AD SOLUTIONS FOR STRATA CLIENTS

INTEGRATED CREATIVE DISTRIBUTION

GET EVEN MORE OUT OF THE STRATA SYSTEM BY INTEGRATING DIRECTLY WITH THE COMCAST TECHNOLOGY SOLUTIONS AD PLATFORM.

Speed, quality, and reliability are the foundation of our business. Every day, we deliver broadcast-quality spots to broadcast, cable, syndication, radio, and online destinations across North America, and we do it faster than anyone.

Streamline your traffic and distribution workflow using our direct integration with Strata. Spots are automatically sent to Comcast Technology Solutions' Ad Delivery system to create distribution and immediately begin pushing creative to stations, eliminating manual rekeying of order information and possible errors. That's it, no further action needed.

A FEW ADDITIONAL BENEFITS OF USING THE AD PLATFORM TO DISTRIBUTE YOUR CONTENT:

Expedited QC for all spot uploads, including both automated and "eyes on glass"

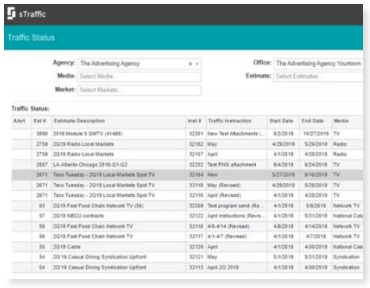
Take advantage of average delivery times of 12 minutes for HD spots over Comcast's 100G fiber network

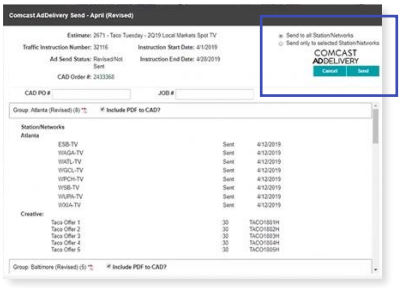
Right-sized pricing, with $0 delivery to any Comcast system destination (Effectv)

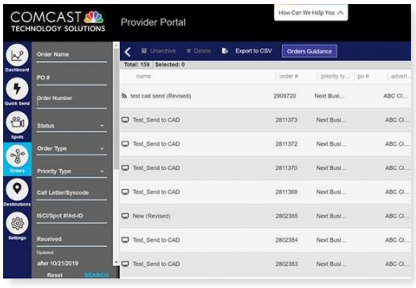
Access a robust online media asset management system to give you ultimate control over your creative, with reporting tools

SBMS (STRAFFIC) & COMCAST AD DELIVERY INTEGRATION

1. Plan Media in SBMS → 2. Utilize sTraffic Integration → 3. Order Set to Deliver







FIND OUT MORE

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

COMCAST TECHNOLOGY SOLUTIONS

© 2021 COMCAST TECHNOLOGY SOLUTIONS