SUPPLY-SIDE SUITE

DELIVER BROADCAST-QUALITY ADS TO ANY LINEAR AND DIGITAL DESTINATION IN NEAR-REAL TIME

Comcast Technology Solutions' Supply-Side Suite is designed to bridge the digital gap between ad buyers and sellers. It accomplishes this by hosting content in a cloud-based aggregated library for delivery of broadcast-quality ads quickly to any linear and digital destination.

Buyers and sellers alike have access to a universal library of ads, which improves the workflow between buy- and sell-side and reduces the amount of time required to place campaigns from days to hours. This centralized Supply-Side Suite houses broadcast-quality ads for any device, thereby enabling new monetization strategies with the dynamic swapping of ads. With the ability to respond to changes quickly and make the most of last-minute opportunities, our cloud-based distribution model removes complexity from all sides of the ad-distribution spectrum, allowing everyone in the video advertising ecosystem to store, identify, and deliver assets quickly — without duplication.

WHY COMCAST TECHNOLOGY SOLUTIONS?

SPEED AND EFFICIENCY

Traditionally, it takes between 24 and 72 hours to tailor a single spot into every iteration needed for play across MVPDs and other digital distributors. Often, speed of execution makes the difference between a successful campaign and an under-performing one.

With Comcast Technology Solutions, ads can be manipulated, transcoded, inserted, and distributed into linear or digital outlets from start to finish in less than two hours.
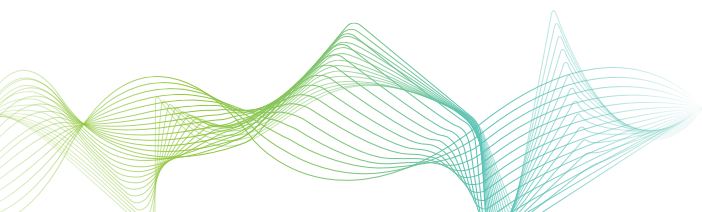
BROADCAST QUALITY

The last thing an advertiser wants to see is a poor-quality version of their spot airing during a premium event or program. Our supply-side approach ensures consistent quality across platforms and device types. Deliver crystal clear ad quality and elevate the impact of your campaign.

DEDUPLICATION

The same ad is often used by multiple parties depending on where it is being placed (for example, various buyers within one agency for linear, programmatic, digital, etc.). A large number of files can vary drastically in quality, as well as create challenges with the management and storage of duplicate assets. Our supply-side solution solves for this by defaulting to the highest-quality file. Delivering a single URL to each intended destination reduces the number of ad versions being sent to various destinations and provides better ad tracking for advertisers.

Ads are housed in the cloud, and any ads with the same ISCI or ADID are deduplicated — ensuring that direct-sold, programmatic, and direct IO are managed on the fly more effectively so that audiences aren't seeing the same ad over and over in the same ad break.

COMCAST
TECHNOLOGY SOLUTIONS

LARGEST AD LIBRARY

Comcast Technology Solutions offers visibility to all spots from multiple content providers, creating the largest ad library of its kind. Advertisers and agencies can easily grant anyone access to their cloud-stored spots. Content providers and publishers can quickly get broadcast-quality, ready-to-use ads.

COST SAVINGS

With the ability to update ad spots in near-real time, it's like employing your own outsourced ad ops and infrastructure team. Our cloud-based Ad Store platform unlocks new monetization strategies for ads with short lifecycles and helps advertisers and agencies capitalize on late-breaking opportunities.
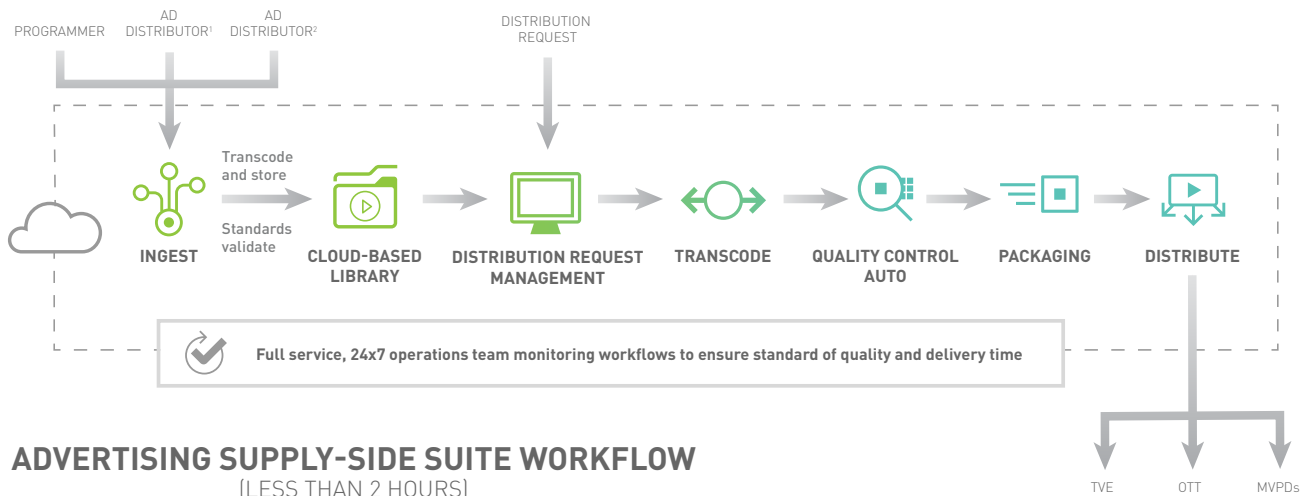
Optimize revenue streams around VOD inventory by allowing for dynamic ad insertion in VOD assets.

AUTO-TRANSCODING

Reduce manual errors and time to transcode multiple versions of an ad by auto-transcoding broadcast-quality ads into proper formats and sizes, making the ad available to serve on all platforms for quicker insertion.

UNIFIED REPORTING

End-to-end support across broadcast and digital, as well as instant asset tracking, provide better visibility into the ads running across all platforms. Spots are labeled with a unified identifier so it can be tracked no matter where it plays.

ADVERTISING SUPPLY-SIDE SUITE WORKFLOW
(LESS THAN 2 HOURS)

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

800-824-1776 | ComcastTechnologySolutions.com
ComcastTechnologySolutions@comcast.com

COMCAST
TECHNOLOGY SOLUTIONS