



CED Magazine - Comcast Media Center, Telestream simplify spot ad delivery

By Mike Robuck

<http://cedmagazine.com/News-Comcast-Media-Center-Telestream-spot-ad-delivery-020910.aspx>



Multichannel News - Media Center Automates Ad Delivery - CMC

Integrates Radiance AdDelivery With Telestream's Workflow

Todd Spangler

[http://www.multichannel.com/article/448509-](http://www.multichannel.com/article/448509-Comcast-Media-Center-Automates-Ad-Delivery.php)

[Comcast Media Center Automates Ad Delivery.php](http://www.multichannel.com/article/448509-Comcast-Media-Center-Automates-Ad-Delivery.php)



Business Video, TMCnet - Comcast and Telestream Simplify

AdDelivery Workflow

Anuradha Shukla

<http://business-video.tmcnet.com/channels/online-video-platform-solutions/articles/75044-comcast-telestream-simplify-addelivery-workflow.htm>



Light Reading – CMC, Telestream Team on Ad Delivery

[http://www.lightreading.com/document.asp?doc\\_id=187714&site=cdn](http://www.lightreading.com/document.asp?doc_id=187714&site=cdn)



SAT Universe - Comcast Media Center Automates Ad Delivery -

CMC Integrates Radiance AdDelivery With Telestream's Workflow

By Todd Spangler

<http://www.sat-universe.com/showthread.php?p=548080>



Communications Technology - CMC Improves Ad Delivery

By Linda Hardesty

[http://www.cable360.net/ct/news/ctreports/commentary/CMC-Improves-Ad-Delivery\\_39964.html](http://www.cable360.net/ct/news/ctreports/commentary/CMC-Improves-Ad-Delivery_39964.html)



Comcast Media Center streamlines spot ingest with Telestream

By Staff

<http://broadcastengineering.com/products/comcast-media-center-streamlines-0211/>



Comcast Automates Spot Ingest With Telestream

By Staff

<http://www.tvnewscheck.com/articles/2010/02/09/daily.7/>

**-Full Story-**

### Comcast Media Center, Telestream simplify spot ad delivery

By Mike Robuck

CedMagazine.com - February 09, 2010

The Comcast Media Center's Radiance division and Telestream have teamed up on simplifying the process of delivering HD and SD spot ads to both broadcast and cable companies.

With the backdrop of Canoe Ventures' eventual rollout of advertising on a national scale in mind, Radiance's AdDelivery workflow was integrated with Telestream's AdManager. The end-to-end asset delivery platform is currently in use by Bright House Networks and some unannounced cable and broadcast companies.

The end result of the integration is that the entire spot delivery process is now automated, including receipt, notification, tracking, previewing, reformatting and delivery to on-air servers. Radiance and Telestream made this new efficiency possible by using a file-based workflow that eliminated 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.

Radiance's AdDelivery system takes the ad content from ad agencies and post-production houses and then delivers it to the end destination, while Telestream's device is located in a cable operator's local ad-insertion framework or in the broadcast facility of a cable network.

"Historically, what has happened with a lot of people is that they get an ad on tape from an ad agency or from an electronic provider and they have to manually do this work to convert the ad into a different format, or convert the file system around it, and then they have to physically put it into the ad insertion gear if it's a cable operator, or put it into the play air servers if it's a cable network," said Gary Traver, senior vice president and chief operating officer of the Comcast Media Center. "The Telestream device picks up the work directly after we've deposited it in the end-point location, converts it, and then places it into the on-the-air location for them without any human hands touching it. It's quite a bit of workflow savings."

A key component of quality control was the automated transcoding of advertising spots by AdDelivery, according to Traver.

"What customers want and expect is to receive all of their ad spots – HD and SD alike – in the format they prefer," he said. "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."

Radiance's AdDelivery was designed with the ability to shorten the time it takes for an ad to go from an ad agency to on-air, and also with scalability in mind, which seems to be a good fit with Canoe Ventures' goal of a national ad platform.

"I think we're all looking forward to Canoe getting a good, solid foothold in 2010," Traver said. "Everything we do at the Comcast Media Center is consistent with what Canoe is trying to get done."

### **Comcast Media Center Automates Ad Delivery** **CMC Integrates Radiance AdDelivery With Telestream's** **Workflow**

**Todd Spangler -- Multichannel News- February 9, 2010**

Comcast Media Center's Radiance division has integrated with Telestream's digital media workflow system to simplify the distribution of HD and SD advertising spots to broadcast and cable companies.

The companies said the integrated solution provides completely automated delivery of advertising spots, including receipt, notification, tracking, previewing, reformatting and delivery to on-air servers. Spots are delivered in each destination's native file format ready for air - so that they don't need to be transcoded at the destination.

Today, ad spots are often sent in a generic file format, meaning cable operators and broadcasters have to manually check each one and transcode it into the native file format they require, according to Gary Traver, CMC's senior vice president and chief operating officer. With the enhanced AdDelivery system "manual transcoding, along with its cost and capacity for errors, becomes a thing of the past," he said.

The Radiance electronic ad-delivery platform is used by operators representing 80% of the total cable footprint, according to Traver. About 62% of cable programming networks have the AdDelivery system installed, with another 20% to 25% in the process of deploying it, he added.

"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," Traver said.

CMC acquired Santa Clara, Calif.-based Radiance Technologies Telestream is based in Nevada City, Calif., with offices in France, Germany, Sweden, U.K.

### **Comcast and Telestream Simplify AdDelivery Workflow**

**By Anuradha Shukla- TMCnet Contributor- February 10, 2010**

Comcast Media Center's Radiance division, a provider of digital delivery systems for large, high-value digital assets, reportedly has integrated with Telestream.

Both companies are working towards the simplification of the AdDelivery workflow for distributing HD and SD advertising spots to broadcast and cable companies.

This agreement has enabled the automation of the entire spot delivery process including receipt, notification, tracking, previewing, reformatting and delivery to on-air servers.

This complete automation has been made possible through the use of a file-based workflow that eliminates the need for tape, reduces labor, handles costs as well as enforces quality control.

This partnership has also eliminated the need for additional expense for hardware or software as the spots are delivered in each destination's native file format ready for air.

Gary Traver, senior vice president and chief operating officer of Comcast Media Center noted the importance of maintaining quality control without increasing the impact on resources or cost for its broadcast and cable customers.

According to Traver, the only way to achieve this goal is to eliminate manual efforts that are time-intensive and error-prone. The automation of the distribution process from end to end has built quality control into the system and eliminated the need for expensive human intervention at each step.

The automated transcoding of advertising spots has tremendously helped in the quality control, said Traver. Today, the customers want and expect to receive all of their ad spots in the format they prefer and with AdDelivery, manual transcoding, along with its cost and capacity for errors, becomes a thing of the past, he added.

The integration of AdDelivery with AdManager has benefited Brighthouse Networks, the seventh largest multiple cable system operator in the United States.

Richard Wilkins, senior technology manager advertising sales of Brighthouse Networks, said that this integration has allowed them to seamlessly take in content from providers at a consistent quality level.

### CMC, Telestream Team on Ad Delivery

#### Light Reading- February 9, 2010

DENVER -- 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."

### **Comcast Media Center Automates Ad Delivery** **CMC Integrates Radiance AdDelivery With Telestream's Workflow**

**By Todd Spangler- SAT Universe- February 9, 2010**

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"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," Traver said.

CMC acquired Santa Clara, Calif.-based Radiance Technologies in 2008 for about \$5 million. Telestream is based in Nevada City, Calif., with offices in France, Germany, Sweden, U.K.

### **CMC Improves Ad Delivery**

**By Linda Hardesty- Communications Technology- February 11, 2010**

The Comcast Media Center (CMC) has upgraded its AdDelivery product to fully automate the delivery of ads.

"I think you'd be surprised that there's still a lot of manual work," said Gary Traver, SVP and COO with the CMC, referring to the processes involved in the ad distribution chain.

He said Radiance, a company the CMC purchased more than a year ago, allows for efficient and secure delivery of very large files over the public Internet. Radiance's technology takes ads from ad agencies and post-production houses and electronically delivers them to cable systems and broadcast networks.

In addition, the CMC is working with Telestream's product AdManager, which transforms content from one format to another and interfaces from one device to another. Telestream understands the metadata that is sent along with the ad and transforms it into play-to-air format "with no human hands touching it," said Traver.

“Because we’re using the Internet, we’re able to send many versions of ads to many different locations in unicast format that allows for advertisers to create variations by geographic region,” he said. “That’s AdDelivery.”

But the CMC’s AdDelivery is just one technology Comcast Corporation is using to address advanced advertising.

Last year, BlackArrow announced it was working with Comcast to dynamically insert ads into its VOD programming in its approximately 500,000-sub Jacksonville, FL, system.

“BlackArrow is helping with scheduling and trafficking of placement of ads,” said Traver. “We’re delivering the media.”

He said improvements like those the CMC has made with AdDelivery are just one part of the chain that’s necessary to make interactive advertising possible, and that the CMC is working very closely with Comcast Spotlight, the advertising sales division of Comcast.

### **Smaller systems**

Sunflower Broadband, an operator in Lawrence, KS, uses the CMC’s HITS Axis in conjunction with SeaChange’s AdPulse product to dynamically place ads in its VOD content.

Traver said HITS Axis is a network-based interactive TV system, designed to help small- and medium-size operators enter the interactive TV space. At some point, Ad Delivery and HITS Axis might converge, he added.

## **Comcast Media Center streamlines spot ingest with Telestream**

**By Staff- Broadcast Engineering- Feb 11, 2010**

Radiance, a division of Comcast Media Center (CMC) and provider of digital delivery systems, has integrated its software with Telestream’s transcoding technology to simplify CMC’s AdDelivery workflow for distributing HD and SD advertising spots to broadcast and cable companies. The new combination of features helps to automate the entire spot delivery process, including receipt, notification, tracking, previewing, reformatting and delivery to on-air servers.

The joint solution leverages a file-based workflow that eliminates the need for tape, reduces labor and handling costs, and improves quality control by automatically transcoding spots and delivering them in each destination’s native file format, ready for air. No additional expense for hardware or software is required.

“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 Bright House Networks, the sixth largest multiple cable system operator in the United States.

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.

### Comcast Automates Spot Ingest With Telestream

**By Staff- TVNewsCheck- Feb 9, 2010**

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"Maintaining quality control without increasing the impact on resources or cost is imperative for our broadcast and cable customers," said Gary Traver, COO 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."

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