



## COMCAST SPOTLIGHT

### Fast Facts

- Comcast Spotlight is in eight of the top 10 markets, and 19 of the top 25 markets.
- Comcast Spotlight reaches more than 35 million households with television service and more than 20 million with broadband internet service.
- Interactive advertising is available in more than 16 million homes.
- Comcast Spotlight offers insightful market research and integrated promotional opportunities that leverage network brands to enhance marketers' campaigns.

### Overview

Comcast Spotlight is the advertising sales division of Comcast Cable, helping local, regional and national advertisers efficiently and effectively reach their ideal audiences. We're leading the industry with advanced technologies and innovative products, and delivering more impressions for marketers on multiple screens.

Comcast Spotlight is headquartered in New York City with offices around the country. We have a presence in nearly 80 markets, and through relationships with cable television, satellite and telephone providers, we reach more than 35 million households across the country.

Our mission is to take what can be complex about local and multi-market advertising and make it simple. We've made it easy to pinpoint the right audience and deliver the right message at the right time.

With an average of 50 or more distinct networks available in every market we serve, Comcast Spotlight can tap into the greater purchasing power of cable viewers and precisely segment audiences based on demographic, psychographic and geographic criteria.

Comcast Spotlight links customers directly to businesses, with interactive, on-demand and digital advertising.

Knowledge is power, and Comcast Spotlight's research team provides the insights that identify not just who a company's best customers are, but what, when and where they're watching.

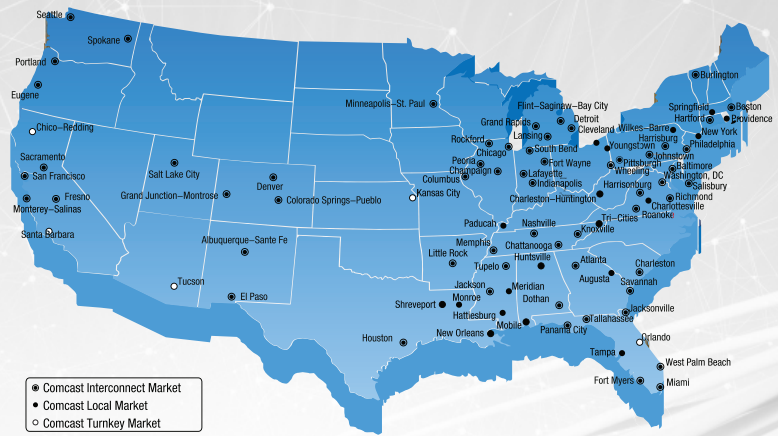
# COMCAST SPOTLIGHT®



## Fast Facts

- Cable Reaches over 90% of TV Households.
- Consumers spend over 99 hours per month with cable brands on TV & Internet combined.
- 6 of the Top 10 most socially buzzed about Primetime programs were on ad-supported cable.
- Less than a quarter of Cable's primetime minutes are time-shifted versus half of broadcasts.

\*Source: CAB 2014 Video Facts Book.



## SPOT CABLE ADVERTISING

### Overview

Spot cable refers to local advertising running on cable networks like USA, TBS, ESPN and MTV in locally zoned markets. Advertisers and their agencies select from the dozens of networks that best match their customer demographics and the areas that fit their geographic needs.

### Features

- **Flexibility** - cable offers unparalleled ability to be both big and small: placing brands in front of audiences in dozens of cities all across the country.
- **Geographic Targeting** – by effectively using spot cable, advertisers can reduce waste by concentrating a message only in the areas needed to reach the right audience.
- **Demographic Targeting** – spot cable allows companies to advertise on the cable networks that best allow them to reach the niche audiences interested in a product or service.
- **Customization** – through Comcast Spotlight's 72 interconnects (groups of cable systems within markets that are linked together to give advertisers the option to reach all cable households within those areas), marketers can easily create a strategically designed awareness-building campaign, while still enjoying the efficiency and targetability that spot cable delivers.

### Benefits

- Increases efficiency by focusing on the markets where a core audience is located - eliminating the need to pay for wasted coverage.
- Enables brands to be associated with the most-watched programming on television for increased visibility and credibility.
- Provides unmatched ability to align marketing with content on more than 50 networks based on demographics and psychographics.
- Expands reach by aggregating audiences across multiple networks reaching similar audiences.



## Fast Facts

**59.9%** of tablet and smartphone owners purchase decisions are influenced by Ads Viewed on another device.\*\*

**39%** of TV viewers use the Internet on their tablets while watching TV.\*\*\*

**40%** of TV viewers use the Internet on their smartphones while watching TV.\*\*\*

**36%** of adults 18+ use their TV and computer simultaneously.\*\*\*\*

**40%** of XFINITY cable TV subscribers say they use their computer while watching TV.\*\*

\*Source: eMarketer, Digital Trends 2014, July 2013.

\*\*Source: Prosper Mobile Insights, June 26, 2013.

\*\*\*Source: IPG Media Lab + Magna Global with Nielsen. Cross Platform Report 2013.

\*\*\*\*Source: Experian Simmons, Fall 2013 NHCS Adult Study 12 months.



## ●●●● MULTI-SCREEN ADVERTISING

### Overview

Today's consumers live in digital homes, using Comcast's technology to watch video on more screens all around the house—and on the go. Comcast Spotlight's multi-screen advertising solutions combine the strengths of each screen customers use. Our expertise in reaching fragmented audiences lets us create custom campaigns with broader reach, more impressions and deeper engagement.

#### Television Advertising

With more than 50 networks appealing to distinct demographic, psychographic and geographic audiences, cable television is unmatched in its ability to offer both broad and targeted reach.

On-demand advertising extends television campaigns and engages viewers by showcasing additional video about advertisers' products and services.

#### Digital Advertising

Through high-visibility placements on popular websites like XFINITY.com, marketers can align their advertising by bringing their TV commercials online, enhancing them with interactive features and links for unsurpassed effectiveness and efficiency.

### Features

- Leverages growing consumer "media multitasking" behavior: using multiple devices simultaneously.
- Advertising can be segmented by demographic, psychographic and geographic criteria, across full markets or at the neighborhood level.

### Benefits

- Maximizes reach by targeting audiences using multiple devices for unduplicated local reach.
- Allows for deeper engagement with advertisers' target audiences.





## ADTAG™ & ADCOPY™

### Fast Facts

- Available in over 79 markets representing eight of the top 10 markets, and 13 of the top 25 markets.\*
- Fast turnaround: over 90% of campaigns tagged and delivered to market in one business day.\*\*

\*Source: Comcast Internal report Q1 2014.

\*\*Source: Visible World 2014

### Overview

Adtag and Adcopy enhance the ability to target spot cable advertising by customizing commercials based on geography within a market, making local advertising more relevant and effective.

Adtag customizes the final five seconds of a 30-second commercial with specific, neighborhood-level information. Adcopy allows advertisers to promote different products or services by airing different commercials in different parts of a market simultaneously. The result is a custom mix of advertising that delivers a more targeted message while maintaining reach and frequency in a market.

### Features

- Geographic segmentation with different messages for different audiences.
- Multiple versions, multiple zones—one traffic order.
- Repurposing creative materials for different segments comes standard.

### Benefits

- Offers a more targeted and flexible approach to local advertising that other media can't match.
- Strengthens brands by delivering a consistent overarching messages enhanced with relevant local information.
- Maximizes return on investment by reaching multiple audiences with one advertising buy.
- Promotes different products and messages to support one, or multiple, brands.



## ON DEMAND

### Fast Facts

- Available in nearly 19+ million homes across more than 60 markets.
- 40% of users have children.\*
- 68% of users own their homes.\*
- 59% of users are presently married.\*
- On demand users are active members of society who are more likely to have investments, attend sporting & theater events, dine out, purchase vehicles in the next year and more.\*

### XFINITY On Demand Users:\*

**42%** have a household income of \$100,000 or more.

**67%** more likely to work for a Fortune 500 company.

**27%** more likely to have a college degree.

**16%** more likely to have a vacation home.

\*Source: Experian Simmons Fall 2013 NHCS Adult Study 12 months.

### Overview

On-demand advertising enhances the impact of a television campaign by offering additional content and making it available around the clock, effectively creating a dedicated TV “channel” for each advertiser.

Content can be custom-created by an advertiser or provided by a national brand through co-op partnerships. With customers choosing what and when they want to watch, advertisers benefit from a low-clutter environment and an actively engaged audience proactively selecting content.

### Features

- Opportunities to create custom long-form advertising or sponsor pre-produced content from Comcast Spotlight partners.
- Themed content folders (automotive, real estate, careers-education, shopping, home & garden, health & wellness, travel & leisure, entertainment and more) make content easily discoverable as customers browse available selections.
- Multiple ways for customers to access on-demand advertising, including tuning to a dedicated channel number, selecting from the on-screen program guide and using Comcast’s mobile apps.
- Television advertising can include messages that contain “tags,” or additional information about locating on-demand content, or interactive overlays that allow viewers to begin watching it by clicking one button on their remote controls.

### Benefits

- Combines the power of television’s sight, sound and motion with segmentation capabilities, reaching consumers who are proactively seeking out additional information about a product or service.
- Extends the “shelf life” of an advertising campaign with a full-time presence.
- Allows viewers to proceed at their own pace, re-watch content that interests them and select additional content about the same product or service, in a low-clutter environment.
- Paired with a telescoping interactive overlay, navigation to an on-demand asset is a one-click experience.



★ To learn how to install flooring yourself click the view now button.

[VIEW NOW](#)

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## TELESCOPING

### Overview

Telescoping is an interactive prompt or “overlay” on a TV commercial directly linking viewers to video on demand (VOD) content by pressing a button on their remote controls. Engaged, proactive customers can quickly and easily view long-form video and learn more information about a featured product or service. It offers advertisers a new, compelling way to tell their brand story beyond the thirty-second spot.

### Features

- A small, interactive “overlay” appears at the bottom of a commercial, allowing for easy access to VOD content. This can be used to link viewers to an on-demand channel or directly to a specific video.

#### Three types of interactive overlays are available:

1. View Now: one interactive button that begins playing a VOD program immediately upon selection.
2. View Now or View Later: two interactive buttons appear, one launching the VOD program immediately (“View Now”) and one saving the program to a viewer’s list of programs to watch at their convenience (“View Later”).
3. View On Demand: one interactive button tunes viewers directly to a channel number, which then displays a list, or “folder” of one or more VOD programs.

### Benefits

- Seamlessly links qualified, engaged customers to advertisers’ brands by allowing viewers to choose to view additional content.
- Extends the power and reach of a thirty-second commercial and makes content available “24x7.”
- Maximizes return on investment by reaching multiple audiences with one advertising buy.
- Reaches millions of prospective customers nationwide, and can be used for local, regional or national advertising campaigns.

### Fast Facts

- Interactive overlays prompt viewers to take specific action.
- Commercials with interactive overlays are more effective than non-interactive spots.
- Consumer commercials are 29% more likely to purchase or seek information about a brand following exposure to an interactive offer.\*

\*Source: IAB Platform Status Report on Interactive Television Advertising, 2012.



★ Click **SELECT** to receive a **FREE** adventure vacation planning packet.

**SELECT**

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## REQUEST FOR INFORMATION

### Fast Facts

- Interactive overlays prompt viewers to take specific action.
- Commercials with interactive overlays are more effective than non-interactive spots.
- Consumer commercials are 29% more likely to purchase or seek information about a brand following exposure to an interactive offer.\*

\*Source: IAB Platform Status Report on Interactive Television Advertising, 2012.

### Overview

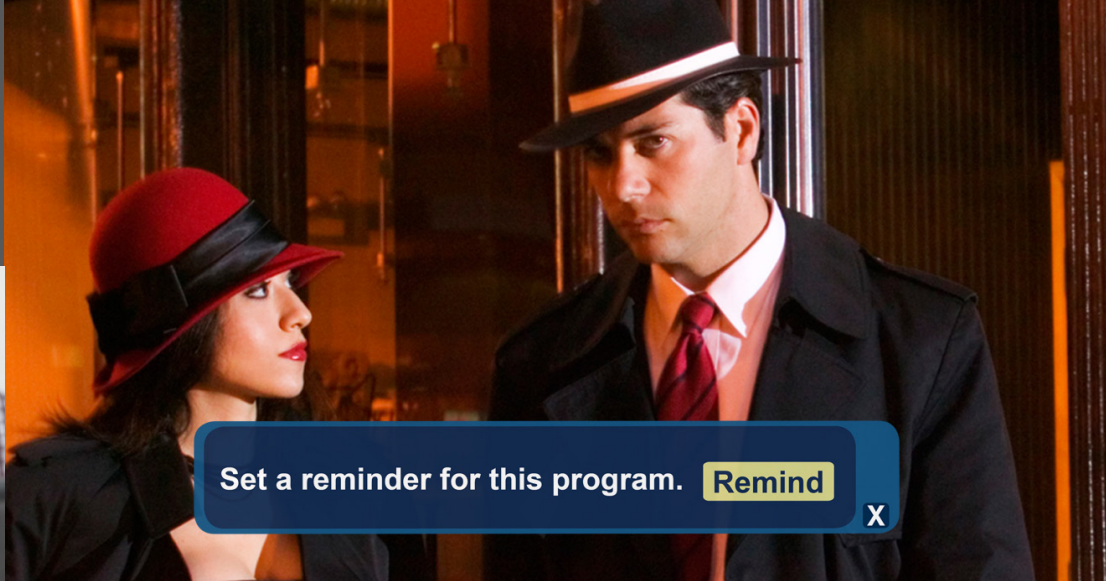
Request for Information (RFI) is an interactive prompt or “overlay” on a TV commercial allowing viewers to request additional information about a product or service, coupons or product samples by pressing “select” on their remote controls. Thanks to its proactive, opt-in nature, RFI helps advertisers engage viewers and generate highly qualified leads, combining the reach and visual impact of television with the one-to-one connection of digital platforms.

### Features

- Overlay prompts are available on thirty- and sixty-second commercials, with flexible options for the amount of time the message appears on-screen.
- Rapid lead generation turn-around enables prompt fulfillment of leads by mail or email.
- Lead/fulfillment lists can be delivered to advertisers, advertisers’ fulfillment vendors or to a Comcast Spotlight fulfillment vendor.
- Metrics reports enable advertisers to analyze campaign and offer effectiveness.

### Benefits

- Offers multiple options for fulfillment: coupons, DVDs, brochures, samples and more.
- Generates a list of prospects who have proactively self-selected (opted-in) to learn more about a product or service.
- Enables deeper engagement with brands and aids in brand and message recall.



Set a reminder for this program. **Remind**



## REMIND • RECORD

### Overview

Remind • Record is an interactive prompt or “overlay” on a TV commercial offering viewers the ability to quickly (and conveniently) set reminders or digital video recorder (DVR) recordings for advertised programs by pressing “a button” on their remote controls.

Remind • Record is a powerful and effective tool for cable and broadcast programmers to promote upcoming TV series episodes or special one-time events, encourage show sampling and create viewing habits.

### Features

- An interactive overlay appears on the lower portion of the screen shortly after the tune-in spot begins.

Depending on a programmer’s business goals and the type of program being promoted, three types of interactive overlays are available:

1. Setting a reminder (a message appears on viewers’ screens shortly before the program begins)
2. Setting a recording for a single episode
3. Setting a recording for a full series

Metrics reports include:

- Total number of interactions
- Total number of reminders set
- Total number of episode recordings\*\*
- Total number of series recordings\*\*\*

### Benefits

- Increases the impact of a tune-in advertising campaign by building awareness and creating desire.
- Delivers a proven impact for remind-record campaigns on viewership above and beyond a traditional commercial.
- Simplifies the process of program discovery for viewers; they don’t need to search through a program guide to find the program to record or set a reminder—a press of a button is all it takes.

\*\*DVR boxes only

\*\*\* When a series recording ID is available

### Fast Facts

- Interactive overlays prompt viewers to take specific action.
- Commercials with interactive overlays are more effective than non-interactive spots.
- Consumer commercials are 29% more likely to purchase or seek information about a brand following exposure to an interactive offer\*.

\*Source: IAB Platform Status Report on Interactive Television Advertising, 2012.





## XFINITY.COM

### Fast Facts

XFINITY.com users are:

- More likely to shop online than other online users.\*
- More likely to use and check their email.\*
- 67% of Xfinity.com users are the grocery and product decision maker in their home.
- 10% more likely to purchase travel online.\*

**89%** of Xfinity.com users have shopped online in the past six months.\*

**53%** of adults who used XFINITY.com in the last 30 days like websites that show local information.\*\*

Adults who like sites with local information are 49% more likely to have been lead to a purchase by a banner ad.\*\*

\*Source: Nielsen @Plan Q4 2013

\*\*Source: Experian Simmons Fall 2013

NHCS Adult Study 12 month

### Overview

XFINITY.com is the award-winning consumer portal for more than 21 million XFINITY Internet subscribers. But it's more than a gateway, it's a high-traffic, content-rich destination where users are streaming millions of videos per month, checking email, managing their accounts, reading the latest news and more. XFINITY.com is one of the most-visited sites in many markets, surpassing newspaper and television stations sites.

Advertisers benefit from that popularity with the ability to reach audiences through advertising in streaming video and well-positioned banner ads and text links, all in a clutter-free environment. What's more, Comcast Spotlight's banner advertising opportunities include the ability to play video, giving advertisers the ability to extend the reach of their creative campaigns with minimal added investment or effort. Advertisers also have opportunities to take advantage of high-impact online advertising executions such as home-page and sign-in takeovers.

In the same way that television advertising can be delivered to an entire market or individual neighborhoods, advertising on XFINITY.com can be geographically targeted to reach just the areas advertisers want, reducing waste and inefficiency.

### Features

- High-quality content in popular categories like news, sports, finance, lifestyle and entertainment.
- Multiple ad formats available: video pre-roll, display, in-banner video, text links and expandable display ads.
- High-quality content from well-known brands like NBC News, CNBC, Today, E!, AP, Music Choice and more.

### Benefits

- Offers advertisers the opportunity to leverage 1.7 billion monthly page views.
- Reaches audiences more strategically by linking digital and television advertising with a customized advertising plan.
- Offers demographic and geographic segmentation and the capability to focus on specific content areas based on audience interests.



## ●●● XFINITY.COM AUTOMOTIVE AUDIENCE TARGETING

### Fast Facts

Marketers can reach specific groups of consumers by leveraging:

- 70+ Polk market predictor segments.
- **Purchase Predictor (PP):** what type of vehicle will a household likely purchase.
- **Garage Predictor (GP):** what type and what brand of vehicle does a household likely own.

### Overview

With car shoppers spending significant time online before visiting a dealership, reaching those audiences with timely, relevant messages is critical. Comcast Spotlight, in conjunction with Polk, has created a sophisticated modeling platform, enabling automotive marketers to effectively segment audiences based on demographic and lifestyle data.

XFINITY.com Automotive Audience Targeting identifies more than 70 unique predictor segments, including a purchase predictor—the vehicle most likely to be purchased by a group of households—and garage predictor—the make and model a group of households currently owns.

Advertisers can use this modeling capability to deliver targeted advertising to these audience groups, for a more focused, engaging and effective campaign on XFINITY.com, one of the most-visited local websites in many Comcast Spotlight markets and the portal for more than 21 million XFINITY Internet customers.

### Features

- Marketers can deliver distinct messages to audiences at multiple stages of the purchase process.
- Combines the targeting capabilities of direct marketing with the interactivity and immediacy of online advertising.
- Available advertising units are 300x250 run-of-site, and 160x600 and/or 300x250 on the XFINITY.com mail center.

### Benefits

- Premium, low-clutter, above-the-fold inventory on XFINITY.com reaches authenticated XFINITY Internet customers.
- Polk's Total Market Predictor segments are proven to effectively target based on vehicle affinity and purchase intent.
- Placement on XFINITY.com guards against bot traffic and ad conflicts.



 [XFINITY.COM/SWEEPS](http://XFINITY.COM/SWEEPS)

## Fast Facts

- Average sweepstake entries: **24,000\***
- Average site page views per month: **85,000\***
- Average site visitors per month: **39,000\***
- New average engagement time: **2.33 minutes\***

\*Source: July-Sept 2014

## Overview

XFINITY.com/sweeps is a dedicated local sweepstakes and promotions page on XFINITY.com, Comcast's award-winning consumer portal.

This unique site has become a destination for consumers who enjoy online sweepstakes and promotions, while providing advertisers with an opportunity to reach and reward new and existing local customers.

In addition to local sweepstakes, monthly national sweepstakes from leading cable networks ensure that consumers return to the site regularly.

## Features

XFINITY.com/sweeps offers a mix of content and marketing opportunities including:

- **Sweepstakes:** national and local contests offer exciting prizes and customization options.
- **Banner ads:** high-visibility placements in a low-clutter environment link brands to content from Comcast and top television networks. Advertising units support static or flash banners as well as video within banner advertising.
- **Network Spotlight:** news about an upcoming program or special event from a leading cable program, rotating monthly to keep content fresh and engaging.

## Benefits

- Attracts a receptive, engaged audience with an interest in entering sweepstakes, promotional offers and new products.
- Provides a turnkey online extension to on-air marketing campaigns, linking advertisers with well-known television networks.



## NBCU DIGITAL ENTERTAINMENT

### Fast Facts

**Fandango** is the #1 online & mobile ticketing destination provides HD movie trailers & videos, movie reviews, theater listings, & detailed information about new & upcoming films.

**E! Online** is the leading destination for the pop culture obsessed & delivers the latest celebrity & entertainment news, fashion, beauty & lifestyle as well as live-event & Red Carpet coverage.

**Movies.com** is the ultimate source for everything movies - new movie trailers, reviews, photos, times, tickets + more!

**Esquire Network** brings the iconic men's brand online as the definitive destination for the modern, multi-faceted man.

### Overview

NBCU Digital Entertainment is a suite of best-in-class entertainment sites that help consumers make the most out of their free time. Whether it's getting tickets to this weekend's hottest new movie, deciding what to watch on television or deciding which new DVD to buy, consumers turn to these sites when looking for entertainment options and checking entertainment headlines.

For advertisers, NBCU Digital Entertainment provides an efficient, turnkey solution, placing display messages on sites popular with entertainment-focused consumers. Comcast Spotlight offers an array of targeted advertising placements, including site-specific and run-of-network opportunities. The Comcast Spotlight team works closely with each advertiser to determine the right combination of ad products and targeting strategies to achieve their unique objectives.

### Features

- Reaches more than 52 million monthly unique visitors (among the top 10 entertainment properties on the Web).
- Offers IAB-approved ad formats with rich media options from the industry's leading vendors.
- Ads can be targeted by site and/or by section, or can run across the network.

### Benefits

- Reaches an audience that goes to the movies, dines out, shops online, buys concert tickets, attends sporting events, takes vacations and much more.
- Enhances value by offering targeted placements in a low-clutter environment.
- Provides high-quality, rich media opportunities.
- Targets a qualified and engaged audience.



## COMCAST SPOTLIGHT VIDEO (CSV)

### Fast Facts

- The CSV network offers marketers over 41 million video impressions across multiple sites and devices per month.
- **XFINITY.com:** Short-form video content focused on entertainment, news, celebrity gossip, and sports.
- **XFINITYTV.com:** Access to free and subscription-based content from hundreds of networks and movie studios.
- **XFINITY TV Go App:** Thousands of XFINITY On Demand™ TV shows, movies, sports streams, news, and kids networks live.
- **WatchESPN:** Featured sports content, live events, replays and previews of upcoming events.

### Overview

Consumers are watching more video online—like news, sports and entertainment—and Comcast Spotlight Video (CSV) reaches those local viewers as they enjoy both long- and short-form video on popular platforms like XFINITY.com, XFINITYTV.com, WatchESPN and the XFINITY TV Go mobile app.

When coupled with TV and online display advertising, CSV extends the reach of advertisers' campaigns to more screens and more platforms, whenever and wherever their customers are watching video, on computers, tablets and mobile phones.

### Features

- High-quality, professional video content provides a safe environment for advertisers.
- Audience content verification ensures viewers are watching videos, not automated bots.
- Viewer-initiated content reaches engaged consumers within premium programming.

### Benefits

- Reaches consumers with a consistent message across multiple screens and devices.
- Extends advertising reach and frequency.
- Engages targeted audiences who primarily watch video online.



## PROMOTIONAL OPPORTUNITIES

### Fast Facts

- Through longstanding partnerships with networks like Lifetime, ESPN, Discovery, MTV, Food Network, AMC and more, Comcast Spotlight offers unmatched opportunities to associate with top brands.
- Comcast Spotlight's multi-screen marketing capabilities help advertisers expand the reach and impact of campaigns across numerous television and digital platforms.

### Overview

Comcast Spotlight takes advertising beyond commercials, video and banner advertising and adds experiential elements through custom-created promotional programs. On- and off-site events, contests and other opportunities draw on the strength of top television networks and shows to elevate advertisers' brands above the competition and create memorable, lasting impressions with customers.

### Features

- Traffic- and sales-building promotions like sweepstakes, on-site events and content sponsorships are tailored to the needs of each client.
- Relationships with dozens of television networks and business partners and the expertise of Comcast Spotlight's local marketing teams provide proven, comprehensive promotional support.

### Benefits

- Offers flexible and customizable options to fit a range of budgets.
- Multi-screen exposure enhances the impact of a promotional campaign and creates additional reach and frequency while building consumer interest and excitement.
- Connects advertisers with popular television brands and programs through co-branded promotional messages.

Examples include:

- Lifetime Breast Cancer Awareness
- Discovery Shark Week
- MTV Video Music Awards
- The Olympics on NBCUniversal networks



## Fast Facts

Comcast Spotlight invests millions of dollars in research to help businesses identify and reach audiences based on demographic, psychographic and geographic data.



## RESEARCH

### Overview

Information is vital to the success of any business, and Comcast Spotlight has the resources to help ensure every business has a marketing plan built on a solid foundation that delivers results. From traditional, interactive and on-demand television to digital advertising, we crunch the numbers and provide the insights that set us apart as true partners in local media.

Our tools include subscriptions to research services like Nielsen, Scarborough, comScore and Kantar, all backed by a dedicated team of professionals committed to helping advertisers plan and execute multi-screen marketing plans. We dig deep, conducting detailed research about each client's unique needs, recommending a custom media mix that maximizes return on investment.

### Features

- Quantitative data from sources like Nielsen, comScore and Kantar provide a precise analysis of media use (television viewing, online activity and more).
- Qualitative data from sources like MRI, Simmons, Scarborough and Bluefin provide detailed aggregate information about consumers, geographies and social media activity.

### Benefits

- Provides strategic and tactical insights into the media and marketing planning process.
- Identifies general demographic, psychographic and geographic makeup of ideal audiences.
- Offers insights down to the ZIP code level to identify highest potential opportunities for advertisers.