



Overview

XFINITY.com is the award-winning consumer portal for more than 21 million XFINITY Internet subscribers. But it's more than a gateway, it's a high-traffic, content-rich destination where users are streaming millions of videos per month, checking email, managing their accounts, reading the latest news and more. XFINITY.com is one of the most-visited sites in many markets, surpassing newspaper and television stations sites.

Advertisers benefit from that popularity with the ability to reach audiences through advertising in streaming video and well-positioned banner ads and text links, all in a clutter-free environment. What's more, Comcast Spotlight's banner advertising opportunities include the ability to play video, giving advertisers the ability to extend the reach of their creative campaigns with minimal added investment or effort. Advertisers also have opportunities to take advantage of high-impact online advertising executions such as home-page and sign-in takeovers.

In the same way that television advertising can be delivered to an entire market or individual neighborhoods, advertising on XFINITY.com can be geographically targeted to reach just the areas advertisers want, reducing waste and inefficiency.

Features

- High-quality content in popular categories like news, sports, finance, lifestyle and entertainment.
- Multiple ad formats available: video pre-roll, display, in-banner video, text links and expandable display ads.
- High-quality content from well-known brands like NBC News, CNBC, Today, E!, AP, Music Choice and more.

Benefits

- Offers advertisers the opportunity to leverage 1.7 billion monthly page views.
- Reaches audiences more strategically by linking digital and television advertising with a customized advertising plan.
- Offers demographic and geographic segmentation and the capability to focus on specific content areas based on audience interests.

XFINITY.com users are:

- More likely to shop online than other online users.*
- More likely to use and check their email.*
- 67% of Xfinity.com users are the grocery and product decision maker in their home.
- 10% more likely to purchase travel online.*

89% of Xfinity.com users have shopped online in the past six months.*

53% of adults who used XFINITY.com in the last 30 days like websites that show local information.**

Adults who like sites with local information are 49% more likely to have been lead to a purchase by a banner ad.**

*Source: Nielsen @Plan Q4 2013

**Source: Experian Simmons Fall 2013 NHCS Adult Study 12 month



▶ NBCU DIGITAL ENTERTAINMENT

i Fast Facts

Overview

NBCU Digital Entertainment is a suite of best-in-class entertainment sites that help consumers make the most out of their free time. Whether it's getting tickets to this weekend's hottest new movie, deciding what to watch on television or deciding which new DVD to buy, consumers turn to these sites when looking for entertainment options and checking entertainment headlines.

For advertisers, NBCU Digital Entertainment provides an efficient, turnkey solution, placing display messages on sites popular with entertainment-focused consumers. Comcast Spotlight offers an array of targeted advertising placements, including site-specific and run-of-network opportunities. The Comcast Spotlight team works closely with each advertiser to determine the right combination of ad products and targeting strategies to achieve their unique objectives.

Features

- Reaches more than 52 million monthly unique visitors (among the top 10 entertainment properties on the Web).
- Offers IAB-approved ad formats with rich media options from the industry's leading vendors.
- Ads can be targeted by site and/or by section, or can run across the network.

Benefits

- Reaches an audience that goes to the movies, dines out, shops online, buys concert tickets, attends sporting events, takes vacations and much more.
- Enhances value by offering targeted placements in a low-clutter environment.
- Provides high-quality, rich media opportunities.
- Targets a qualified and engaged audience.

Fandango is the #1 online & mobile ticketing destination provides HD movie trailers & videos, movie reviews, theater listings, & detailed information about new & upcoming films.

E! Online is the leading destination for the pop culture obsessed & delivers the latest celebrity & entertainment news, fashion, beauty & lifestyle as well as live-event & Red Carpet coverage.

Movies.com is the ultimate source for everything movies - new movie trailers, reviews, photos, times, tickets + more!

Esquire Network brings the iconic men's brand online as the definitive destination for the modern, multi-faceted man.



COMCAST SPOTLIGHT VIDEO (CSV)

i Fast Facts

Overview

Consumers are watching more video online—like news, sports and entertainment—and Comcast Spotlight Video (CSV) reaches those local viewers as they enjoy both long- and short-form video on popular platforms like XFINITY.com, XFINITYTV.com, WatchESPN and the XFINITY TV Go mobile app.

When coupled with TV and online display advertising, CSV extends the reach of advertisers' campaigns to more screens and more platforms, whenever and wherever their customers are watching video, on computers, tablets and mobile phones.

Features

- High-quality, professional video content provides a safe environment for advertisers.
- Audience content verification ensures viewers are watching videos, not automated bots.
- Viewer-initiated content reaches engaged consumers within premium programming.

Benefits

- Reaches consumers with a consistent message across multiple screens and devices.
- Extends advertising reach and frequency.
- Engages targeted audiences who primarily watch video online.

- The CSV network offers marketers over 41 million video impressions across multiple sites and devices per month.
- **XFINITY.com:** Short-form video content focused on entertainment, news, celebrity gossip, and sports.
- **XFINITYTV.com:** Access to free and subscription-based content from hundreds of networks and movie studios.
- **XFINITY TV Go App:** Thousands of XFINITY On Demand™ TV shows, movies, sports streams, news, and kids networks live.
- **WatchESPN:** Featured sports content, live events, replays and previews of upcoming events.



▶ XFINITY.COM AUTOMOTIVE AUDIENCE TARGETING

Fast Facts

Overview

With car shoppers spending significant time online before visiting a dealership, reaching those audiences with timely, relevant messages is critical. Comcast Spotlight, in conjunction with Polk, has created a sophisticated modeling platform, enabling automotive marketers to effectively segment audiences based on demographic and lifestyle data.

XFINITY.com Automotive Audience Targeting identifies more than 70 unique predictor segments, including a purchase predictor—the vehicle most likely to be purchased by a group of households—and garage predictor—the make and model a group of households currently owns.

Advertisers can use this modeling capability to deliver targeted advertising to these audience groups, for a more focused, engaging and effective campaign on XFINITY.com, one of the most-visited local websites in many Comcast Spotlight markets and the portal for more than 21 million XFINITY Internet customers.

Features

- Marketers can deliver distinct messages to audiences at multiple stages of the purchase process.
- Combines the targeting capabilities of direct marketing with the interactivity and immediacy of online advertising.
- Available advertising units are 300x250 run-of-site, and 160x600 and/or 300x250 on the XFINITY.com mail center.

Benefits

- Premium, low-clutter, above-the-fold inventory on XFINITY.com reaches authenticated XFINITY Internet customers.
- Polk's Total Market Predictor segments are proven to effectively target based on vehicle affinity and purchase intent.
- Placement on XFINITY.com guards against bot traffic and ad conflicts.

Marketers can reach specific groups of consumers by leveraging:

- 70+ Polk market predictor segments.
- **Purchase Predictor (PP):** what type of vehicle will a household likely purchase.
- **Garage Predictor (GP):** what type and what brand of vehicle does a household likely own.



 XFINITY.COM/SWEEPS

 Fast Facts

Overview

XFINITY.com/sweeps is a dedicated local sweepstakes and promotions page on XFINITY.com, Comcast's award-winning consumer portal.

This unique site has become a destination for consumers who enjoy online sweepstakes and promotions, while providing advertisers with an opportunity to reach and reward new and existing local customers.

In addition to local sweepstakes, monthly national sweepstakes from leading cable networks ensure that consumers return to the site regularly.

Features

XFINITY.com/sweeps offers a mix of content and marketing opportunities including:

- **Sweepstakes:** national and local contests offer exciting prizes and customization options.
- **Banner ads:** high-visibility placements in a low-clutter environment link brands to content from Comcast and top television networks. Advertising units support static or flash banners as well as video within banner advertising.
- **Network Spotlight:** news about an upcoming program or special event from a leading cable program, rotating monthly to keep content fresh and engaging.

Benefits

- Attracts a receptive, engaged audience with an interest in entering sweepstakes, promotional offers and new products.
- Provides a turnkey online extension to on-air marketing campaigns, linking advertisers with well-known television networks.

- Average sweepstake entries: **24,000***
- Average site page views per month: **85,000***
- Average site visitors per month: **39,000***
- New average engagement time: **2.33 minutes***

*Source: July-Sept 2014

 DIGITAL ADVERTISING

For more information please visit www.ComcastSpotlight.com

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