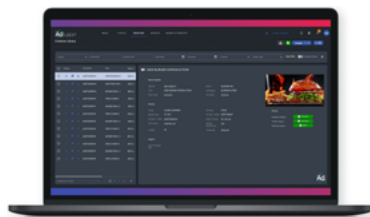


# Comcast AdFusion

## A better, faster, smarter ad creative process

Comcast 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 Comcast AdFusion

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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