



MULTI-SCREEN ADVERTISING

ATLANTA

MARKET SNAPSHOT

Comcast Spotlight Atlanta serves the nation's ninth largest market by providing video-based advertising solutions for local, regional and national advertisers. Our technology and trusted partnerships allow us to distribute your message to over 1.7 million cable, telecommunications and satellite households through TV, online and mobile devices.

- No. 9 DMA
- 1.7 million households
- 77% market penetration
- 99% coverage of wired cable HH
- 50+ Insertable Networks
- Over 70 TV and digital zones
- African-American DMA rank – 2
- Hispanic DMA rank – 23

DEMOGRAPHICS



Age:

18 – 34	31%
35 – 54	38%
55+	31%



Marital Status:

Married	53%
Never Married	47%



Gender:

Male	48%
Female	52%



Ethnicity:

Caucasian	63%
African-American	28%
Asian	4%
Hispanic	10%



Education:

College, No Degree	29%
Bachelors Degree	16%
Post Graduate Degree	13%



Home Ownership:

Home Owners	68%
Renters	28%



Children in the House:

One Child	18%
Two Children	13%
Three or More Children	10%



Employment:

Employed	46%
Not Employed	37%



Household Income:

<\$24,999	15%
\$25K - \$49K	28%
\$50K - \$75K	17%
\$75K - \$99K	15%
\$100K – 149K	14%
\$150,000+	11%



Home Value:

<\$199,999	37%
\$200K - \$349K	20%
\$350K+	11%



Length of Residency:

<4 Years	30%
4 – 10 Years	23%
10 – 15 Years	17%

For more information please visit www.ComcastSpotlight.com

COMCAST
SPOTLIGHT®



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FEATURED SERVICES FOR THE MARKET

- Demographic targeting on TV and digital platforms
- Geographic targeting by zone
- Premium TV programming and digital video pre-roll
- Creative services for ad production
- Customized, local research
- Interactive TV capabilities such as request for information and telescoping
- Long-form Video On Demand showcases
- Campaign-extending promotional opportunities
- Local sports coverage: Braves, Dream, Falcons, Hawks, Georgia Bulldogs and Georgia Tech Yellow Jackets

CONTACT INFORMATION

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For more information please visit www.ComcastSpotlight.com

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