



Integrated broadcast creative traffic & ad distribution for FreeWheel's Strata sTraffic platform clients

Increase accuracy, accelerate time to market, and reduce costs with our direct integration.

Streamline your traffic and distribution workflow by integrating directly with Comcast AdFusion from Comcast Technology Solutions (CTS). Broadcast creative traffic and distribution orders are automatically sent to AdFusion from sTraffic, eliminating double data entry and reducing the risk of errors. This allows immediate distribution of your creative to stations, getting your ad to air faster.

THE MODERN CHALLENGE: A GAP BETWEEN CREATIVE & DELIVERY

It really is this easy



Added value:

1. Automatic ad quality control
2. Ad distribution to Comcast Cable destinations (Comcast Media Solutions under Comcast Advertising, formerly Effectv) free of charge

CTS brings agility to advertisers with Comcast AdFusion audiences

Built on Comcast's know-how, proven facilities, scalable platforms, and infrastructure, Comcast Technology Solutions (CTS) offers more than 30 years of reliable real-world media and advertising experience. Comcast AdFusion is part of a portfolio of technology solutions that provide global content owners and distributors with the technology, reach, and expertise to expand and succeed in rapidly changing global media and entertainment markets.

Find out more

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COMCAST TECHNOLOGY SOLUTIONS