

Leeya Resson
Video On Demand Coordinator Intern
Comcast Corporation
Summer 2016 - Philadelphia, PA



Position Title: Video on Demand Coordinator Intern

Department: Video Business Unit

Internship Description:

- Support Editorial Operations & Editorial Programming teams in accurate management and execution of all requests for changes, additions and/or deletions of TV folders/content on three platforms: Native, X1 and Xfinity TV app
- Maintain and update collections and promotional rows throughout X1 and Native
- Track priority editorial content with on-screen validations and cite any outstanding issues with the Editorial Operations team
- Distributed an end of day QC report of all Editorial featured promotions
- Troubleshoot, problem-solve and identify root cause(s) effectively
- Utilize Content Management/Database Systems: MMS, MFP, MAX, EDDIE and VAMP

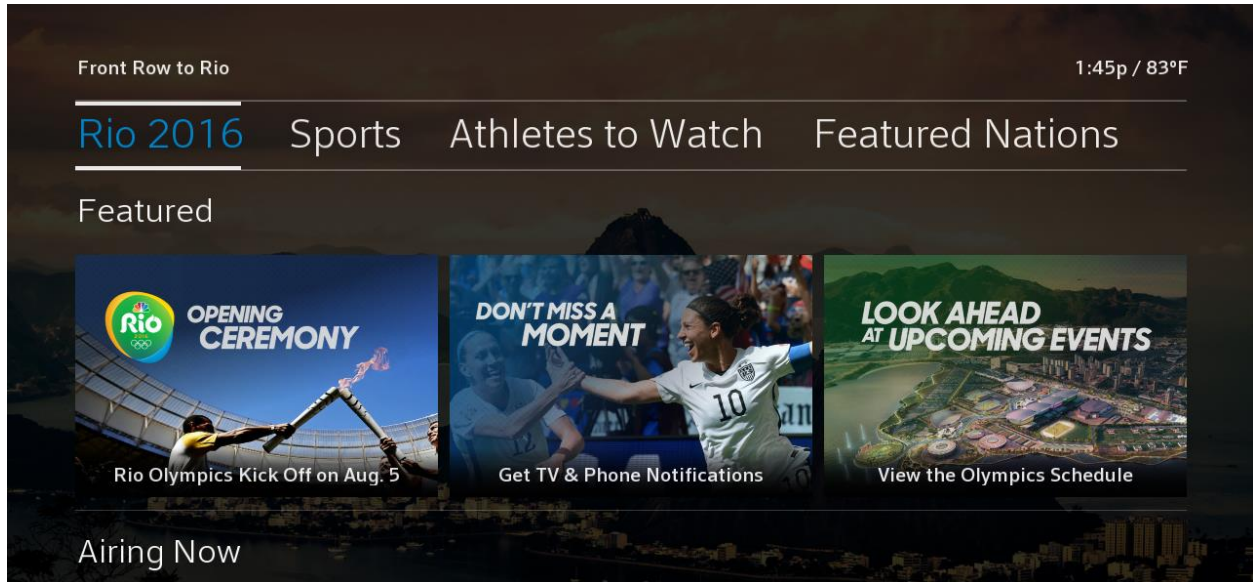
Internship Accomplishments:

- **Daily Editorial Programing:** Programmed and QC'd over 700 On Demand Editorial folders on X1 and Xfinity TV app including:
 - TV
 - Music
 - Latino
 - Networks
 - Xfinity Streampix
 - Black Film & TV
 - Multicultural
 - LGBT
 - Input Spanish Translations for X1
- **2016 Rio Olympics:** Contributed to the buildout and validation of the X1 Olympics experience within On Demand (Front Row to Rio) including over 1200 folders:
 - Olympic Sports folders (238)
 - Olympic Athletes folders (420)
 - Olympic Nation folders (600)
- **Editorial Promotions:** Programmed and QC'd over 500 On Demand Editorial folders on X1 including:
 - Top 100 TV Shows Saved For You (Nielson Rated)
 - Welcome Screen
 - Instant Video On Demand (iVOD)/ Mr. Robot
 - Disney Channel 100 Original Movies (DCOM 100)
 - Music Playlists
- **Edited Video Business Operations Monthly Newsletters**

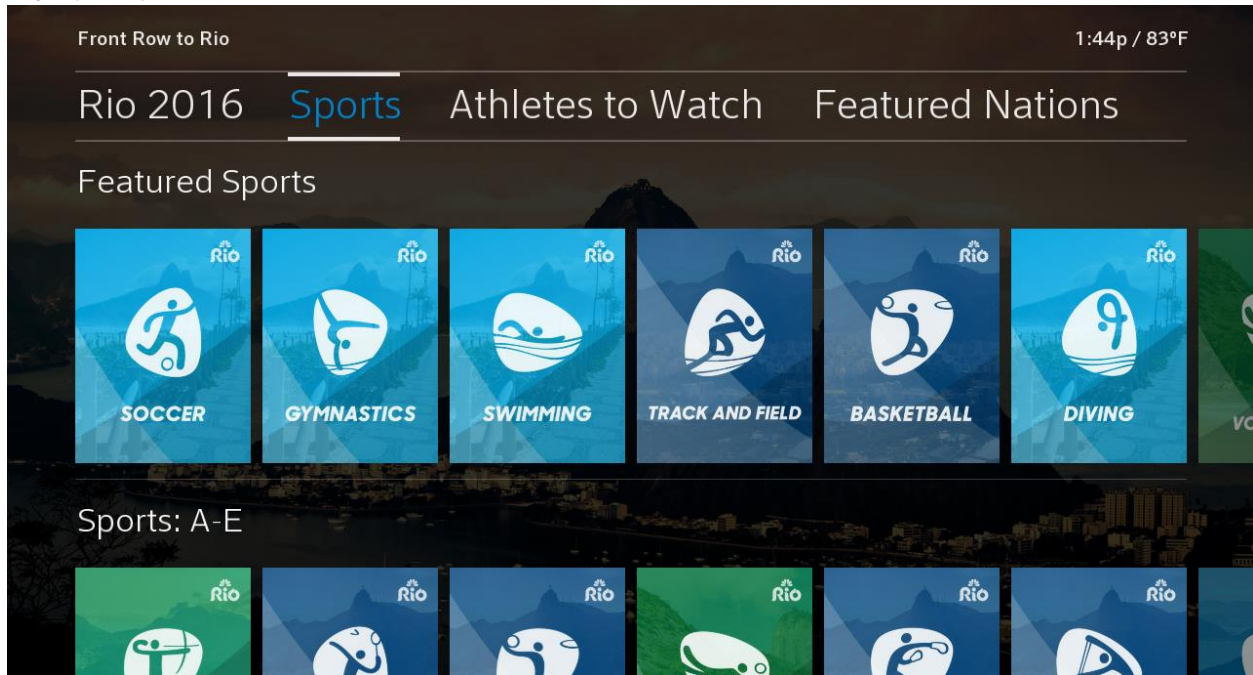
2016 Rio Olympics X1 Experience

Contributed to the buildout and validation of the X1 Olympics experience located in multiple location within On Demand (Front Row to Rio) including over 1200 folders:

Front Row to Rio



Olympic Sports




Olympic Athlete Profiles

Front Row to Rio 1:43p / 83°F


Rio 2016 Sports Athletes to Watch Featured Nations

Featured Athletes

View All
20 People



Athletes: A-G




Olympic Nations

Front Row to Rio 1:44p / 83°F


Rio 2016 Sports Athletes to Watch Featured Nations

Featured Nations

View All
15 Teams

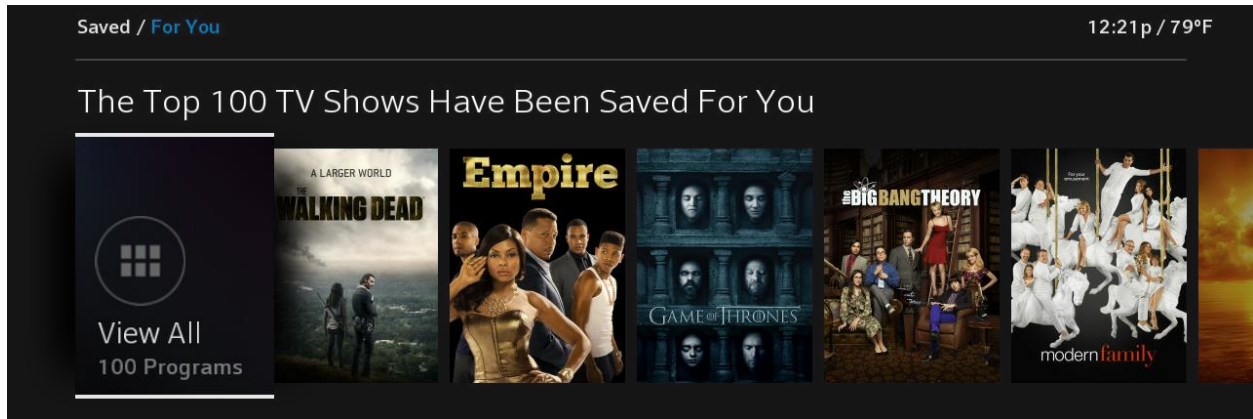


Nations: A-D



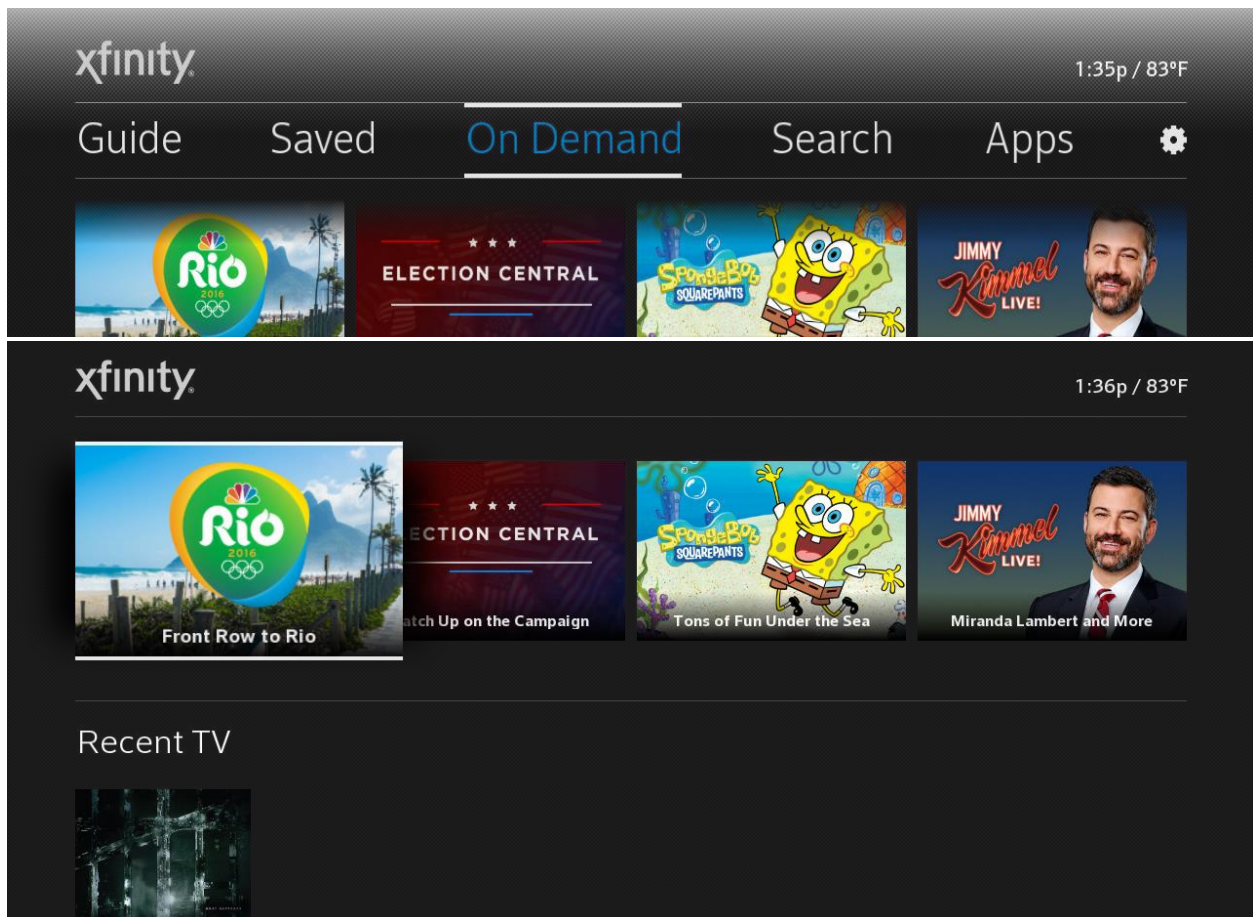
Top 100 TV Shows Saved For You

Xfinity TV customers have access to all of Nielsen's top 100 cable and broadcast shows via Xfinity On Demand.



Welcome Screen

Menus within the guide when clicking On Demand.



iVOD (Instant Video on Demand)/ Mr. Robot

What is iVOD?

The Instant Video On Demand (iVOD) product offers X1 subscribers near real-time access to on demand viewing of popular linear content. X1 subscribers who tune to a program after it has started will be able to watch from the beginning by accessing an on demand asset.

Furthermore, iVOD will eliminate the traditional availability gap between program airing and next day arrival of the 'pitched' VOD asset.

Mr. Robot Season 2 Premiere

On July 13th 2016, I assisted in programming Comcast's first cable show for iVOD, Mr. Robot.



Disney Channel 100 Original Movies (DCOM)

DCOM destination launched on Native, X1 and XTV Go. Customers can watch all 100 Disney Channel Original Movies now through July 14. The 100th DCOM: Adventures of Babysitting was available one week pre-linear. This destination also included fun collections like: Before They Were Famous, Crushes & Heartthrobs, and the Top 24 Disney Original Movies As Voted By You.

On Demand / Kids / [Disney Channel Original Movies](#) 9:29a / 70°F

Adventures In Babysitting

Watch the Movie Before it Airls

Lyric Music Video Behind the Scenes Tune In Live on June 24th

All 100 Movies A-Z

'Twas the Night Mac + Cheese Alley Cats Valo High Bad Hair Day Brink!

On Demand / Kids / [Disney Channel Original Movies](#) 9:31a / 70°F

By Genre

HEROES & VILLAINS FAMILY FRIENDLY FUN ALL ABOUT SPORTS MUSICALS

Crushes and Heartthrobs

ROSS LYNCH LAURA MARANO NICK JONAS JOE JONAS

X1 Music Playlists

Xfinity Customers are now able to play a collection of music videos editorially curated On Demand.

The screenshot displays the Xfinity On Demand Music interface. At the top, it shows "On Demand / Music" and the time "1:52p / 83°F".

Featured Music

- NON-STOP MUSIC PLAYLISTS**: A large playlist tile.
- BEST OF THE WEEK**: A playlist tile.
- Tay vs. Ye & Top Videos**: A playlist tile.
- SUMMER ANTHEMS**: A playlist tile.
- FIFTH HARMONY Essential Tracks**: A playlist tile.

Most Popular

- View All**: A button with a grid icon.
- Katy Perry: Rise**: A featured music tile.
- Meghan Trainor: NO**: A featured music tile.
- Designer: Panda**: A featured music tile.
- Kanye West: Famous**: A featured music tile.
- Rihanna: Needed Me**: A featured music tile.
- Beyoncé: Sor...**: A featured music tile.

Featured Music / Music Mixed Tape (1:52p / 83°F)

Recent Releases

- Play All 7 Programs**: A button with a play icon.
- Kanye West: Famous**: A featured music tile.
- Kevin Gates: Jam**: A featured music tile.
- Lil Wayne & Imagine Dr...**: A featured music tile.
- Chris Brown: Leave Broke**: A featured music tile.
- Dreezy & T-Pain: Clos...**: A featured music tile.
- Beyoncé: Sor...**: A featured music tile.

Best of the Week

At the bottom, there is a row of small thumbnail images for the "Best of the Week" section.