

AD DELIVERY

RELIABLE AND CREATIVE
DISTRIBUTION STRATEGIES

MORE THAN JUST DELIVERY

Speed, quality, and reliability continue to be the foundation of our business. But what has continued to set us apart is unmatched customer service. We are a media and technology company who is also one of the largest brand advertisers in the world.

CUSTOMER FIRST

Timing and accuracy are everything when it comes to ad delivery. That's why having a partner who acts like an extension of your team is so important. You'll also have a dedicated team of experienced, collaborative, and creative professionals to help you with:

- Customizable alert and delivery notifications.
- Complimentary services and flexible pricing models, including discounted delivery to 1,450+ Effectv syscodes, no late fees, and no charge for reslates.

END-TO-END SOLUTIONS

To streamline processes, you need an end-to-end solution that covers you from creation to distribution to ensure your spots are delivered quickly, accurately, and efficiently. Our transparent workflow takes the guesswork out of each spot's journey.

- Automate your ad spot delivery workflows — from uploads, file conversions, and traffic logistics to status updates and delivery confirmations.
- Store all records and ready-to-air client spots in one organized, centralized portal. Eliminate re-keying by retrieving spot metadata from the Ad-ID registry and inserting it into your media assets.
- Instantly review spots, place orders and traffic instructions, and track uploads/deliveries.
- Reach more than 19,000 online media destinations including national and local cable, national, and local broadcast, radio, online, and out-of-home (OOH).

19,000+
MEDIA DESTINATIONS

100GB FIBER
NETWORK

ROBUST SUITE BUILT FOR ADVERTISERS

The CTSuite for Advertisers comes to life with high-impact, scalable market solutions. The suite includes:

- Ad-delivery service — Provides complete set-up capabilities, best-of-breed quality and accuracy — all through a comprehensive and flexible solution that streamlines your operations and makes it easier for you to maximize the revenue potential of every campaign.
- Post-production services — Handles tagging, versioning, closed captioning, and more, thereby combining multiple workflows into one.
- Programmer-side cloud storage and distribution — Ad Store was created for programmers to store, manage, and deliver ads across the broadcast and digital landscape; advertisers can deliver directly to Ad Store with distribution instructions.

PARTNERSHIPS AND INTEGRATIONS FOR ANCILLARY SERVICES ACROSS THE ECOSYSTEM

Ad Delivery is a component of a broad ad campaign ecosystem. To make campaigns seamless for our customers, we have developed partnerships and integrations with others in the ecosystem for ancillary services including:

- Physical network storage
- Network clearance
- Talent services with TEAM companies
- Ad-ID
- Significant discounts on deliveries to Comcast owned and operated media platforms
- Traffic management with Freewheel

ABOUT COMCAST TECHNOLOGY SOLUTIONS

Comcast Technology Solutions provides a portfolio of media, entertainment, and technology solutions. We invent technology that solves industry challenges, reimagines what is possible, and transforms business through new innovations. Built on Comcast's know-how, proven facilities, platforms, and infrastructure, Comcast Technology Solutions offers more than 20 years of reliable real-world broadcast and digital experience. We partner with customers to redefine business strategies and deliver the future to global audiences.

FIND OUT MORE

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