

Premium Video Advertising

COMCAST SPOTLIGHT 101

FAST FACTS

79 markets

Coverage across 79 markets enables an advertiser to reach audiences at the neighborhood, market or national level.

30%

A multi-screen approach that combines TV and digital ad placements can improve ad recall by 30%.¹

3x

Comcast households spend 3x more time watching cable than broadcast networks.²

50+ networks

Reach broad and targeted audiences across 50+ demographically unique TV networks and a vast portfolio of digital networks.

Who We Are

Comcast Spotlight delivers traditional television and premium digital video advertising to reach audiences through high-quality content at any time, on any device.

We seamlessly pull together a fragmented media landscape to help our advertisers reach audiences and achieve your unique marketing and advertising goals.

Follow the Audience

The average US adult spends over 5 hours each day watching video content across TV, mobile, desktop, tablet and other devices.² We put this time to work building your brand and reinforcing your message.



Media time spent daily on ad platforms served by Comcast Spotlight³

By providing ad coverage across the platforms where consumers already spend over 3/4 of their time, we empower our advertisers to create an impactful and cohesive brand story across all screens.

²Source: eMarketer, Time Spent with Media, April 2017, Scarborough USA+. (Jan16-Nov17).

³Source: eMarketer, September 2017. Average Time Spent per Day with Major Media by US Adults.

BRAND
BUILDING

TARGETED
IMPRESSIONS

YOUR VIDEO
EVERYWHERE

MEASURABLE
RESULTS

¹Source: Upper Funnel: Lift from brand health study surveys for 18 Addressable Campaigns. Accessed December 2017. Date range: January 2016 – December 2017. ²Comcast Internal Viewership Data, Aggregated Viewing Linear Time by network, Broadcast defined as NBC, CBS, FOX, ABC. Premium defined as HBO, STARZ, Cinemax, Showtime. Cable defined as all others. Calendar Q4 2017

For more information, please visit www.ComcastSpotlight.com

© 2018 Comcast Spotlight. All rights reserved. Comcast confidential and proprietary information.

COMCAST
SPOTLIGHT

| HOW WE DO IT

Data Forms the Foundation

Comcast Spotlight's vast suite of licensed and set-top box data helps guide strategy and boost your campaign's impact and efficiency. First, we help define your target audience by geography, gender, age, income level and other demographics. Then, we blend Comcast cable set-top box data with third-party data to analyze how your target audiences are watching TV.

These insights help build media schedules optimized to reach your intended viewers.

Content is King

No matter the platform or device, content drives the viewer experience. With some of the most recognizable and respected brands in the media industry, we reach audiences on the content they're most passionate about. As they engage with their favorite shows and sites, your advertising message is there to create a meaningful association between your brand and our viewers.

Reach Across Screens

Comcast Spotlight applies an audience-first approach to reach the right viewers on any screen. Using TV as the engine to drive your brand, we then follow the audience across mobile, desktop, tablet and more – reaching and engaging them every step of the way.

You Can't Manage What You Can't Measure

As an advertiser, it's important to understand your campaign's effectiveness. Comcast Spotlight's reporting is designed to do just that – provide clear and easy-to-read reports that help measure campaign attribution and return on investment, and help us to continually optimize your results.

Why Us?

Our media sales team is dedicated to helping you succeed. We support you at every stage, from identifying audiences and delivering your message across multiple screens to measuring and optimizing results. Anywhere, any way your audience watches – consider them found.



Gain targeted impressions



Build your brand



Achieve measurable results



Place your video everywhere

For more information, please visit www.ComcastSpotlight.com

COMCAST
SPOTLIGHT