

# 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.

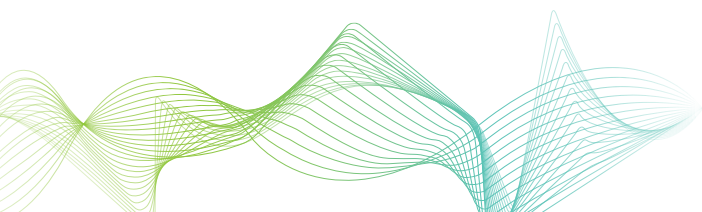
### END-TO-END SOLUTIONS

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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