



▶ Comcast Spotlight I+ Satellite Partnerships

A single advertising buy delivers Comcast's XFINITY, Mediacom, New Wave, AT&T U-verse TV, DIRECTV and now DISH homes



Of Champaign-Springfield-Decatur DMA homes are now reached by I+

Source: 2017 Nielsen DMA UEs, Q1 2017 DISH, DTV subscribers, July 2016 Full Footprint Nielsen Interconnect UEs

Formula for DISH % lift over Interconnect: = DISH HD DVR Subs / (Legacy FF Interconnect UE + DTV network AIUE)
Formula for new potential I+ penetration of DMA =(Legacy ICUE+DTV AIUE+DISH HD/DVR subs) /Nielsen DMA UE

▶ Contact us to reach your target audience today!

E-mail Mike Wilczynski at Mike_Wilczynski@cable.comcast.com

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SPOTLIGHT
SUCCEED ON SCREEN