

# MANAGED SATELLITE DISTRIBUTION

OPTIMIZE BANDWIDTH AND MAXIMIZE YOUR INVESTMENTS

For more than two decades, Managed Satellite Distribution from Comcast Technology Solutions has led the way in new technologies to the cable industry. From digital cable and VOD to new compression standards and HD, our spirit of ingenuity enables you to get the most from your existing investments and expand your service offerings. Managed Satellite Distribution can help you add new digital services, keep your lineup competitive, and save on equipment costs.

- Convert from analog to digital cable, reclaiming valuable bandwidth for new services, such as 44 Managed Satellite Distribution HD channels or expanded broadband.
- Reduce capital and operating expenses with a centralized service that downloads, encodes, compresses, and digitizes channels.
- Eliminate transcoding from programmers who only transmit in MPEG-4 HD and streamline support with a single point of contact for hundreds of channel authorizations.

## MAXIMIZE YOUR INVESTMENT IN MPEG-2

Comcast Technology Solutions is committed to helping you extend the life of your MPEG-2 plant. The upgraded Managed Satellite Distribution service offers a cost-effective migration path to an all-digital or digital simulcast platform. Digital programming frees critical bandwidth in channel-locked systems so you can add high-demand, advanced services such as HD, VOD, or improved broadband connections. These enhancements can help you compete with internet-based and DBS services today, thereby retaining subscribers through the transition to future technology upgrades.

### MANAGED SATELLITE DISTRIBUTION OFFERS:

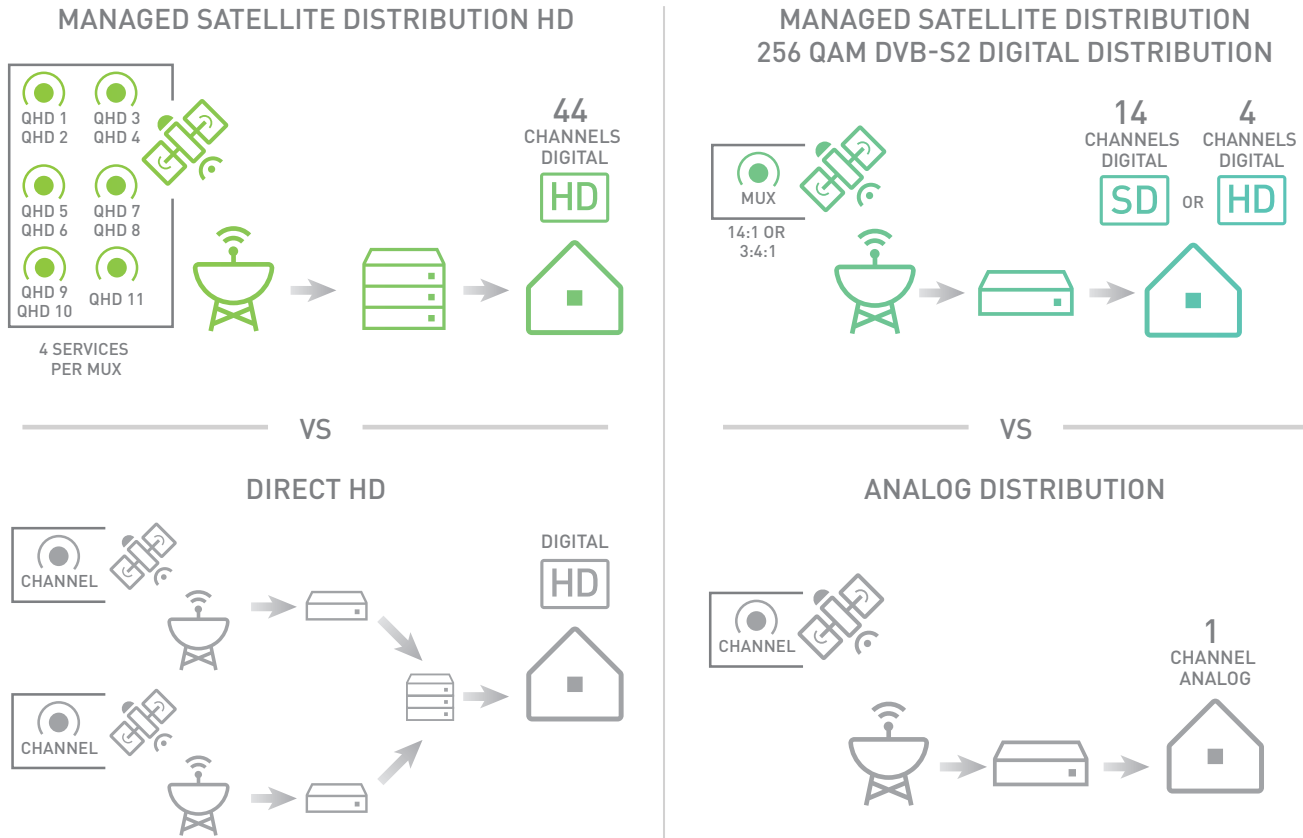
- 250+ SD and HD digital video and audio services
- All signals available via a single satellite
- Advanced DVB-S2 compression on all 256 QAM multiplexes
- Consistent image quality, audio levels, closed captioning and advertising triggers
- Secured authorization process
- Dedicated 24x7 monitoring and support from the Comcast National Video Operations Center
- Simplified pricing model
- Compatible with National Authorization System (NAS) and other conditional access systems

RECLAIM MORE THAN  
**70%** OF YOUR  
BANDWIDTH

**44** HD SERVICES  
YOUR AUDIENCE WANTS

## HOW MANAGED SATELLITE DISTRIBUTION BENEFITS YOU

- Reclaim more than 70% of your bandwidth for basic and advanced services such as HD, VOD, or DOCSIS 3.0.
- Improve bandwidth utilization by an additional 25% with advanced compression.
- Add more services for less than 20% of other system upgrade costs such as MPEG-4 or SDV.
- Reduce capital and operating expenses with a centralized service that downloads, encodes, compresses, and digitizes channels.
- Save money with pay-as-you-grow pricing.
- Minimize capital investment in equipment, maintenance, and support at each digital headend.



## ABOUT COMCAST TECHNOLOGY SOLUTIONS

Comcast Technology Solutions provides a portfolio of media, entertainment, and technology solutions. We invent technology that solves industry challenges, reimagines what is possible, and transforms business through new innovations. Built on Comcast's know-how, proven facilities, platforms, and infrastructure, Comcast Technology Solutions offers more than 20 years of reliable real-world broadcast and digital experience. We partner with customers to redefine business strategies and deliver the future to global audiences.

## FIND OUT MORE

800-824-1776 | [ComcastTechnologySolutions.com](http://ComcastTechnologySolutions.com)

[ComcastTechnologySolutions@comcast.com](mailto:ComcastTechnologySolutions@comcast.com)