Welcome to Effectv, the advertising sales division of Comcast Cable.

At Effectv, formerly Comcast Spotlight, we know that TV advertising is more relevant than ever. Today, TV offers multiscreen, on demand, and high-quality programming. And TV advertising can now combine the targeting and measurement capabilities of digital with the reach and impact of TV.

For advertisers like you, this means more precision and effectiveness, with reduced ad waste. Plus, with advanced analytics, you can actually see that your advertising is having an impact on your business results.

With our suite of full-funnel ad solutions, we can help you run the most efficient and effective campaign for your business. Browse this media kit to learn more, and then get in touch for a personal consultation. We look forward to working with you.

“TV advertising can now combine the targeting and measurement capabilities of digital with the reach and impact of TV.”

JAMES ROOKE
EXECUTIVE VICE PRESIDENT
AND GENERAL MANAGER,
EFFECTV
Effectv harnesses data insights and the power of TV to bring brands and audiences together. As the advertising sales division of Comcast Cable, Effectv delivers traditional television and premium digital video advertising to efficiently and effectively reach the right viewers.

Our CrossReach™ solutions combine audience targeting capabilities with valuable data insights and high-quality content, enabling advertisers of any size to reach audiences that are highly engaged and receptive to brand messaging. Rounding out our offerings are in-house creative services to help craft branded messages and campaigns.
We work with clients to plan and execute advertising campaigns specifically tailored to their goals.

Our customizable solutions can help companies of any size, from small and mid-sized businesses up to national enterprises, while remaining budget-conscious.

Effectv’s services can improve clients’ results in every step of the sales funnel, from top-of-the-funnel awareness, through middle-of-the-funnel interest and consideration, to bottom-of-the-funnel intent and purchase.

And we support clients at every stage of the campaign process. Through the steps of audience research, creative production, results, and optimization, brands can be confident their campaigns are calibrated to achieve the greatest impact.

**Extensive Research**
We gather insights from Comcast data and more than 120 data providers to create a comprehensive view of the marketplace and help pinpoint audiences. This can improve campaign results and minimize ad waste.

**Precise Targeting**
Effectv’s multiscreen ad solutions target audiences from TV programming across digital platforms. By targeting audiences instead of screens, brands can improve reach and engagement.

**Quality Content**
We deliver ads only in high-quality, brand-safe content, whenever and wherever audiences are watching.

**Creative Support**
Mnemonic, our in-house creative agency, can help craft original messaging, create on-brand video content, and more.

**Seamless Media Buying**
Effectv offers a cross-platform inventory so clients can buy across multiple markets, video providers, and platforms with a single media buy.

**Easy Campaign Planning**
Advertisers can work with an Account Executive for white-glove service or plan their own campaigns with our self-service Effectv Ad Planner™ platform.

**Proven Value**
We report results so clients can see exactly how Effectv advertising supported their brand and goals.
OUR COMMITMENTS

Our work is guided by the following three principles:

We Know Advertisers — And We Listen
Our clients count on us to be a creative and strategic collaborator dedicated to delivering ideal ad solutions. We adjust our technique to each advertiser so we can connect each brand to the right audience, in the right way.

We Know the Audience
We foster meaningful connections between advertisers and audiences through broad- and targeted-reach solutions. This approach is bolstered by advanced insights that help clients identify and speak to the right audiences.

We Know the Business
Advertisers can use our marketplace expertise to upgrade their ad strategy. We understand how to reach the right viewers with innovative multiscreen advertising, and we put this to work. Clients can target their audiences wherever they watch, and deliver video everywhere.

ADVERTISER BENEFITS

Reach
Reach strategic consumer targets more effectively

Relevancy
Maximize investment across all screens with premium, brand-safe content

Results
Develop and implement media strategies to meet hard-to-achieve goals
At Effectv, we know every audience is unique and every industry has a different story to tell. We can help businesses in any industry by serving the right messages to the right audiences. Some of the industries we serve include:

- Automotive
- Finance and Business Services
- Home Services
- Media and Entertainment
- Education
- Health and Wellness
- Legal
- Political
- Retail
- Travel and Leisure
- Home Services
WHY TV?
Introducing The New TV

Audiences now interact with media in more ways and on more devices than ever. But as media consumption becomes increasingly dispersed, TV is growing its data-based capabilities and opening new possibilities for advertisers.

This so-called New TV environment helps advertisers use insights from data to create more efficient campaigns. Advertisers can now apply data insights at every step of their advertising, from audience targeting and ad delivery through attribution of results. By embracing these shifting media trends and implementing data-driven strategies, advertisers can effectively deliver their message to the right target audiences across screens, optimize their campaigns, and ultimately succeed in The New TV environment.

Average hours per day spent with media\textsuperscript{1,2}

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In just four years, average total media time increased by 31%.


Adults currently spend 5 hours and 22 minutes a day with TV and video content – almost half of their total daily media time.
A multiscreen advertising approach that combines TV, on-demand, and digital and streaming ad placements is proven to boost campaign effectiveness. By focusing on reaching the right viewers – rather than the right screens or programming – advertisers can seamlessly reach across all devices and pull their fragmented audience back together. With each touchpoint, brands drive viewers further into the sales funnel and make it more likely that viewers will award their business to the advertisers they see.

A multiscreen approach is the best way for advertisers to reach all three of these viewer groups:

- **Cord-stackers**: Households that have subscriptions for both TV and streaming services.
- **Cord-cutters**: Households that have canceled their cable, satellite, or telecom service.
- **Cord-nevers**: Households that have never subscribed to a cable, satellite, or telecom service.

### TELEVISION

Television is unmatched in its ability to offer both broad and targeted reach. It remains the most popular media type, with the average Comcast household watching 6.5 hours of live and time-shifted TV daily.

### ON-DEMAND

On-demand advertising can extend television campaigns and engage viewers by showcasing additional video about advertisers’ products and services. This also casts a wide net, with 81% of Comcast households watching video on demand monthly.

### STREAMING

Streaming video advertising has an extensive reach that continues to grow. In any given minute, an estimated 12.5 million U.S. adults are watching streaming content.

The popularity of streaming provides advertisers with prime opportunities. Brands can bring their TV commercials online, placing them in high-visibility areas on popular websites. And advertisers can further boost their ad effectiveness and efficiency by enhancing their digital placements with interactive features and links.

OVER-THE-TOP

Over-the-top (OTT) content is any video content streamed over the internet regardless of device. It does not require a subscription to a wired cable, telecom, or satellite TV service. Viewers most commonly use these platforms and devices to watch OTT content:

- Attached devices (Apple TV, Chromecast, Amazon Fire TV, Roku, etc.)
- Smart TVs
- Set-top boxes
- Gaming consoles (Xbox, PlayStation, etc.)
- Computers, tablets, and mobile devices

OTT advertising is essentially a hybrid of TV and digital, enabling viewers to watch short- and long-form premium content at any time in a traditional lean-back environment. This uniquely combines the strengths of both TV and digital, providing a number of benefits:

**Addressability:** National advertisers can accurately target audiences, achieving an average of more than 75% in-demo ad views on entertainment content.8

**Penetration:** 62% of Americans watch OTT each month.9

**Engagement:** The lean-back environment of OTT content leads to highly engaged audiences. 72% of OTT users can recall a specific OTT ad. And 40% have paused OTT content to buy or learn more about an advertised product.8

**Authentication:** 68% of OTT ad views are from viewers who have logged in, so advertisers can be sure their messages are reaching real people.8

Myth:

Digital and social media advertising is enough to reach target audiences

Fact:

90% of TV households watch cable10

That’s why we use cable TV as the primary campaign driver and seamlessly extend the message across VOD and IP-based platforms (mobile, desktop, tablet, etc.)

10. Source: Nielsen NPower, Q2 2019, HH, ad-supported cable networks, live+1SD reach with 1+ minute qualifier.
DELIVERING AUDIENCES

Effectv combines the best of digital with the power of TV. We deliver data-informed, multiscreen marketing solutions backed by measurable proof-of performance, connecting clients with their target audience to deliver results that matter. As a part of Comcast, we bring a unique combination of quality TV and TV streaming inventory, proprietary data, and leading technology supported by the highest-quality consultative service.

OUR DATA

Effectv uses data insights to deliver the right audience for any advertiser, giving advertisers the confidence that they’re reaching their target audience regardless of where or how they’re viewing. We also provide proof of performance tied to campaign objectives to show advertisers that they’re reaching the right audiences.

We use several types of data to do this. First, we harness the scale and quality of Comcast’s first-party, deterministic data.

First-party data is information we collect directly from the Comcast customer base, rather than through a separate company. This includes data about viewership, ad exposure, website visits, product registrations, and transactions.

Deterministic data is obtained from direct input; it is not modeled data. This can include a person’s name and address, email, or phone number collected through a purchase or registration form.

Then, we layer on third-party, probabilistic data to further enhance and scale our models.

Third-party data, such as demographics, psychographics, interests, and purchase intent, is sourced and aggregated by a company that is not the original collector of the data.

Probabilistic data uses a subset of deterministic data to build a model to identify a larger targeted audience. Personas and lookalike audiences, for example, are probabilistic data.

HOW WE USE IT

• Comcast subscriber data and IP addresses allow us to identify the right target audiences with greater precision.

• Aggregate Comcast viewership data tells us what audiences are watching and what they’re likely to be watching next, informing more effective campaign planning.

• Ad exposure data gives us transparent campaign performance metrics across platforms providing insights for future campaign optimization.

• We partner with industry-leading third-party vendors to collect attribution data, proving the impact of our campaigns on our clients’ business down the consumer purchase funnel.
Effectv has scaled access to Comcast’s TV and streaming TV premium inventory pools. As a true multiscreen TV provider, we provide clients with access to the highest-quality inventory of programming across more than 60 markets, including a blend of live, on demand, and streaming TV (such as OTT, TVE, and CTV).

As a video provider through Xfinity, we have long-term contractual relationships with TV programmers that guarantee us access to premium inventory from all major content owners.

On top of our scaled programmer multiscreen TV inventory, we have access to supplementary premium inventory through our extensive media relationships.

Scale makes a difference. We are one of the most scaled providers of multiscreen TV in the market. Effectv delivers:

- Access to over 11,000 TV programs from 170 networks across all platforms and devices.
- Scaled OTT inventory enabled by our TV programmer, MVPDs, and streaming services relationships. Plus, national coverage in partnership with FreeWheel, our sister company that is part of the Comcast Advertising family.
Our Technology

Effectv uses leading technology to put our data and inventory advantages to work for our clients.

We use our leading tech stack to enable you to find, target, deliver, and report against your target audience across all screens.

We connect clients with target audiences using our data-enabled capabilities: full footprint, DMA, zone/ZIP, and household addressable.

We enable you to manage reach and frequency across multiscreen TV (live TV, on demand, and streaming TV) to deliver better campaign return on investment (ROI).
OUR APPROACH

Effectv’s advertising approach is designed to maximize each advertiser’s results. Our multi-part equation is designed to help advertisers reach and engage potential customers every step of the way, making meaningful connections throughout the entire consumer sales funnel.

**FIND**
We use data to find the potential customers most likely to be interested in an advertiser’s product or service.

**TARGET**
We target the business’s potential customers across screens, delivering ads to the right audiences.

**REPORT**
We report results, so advertisers can optimize ongoing campaigns and plan more efficient future campaigns.

**PROVE**
We provide measurement analyses that prove the ad campaign had an impact on business results.
The most effective advertising campaigns are informed by insights from data. That’s why we use data-driven solutions to find clients’ target audiences and help them focus on the markets that matter most to their business.

1. Audience Insights
Effectv’s CrossReach™ solutions use detailed viewership data to target client audiences at the local, regional, and national levels. Our viewership data is paired with third-party data to provide insights on audience geography, demographics, and psychographics.

DATA FROM
22 million Comcast set-top boxes
120+ third-party data providers

2. Geographic Scalability
Precise geographic data and targeting capabilities give advertisers the ultimate scalability and flexibility. Based on the unique needs of each business, we can deliver ads to specific neighborhoods, across multiple cities, or nationwide. We can even deliver location-based variations of the same ad. With this approach, advertisers can deliver hyper-localized messages to different audiences, and potential customers see the message most relevant to them.

- Select from 500+ primary market area (PMA) zones to target at the ZIP code level.
- Use more than 60 designated market areas (DMAs), each made up of zones, to target audiences at the city and regional levels.
- Deliver messages at a national level with a single media buy. Use our interconnect system to reach beyond our owned and operated DMAs and include areas outside of the Comcast footprint.

Myth: Advertisers know what their customers watch
Fact: Comcast households watch an average of 17 networks per month, and the top five ad-supported cable networks in Comcast households account for less than 14% of live and time-shifted viewing time.12


FAST FACT
9 out of 10 consumers travel 20 minutes or less for common purchases.
3. Demographic Insights
On both TV and digital platforms, we can help clients target audiences based on more than 1,000 attributes, such as:

- Viewing trends
- Purchase behaviors
- Age and gender
- Education and occupation

4. Psychographic Insights
Our 30+ data providers help us gain insights on dozens of key audience attributes, like hobbies and brand preferences.
We use insights from Comcast viewership data and third-party data to most effectively reach desired audiences. Our addressable advertising capabilities can complement a broad-reach multiscreen campaign by enabling advertisers to deliver content exclusively to their target audiences. By delivering ads only to the most relevant and engaged audiences, companies can significantly cut down on ad waste and maximize ROI.

For even more precision, clients can provide us with their own anonymized customer data. Then, we can match this client data against our subscriber data to create a customized audience for optimized TV and digital campaigns.

Comcast Advertising is committed to maximizing television’s impact and value as a marketing platform by enabling addressable capabilities across the industry. To learn more, visit www.onaddressability.com.
We collect and analyze campaign performance data to glean insights from viewership trends. We can use these insights to better understand and optimize campaigns. This continuous calibration helps ensure maximum ROI and engagement.

**TV CAMPAIGN REPORTS**

Our TV campaign reports use ad exposure data to determine reach and frequency for an advertiser’s audience. We use this data to provide insights on how a campaign performed in reaching the desired audience segment and how to improve future campaigns.

**DIGITAL CAMPAIGN REPORTS**

Our digital campaign reports bring together reporting across all of an advertiser’s digital campaigns. Each report includes information on the type of device (connected TV, mobile device, etc.) and the content/brand (Bravo app, CNN.com, etc.).

We make sure every report is transparent and easy to read, so clients can delve into the numbers themselves and better understand where the message is appearing.
TV advertising can produce results at every stage of the buyer journey, driving brand awareness as well as consideration and intent to purchase. Our impact reports can show these full-funnel effects for individual campaigns, giving clients confidence that their advertising makes a difference.

And for qualified campaigns, we can now measure the immediate lift in a brand’s website traffic within 30 minutes of a TV commercial airing.
ADVERTISING OFFERINGS

Introducing CrossReach™

Our multiscreen advertising offerings, known collectively as CrossReach solutions, help connect brands to their audiences in a meaningful way. By placing ads exclusively within premium TV and streaming video in high-quality, brand-safe environments, we help brands reach audiences through content they already know and trust.

And we connect brands with content across screens. Our CrossReach inventory combines the power of traditional TV with newer formats like Effectv Streaming to achieve a broad and targeted reach.

FAST FACT

We serve advertising impressions across the TV and digital video content that consumers spend more than 5 hours a day watching.13

Offering broad and targeted reach, television serves as the primary brand-building medium to drive results throughout the sales funnel.

Our cable TV advertising solutions use data-driven methods to efficiently deliver messages to the right consumers. With more than 50 demographically unique networks carrying high-value programming – including news, sports, and other content typically viewed live – advertisers can precisely focus on the markets and audience segments that matter most to their businesses.

Using TV as the anchor of each campaign, we target audiences across mobile, desktop, tablet, and other devices – reaching and engaging them every step of the way. This strategy enables brands to engage with potential customers no matter when or where they're consuming video.

**MYTH:**
Everyone is cord-cutting

**FACTs:**
79% of households with over-the-top services (Hulu, Netflix, etc.) also have cable

58% of U.S. connected TV households are cord-stackers, using both Pay TV and OTT services
SPORTS

Sports programming has an extensive reach, particularly on cable. In 2019, more than 155,000 hours of sports programming aired on cable, or 97% of all sports programming. Sports news and commentary accounted for another 49,000 hours of cable programming. And Comcast viewers are particularly likely to tune in. In 2019, viewership of sports on cable was 29% higher in Comcast households than non-Comcast households.

FAST FACT

Cable sports programming is watched live 98% of the time.

NEWS

Prime time news trends indicate that significant shifts toward cable are essential for maintaining consumer reach.

Viewers are spending more time with cable news – an average of 2:23 hours per week – while broadcast news viewership has stagnated.
Effectv Streaming enables advertisers to deliver their message to their target audiences within streaming TV and premium video content, wherever, whenever, and however they are watching.

This new iteration of our digital offering expands targeting options for advertisers across a wide range of audience segments, content composition, platform and device delivery, and geography, so each client can create the campaign that best meets their needs.

**Content Options:**
- Full Episode Player (FEP)
- A mix of FEP and long- and short-form TV content
- Premium video from top sites and apps

**Geographic Options:**
- The full Comcast footprint
- Designated market areas (DMAs)
- Cable zones
- Custom geotargeting incorporating ZIP codes upon request

**Audience Targeting Options:**
- 90+ audience segments for campaigns running only within TV content
- 300+ audience segments with the inclusion of premium video content

**Platform Delivery:**
- Set-top box video on demand (VOD)
- Over-the-top (OTT)
- TV everywhere (TVE)
- TV
- Premium video websites and apps

**Device Delivery:**
- Connected TV
- Desktop
- Mobile
- Tablet

Our primary source of inventory is direct relationships with networks and programmers. Additional sources include:
- Roku
- Ad-supported VOD (AVOD) platforms
- Direct sourcing via our in-house trading desk

Most importantly, the wide range of audience segments enables advertisers to run an efficient and effective multiscreen campaign against their desired target. Studies show that adding digital video to a TV campaign can drive 15% more reach.21

And Effectv clients who buy both TV airtime and cross-screen placements are overall more satisfied with their customer experience.22

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Digital display advertising reaches desired audiences through streaming video ad placements and well-positioned banner ads. Clients can run digital display ads on Xfinity.com, the award-winning consumer portal where Xfinity’s 29 million internet subscribers go to stream long- and short-form videos, check email, manage their accounts, read the latest news, and more.
Effectv partners with advertisers to extend their marketing outreach through promotional, incremental exposure opportunities in the marketplace. We work with clients to understand their unique needs and goals, producing customized promotional programs to drive awareness beyond a traditional video campaign. These traffic- and sales-building programs may include elements like consumer sweepstakes and contests, brand integrations and collaborations, and event ideation and execution.

With each plan specifically tailored to each individual advertiser, we ensure we meet the marketing objectives of our clients.

**National Promotional Examples**

We’ve helped a variety of clients improve their advertising results through non-traditional campaign outreach activities, including:

- Voice-responsive commercials for the Food Network that include a key phrase – “gobble gobble” – that viewers can speak into their Xfinity Voice Remotes to bring up a custom page filled with Thanksgiving-themed TV programming and recipes.
- 30-second commercials that integrate advertisers within Storm Preparedness Tips from The Weather Channel and Tax Preparation Tips from CNBC.
- Series of custom commercials and long-form videos featuring a popular Food Network host preparing meals with a food manufacturer’s products.
- Promotional campaigns pairing Chevy, Ford, and Toyota dealerships with NASCAR drivers who race with that brand of car.
- Appearances by beloved network characters and talent, ranging from Nickelodeon stars to reality TV personalities on popular networks like Bravo and E!
- X1 Voice Activations that incorporate the X1 Voice Remote, an Emmy award-winning voice technology, and serve up advertisers’ own short-form videos.
- “Hometown Hub” voice commands that serve up city-specific TV shows, movies, short-form clips, and consumer information, along with a collection of relevant local content to help viewers explore their city from the comfort of their home.
Plan a TV Campaign

EffectvAdPlanner.com is a self-service website geared toward small and mid-sized businesses that enables advertisers to schedule their own multiscreen TV ad campaigns. This new tool is easy to use, provides affordable advertising options, and creates effective campaigns with measurable results.

With Effectv Ad Planner, clients can:
- Tailor their campaigns to their business needs.
- Advertise in the geographic areas that matter most to them.
- Deliver messages directly to the right prospective customers, on their favorite networks, websites, and apps.
- View daily reporting on campaign results.
- Launch a campaign for as little as a few hundred dollars.

How it Works

Background Information: The user inputs some general information like business type, ideal customer demographics, geography, date range, budget, and whether to extend the campaign across screens.

Campaign Snapshot: The tool uses Comcast and third-party data to determine where and when the target audience watches content, and then provides a campaign plan based on that insight.

Commercial Submission: The user uploads the ad to the site – or uses the site to order a custom commercial.

Ad Launch: The ad runs as planned, reaching the client’s ideal potential audience.

Reporting: The user can check back daily to see campaign performance. At the end of the campaign, the user will receive a complete summary with campaign highlights.

Creating a Commercial

Users who don't already have an ad can use Effectv Ad Planner to order a custom TV spot. The tool offers a variety of production options, giving users the flexibility to choose what’s best for their businesses.

Options range from an entirely self-service experience – in which the user selects a template and adds business-specific information and graphics – up to an entirely customized spot created by our in-house creative agency.
CREATIVE AGENCY

Our award-winning in-house creative agency, Mnemonic, helps advertisers grow their business by finding their voice, telling their story, and standing out in a hyper-competitive marketplace.

We do this by listening to our clients. We learn everything we can about each business, and then we become a true creative partner, developing ad campaigns that resonate with consumers and motivate them to take action.

Mnemonic is a full-service agency, so whether clients need high-quality ad content, market research, branding, or other creative assistance, we offer comprehensive and scalable creative solutions.

For Effectv advertisers, great creative is just a click or call away.

FAST FACT

“Creative” is the biggest factor in ad effectiveness, driving 47% of the final result. 23

Mnemonic Philosophy

Mnemonic is a strategically focused creative agency whose goal is to create real world impact. We drive business for our company by providing creative solutions that produce engagement between our clients and their audiences. When combining award-winning creative work with our robust suite of Sales Solutions, we can reach the customers we want, when we want, making our customer’s business goals a reality.

Services

• TV and multiscreen commercials
• Multi-channel integrated campaigns
• Key market research
• Brand audit
• Creative development specific to audience segments
• Additional client creative support, such as logo design, website landing page, photography stills, digital ads, banner ads, and more
WHY US?

Effectv is here to help clients achieve their marketing and advertising goals. We deliver a new era of TV and premium digital video advertising to reach audiences through high-quality content at any time, on any device. We bring together all the elements of a successful campaign:

Custom Creative
Our in-house creative agency can produce content tailored to each client’s brand, voice, and needs.

Campaign Planning
We offer campaign planning services through our Account Executives as well as a self-service option through the Effectv Ad Planner℠ platform.

Targeted impressions
We deliver audience-focused ad solutions based on viewer geography and demographics, helping our advertisers attain valuable reach with minimal waste.

Impactful brand-building
Ad delivery in high-quality content creates an association between advertisers and some of the most popular programming.

Coverage across platforms and devices
Our premium TV and streaming video advertising reaches viewers when and where they’re watching on any connected devices, including TV, VOD, desktop, tablet, and mobile.

Measurable results
We strive to help advertisers understand their campaign results and optimize effectiveness for future flights. When applicable, we analyze complete campaign results and provide insights that clients can use to improve future campaign strategies.

When brands choose Effectv, we help them design personalized campaign strategies to maximize budgets and elevate ad effectiveness. The end result is a meaningful connection between the brand and its target audiences. Anywhere, any way audiences watch — consider them found.

FAST FACT
Effectv is in eight of the top 10 geographic markets, and 16 of the top 25.*

AD DELIVERY FORMAT SPECIFICATIONS

The following are the audio and video technical specifications for spots submitted to Comcast Technology Solutions.

All spots must be submitted at ready-to-air lengths:
- 15 sec/450 frames
- 30 sec/900 frames
- 60 sec/1800 frames
- 90 sec/2700 frames
- 120 sec/3596 frames
- 5 min/8992 frames

### VIDEO

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### AUDIO

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WANT HIGHER ROI? CONTACT US

INDUSTRY SUPPORT

We team up with industry-leading associations to maximize our capabilities and the value we provide to advertisers.

Possibly Effectv’s most crucial partnership is with the nation’s largest cable advertising firm, Ampersand, which acts as a single source for companies to purchase ad time across a national footprint. This enables us to place our advertisers’ messaging throughout the country, even in markets Xfinity doesn’t serve. This, in turn, simplifies the process for advertisers looking to reach a national audience.

FOR MORE INFORMATION

SALES AND SUPPORT
www.effectv.com | 888.877.9799

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effectv_inquiry@comcast.com

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