



Express Lane

**Version 3.1
User Guide**

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Prepared by Comcast Product Development
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Introduction

Express Lane is a Video on Demand (VOD) product that gives television networks, advertisers, cable MSO's and other content service providers the ability to quickly ingest VOD content into the Comcast Media Center (CMC) VOD workflow. The functionality provided by Express Lane includes the ability to create metadata and upload the associated media for servicing by the CMC for transcoding, quality control and submission for delivery to a customizable delivery footprint. Express Lane is automated to minimize the need for human intervention and thus is available for user access 24/7.

This User Guide is intended to assist the user in understanding the basic functionality of Express Lane from logging into the application, entering metadata and what to expect after successfully uploading and distributing both metadata and media content.

To use Express Lane, you need to have established a relationship with the CMC for the distribution of VOD content. There are a few steps needed before to the first assets flow though the ExpressLane system:

- Testing content to confirm it meets the minimum encode specifications set for Express Lane (Appendix C). If you are providing Cable Labs 1.1 Metadata compliant files, validation is performed at this time also (Appendix A)
- Coordinating metadata values with MSOs and Content Provider (if this is *not* a new launch this step is skipped)
- Collecting individual user information for creation of credentials:
 - First Name
 - Last Name
 - Address
 - Phone number
 - Email address
 - Company Name
 - Title
 - IP of the user's computer which will be used for Express Lane access
- Creating the Portal, including credentials and instructions emailed to new users. After the service has been established, you will receive an email containing a link to the Express Lane application.

All of these steps take up to 7-10 business days to complete.

The current version of the Express Lane application is 3.1

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