

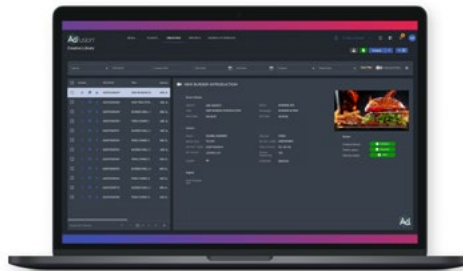


AdFusion™

A better, faster, smarter ad creative process






AdFusion™ combines media buys with creative assets and metadata, accelerating the flow of content and traffic instructions across destinations.

AdFusion is the result of Comcast's investment and research into finding a better, faster, smarter way to command advertising efforts. Built by marketers, for marketers, AdFusion makes it easier to find and place the right creative, ensure that usage rights are in compliance, and track campaigns across broadcast, digital, and radio.



Industry-leading integrations


AdFusion centralizes data and automates processes upstream and downstream to ensure consistency and accuracy.

-  **Streamline** workflows, from final media buy to traffic instruction creation and asset delivery, all from one platform.
-  **Safeguard** from unnecessary usage rights violations, with automated and integrated talent rights data.
-  **Scale** creative output across channels with automated content production.
-  **Global** delivery of creative, with coverage across 140 countries and over 50,000 media destinations.
-  **Guarantee** creative data consistency with the industry standard ID.

Better
Reduce time spent on marketing ops with streamlined workflows and communication.

Faster
Activate campaigns in minutes, and make decisions in real time.

Smarter
Maintain brand safety and integrity with visibility across channels.



CTS brings agility to advertisers with AdFusion

Comcast Technology Solutions, a division of one of the world's leading media and technology companies, brings Comcast Corporation's proven technologies to an evolving list of industries worldwide. We believe in continuous innovation, always looking for new and better ways to connect with our customers, as well as aggregate, distribute, and secure our own content, advertising, and data. We invest in and test these solutions, so you don't have to — freeing you up to focus on accelerating your business, not your tech stack. We bring these innovations to the global marketplace, enabling our partners to think big, go beyond, and lead the way in media, technology, and cybersecurity.

Find out more

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