



# PREMIUM DIGITAL TV

JULY 2018

## | FAST FACTS

**5:14** - Average hours U.S. adults spend watching video every day<sup>1</sup>

**1:17** - Average hours spent daily watching video on mobile devices and computers<sup>2</sup>

**30.7%** - Increase in U.S. households that have both Pay TV and Subscription VOD in the past 3 years<sup>3</sup>

<sup>1,2</sup> Source: eMarketer Report, September 2017

<sup>3</sup> Source: eMarketer, May 2017

## Your Audience Is Watching TV - Everywhere

From cable subscribers to cord cutters and OTT viewers, we deliver your message to your target across all devices when and where we know they're watching.

## Who We Reach, and How We Do It

- Premium Digital TV allows you to engage with customers watching TV and digital programming on their computers, phones, tablets, and connected TV devices.
- Our reach extends to customers watching non-skippable advertising and Video On Demand on Xfinity set top boxes and on OTT-connected TV devices.
- We target geographically at the market and cable zone level, providing premium efficiency.
- We offer brand-safe, fraud-free, high quality programming. And proof-of-performance reporting shows you high view completion rates across all screens.

## Why It Matters

- We extend the brand-building power of video advertising beyond TV, reaching captive audiences watching content online and on demand.
- We deliver the most valuable local impressions by running your ads in top-quality national content, aligning your brand with powerful programming.

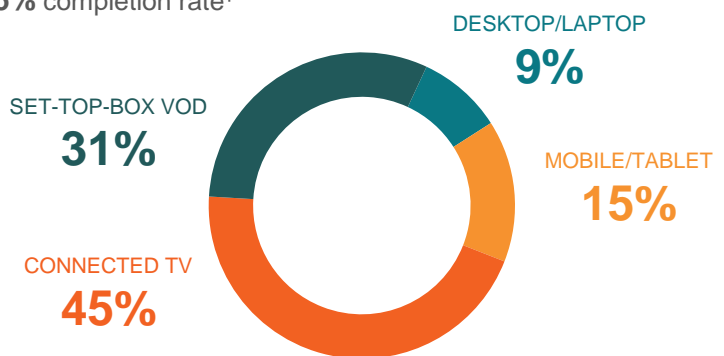


## We Deliver Engaged Audiences Across All Screens and Devices

Over the past 3 months, video ads had an average **95%** completion rate<sup>1</sup>

### Impressions Delivered By Device

% of impressions delivered across all Spotlight DMA/zones<sup>2</sup>



<sup>1</sup>Source: Comcast Spotlight internal data, March – May 2018

<sup>2</sup>Source: Comcast Spotlight internal data, May 2018

Premium Digital TV puts your commercials in front of your customers wherever and however they consume content. We deliver multi-platform schedules to reach your target audience – across set-top boxes, connected TV, computers, and mobile devices – across all of these networks and more:

Adult Swim	Crackle	Fox	Lifetime	TNT
AETV	CW	Fox Sports	MTV	Travel Channel
AMC	Destination America	Freeform	National Geographic	truTV
American Heroes	Discovery Channel	FX	OWN	TUBI
Animal Planet	Discovery Life	FXM	Oxygen	TV Land
BBC America	DIY	FXX	Paramount	USA
BET	E!	FYI	Science Channel	Velocity
Bravo	ESPN	Hallmark	SYFY	VH1
CNBC	ESPN3	HGTV	TBS	Watchable
CNN	ESPNews	History	TLC	WeTV
Comedy Central	Food Network	I.D.	TNT	XFINITY