



## New AT&T national TV commercial features the “Network of Possibilities”

“Incident Report,” a 30-second TV commercial in AT&T’s continuing enterprise advertising campaign, launched March 9. The commercial highlights a car accident scenario to show how AT&T solutions that manage data, and make the data usable at the right point in time, can transform business.

TV viewers see a driver and car at the accident scene, the repair process and, ultimately, the car being delivered back to the driver’s home, repair, all made possible through AT&T business mobility and cloud-based solutions.

The ad began airing on sports programs like “SportsCenter” on ESPN, and on news programs including “CNN Newsroom” and “MSNBC Live.” Introduced last year, AT&T’s “Network of Possibilities” brand campaign showcases our ability to help transform the way businesses work. The commercials feature real customers or realistic scenarios that rely on the AT&T network to help businesses be more productive and efficient, and, as a result, better serve their customers.

Stay tuned for the commercial - or see it [here](#) - to see how AT&T is helping businesses worldwide create and access data on demand.