



## Delivery and post-production

### Prepare and distribute at scale with Comcast reliability

Successful advertising is a creative loop — great minds create compelling ads, and results get analyzed to see what worked and how to make them better. Comcast AdFusion removes cost and complexity from delivery and post-production operations so that businesses can keep the focus on what matters most: developing the messages that move people to action.

#### Delivery with automation, efficiency, and reach

- Uploads, file conversions, traffic logistics, status updates, and confirmations are all automated
- Instantly review spots, place orders, and track uploads/deliveries
- Reach TV, radio, and online video destinations worldwide
- Leverage the speed of the Comcast network, purpose-built for media

#### Post-production solutions, optimized for today’s media

- Decades of experience as a leader in content production and distribution
- Scale your creative output with omnichannel creative production automation
- A “one-stop shop” for finishing services, from closed captioning and ad tagging to watermarking and file prep
- Capable of satisfying high-volume needs with the quality and attention to detail we require for our own ads

#### Better

One platform for control and visibility across traffic destinations

#### Faster

Automated post-production and delivery solutions

#### Smarter

Optimized processes to deliver quality ads on time and at scale

### 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

[www.comcasttechnologiesolutions.com](http://www.comcasttechnologiesolutions.com)  
[comcasttechnologiesolutions@comcast.com](mailto:comcasttechnologiesolutions@comcast.com)

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