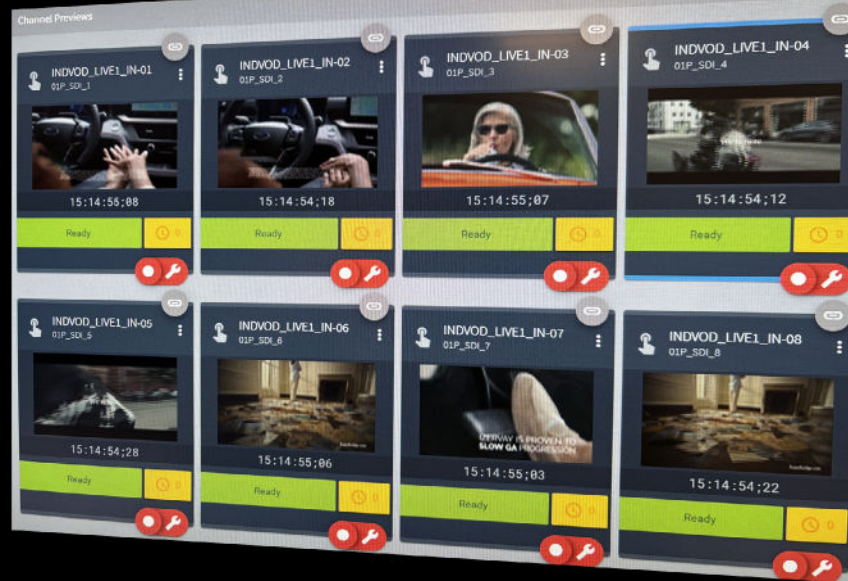# CTS Simplifies Multi-platform Video Content Management with Telestream

Comcast Technology Solutions (CTS) partners with Telestream to help companies get the most out of their content, while managing the complexity of multi-platform video management and distribution at scale.

INTRODUCTION

With a mission of helping companies that need flexibility at scale – from content and technology companies to advertisers, pay-tv operators, financial service providers, retailers, and beyond – CTS, a division of Comcast Cable, requires technology that is reliable, easy to use and flexible. Producing winning solutions is a product of passion and collaboration, as CTS combines on-premises and cloud video technology to help streamline workflows, enhance operational efficiency, and enable flawless content delivery. The partnership with Telestream has helped to support that blueprint for success.

THE CHALLENGES

CTS has the daily task of ensuring all source video content from media clients is properly formatted and ready for on-air delivery. With each new client, the number of video files requiring processing grows, making it imperative to minimize time-consuming manual intervention within its workflows. This creates multiple challenges:

- **Need for Hybrid Infrastructure:** Workflow processes need to accommodate both on-premises and cloud infra-structure, as well as linear and VOD platforms.
- **Time-Consuming QC:** Quality Control (QC) of linear video files required staff to follow multiple manual steps.
- **Accurate Viewing Data:** Clients require accurate reporting of audience engagement for aired content.
- **Need to Reduce Reliance on Hardware:** Content processing is migrating to the cloud, necessitating a smooth and seamless migration.
- **Need for Ease of Use:** Solutions must be accessible to different groups with different skill levels within the organization.
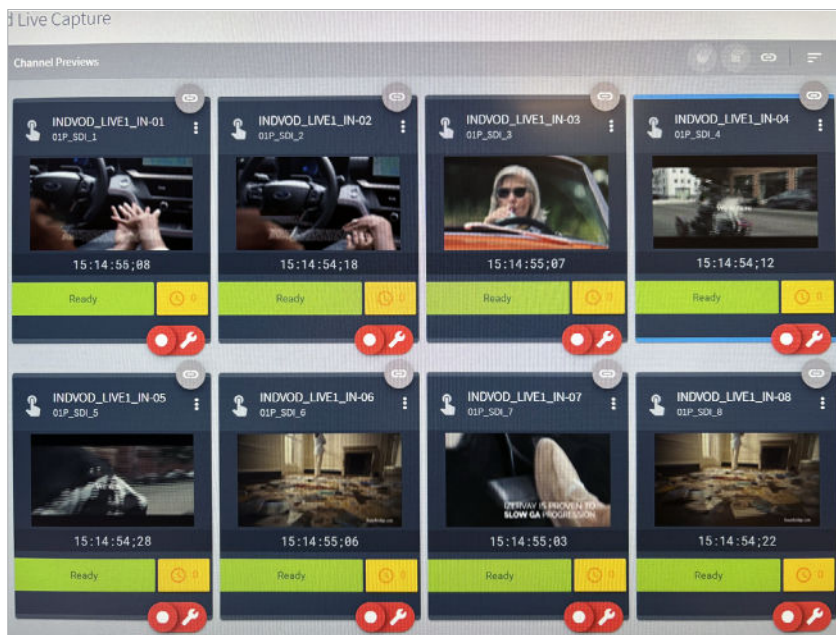
THE SOLUTION

CTS chose to rely on Live Capture and GLIM, powered by the Telestream Vantage platform to help them solve these daily challenges. By harnessing the automation capabilities of each product, CTS streamlines the ingest, QC, and transcoding of all linear and VOD content, achieving enhanced operational efficiency:

- **Reliable Source Capture:** Live Capture provides reliable content capture regardless of format for seamless ingest into Vantage workflows.
- **Smart Transcoding:** Vantage on-premises and Vantage Cloud automate linear and VOD transcoding to enable full compatibility with mezzanine video formats.
- **Efficient Content QC:** GLIM provides rapid and reliable QC of all files for on-air readiness by automating review and eliminating time-consuming manual steps.
- **Accurate Measurement:** Telestream allows for the insertion of an RT VOD watermark directly into the content.
- **Flexible Use:** Multiple production groups within CTS utilize Telestream products in their daily operations.

"Vantage automatically defines the input sources for us which allows us to simply identify the required output, saving us a tremendous amount of time and effort when transcoding content. We greatly appreciate how easy Vantage makes this crucial process.."

Christopher Jones
Senior Engineer, Comcast

CTS relies on Telestream to streamline the ingest, QC, and transcoding of all its linear and VOD content.

THE RESULTS

Telestream enables CTS to efficiently capture source content from all clients, perform rapid QC for compatibility, and transcode it to meet on-air specifications with speed and ease. By automating the linear and VOD workflows, manual processes have been eliminated, allowing staff to work more efficiently.

Live Capture, GLIM, and Vantage streamline the CTS workflows, maintain broadcast-quality standards, and ensure that every piece of content is on-air ready without delays or technical issues.

"Telestream support is great. I really appreciate the fast response and excellent troubleshooting support we receive when we need it. It's a hallmark of our strong partnership."

Christopher Jones
Senior Engineer, Comcast

THE FUTURE

The partnership with Telestream has flourished for almost 15 years, and CTS plans to continue that relationship by enhancing its video content workflow. With the transition to a Cloud-first approach, CTS and Telestream are collaborating on the streamlining of its QC operations and will be testing new solutions, like Qualify and GLIM as a Service, to optimize its workflow further.

The partnership between CTS and Telestream underscores CTS' commitment to operational efficiency and scalable cloud solutions.

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