



▶ MULTI-SCREEN ADVERTISING

i Fast Facts

Overview

Today's consumers live in digital homes, using Comcast's technology to watch video on more screens all around the house—and on the go. Comcast Spotlight's multi-screen advertising solutions combine the strengths of each screen customers use. Our expertise in reaching fragmented audiences lets us create custom campaigns with broader reach, more impressions and deeper engagement.

Television Advertising

With more than 50 networks appealing to distinct demographic, psychographic and geographic audiences, cable television is unmatched in its ability to offer both broad and targeted reach.

On-demand advertising extends television campaigns and engages viewers by showcasing additional video about advertisers' products and services.

Digital Advertising

Through high-visibility placements on popular websites like XFINITY.com, marketers can align their advertising by bringing their TV commercials online, enhancing them with interactive features and links for unsurpassed effectiveness and efficiency.

Features

- Leverages growing consumer "media multitasking" behavior: using multiple devices simultaneously.
- Advertising can be segmented by demographic, psychographic and geographic criteria, across full markets or at the neighborhood level.

Benefits

- Maximizes reach by targeting audiences using multiple devices for unduplicated local reach.
- Allows for deeper engagement with advertisers' target audiences.

59.9% of tablet and smartphone owners purchase decisions are influenced by Ads Viewed on another device.**

39% of TV viewers use the Internet on their tablets while watching TV.***

40% of TV viewers use the Internet on their smartphones while watching TV.***

36% of adults 18+ use their TV and computer simultaneously.****

40% of XFINITY cable TV subscribers say they use their computer while watching TV.**

*Source: eMarketer, Digital Trends 2014. July 2013.

**Source: Prosper Mobile Insights, June 26, 2013.

***Source: IPG Media Lab + Magna Global with Nielsen. Cross Platform Report 2013.

****Source: Experian Simmons, Fall 2013 NHCS Adult Study 12 months.