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Comcast Advertising Launches Global Agency Leadership Council

New initiative aims to create a platform and community for agencies to cultivate thought leadership, as well as identify and address broader industry issues.

Council launches with 58 inaugural members spanning independent, mid-sized and large agencies across Omnicom, IPG, Publicis, Havas and Dentsu Aegis Network in the U.S. and Europe.

New York and London – March 2, 2020 – Today, Comcast Advertising, the advertising arm of Comcast Cable, a division of Comcast Corporation (Nasdaq:CMCSA), announced the launch of its Agency Leadership Council (ALC). The latter is a new global initiative aimed at empowering agencies to come together to discuss hot topics, collaborate on key industry initiatives and foster a platform and community for the cultivation and exchange of thought leadership.

The ALC is an international organization with two chapters in the U.S. and Europe. The council kicked off its first meeting at the 2019 Cannes Lions International Festival of Creativity and has held regional meetings on both sides of the Atlantic. It consists of 58 members comprised of senior leaders representing independent, mid-sized and large agencies and holding companies across both the U.S. and internationally. These include Omnicom, IPG Mediabrands, Publicis, Havas, Dentsu Aegis Network, Horizon, GroupM, KWG, Haworth, Jellyfish, Total Media and Harmelin, to name a few.

Marcien Jenckes, president of Comcast Advertising, said the council's idea and formation stemmed from a perceived need to provide a platform for agencies to articulate their perspectives.

"We believe in the power of advocacy and thought leadership. Having run a number of client councils for years, we felt the time was right to bring our agency partners closer to our business as we seek to break new ground in advanced TV. The industry will only move forward if we do it together," remarked Jenckes. "We are excited about the prospect of learning from our board members and how we can empower them to serve their clients more effectively."

Moving forward, the ALC will share best practices, insights and key findings from each other to inform member agencies. The council will additionally create and offer various channels for members to voice their opinions on pressing industry topics such as measurement, data and creativity.

"Hearing and discussing important industry matters with my council peers was a motivational and inspiring experience," said Magna U.S. president Dani Benowitz, an ALC member who attended the group's launch meeting in Cannes. "As agency leaders, each of us may have different business goals and clients with whom we work, but a group like the ALC reminds us of the bigger picture and the positive change we can impact collectively. I'm already looking forward to our next meeting."

Harriet Perry, General Manager of Omnicom Media Group UK, who is also an ALC member, remarked: "Agencies play an important role in connecting marketers and consumers and as such, it's imperative that we stay at the



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forefront of the ideas, opportunities and challenges that are driving and shaping the future of advanced TV. The ALC offers a great way to bring together, engage and empower agencies to take the next step in driving that change.”

James Rothwell, Comcast Advertising’s VP, Agency, Brand and Industry Relations, commented: “Through the FreeWheel Council for Premium Video, we have been producing content and insights on behalf of the premium video community for over three years. With the creation of the ALC, we can now hear and connect with the buyer’s point of view, as the industry moves forward at pace. We are excited about the prospect of bringing these two perspectives together in the future to create a holistic discussion and balanced view of what it will take to scale supply and demand at the same time.”

During the [Future TV Advertising Forum](#) in London in December and more recently at [CES](#) in Las Vegas, the Comcast Advertising and FreeWheel teams talked to a few members from the ALC and the FW Council for Premium Video about their vision on attribution, convergence and measurement in 2020. You can listen to their views [here](#).

About Comcast Advertising

Comcast Advertising, the advertising arm of Comcast Cable, is dedicated to bringing industry-leading television and video solutions to marketers. It is comprised of two primary businesses: Effectv and FreeWheel. Effectv, www.effectv.com, is the advertising sales division that helps put the power of cable to use for local, regional and national advertisers. FreeWheel, www.freewheel.com, offers advertising management solutions for “The New TV” ecosystem and beyond, enabling its diverse client base — comprised of some of the largest agency, media and entertainment companies — to manage and maximize value from their TV and premium video media. Comcast Cable, along with NBCUniversal and Sky, is part of the Comcast Corporation (Nasdaq:CMCSA). Visit www.comcastadvertising.com to learn more.

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