events per year, while delivering over 1,125 linear video channels over both satellite and fiber.

It is anticipated that as a software-based system, AdDelivery will provide a superior alternative for broadcast networks, television stations and cable operators who want to eliminate the high costs of hardware-based tools. Current spot distribution systems are cumbersome and labor intensive, requiring manual processes to encode, verify, QC and audit spots. Today, the bulk of HD spots are delivered using tape. AdDelivery's reliable SD and HD spot delivery and management system, automates the spot distribution process through the delivery of ad spots to the correct destination, with the audio and video quality tailored to the requirements of each location.

"AdDelivery builds upon the stability and time-tested technology that our customers have come to rely on from us for distributing highly proprietary, mission-critical files," said Gary Traver, Senior Vice President and Chief Operating Officer for Comcast Media Center. "Customers want a choice in spot distribution and management, but also need to know that their supplier offers stability and a tradition of high performance. Radiance is pleased to answer that challenge with AdDelivery.

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Comcast Puts Radiance to Work

**Jeff Baumgartner, Site Editor, Cable Digital News
Lightreading.com and Cable Digital News - June 2, 2009**

The Comcast Media Center (CMC) put up \$5 million last fall to nab "asset delivery" systems specialist Radiance Technologies Inc., and now the Colorado-based division of Comcast Corp. (Nasdaq: CMCSA, CMCSK) is looking to get a return on that investment with a new digital ad delivery platform. (See CMC Buys Radiance.)

Targeted to cable MSOs, programmers, TV stations, post-production houses, and ad agencies, the new software-driven "AdDelivery" system aims to bring advertising delivery (for both standard- and high-def spots) out of the Stone Age. (See Radiance Unveils Ad Platform.)

All those partners need to participate is a PC with a broadband connection outfitted with the Radiance client, says CMC SVP and COO Gary Traver.

As it already does with digital services like video-on-demand (the Center delivers more than 9,000 VoD "assets" per month in SD and HD), the CMC takes care of the heavy lifting, transcoding those spots into the format required by the customer and handling elements like quality assurance before the spots are blasted to their final destinations via broadband.

Because it's all-digital, AdDelivery also eliminates the need for manually delivering the ads on tape, which is still the format largely used for HD advertising distribution. And the CMC considers that a green move. "Tape is a blight on our environment," Traver says.

He also insists that tech underpinnings of AdDelivery will be in synch with the requirements of Canoe Ventures LLC (the big cross-MSO advanced ad joint venture) and new Society of Cable Telecommunications Engineers (SCTE) standards centered on targeted ads and other forms of advanced and interactive advertising. (See Canoe Rows Toward Enhanced TV.)

"We fully intend to support and drive the delivery of content... to enable the advanced advertising industry forward," Traver notes.

As a final point, the CMC claims the new all-digital system will cut down delivery costs. Although HD ads represent just 3 percent of inventory, they account for 20 percent of the total distribution costs, Traver says, noting that AdDelivery aims to come in at about half or less of the costs the current market is bearing. "I think, as an entry, that's pretty good."

The CMC doesn't have any customers announced for the new system, but some are already on board. "We have a sizable cable footprint right now."

Although the CMC is just getting started with this, the addressable market is fairly large. Traver estimates that the total ad distribution base consists of about 3,800 outlets, and more than 1 million ads (primary spots and their variants) are created in the U.S. each year.

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Comcast Media Center's AdDelivery Looks to Remove Tape Delays

By Chris Albrecht
NewTeeVee – June 5, 2009

Comcast Media Center unveiled a new service this week that looks to eliminate the shuttling around the country among ad agencies, production companies and distribution outlets of physical tapes that hold TV commercials. The company's new AdDelivery service is from its Radiance business unit and uses the public Internet to transport the spots.

Traditionally, after a commercial has been made, the master tape goes to duplicators to make copies, which are then overnighted around the country to the outlets carry the commercial. Using the AdDelivery web application, ad firms can now upload their HD and standard def spots to Comcast in Denver, which then routes the delivery to the proper destinations. This extra time will supposedly extend the deadline creative types have to finish their work before handing it off for airing.

As of right now, those distributor destinations are only traditional broadcast and cable channel outlets both in and outside of Comcast's network. Currently there are not any online distributors (like Comcast's Fancast) plugged into the service. Comcast Media Center COO Gary Traver told us by phone that adding online outlets was part of the product road map, but he didn't provide a timeline for that implementation.

Radiance Technology, which specializes in the digital delivery and management of large advertising-related assets to broadcast and cable destinations, was acquired by Comcast Media Center in October of 2008 for \$5 million. AdDelivery is looking to take on DG FastChannel, which uses satellites for mass delivery of advertisements.

Comcast Intros Digital Ad Distribution

Staff
XChange Magazine - June 2, 2009

A new service from Comcast Media Center allows production firms and ad agencies to deliver standard and HD spot ads over the Internet. It's done through the company's recent acquisition of Radiance Technologies.

The software-based solution automates digital advertising distribution and is considered to be an inexpensive way to distribute ads to cable companies, telcos and other broadcasters. The new system does away with the need to physically deliver tapes. This could lead to more targeted ads, according to Comcast.

The new service is expected to challenge satellite-based providers in this arena.