



## VIDEO ADVERTISING SOLUTIONS

## PHILADELPHIA

### MARKET SNAPSHOT

Comcast Spotlight Philadelphia serves the nation's 4<sup>th</sup> largest television market by providing video-based advertising solutions for local, regional and national advertisers. We are focused on moving the advertising industry forward with advanced technologies and innovative products to reach, engage and connect with audiences most effectively and efficiently. Our goal is to maximize your investment while reducing costly geographic and demographic waste. Whether your message needs to reach the entire Philadelphia market or a more geo-targeted area, we'll design a Multi-Screen campaign to match your advertising objectives.

### HIGHLIGHTS

- No. 4 DMA
- 2.4 million cable households
- 83% market penetration
- 95% coverage of wired cable HHs
- 50+ insertable networks
- African-American DMA Rank - 5
- Hispanic DMA Rank - 16

### DEMOGRAPHICS



#### Age:

18 - 34	22%
18 - 49	43%
25-54	41%
35+	54%
55+	26%



#### Marital Status\*:

Married	47%
Never Married	37%
Divorced	9%



#### Gender:

Male	48%
Female	52%



#### Education\*\*:

High School Diploma	28%
College, No Degree	18%
Associate's Degree	7%
Bachelor's Degree	19%
Prof/Grad Degree	13%



#### Home Ownership:

Homeowners	62%
Renters	28%
Others	10%



#### Automotive:

No Vehicle	12%
1 Vehicle	31%
2 Vehicles	33%
3+ Vehicles	14%



#### Household Income:

< \$25,000	21%
\$25k - \$49k	21%
\$50k - \$75k	17%
\$75k - \$99k	13%
\$100k - \$150k	15%
\$150k - \$200k	7%
\$200k+	6%



#### Ethnicity:

White	70%
Black	19%
Hispanic	10%
Asian	5%
Other	4%

For more information please visit [www.ComcastSpotlight.com](http://www.ComcastSpotlight.com)

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#### FEATURED SERVICES FOR THE MARKET

- TV Everywhere – Premium cable TV programming and digital video across all screens
- Demographic and interest-based targeting precision on TV and premium digital ad networks
- Geographic Targeting to minimize waste
- Customized Research and Industry Insights
- Interactive TV and Digital technologies
- Long-form Video on Demand
- Unique and powerful campaign extending Marketing and Promotional opportunities
- Exclusive local/regional team sports coverage including NFL, NHL, MLB, NBA and NCAA
- Creative Services

#### CONTACT INFORMATION

For more information please contact:

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