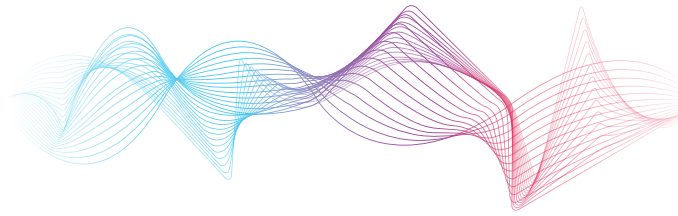


# AD PLATFORM



## DELIVER RELIABLE AND CREATIVE DISTRIBUTION STRATEGIES

Every day, we deliver fast, broadcast-quality spots to a complete footprint of broadcast, cable, syndication, radio, and online destinations across North America. Comcast Technology Solutions provides a full-service ad distribution portfolio that covers production to delivery services. Through collaborative and consultative relationships, we partner with our advertising and agency clients to deliver reliable and creative distribution strategies.

**19,000+**  
MEDIA DESTINATIONS

**24x7** **100GB**  
SUMMIT SUPPORT FIBER NETWORK

## 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. We've maintained a 100% client retention rate by blending our commitment to focus and accountability with deep understanding of every business we serve.

## CUSTOMER FIRST

Timing and accuracy is everything when it comes to ad distribution. That's why having a partner who acts like an extension of your team is so important. You know you'll have a second set of eyes to ensure all spots are delivered to the right place, on-time, and ready-to-air. You'll also have a dedicated team of experienced, collaborative, and creative professionals to help you overcome challenges, and discover new ways to deliver more value to your agency or brand.

- 24x7x365 Summit Support from our team of dedicated account managers who can help oversee the entire ad distribution process.
- Customizable alert and delivery notifications
- 365-day re-pitch window at no charge.
- Complimentary services and flexible pricing models, including free delivery to 1,477 Comcast Spotlight syscodes, no late fees, and no charge for reslates.

## END-TO-END SOLUTIONS

Finding efficiencies in costs and processes without sacrificing creativity can be a tall order. To streamline processes, you need an end-to-end solution that covers you from creation to distribution, from post-production to traffic, 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.

## FULL FOOTPRINT AND PROPRIETARY NETWORK

Don't have time to worry about whether your ad got delivered? Put it in experienced hands that can reach any destination you purchase. We deliver the highest quality to a full footprint of television, radio, and online destinations. And, since your ads are delivered using Comcast's proprietary network, speedy delivery can also lower your cost to serve.

- As the largest MSO with more than 1,450 cable syscodes, we maintain the highest standards of quality and performance for advertisers and broadcasters alike.
- Reach more than 18,000 online media destinations including national and local cable, national and local broadcast, radio, online, and out-of-home (OOH).
- Retain master quality with consistent and triple-checked quality control processes of all delivered assets.

## ROBUST PLATFORM BUILT FOR ADVERTISERS

The sheer weight and cumulative power of Comcast Technology Solutions' brand and robust Ad Platform come to life with high-impact, scalable market solutions that directly bring consumers extraordinary advertising experiences across various platforms. The platform 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 maximize the revenue potential of every campaign.
- Post-production services — our full-service production house can handle tagging, versioning, closed captioning and more thereby combining multiple workflows into one.
- Programmer-side cloud storage and distribution — 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.
- Creative studio — Denver-based WestWorks Studios offers a full lineup of video production services. With several studios, quick-access ReadySet solutions, multiple distribution methods, and a professional and experienced staff, we're ready to simplify your commercial production and make it shine.

## PARTNERSHIPS AND INTEGRATIONS FOR ANCILLARY SERVICES ACROSS THE ECOSYSTEM

Ad distribution 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
- Complimentary deliveries to Comcast Spotlight
- Traffic management with Freewheel and ECN

## WELCOME TO A WORLD OF POSSIBILITIES

Comcast Technology Solutions provides the greatest breadth and depth of media distribution, management, and monetization solutions in the industry. The Ad Platform service provides complete setup capabilities, best-of-breed quality and accuracy – all through a comprehensive and exible solution that streamlines your operations and makes it easier to maximize the revenue potential of every campaign. Born in broadcast and thriving in digital, Comcast Technology Solutions is uniquely positioned at the nexus of broadcast and IP convergence. More than a delivery platform, we are a strategic partner with the experience, technology portfolio, and world-class infrastructure you need to prepare for tomorrow's opportunities.

## FIND OUT MORE

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