



INTERNATIONAL  
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## Comcast Selects CSG Content Direct to Power Xfinity On Campus

*CSG's Award-Winning Platform to Support Next-Generation IP-Based Services*

ENGLEWOOD, Colo.--(BUSINESS WIRE)-- [CSG Systems International \(NASDAQ: CSGS\)](#), a leading global provider of interactive transaction-driven solutions and services, today announced that Comcast recently launched the Xfinity On Campus offering using [CSG Content Direct®](#) as the content monetization and management platform.

Xfinity On Campus allows students at universities to watch live TV and on-demand content on IP-enabled devices including, laptops, tablets, and smartphones while on campus. Students can access thousands of current-season TV shows, hit movies, and premium sports content using their university credentials.

"Xfinity On Campus lets students watch TV on their own terms," said Marcien Jenckes, Executive Vice President of Consumer Services for Comcast Cable. "With this younger generation, more and more viewing is happening away from the traditional TV set, and we have evolved our products and services to better engage them. Whether it's *Game of Thrones*, *Scandal*, or *The Daily Show*, Xfinity On Campus offers all the content they want—anytime, anywhere, on any device."

CSG Content Direct facilitates the sale of premium services, such as HBO and Showtime, through the Xfinity On Campus product by using a student's university ID to provide a seamless user experience. The Content Direct commerce management engine also facilitates recurring payments for the premium subscription services students select by storing preferred payment methods in a fully integrated eWallet function to provide convenient and flexible purchase options.

"Our work with Comcast illustrates the future direction of video content delivery," said [Kent Steffen, president of CSG Content Direct](#). "Applications running on Content Direct allow us to personalize and tailor every user experience. Our goal is to change the way consumers view and purchase content, which helps our clients build brand loyalty and create new revenue streams."

### **About Comcast Cable:**

Comcast Cable is the nation's largest video, high-speed Internet and phone provider to residential customers under the XFINITY brand and also provides these services to businesses. Comcast has invested in technology to build an advanced network that delivers among the fastest broadband speeds, and brings customers personalized video, communications and home management offerings. Comcast Corporation (Nasdaq: CMCSA, CMCSK) is a global media and technology company. Visit <http://www.comcastcorporation.com> for more information.

### **About CSG Content Direct**

[CSG Content Direct](#) empowers content creators, aggregators, and distributors to market, monetize, and manage content easily and effectively. Content Direct is operated in a Software-as-a-Service model to allow content distributors to scale their operations, and increase their revenue streams from premium content. The solution supports virtually all premium content types and business models, with end-to-end merchandising, marketing promotions, offer management, commerce and analytics. Content Direct is a complete solution and is integrated with leading digital ecosystem providers. For more information, please visit <http://www.csgi.com/contentdirect>.

### **About CSG International**

[CSG Systems International, Inc. \(NASDAQ:CSGS\)](#) is a market-leading business support solutions and services company serving the majority of the top 100 global communications service providers, including leaders in fixed, mobile, and next-generation networks such as AT&T, Comcast, DISH, Orange, Reliance, SingTel Optus, Telecom New Zealand, Telefonica, Time Warner Cable, T-Mobile, Verizon, Vivo, and Vodafone. With more than 30 years of experience and expertise in voice, video, data, and content services, CSG International offers a broad portfolio of licensed and Software-as-a-Service (SaaS)-based products and solutions that help clients compete more effectively, improve business operations and deliver a more impactful customer experience across a variety of touch points. For more information, visit our website at [www.csgi.com](http://www.csgi.com).

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