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

We’re dedicated to helping our clients meet their business goals by connecting them with their potential customers through multiscreen video advertising. At the local, regional, or even national scale, Effectv provides the right level of support to help each business reach its target customers in brand-safe environments.

Since our founding in 2003, we’ve expanded our offerings and capabilities to match the demands and potential of an evolving media landscape and the New TV environment. That’s why we changed our name to Effectv in fall 2019. This new name signals a promise to our clients: that we will continuously innovate to provide the most effective advertising solutions for their businesses.

In this media kit, we provide a look into how we help advertisers deliver impactful messaging to the right target audiences, wherever and whenever they watch video content. You’ll learn about the virtues of TV advertising, as well as Effectv’s distinct advertising approach, offerings, and data and expertise that our clients love and trust.

Browse this media kit to learn about Effectv, and then get in touch with us to discover how we can help you. We look forward to working with you.

HANK OSTER
SENIOR VICE PRESIDENT AND CHIEF OPERATING OFFICER, EFFECTV

“We help each client deliver impactful messaging to the right target audiences, wherever and whenever they watch video content”
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Effectv harnesses advanced analytics 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.

By applying these complementary tools and capabilities within a single end-to-end approach, we simplify the often complex mission of multi-market advertising. We provide one comprehensive destination for TV and digital advertising, helping clients of all sizes launch the most streamlined and effective ad campaigns possible.
EFFECTV DIFFERENCE

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 work with more than 30 data providers to create a comprehensive view of the marketplace and help pinpoint audiences. This can improve campaign results and minimize ad waste.

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

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

**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.

**Proven Value**
We report results so clients can see exactly how Effectv advertising supported their brand and goals.
Effectv aims to be advertisers’ media provider of choice by creating the best customer experience possible. To support this goal, 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
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 media¹

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<td>Daily time spent in hours:minutes among 18+ based on the total U.S. population¹</td>
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Adults currently spend over three-quarters of their total media time daily across advertising platforms Effectv serves – including almost 4 hours a day of live television.

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.4

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.5

DIGITAL

Digital video advertising has an extensive reach that continues to grow. In any given minute, an estimated 12.5 million U.S. adults are watching digital video.7

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

Myth: Cable is dead

Fact: 79% of TV households have multichannel TV service, defined as wired cable, telecom, or satellite.6

OVER-THE-TOP

Over-the-top (OTT) content is video content streamed over the internet without requiring a subscription to a wired cable, telecom, or satellite TV service. Viewers most commonly use these platforms to watch OTT content:

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

**MULTISCREEN ADVERTISING**

A multiscreen approach that combines TV and digital 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 toward awarding their business to 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.

**MULTISCREEN ADVERTISING IMPROVES RESULTS11**

| +14% | +30% | +6% |
| Sales | Ad recall | Brand/product favorability |


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OUR APPROACH

Effectv’s advertising approach is designed to maximize campaign effectiveness by delivering messages across every screen. Our multi-part equation begins with a comprehensive, holistic method to identify and target desired audiences. By using viewership data to inform strategy, we ensure advertisers get the most out of every campaign. Then, we report results, prove our impact, and optimize.

Effectv’s dedicated media experts reinforce this approach by using advanced targeting capabilities and applying smarter data analytics. Our experts can help advertisers optimize campaigns in order to guide viewers through the marketing funnel from awareness to purchase. By doing so, we help businesses make the most of their budgets and achieve their marketing and advertising goals.
FINDING THE RIGHT AUDIENCE

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
30+ 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.

Clients can select any of our 500+ primary market area (PMA) zones to target their message at the ZIP code level. Together, these zones form more than 60 designated market areas (DMAs) that advertisers can use to target audiences at the city and regional levels.

Our reach extends beyond our owned and operated DMAs to include areas outside of the Comcast footprint. Through this interconnect system, advertisers can deliver their message at a national level with the simplicity of working directly with Effectv.

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

FINDING THE RIGHT AUDIENCE

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 our viewership data to most effectively reach desired audiences. Our addressable advertising capabilities use this viewership data to enable advertisers to deliver content exclusively to their target audiences. By reaching only 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.
We collect and analyze campaign performance data to glean insights from viewership trends. For many digital advertisers, we can use this data to optimize digital campaigns while they’re still running. This continuous calibration helps ensure maximum ROI and engagement.

We can also present our analysis to digital advertisers in a digital campaign report. The report includes information on the type of device (connected TV, mobile device, etc.) and the content/brand (Bravo app, Deadliest Catch on VOD, etc.). We make sure this report is clear and easy to read, so clients can delve into the numbers themselves.
TV advertising can produce results at every stage of the buyer journey, driving brand awareness as well as consideration and intent to purchase. Our proof-of-performance 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.
Introducing CrossReach

Our cross-screen advertising offerings, known collectively as CrossReach solutions, help connect brands to their audiences in a meaningful way. By placing ads exclusively within premium 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 premium digital video to achieve a broad and targeted reach.

FAST FACT

We serve advertising impressions across the digital, mobile, and TV platforms where consumers spend 76% of their media time daily.14

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 2018, more than 142,000 hours of sports programming aired on cable, or 98% of all sports programming.17

Sports news and commentary accounted for another 66,000 hours of cable programming.18 And Comcast viewers are particularly likely to tune in. In 2018, Comcast households watched 24% more cable sports programming than non-Comcast households.19

FAST FACT

Cable sports programming is watched live 91% of the time.*


NEWS

Primetime 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.20

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Premium Digital TV enables advertisers to engage with customers watching TV and long-form digital programming on any device. Whether viewers are watching content on a network website, through an app, or through Xfinity On Demand, brands can deliver messages to millions of potential customers, targeting them based on geography and video content. This helps advertisers put their message in front of cord-cutters and cord-stackers, as well as those who have never subscribed to cable or satellite TV.

**Premium Digital TV impressions delivered by device across all Effectv DMAs/zones**

- **51%**  
  CONNECTED TV
- **33%**  
  SET-TOP BOX VOD
- **11%**  
  MOBILE/TABLET
- **6%**  
  DESKTOP/LAPTOP

Our Premium Digital Television offerings extend to video on demand (VOD) content, so audiences see non-skippable ads as they watch their favorite TV shows on their own schedule.

On-demand advertising enhances the impact of a television campaign by offering additional content and making it available around the clock.

With viewers choosing what and when to watch, advertisers benefit from a low-clutter environment and an engaged audience proactively selecting content. This translates to highly valuable impressions.
Premium Digital Video advertising enables brands to efficiently and accurately connect with millions of potential customers online. Advertisers can reach their audiences through brand-safe, high-caliber content across apps and sites like Yahoo, ESPN, Business Insider, and Tubi. Advertisers can place their message in pre-roll or mid-roll video, exclusively in professional-quality video content. This helps extend reach across screens and put brands in front of more viewers.

We combine these capabilities with precise audience addressability. By offering hundreds of custom-created audience segments in a range of categories, we provide clients with effective targeting opportunities based on demographic and viewership insights.

Premium Digital Video impressions delivered by device across all Effectv DMAs/zones

- 42% MOBILE/TABLET
- 37% DESKTOP/LAPTOP
- 21% CONNECTED TV

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 28 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:

- Local sponsorships of exclusive interviews, behind-the-scenes features, and music videos – all available on Xfinity X1 – with music superstars including Katy Perry, Taylor Swift, and Shawn Mendes.
- 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!
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 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.
• View daily reporting on campaign results.
• Get on TV starting at a few hundred dollars.

How it Works

Background Information: The user inputs some general information like business type, ideal customer demographics, geography, date range, and budget.

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 create or 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 cross-screen 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
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.

**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 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**.

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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