

PREMIUM DIGITAL TV



Your Audience Is Watching TV – Everywhere

From cable subscribers to cord-cutters and OTT viewers, we deliver your message to your target across all devices whenever and wherever they're watching.

Who We Reach, and How We Do It

- Premium Digital TV allows you to reach viewers watching TV and digital programming on their computers, phones, tablets, and connected TV devices.
- Our reach extends to viewers watching non-skippable advertising and Video On Demand on Xfinity set-top boxes and on OTT-connected TV devices.
- We target all households geographically at the market and cable zone level, providing premium efficiency.
- We offer high-quality, brand-safe programming. And post-campaign reporting shows you high view completion rates across all screens.

Why It Matters

- We extend the brand-building power of video advertising beyond TV, reaching captive audiences watching OTT, TV Everywhere and On Demand.
- We deliver valuable local impressions by running your ads in top-quality national content, aligning your brand with powerful programming.
- Client campaign delivery by device and brand/content is available through our post-campaign reporting.

Premium Digital TV puts your commercials in front of your customers wherever and however they consume content. We deliver multi-platform schedules to reach your target audience – across set-top boxes, connected TVs, computers, and mobile devices – across all of these networks and more:



Fast Facts

5:46

Average hours U.S. adults spend watching video every day¹.

1:12

Average hours spent daily watching video on mobile devices and computers¹.

53%

TV households with both pay TV and subscription VOD³.

¹ Source: Nielsen Total Audience Report, Q1 2019

² Source: Leichtman Research Group, "69% of U.S. Households have an SVOD service." Aug. 27, 2018

For more information, please visit www.Effecttv.com

PREMIUM DIGITAL TV

Adding Premium Digital TV Efficiently Adds Reach!

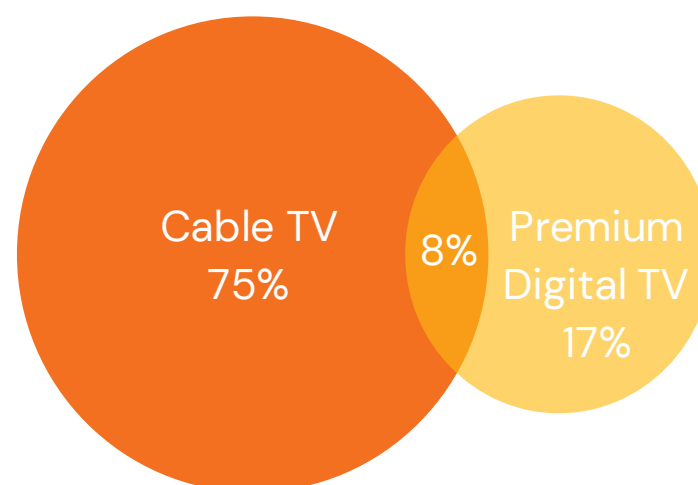
Why add Premium Digital TV to your cable TV schedule? Premium Digital TV offers greater reach and low duplication to complement your cable TV campaign to reach audiences watching on demand in addition to live programming. Let us show you how.

Case Study: Unique Reach

Consider this example: An advertiser in Atlanta added Premium Digital TV* to a linear schedule. The advertiser allocated 8% of the budget to Premium Digital TV and saw a 17% increase in exposure with only 8% duplication.

Of the total Comcast households reached by the campaign:

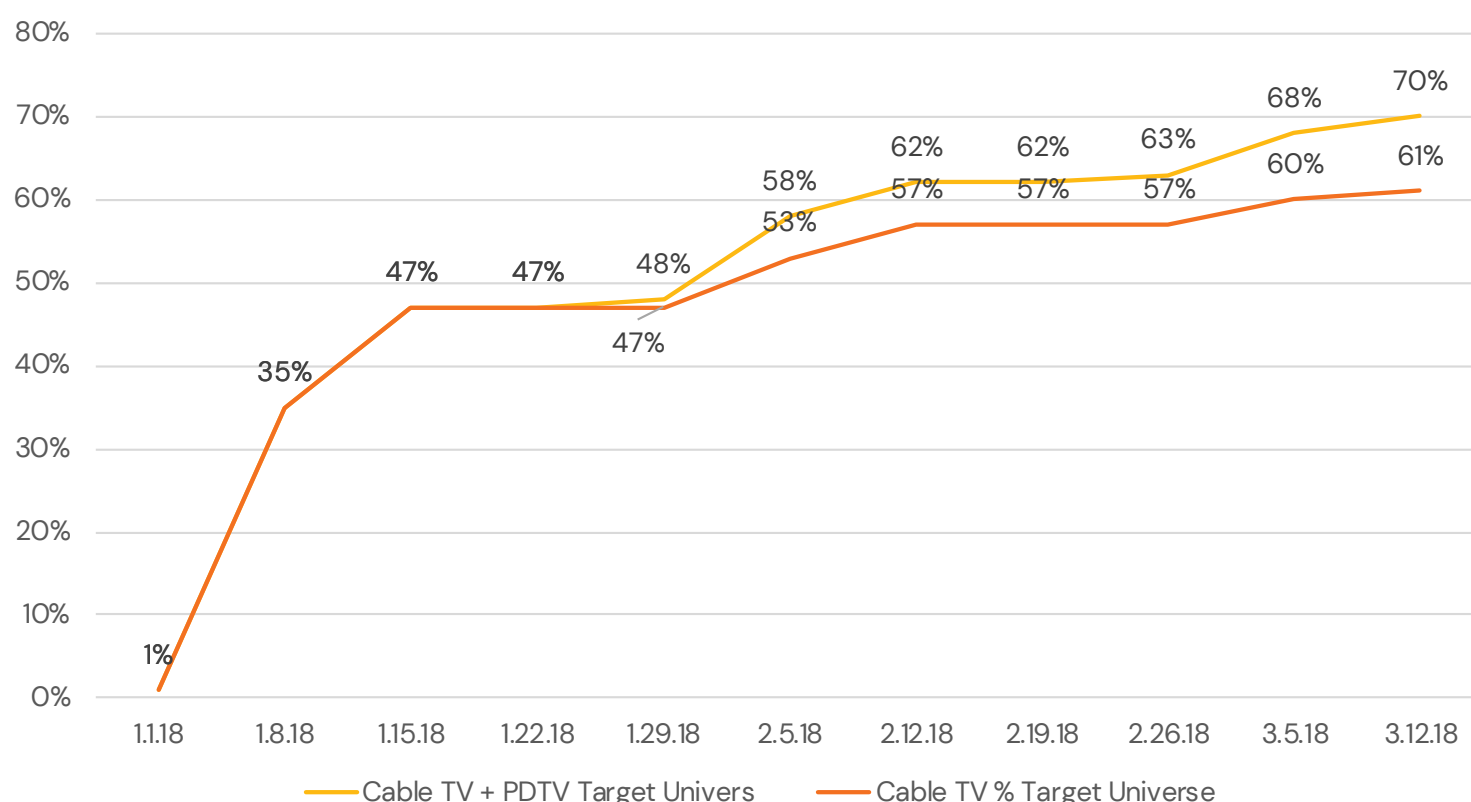
- Cable TV alone reached **75%**
- Premium Digital TV reached **25%** with **17%** exclusive to Premium Digital TV
- Only **8%** were reached by both cable TV and Premium Digital TV



Adding Premium Digital TV targeted to Video On Demand Run of Network for 10 weeks in 2018 resulted in a **10%** increase in reach in total Comcast households.

Target Segment Analysis

Reach continued to build in a key Target Segment



35%

of target Comcast households in market reached in first week

70%

of target Comcast households in market reached by end of campaign

Source: Comcast Internal Data, Mar 2018. Viewing data from Q1 2018 Campaign Ad Exposure data. Target Segments are based on Comcast Only Residential Subscribing Households, [Mar 2018], appended with Experian and/or IHS Automotive powered by Polk Data, [2018].

For more information, please visit www.Effecttv.com