

COMCAST SPOTLIGHT FAST FACTS



Key Statistics

Comcast O&O = 23+ MM
Turnkey = 14+ MM

Total Video

32+ Million Households

On Demand

28+ Million Households

Broadband

20+ Million Households

Markets

79

DMAs

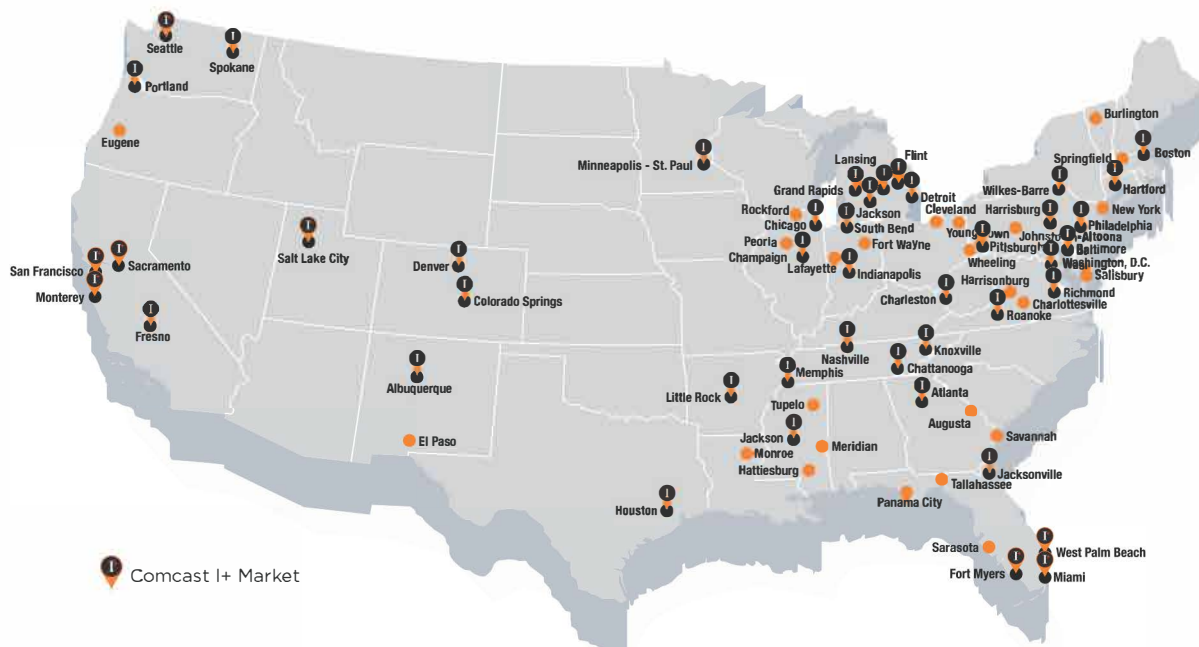
7 of the top **10** – **18** of the top **25***

Avg Insertable Networks

50+

iGuide

20+ Million Households



Comcast i+ Market

Source: Video Household Counts from CM360 Meld Report as of 10-17. VOD, LSA and total ITV Counts from Internal AQT Tool as of 01/10/17. iGuide and Online Household Counts from Internal iGuide and X1 Sub Report as of December 2016. Market Ranks from Nielsen January 2017 DMA Quarterly UE Report (ranks as of October 2016).

For more information, please visit www.ComcastSpotlight.com

