



ADSTOR

DESIGNED FOR PROGRAMMERS TO EFFICIENTLY STORE, MANAGE, AND DELIVER ADS FOR NON-LINEAR DESTINATIONS

Time-shifted viewing habits have led to a surge of video on demand (VOD) consumption both on the set-top box (STB) and online; and while advertisers are primed to capture this audience, operational inefficiencies on the programmer side can result in a loss of revenue of STB VOD and digital inventory. Both sides lose: advertisers don't reach a captive audience, and programmers have remnant inventory that goes unsold.

AdStor was created for programmers to store, manage, and deliver ads across the broadcast and digital landscape. Advertisers can deliver directly to AdStor with distribution instructions for each programmer they serve.

With AdStor, agencies can fill an ad repository and programmers have access to use this universal library in a multi-tenancy environment. This provides real-time execution, and decreases processing time by days. In turn, STB VOD and digital inventory becomes more attractive to advertisers who aim to reach their audience anytime, anywhere.

Differing processes for each MVPD/distributor drives inefficient, inconsistent campaign execution and does not support consistency and enforcement across all platforms and Ad inventory owners.

UNLOCKING CROSS PLATFORM VALUE THROUGH SIMPLIFIED WORKFLOWS

- **Simplified ops workflow:** AdStor enables ad ops to distribute creative across all downstream MVPD and digital ad-serving systems. AdStor also provides automated unification between asset trafficking and campaign management.
- **Accelerated campaign launch:** AdStor reduces the cycle time of creative transcoding and pitching by utilizing ad re-use and end-to-end workflow integration, allowing programmers to activate campaigns more efficiently.
- **Increased revenue, improved margins:** AdStor eliminates multi-supplier delays and cost structure, ensuring every advertising impression opportunity is monetized.
- **Reduce risk with automated process:** AdStor reduces manual intervention of processing and distributing creative through a destination-aware automated workflow for each MVPD.

ABOUT COMCAST TECHNOLOGY SOLUTIONS

Comcast Technology Solutions, a division of Comcast Cable, serves the advertiser, content provider, global operator, and technology markets with a complete portfolio of products and capabilities to meet the evolving needs for content distribution and monetization in a multi-platform world. Built on Comcast's robust media and entertainment infrastructure, Comcast Technology Solutions offers an unmatched breadth and depth of expertise, spanning 20 years in broadcast and digital, to help customers deliver engaging experiences and forge new business models.

FIND OUT MORE

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