Overview

On-demand advertising enhances the impact of a television campaign by offering additional content and making it available around the clock, effectively creating a dedicated TV “channel” for each advertiser. Content can be custom-created by an advertiser or provided by a national brand through co-op partnerships. With customers choosing what and when they want to watch, advertisers benefit from a low-clutter environment and an actively engaged audience proactively selecting content.

Features

- Opportunities to create custom long-form advertising or sponsor pre-produced content from Comcast Spotlight partners.
- Themed content folders (automotive, real estate, careers-education, shopping, home & garden, health & wellness, travel & leisure, entertainment and more) make content easily discoverable as customers browse available selections.
- Multiple ways for customers to access on-demand advertising, including tuning to a dedicated channel number, selecting from the on-screen program guide and using Comcast’s mobile apps.
- Television advertising can include messages that contain “tags,” or additional information about locating on-demand content, or interactive overlays that allow viewers to begin watching it by clicking one button on their remote controls.

Benefits

- Combines the power of television’s sight, sound and motion with segmentation capabilities, reaching consumers who are proactively seeking out additional information about a product or service.
- Extends the “shelf life” of an advertising campaign with a full-time presence.
- Allows viewers to proceed at their own pace, re-watch content that interests them and select additional content about the same product or service, in a low-clutter environment.
- Paired with a telescoping interactive overlay, navigation to an on-demand asset is a one-click experience.

Fast Facts

- Available in nearly 19+ million homes across more than 60 markets.
- 40% of users have children. *
- 68% of users own their homes. *
- 59% of users are presently married. *
- On demand users are active members of society who are more likely to have investments, attend sporting & theater events, dine out, purchase vehicles in the next year and more.*

XFINITY On Demand Users:

42% have a household income of $100,000 or more.
67% more likely to work for a Fortune 500 company.
27% more likely to have a college degree.
16% more likely to have a vacation home.

*Source: Experian Simmons Fall 2013 NHCS Adult Study 12 months.
Overview
Telescoping is an interactive prompt or “overlay” on a TV commercial directly linking viewers to video on demand (VOD) content by pressing a button on their remote controls. Engaged, proactive customers can quickly and easily view long-form video and learn more information about a featured product or service. It offers advertisers a new, compelling way to tell their brand story beyond the thirty-second spot.

Features
- A small, interactive “overlay” appears at the bottom of a commercial, allowing for easy access to VOD content. This can be used to link viewers to an on-demand channel or directly to a specific video.

Three types of interactive overlays are available:
1. View Now: one interactive button that begins playing a VOD program immediately upon selection.
2. View Now or View Later: two interactive buttons appear, one launching the VOD program immediately (“View Now”) and one saving the program to a viewer’s list of programs to watch at their convenience (“View Later”).
3. View On Demand: one interactive button tunes viewers directly to a channel number, which then displays a list, or “folder” of one of more VOD programs.

Benefits
- Seamlessly links qualified, engaged customers to advertisers’ brands by allowing viewers to choose to view additional content.
- Extends the power and reach of a thirty-second commercial and makes content available “24x7.”
- Maximizes return on investment by reaching multiple audiences with one advertising buy.
- Reaches millions of prospective customers nationwide, and can be used for local, regional or national advertising campaigns.

Overview
Remind • Record is an interactive prompt or “overlay” on a TV commercial offering viewers the ability to quickly (and conveniently) set reminders or digital video recorder (DVR) recordings for advertised programs by pressing “a button” on their remote controls.

Remind • Record is a powerful and effective tool for cable and broadcast programmers to promote upcoming TV series episodes or special one-time events, encourage show sampling and create viewing habits.

Features
• An interactive overlay appears on the lower portion of the screen shortly after the tune-in spot begins.
  Depending on a programmer’s business goals and the type of program being promoted, three types of interactive overlays are available:
  1. Setting a reminder (a message appears on viewers’ screens shortly before the program begins)
  2. Setting a recording for a single episode
  3. Setting a recording for a full series

Metrics reports include:
• Total number of interactions
• Total number of reminders set
• Total number of episode recordings**
• Total number of series recordings***

Benefits
• Increases the impact of a tune-in advertising campaign by building awareness and creating desire.
• Delivers a proven impact for remind-record campaigns on viewership above and beyond a traditional commercial.
• Simplifies the process of program discovery for viewers; they don’t need to search through a program guide to find the program to record or set a reminder—a press of a button is all it takes.

**DVR boxes only
*** When a series recording ID is available

Fast Facts
• Interactive overlays prompt viewers to take specific action.
• Commercials with interactive overlays are more effective than non-interactive spots.
• Consumer commercials are 29% more likely to purchase or seek information about a brand following exposure to an interactive offer.*

Overview
Request for Information (RFI) is an interactive prompt or “overlay” on a TV commercial allowing viewers to request additional information about a product or service, coupons or product samples by pressing “select” on their remote controls. Thanks to its proactive, opt-in nature, RFI helps advertisers engage viewers and generate highly qualified leads, combining the reach and visual impact of television with the one-to-one connection of digital platforms.

Features
• Overlay prompts are available on thirty- and sixty-second commercials, with flexible options for the amount of time the message appears on-screen.
• Rapid lead generation turn-around enables prompt fulfillment of leads by mail or email.
• Lead/fulfillment lists can be delivered to advertisers, advertisers’ fulfillment vendors or to a Comcast Spotlight fulfillment vendor.
• Metrics reports enable advertisers to analyze campaign and offer effectiveness.

Benefits
• Offers multiple options for fulfillment: coupons, DVDs, brochures, samples and more.
• Generates a list of prospects who have proactively self-selected (opted-in) to learn more about a product or service.
• Enables deeper engagement with brands and aids in brand and message recall.

Fast Facts
• Interactive overlays prompt viewers to take specific action.
• Commercials with interactive overlays are more effective than non-interactive spots.
• Consumer commercials are 29% more likely to purchase or seek information about a brand following exposure to an interactive offer.*