



# PREMIUM DIGITAL VIDEO

JULY 2018

## BY THE NUMBERS

**75%** - Advertisers who agree that advertising in original digital video reaches an audience that can't be reached on TV<sup>1</sup>

**80%** - Increase in US original digital video ad spend over the past 3 years<sup>2</sup>

<sup>1</sup>Source: IAB, "Video Ad Spend Study," May 2017

<sup>2</sup>Source: IAB, "Video Landscape Report," November 2017

## Reach Your Audience In The Right Places, All The Time

Consumers are watching more video, in more places – online and everywhere. And they're watching quality video produced just for the web more than ever before. Premium Digital Video puts your message in front of your audience across all devices, all the time.

## What We Offer, and Where You'll Find It

- We run your video only on brand-safe and high-caliber content across top quality websites and apps, reaching highly engaged audiences
- We provide high-visibility pre-roll and mid-roll placement exclusively in professional quality video content

Hundreds of custom-created audiences available in a range of categories provide you with an unparalleled targeting opportunity.

- Education
- Home Improvement
- Eating & Drinking
- Entertainment
- Financial
- Health & Wellness
- Lifestyle
- Retail
- Sports
- Travel
- Auto

## Why It Matters

We connect your brand with video-consuming audiences wherever and however they're watching - across computers, mobile, tablet and connected TV's.

We deliver viewers of premium video content in the geography that matters to you.

Our audience segments help you reach your customers effectively, in a fraud-free and brand-safe environment.



## | FAST FACTS

- Nearly one in five adults 18+ streamed original digital video “yesterday”, equivalent to approximately 43.4 million American adults\*
- Approximately 63 million American adults view original digital video on a monthly basis, a number that has been steadily growing since 2013\*

\*Source: IAB, “Original Digital Video Consumer Study,” May 2016

Premium Digital Video delivers audiences wherever and however they’re watching and does not include a dedicated list of publishers. Actual domains and video destinations will vary based on targeted audiences.

## Premium Digital Video Delivers Engaged Audiences

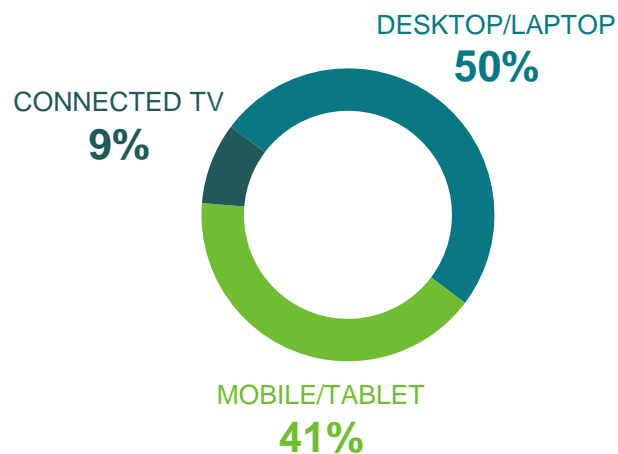
Over the past 3 months, video ads had an average 70% completion rate<sup>1</sup>

### 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



Comcast Spotlight delivered Premium Digital Video Impressions in May across top quality websites and apps like the following:

Accuweather	Hollywood	Time
AOL	How Stuff Works	Tubi TV
Arstechnica	IB Times	USA Today
ATT	Movie Tickets	USA News
Biography	MSN	Weather
Bleacher Report	MSNBC	WebMD
CNN	Newsy	Yahoo
Entertainment Weekly	Pluto TV	Young Hollywood
Fox News		