

CREATE MAXIMUM IMPACT WITH ALTITUDE FAST.

12.17.24

Altitude FAST is a cloud-managed service, enabling channel creation, monetization and distribution to the connected FAST ecosystem. Build channels with an intuitive customer-driven toolset and publish to major platforms, all backed by Encompass' broadcast-grade service.

A successful FAST strategy relies on scale, efficiency and seamless platform access. Content owners aim to reach select audiences with a TV-like, ad-supported experience on connected devices. Channels must be scheduled easily and quickly, while ad placements need to drive revenue and ensure a smooth distribution to FAST platforms without disruption.

Altitude FAST offers a comprehensive suite of tools and services that empower content owners to connect with audiences across the leading FAST platforms. Its intuitive creation tools simplify content upload and EPG creation, eliminating the need for costly broadcast scheduling software. Content owners can easily monetize using SSAI (server-side ad insertion) through inventory split integrations with the leading ad management providers and select from a library of pre-built FAST connectors for seamless distribution to the most popular platforms.

ALTITUDE FAST BENEFITS



BROADCAST-GRADE SERVICE

24/7 management of FAST distribution with a direct line of communication to our team of professionals



FULL SUITE OF MONETIZATION TOOLS

Supports SSAI integrations via the leading ad management providers



INTUITIVE CHANNEL CREATION

Simply upload, apply metadata and schedule content with our customer-driven creation tool

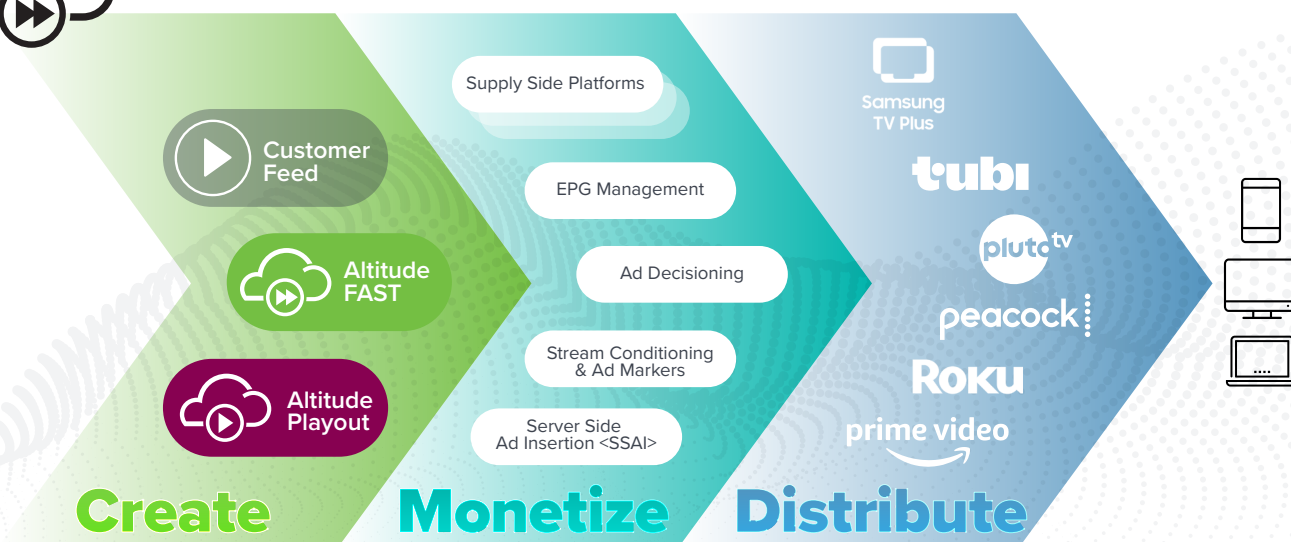


ZERO-TOUCH FAST DISTRIBUTION

Encompass manages and monitors distribution streams selected from our library of pre-built FAST connectors

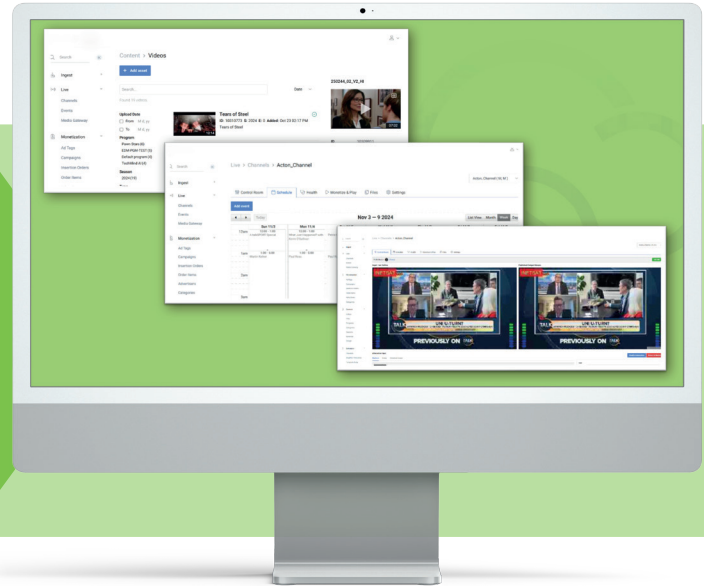


Altitude FAST - How it works



Create

- Upload media, images, subtitles/CC
- Categorize media and manage seasons and episodes
- Add and manage metadata, including synopsis, cast lists, genre and tags
- Define rights and transmission windows
- Create daily FAST schedules
- Schedule ad pods
- Manage syndication tags
- View live channels
- Generate reports and view analytics



Monetize

- SSAI supports inventory share revenue models through personalized manifests
- Ad transcoding and caching to ensure seamless fit with programming
- Integration with leading ad decisioning servers via VAST protocol, including SpringServe, Google Ad Manager and FreeWheel
- AI-powered automatic ad load adjustments for each distribution channel without manual intervention, including ROKU
- Stream conditioning and ad marker translation to support revenue share models

 SpringServe



Google Ad Manager

 FREENWHEEL
A COMCAST COMPANY

Distribute

peacock

prime video

ROKU

YouTubeTV

Samsung
TV Plus

sling free>stream

fubo

 LG Channels

tubi

xumoPLAY

local
now

ViX

pluto tv

Google TV



ALTITUDE PLAYOUT



ALTITUDE STREAM TV



ALTITUDE FAST



ALTITUDE ARCHIVE



ALTITUDE VOD



ALTITUDE CONNECT