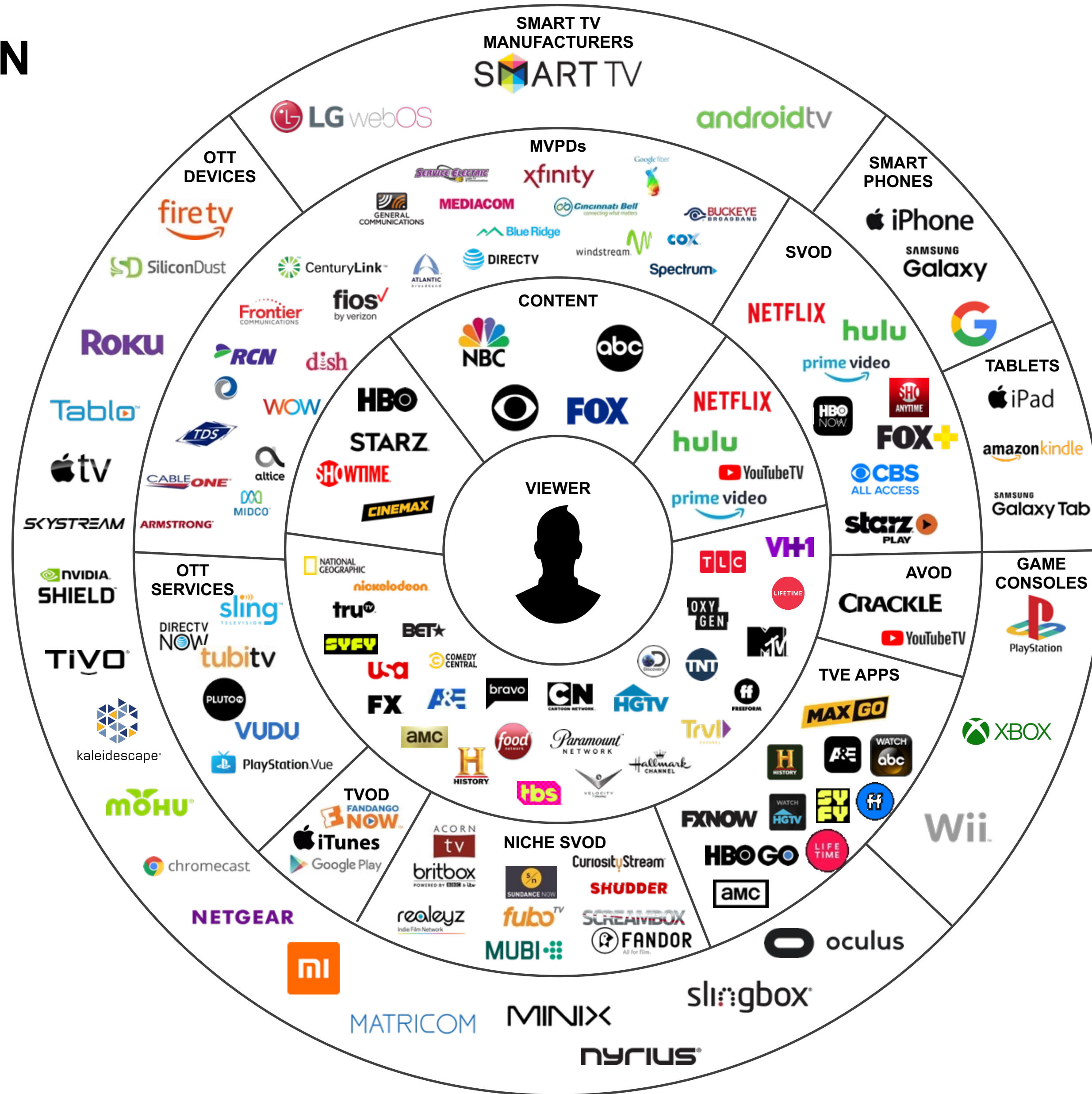


NEW DISTRIBUTION & ACCESS



THE EVOLUTION OF TV EVERYWHERE

STREAMING TV & VIDEO ON DEMAND

Audiences used to **ONLY** watch Property Brothers on HGTV this way:



Now they watch all these ways:



Watch Live on TV



Catch up with Video on Demand



Stream on Xfinity site



Stream on Xfinity app



Stream on the HGTV Website



Stream on the HGTV App



Stream on Roku



Stream on Apple TV



Stream on Xbox



Stream on Amazon's Firestick & Google's Chromecast

AGENDA

1.

**NEW
CONTENT & ACCESS**

2.

**NEW
DATA**

3.

**NEW
ADVERTISING**

COMCAST NBC UNIVERSAL

xfinity®



sky

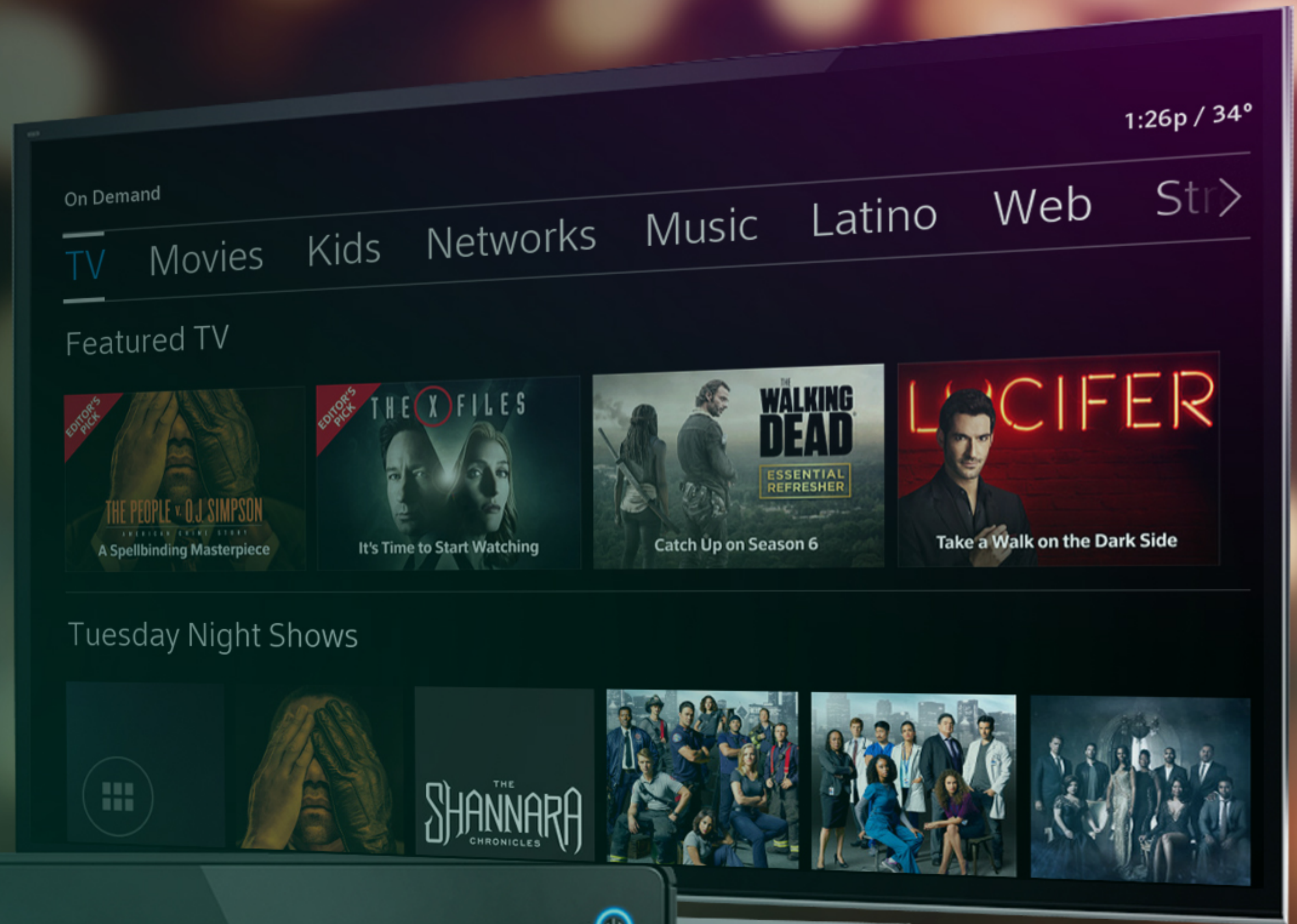


lyft

LIAM/AM



VIEWERSHIP DATA INFORMS



COMCAST SET-TOP BOX DATA

2 Trillion Viewing
Events per Year

3 Billion Hours of
Viewing per Month

39 States &
79 DMAs

Audience
Segments



CABLE BOX DATA



INTERNET SERVICE



BOSTON DMA # 1 NATIONWIDE

SOURCE MATERIAL

THE LARGEST DATASET ON VIEWERSHIP ANYWHERE



2019 Q1 FINDINGS

AUDIENCE VIEWERSHIP

VIEWING IS AT A TWO-YEAR HIGH

ACROSS 17M COMCAST HHs, THERE WAS AN AVERAGE OF 6 HOURS 25 MINUTES OF DAILY TV VIEWING

Looking at the share between live and VOD/DVR, live TV consumption accounts for 86% of all viewing.

Comcast viewership data. Share of daily time spent with Live vs Time-shifted Viewing. Q1 2019.



Comcast viewership data. Daily time spent with Live vs Time-shifted Viewing. Time period as indicated.

Markets are defined as the aggregation of households within geographical areas that are served by Comcast. The total number of measured Comcast Markets is 65 (see data tables at the end of the report for more details).



BUSTING MYTHS



MYTH

ONLY SPORTS AND NEWS
ARE VIEWED LIVE

PRIMETIME IS THE ONLY
VALUABLE DAYPART

ONLY TOP NETWORKS
GET REACH



REALITY

87% of **ALL** viewing is done live

News and Sports account
for **18%** of viewing

69% of viewing occurs
OUTSIDE of primetime

TOP 5 insertable cable networks
make up **14%** of time spent

Audiences watch an average of
17 cable networks per month

AGENDA

1.

**NEW
CONTENT & ACCESS**

2.

**NEW
DATA**

3.

**NEW
ADVERTISING**

IT STARTS WITH DATA

Comcast viewership data is then blended with 3rd-party data from Polk and Experian to segment your audience



More than 1,000 consumer audience attributes available from:

- **Comcast** viewership data
- **Experian** demographic data
- **Polk** car registration, dealer loyalty, purchase predictor data

Consumer audience attributes include:

- Age/Gender
- Child Presence/Age
- Education/Occupations
- Marital Status
- HH Size
- Mortgage/Loan/Insurance
- Owns or Rents a Home
- Automotive Ownership/In-market
- Behaviors/Interests
- Magazine Subscription
- Purchase Behavior
- Wealth/Finance/Bank
- And more...

BIG DATA = NEW POSSIBILITIES

BOSTON DMA



Total US

Households

17,000,000

Local Market: Boston

1 million+ vs. 3,558

Target in Local Market: Boston
In-Market for Pickup Truck

397,000 vs. 44

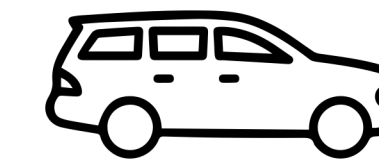
FOLLOW THE AUDIENCE
REACHING THE RIGHT PEOPLE

CONTENT FOCUS

AUDIENCE FOCUS

AUDIENCE

Age 25–54



Owens a SUV

GOAL



Broad reach.
Build customer relationship.



Targeted reach.
Sell Cars and Services.

CONTENT



TURNING CUSTOMER KNOWLEDGE INTO DATA

EXPERIAN LIFESTYLE GROUPS

REALTY GUILD



FINANCIAL & EDUCATION SUPPORT

AUDIENCE SUGGESTIONS TO
SUPPORT FUNDAMENTAL MEDIA'S
NICHE FINANCE AND EDUCATION
SECTOR CLIENTS

POWER ELITE



SECOND HOME BUYERS

HIGHEST EARNERS LOOKING FOR
EXTENSIVE INVESTMENT & WEALTH
SUPPORT SO THEY CAN FOCUS ON
"WHAT'S NEXT"

BOOMING WITH CONFIDENCE



READY TO DOWNSIZE

HIGHLY-EDUCATED, AFFLUENT
BOOMERS LOOKING TO FURTHER
THEIR KNOWLEDGE AND STAY AT THE
TOP OF THEIR GAME

YOUNG CITY SOLOS



FIRST TIME HOMEBUYERS

CITY DWELLING
PROFESSIONALS AND
STUDENTS WITH TIME AND
MONEY TO INVEST IN
THEMSELVES

WE KNOW YOUR AUDIENCE

TV EVERYWHERE JUST GOT SMARTER



Power Elite

The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer.

Key Features:

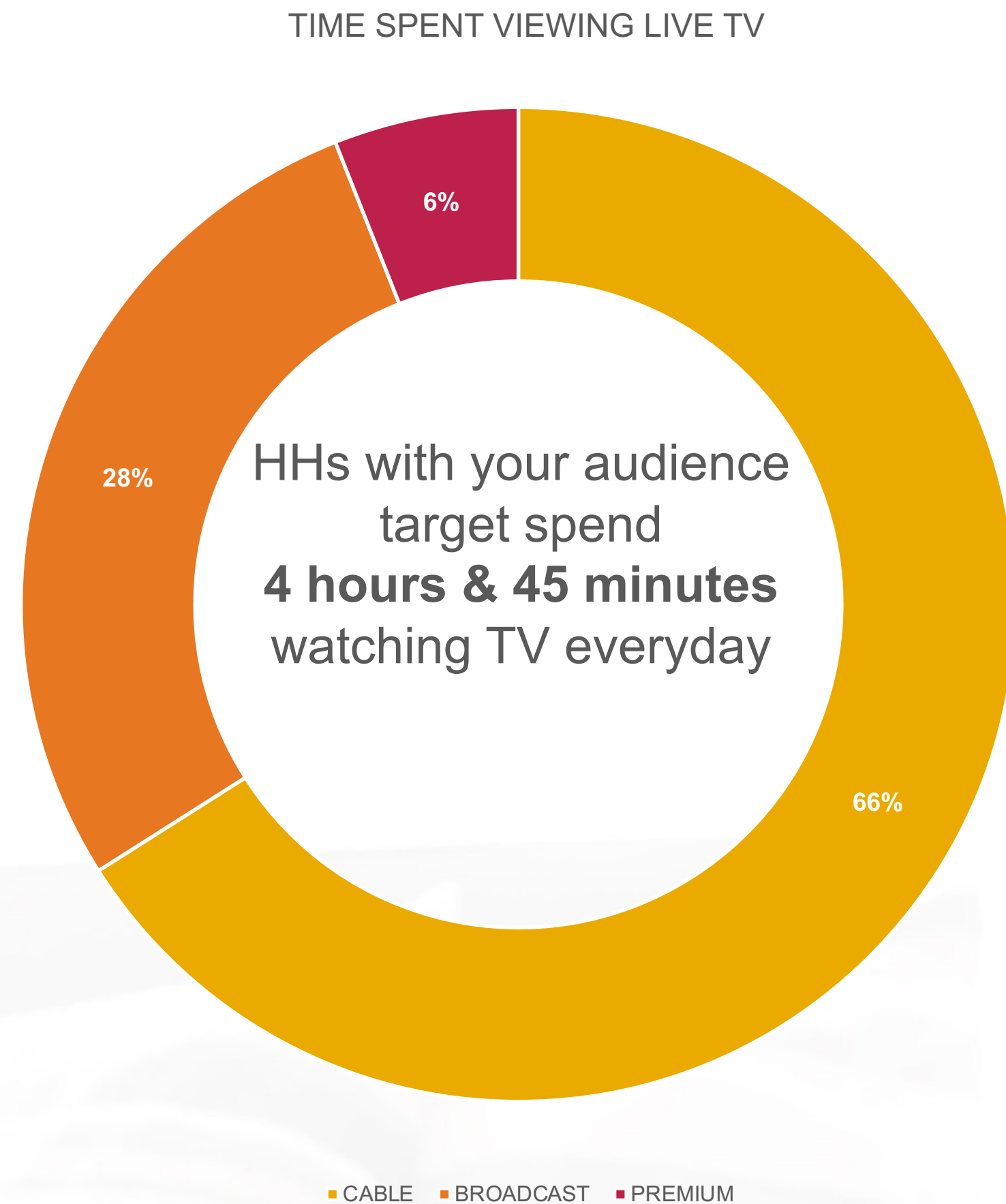
- Wealthy
- Highly educated
- Politically conservative
- Well-invested
- Charitable giving
- Active and fit

More Likely To:

- Have a head of household that's age 46-65
- Have a household income greater than \$250k
- Have children age 13-18
- Have graduate degrees

POWER ELITE LIFESTYLE GROUP IN THE BOSTON DMA

HOW YOUR AUDIENCE IS WATCHING TV



63%

of **cable** viewing occurs outside of primetime

18

average insertable **networks** watched

86%

of HHs use **VOD**

29:37

minutes of daily **VOD** viewing

Source: Comcast Internal Viewership Data from Calendar Q2'19, Boston (Manchester) DMA, Households classified as Mosaic Group A: Power Elite. Segment as defined by Experian. Time Spent Viewing: The percentage share of linear minutes from Cable, Broadcast and Premium networks. Broadcast is defined as the big 4 (NBC, CBS, FOX, ABC). Premium is defined as Showtime, HBO, STARZ, Cinemax. Cable networks are all others (excluding other broadcast nets). VOD usage: Households who viewed at least 5 consecutive minutes of VOD in a month / Total Households. Non-prime viewing: Viewing minutes outside the hours of 7p-11p / Total Minutes. This is across all networks. Average networks watched: Average number of Spotlight insertable networks viewed per month.

REACH THE RIGHT AUDIENCE IN THE RIGHT PLACES
OUR RECOMMENDATIONS ARE DRIVEN BY DATA

Network Rankers:
The Power Elite in the Boston Interconnect

**WE BUILD YOUR PLAN BASED ON
 DATA TO DELIVER YOUR AUDIENCE**



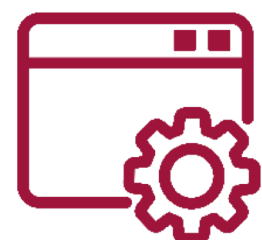
AUDIENCE

Lifestyle Group A: The Power Elite



GEO-TARGETED

Boston (Manchester) DMA



VIEWERSHIP DATA

Q2'19

How to Read: The Efficiency ranker compares a segment's share of viewing for a specific network compared to total households' share of viewing for the same network. A higher index indicates that a segment has a higher proportion of viewing for a specific network. Source: Comcast Internal Viewership Data from Calendar Q2'19, Boston (Manchester) DMA, Households classified as Mosaic Group A: Power Elite. Segment as defined by Experian.

Top 20 by Reach Rank

Network	Reach Rank	Reach
NBCS	1	
TNT	2	
Total VOD	3	
NESN	4	
ESPN	5	
CNN	6	
HGTV	7	
ENT	8	
TBSC	9	
NSBO	10	
USA	11	
ESP2	12	
FX	13	
NGC	14	
AMC	15	
FRFM	16	
FOOD	17	
FXNC	18	
NECN	19	
CMDY	20	

Top 20 by Index

Network	Index
CNBC	220
GOLF	187
FBN	183
CNN	165
MNBC	159
BRVO	148
NBCS	145
ESPN	145
ESP2	144
NFLN	134
NSBO	131
FS1	131
HGTV	124
FXNC	123
NESN	117
ENT	117
TNT	116
DIY	112
CMDY	108
FOOD	106



REPORTING

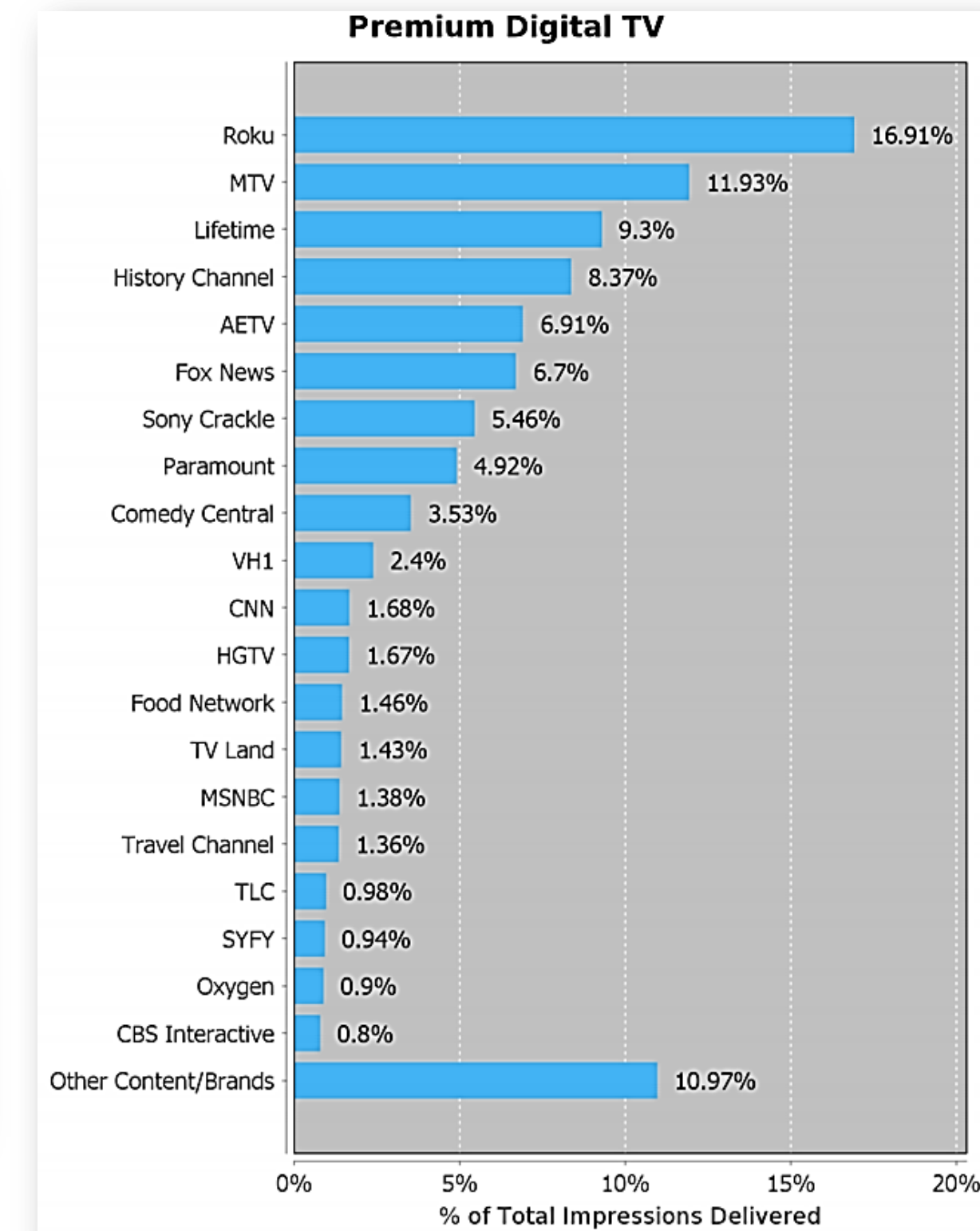
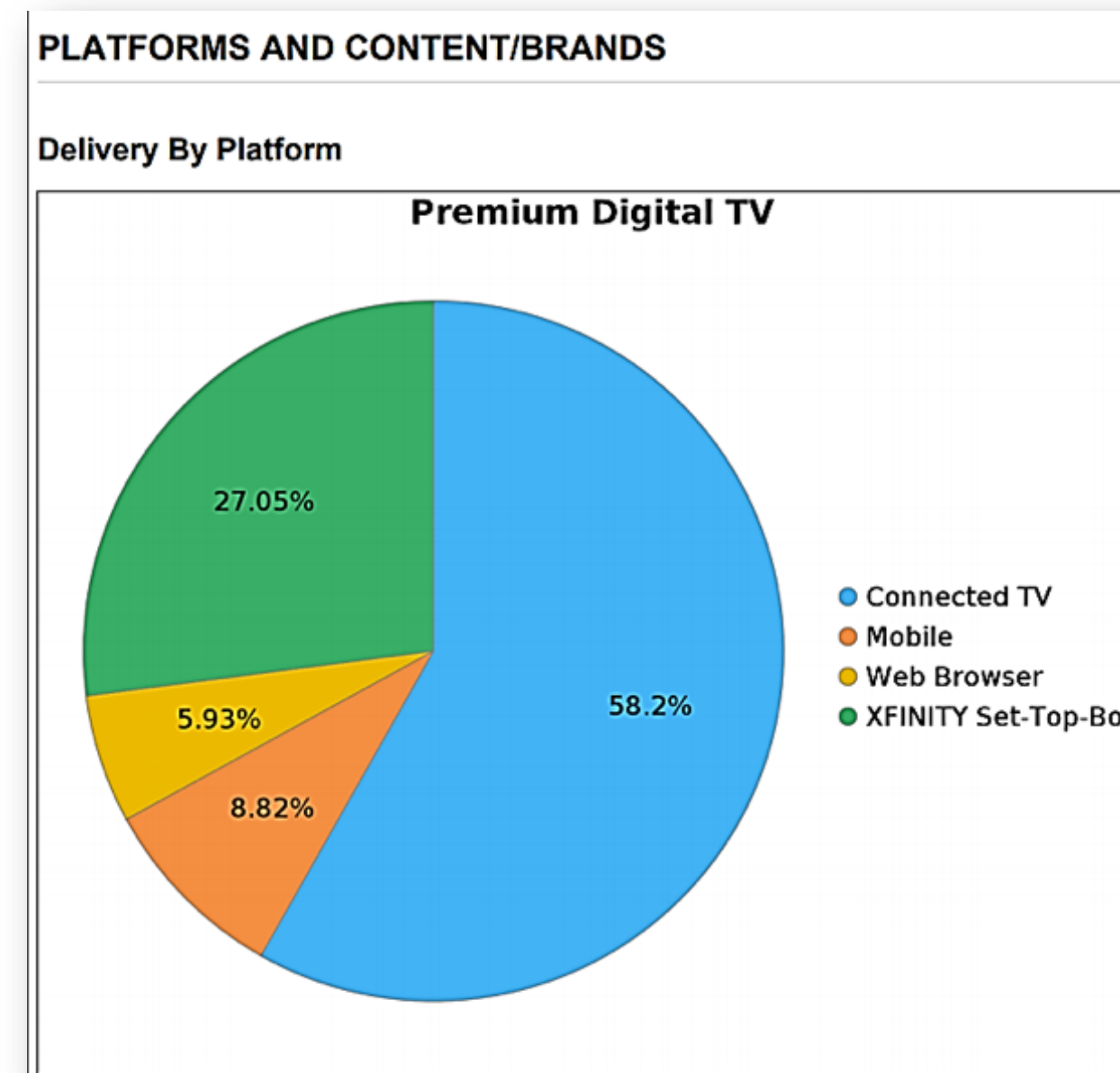
A DEEPER LOOK OF YOUR DIGITAL CAMPAIGN

ON-DEMAND, STREAMING TV, AND DIGITAL VIDEO REPORTING

Transparency reporting for commercials viewed in streaming and Video On-Demand content

Includes impressions, completion rates, content (TV network or website), device / platform

Provided Monthly for qualifying clients



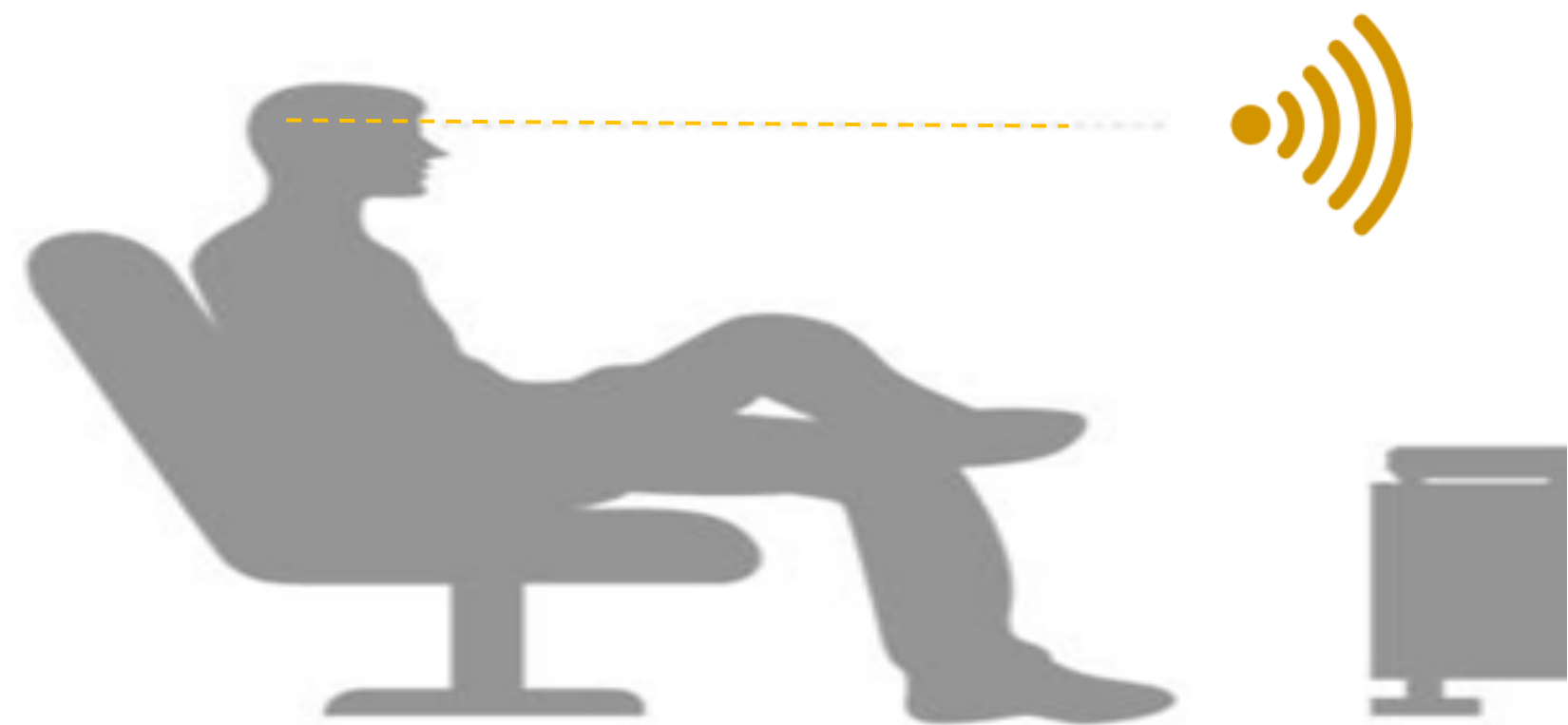
Sample Report.

Source: iVerify

REPORTING

COMCAST SPOTLIGHT AD EXPOSURE DATA

Comcast Spotlight ad exposure data is our new 1:1 measurement of households who have **actually been exposed to your ad** during the course of the campaign.



What does this mean for you?

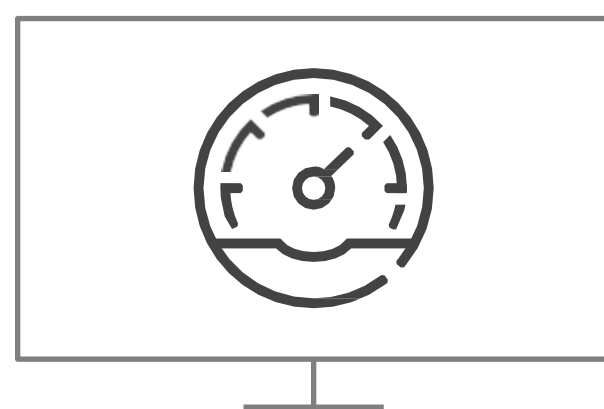
What is this information based on?

Who is watching?

REPORTING

COMCAST SPOTLIGHT AD EXPOSURE DATA

Your linear campaign



Your campaign ad runs at 6:35pm on ESPN in your zone geography

Audience target = HH Income \$100K+

Who saw your ad?



HH Income \$100K+

6:35pm



HH Income \$100K+

6:35pm



Out of Target

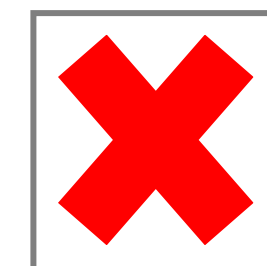
6:35pm



Who is measured?



Counted towards audience target reach AND total Comcast household reach



Not counted



Counted towards total Comcast household reach only

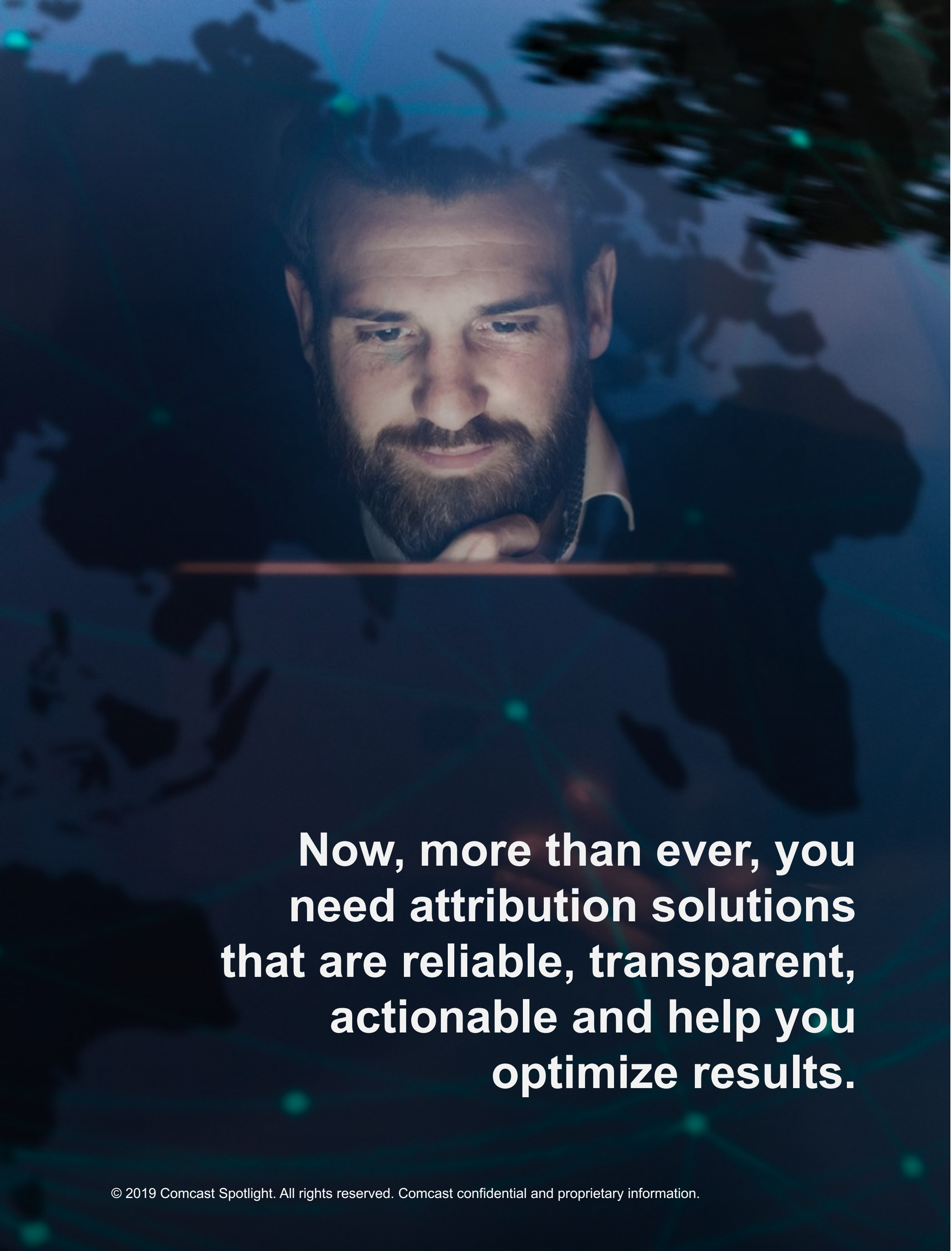
Your campaign results

Audience Target

67% Reach
9.2 Frequency

Total Households

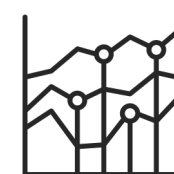
60% Reach
8.5 Frequency



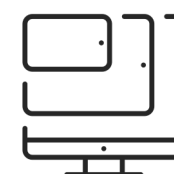
Now, more than ever, you need attribution solutions that are reliable, transparent, actionable and help you optimize results.

PROVEN IMPACT

YOU CAN'T MANAGE WHAT YOU CAN'T MEASURE



We deliver ROI and engagement reporting to show you the value of your Comcast Spotlight media investment



We tie your cross-screen campaigns to your web traffic, showing lift in awareness, consideration and intent



We deliver reports & materials that are clear and easy to read, providing detailed transparency metrics



We interpret the data to gain valuable insights, helping us to inform your campaign and ensure optimization

REPORTING

IMPACT: CAMPAIGN INSIGHTS

IMPACT Campaign Insights is the ability to show effectiveness of Spotlight advertising through Google Analytics.

Campaign Zones Period over Period | Q1 2018 vs. Q1 2019

PURCHASE FUNNEL
Change in Campaign Zones

CAMPAIGN ZONE PERFORMANCE
Current Period vs. Previous Period

AWARENESS

CHANGE IN TOTAL SESSIONS

of website visitors

CHANGE IN NEW USERS

First time a device(user) visits your website

AWARENESS

+9% Lift
in Total Sessions

+4% Lift
in New Users

CONSIDERATION

CHANGE IN DIRECT/ORGANIC SESSIONS

of users that Type in URL / search engine

CONSIDERATION

+5% Lift
in Direct/Organic Sessions

INTENT

CHANGE IN Page Sessions

of users that complete a particular goal / action

INTENT

+16% Lift
In Page Sessions

ADVERTISING WITH COMCAST SPOTLIGHT

YOUR SUPPORT TEAM

We value you as an important advertiser and have assembled a specialized team of professionals to ensure you receive the best customer experience possible. This team is committed to supporting your advertising objectives and delivering results for your business.

Sherri Oldfield
Account Executive

Cell: 508-305-2850

Email: Sherri_Oldfield@cable.comcast.com

Beth Coyne
Local Sales Manager

Office: 508-305-2849

Email:

Elizabeth_Coyne@cable.comcast.com

