

# Introducing Effectv Streaming



Effectv Streaming enables advertisers to deliver their message to their target audiences within streaming TV and premium video content, wherever, whenever, and however they're watching.

Our newly expanded digital solution offers 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.

## TARGETING AND DELIVERY OPTIONS



### CONTENT DELIVERY

Content options include:

- Full Episode Player (FEP) only
- Mix of FEP and long- and short-form TV content
- Mix of FEP, long- and short-form TV content, and premium video from top sites and apps



### GEOGRAPHIC TARGETING

Geographic targeting options include:

- Full Comcast footprint to the designated market area (DMA)
- Zone level (clusters of zip codes)
- Custom geotargeting incorporating specific ZIP codes available upon request



### AUDIENCE TARGETING

Audience targeting options include:

- 90+ audience segments for campaigns running only within TV content
- 300+ audience segments across TV and premium video content



### CAMPAIGN DELIVERY

Platform delivery includes:

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

Device delivery includes:

- Connected TV
- Desktop
- Mobile
- Tablet

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## PLANNING YOUR CROSSREACH ADVERTISING CAMPAIGN IS EASY

Advertisers can choose from over 100 audience segments across Effectv Streaming and linear TV to run a data-driven, efficient, and effective multiscreen campaign against their desired target.

Effectv uses insights from Comcast data to deliver messaging to an advertiser's target audience. With our multi-screen advertising solutions, you can reach the right households wherever and whenever they watch TV content.

Our primary source of inventory for Effectv Streaming is direct relationships with networks and programmers. Additional sources include Roku, AVOD platforms, and our in-house trading desk.

**Speak with your Effectv Account Executive to get started today!**

## FAST FACTS

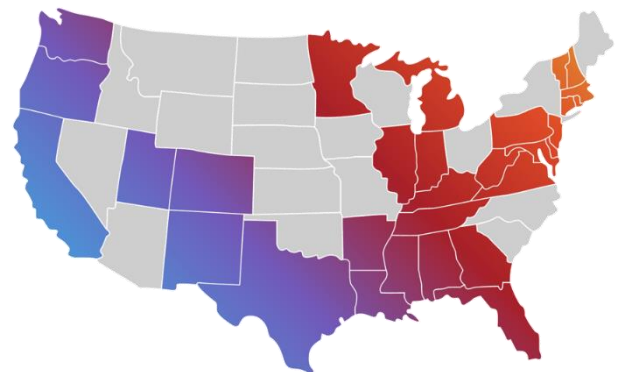
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Studies show that adding digital to a TV campaign drives 16% more reach.<sup>1</sup>



Effectv clients who buy both TV airtime and digital placements are overall more satisfied with their customer experience.<sup>2</sup>

Effectv Streaming is available within entire Comcast footprint



1. Source: Nielsen. "Understanding Campaign Audiences Across TV + Digital." 2019 March 4.  
2. Source: Effectv: Customer NPS Survey, March 2019.