



Comcast Media 360 | Product Portfolio





# About Comcast

Comcast Corporation has partnered with NBCUniversal to form the nation's premier media and entertainment company, driving the convergence of distribution, programming and technology.

## Distribution

- 80+ Markets
- 30mm+ Video households
- 20mm+ i-Guide households
- 19mm+ Video on Demand households
- 17mm+ Online households
- 17mm+ iTV households

## Programming

- Single largest share of TV viewing
- Nation's largest ISP delivering over 23mm unique visitors, and 1.7 billion page views each month
- Over 400mm monthly VOD views
- Growing library of mobile/tablet content

## Technology

Comcast's multi-billion dollar investment in architecture and content allows subscribers to view their favorite programming whenever they like, on whatever device they choose.

This same digital infrastructure provides marketers with the unique opportunity to deliver greater advertising effectiveness by driving addressability, interactivity and accountability in an integrated, multi-platform environment.



# Comcast Media 360 Team

As a result of this convergence, Comcast's delivery of video across TV, Online, VOD and mobile/tablet platforms is becoming increasingly precise, interactive and measurable. The Comcast Media 360 team helps brands leverage this evolving advertising landscape through the design and implementation of marketing solutions that extend across the full scope of Comcast's multi-platform media properties.

Additionally, the Comcast Media 360 team partners with sales teams within the NBCUniversal portfolio of companies, collaboratively developing integrated campaigns that maximize brand impact.



The team works with leading media analytic companies to design, develop and deliver customized ad effectiveness research studies that extend campaign measurement beyond traditional metrics and better measure return on investment.

## Data-driven Targeted Video

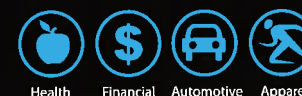
### Overview

The Comcast Media 360 team works with brands to identify target audiences by marrying customer or third-party consumer research to the Comcast universe of homes in an anonymous and privacy-compliant manner in order to identify high-propensity geographics.

This data match capability is available across Comcast's entire multi-platform portfolio.

### Benefits

- Effectively narrowcast brand messaging
- Reduces wasted reach
- Creates greater share-of-voice with best prospects
- Leverages the convergence of direct marketing strategies and digital video technology



**FORTUNE**  
**500**



# Products

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The Comcast Media 360 multi-platform product portfolio provides marketers with the opportunity to reach, engage and surround their target audience in order to drive greater advertising effectiveness and efficiency.







TV

## On-Air

Comcast maintains the single largest share of TV viewing in each of our markets.



Source: CAB, 2012 TV Facts, page 24. HH viewing shares, 4th-3rd quarter, MSu6a6a.



# Request for Information

## Overview

17mm+ households

Request for Information (RFI) is an interactive, graphic overlay prompt on a TV spot that allows viewers to request additional information, accept coupons or product offers by pressing "select" on their remote controls. RFI allows advertisers the ability to truly engage viewers and generate highly qualified leads for fulfillment and re-marketing.

## Benefits

- Combines the reach of TV with the interactivity and accountability of the Web
- Generates highly qualified leads from customers who request a product and/or service
- Tracks leads through to sales conversions

## RFI advertisers enjoy:

- Higher unaided awareness
- Higher purchase intent
- Favorable opinions
- Greater online search activity

## Metrics

- Overlays displayed
- Total leads
- Response rate





VOD

# Dynamic Ad Insertion

## Overview

19mm+ households

Dynamic Ad Insertion (DAI) enhances advertising on Comcast's On Demand platform by enabling real-time ad insertion into VOD programming at the beginning ("pre-roll"), middle ("mid-roll") and end ("post-roll") of long form assets. Comcast subscribers increasingly want to view content whenever they choose and this significant reach can be leveraged by marketers:

- 19mm+ VOD households
- 22.5 billion views since 2003
- Over 400mm monthly VOD views
- 80+% of all views come from free VOD content

Real-time  
Ad Insertion







VOD

# Brand On Demand

## Overview

19mm+ households

Brand On Demand (BOD) provides advertisers with the opportunity to showcase their branded video content across Comcast's VOD, Online, and Mobile platforms. Comcast Media 360 drives viewership to this branded content by leveraging Telescoping TV spots, as well as i-Guide, Online and Mobile banner ads.

In addition, Comcast can provide editorial support for this branded content through social media outlets, the barker channel and powerful internal marketing platforms.

xfinity



The Closer



Tori & Dean



Disney Vacation Club



The Glades



Pit Boss



Chelsea Lately



Flipping Out



I survived

## Benefits

- Deeper brand engagement
- Expanded story-telling platform
- Self-selected, qualified audience
- Enhanced brand perception

## Metrics

- Total views
- Unique views
- Average time spent
- Total time spent





iTV

# Telescoping

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## Overview

17mm+ households

Telescoping is an interactive, graphic overlay prompt on a TV spot that links viewers directly to On Demand content from their “select” button on their remote control. Comcast subscribers can quickly and easily view long form video, and gather more in depth information on a product or service.

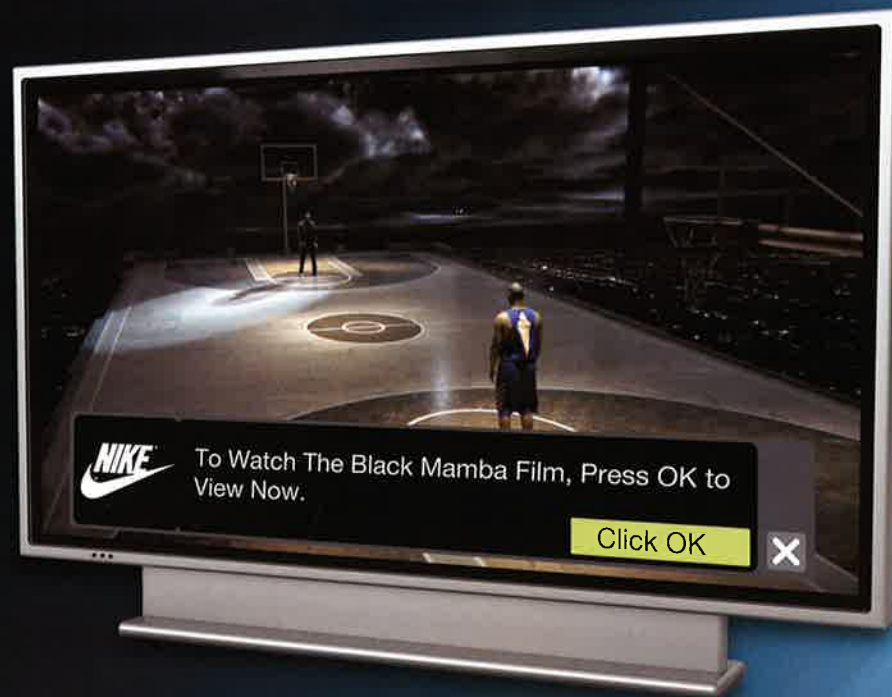
Think of a Telescoping ad as a “search engine” for the TV that provides viewers with the ability to more easily find video content that is compelling to them.

## Benefits

- Opportunity for deeper, qualified engagement with the brand by allowing viewers to “opt in” or choose to view longer-form content

## Metrics

- Overlays displayed
- Response rate
- Total views / total unique HH views
- Average time spent





VOD

# i-Guide

## Overview

20mm+ households

i-Guide banner ads appear on the Interactive Program Guide (IPG), the portal to television viewing. These ads can promote linear programming, film studio releases or link to branded On Demand content.

## Benefits

- Captures viewers when they are making viewing decisions
- Durable impressions—banner stays live for a full hour
- Eliminates clutter and provides viewers with a shortcut to long-form content
- Delivers a deeper, qualified engagement with viewers because they “opt in” to view video content

## Metrics

- VOD views correlated by hour with banner schedule
- 61% consider the IPG their main source of program information
- 45% of IPG users recall seeing advertising for a specific program or sporting event
- 83% respond to ads on the IPG



IPG Attitude and Usage Study, Comcast, TV Guide  
and CE Lieberman August 2007





ONLINE

# Online

## Overview

17mm+ households

Comcast is the nation's largest internet service provider delivering XFINITY.com, the award-winning consumer portal for our more than 17+ million Xfinity internet subscribers.

More than just a gateway, XFINITY.com is a destination where subscribers check e-mail, read the latest news, stream video and access member services.

## Benefits

- Strong performance and guaranteed impressions
- Qualified, engaged audience
- Low clutter since ad units are limited to one per page

## Metrics

- Traditional online metrics
- 23mm monthly uniques
- 15 average visits per visitor
- 1.7 billion monthly page views





MOBILE

# Mobile Applications

## Overview

The XFINITY.com mobile application allows subscribers to access email and TV listings, schedule recordings, and stream programming on Smart Phones and tablet devices.

## Benefits

Captures viewers whenever they consume content.

## Metrics

- 4+mm downloads to date (iPad/iPhone/Android)
- App has been visited over 1.18mm times on tablet devices
- Over 4.85mm video starts on tablet device





# Comcast Media 360 Analytic Services

The Comcast Media 360 team will partner with brands to anonymously marry third-party research or customer data to the Comcast universe of homes to identify high-propensity geographies of each brand's target audience. Customized post-campaign analytics will be designed with leading media research firms to drive brand learning around campaign effectiveness and ROI. These studies are designed to answer questions such as:

- What is the impact of multi-platform messaging?
- Did the ad resonate with consumers?
- Did consumers engage with the ad?
- Did the campaign drive sales activity and/or lead generation?

These brand-specific studies are designed in concert with research firms such as:



## Case Studies

Comcast's Media 360 team has worked with Fortune 500 brands across a variety of product categories to drive learning and optimization across the evolving addressable, interactive and multi-platform video ad landscape.



### **Financial Services**

A leading credit card issuer was able to narrowcast its TV and Online messaging against a prospect universe of high income and high credit worthiness households—less than 5% of US TV HH's—and drive 51% higher card spending levels online, and 108% higher online card application rates in the targeted geography, based on a study fielded by comScore.



### **Automotive**

An upscale foreign car manufacturer used national tier 1 funds to target messaging to high income geographies and drove 47% greater sales volume year over year, based on an analysis of household car registration data provided by Polk.



### **Health and Beauty**

A top beauty brand executed a Request for Information (RFI) campaign that delivered over 250,000 product samples/coupons, and drove a 79% trial rate. A consumer survey accompanying this campaign revealed significant brand lift in terms of purchase intent and positive brand perceptions.



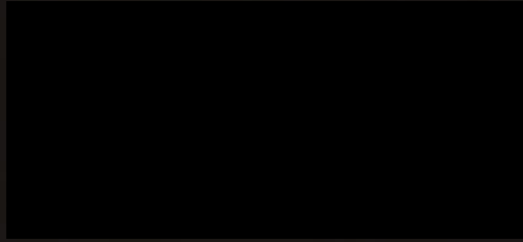
### **Athletic Apparel**

A major athletic apparel company utilized Telescoping-enabled spots, in combination with interactive ads on the program guide (IPG), to drive viewer engagement with their long-form content. In a single night, the campaign yielded over 150,000 views with an average “time spent” of over four and a half minutes to this branded five-minute asset.

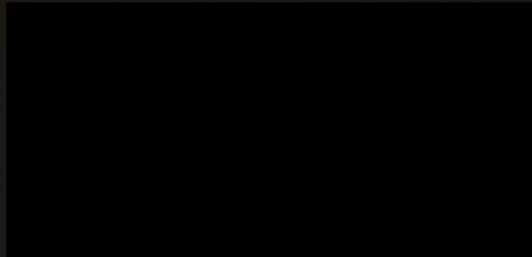


# Comcast Media 360 Team

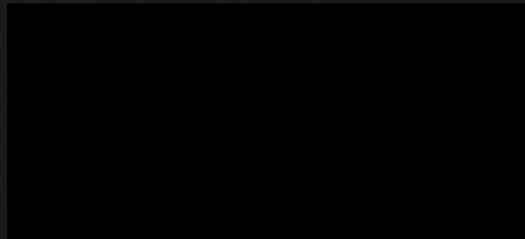
## East



## Central



## West



Comcast Media 360 is a business unit of Comcast Spotlight focused on delivering streamlined marketing solutions across the full range of Comcast's products and platforms, making advertising more efficient, interactive and precise.



comcast  
media360™