AUDIENCES AND ATTRIBUTION:

THE NEXT FRONTIER OF HEALTHY CAMPAIGNS

SHSMD CUSTOM WEBCAST

COMCAST SPOTLIGHT®

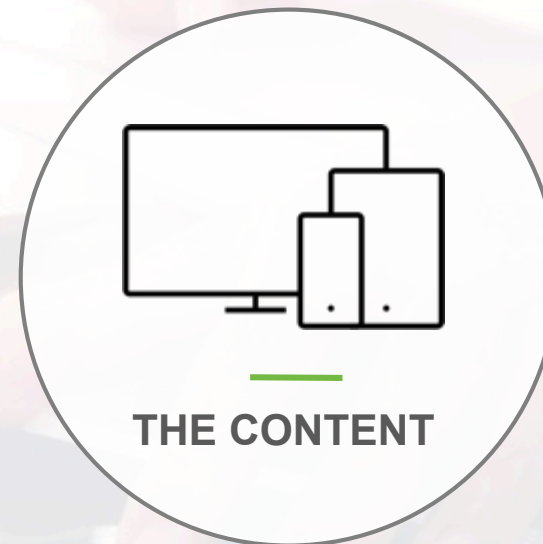# NOW SPEAKING

Andrea Zapata
VP, Research & Insights
Comcast Spotlight

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THE EQUATION IS SIMPLE,
IT'S ALL ABOUT...

THE AUDIENCE

THE DATA

THE CONTENT

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EMBRACE THE AUDIENCE

SCREENS

ARE PULLING

MEDIA APART

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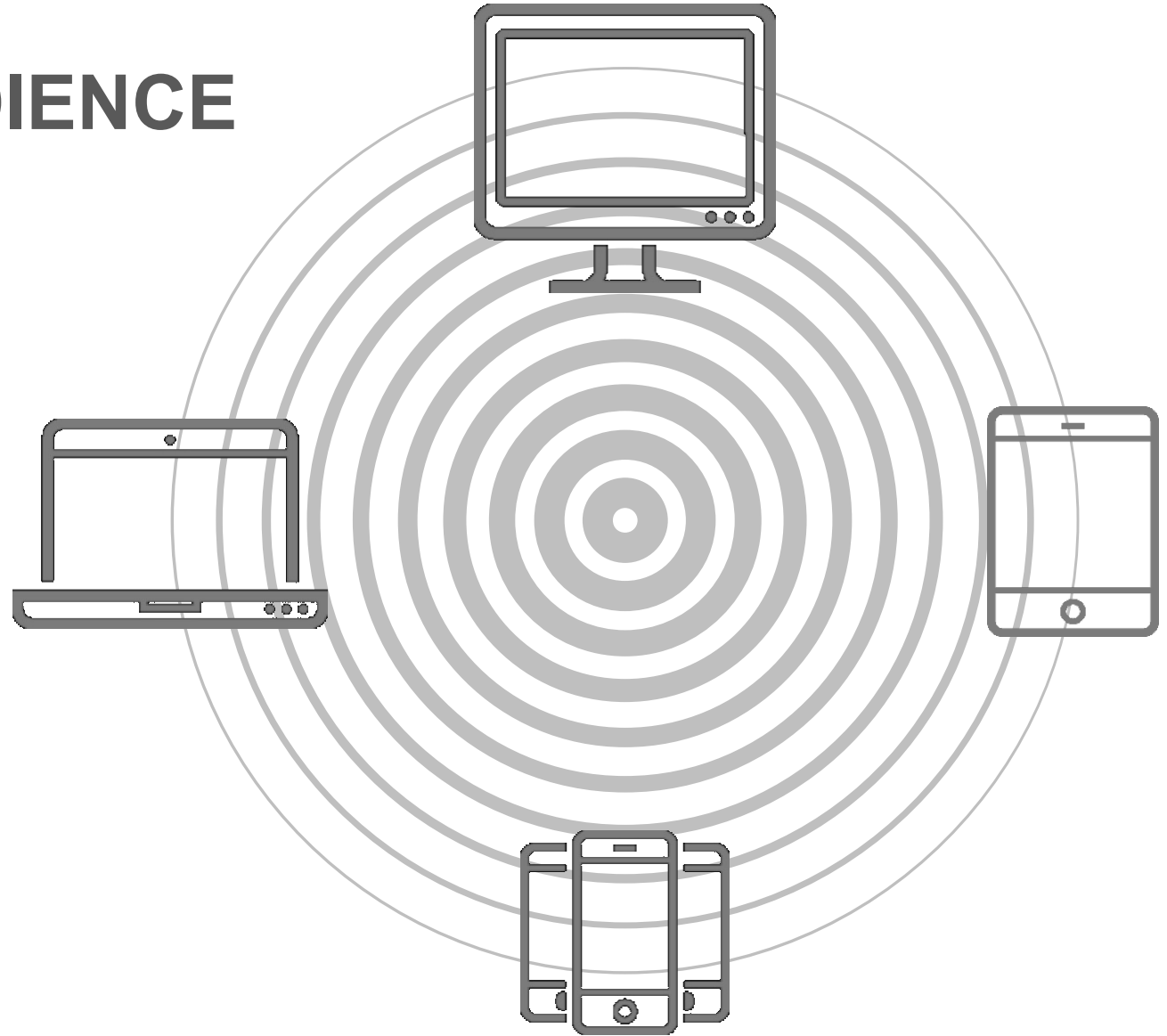
EMBRACE THE AUDIENCE

AUDIENCES

PUT IT BACK
TOGETHER

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SPOTLIGHT®
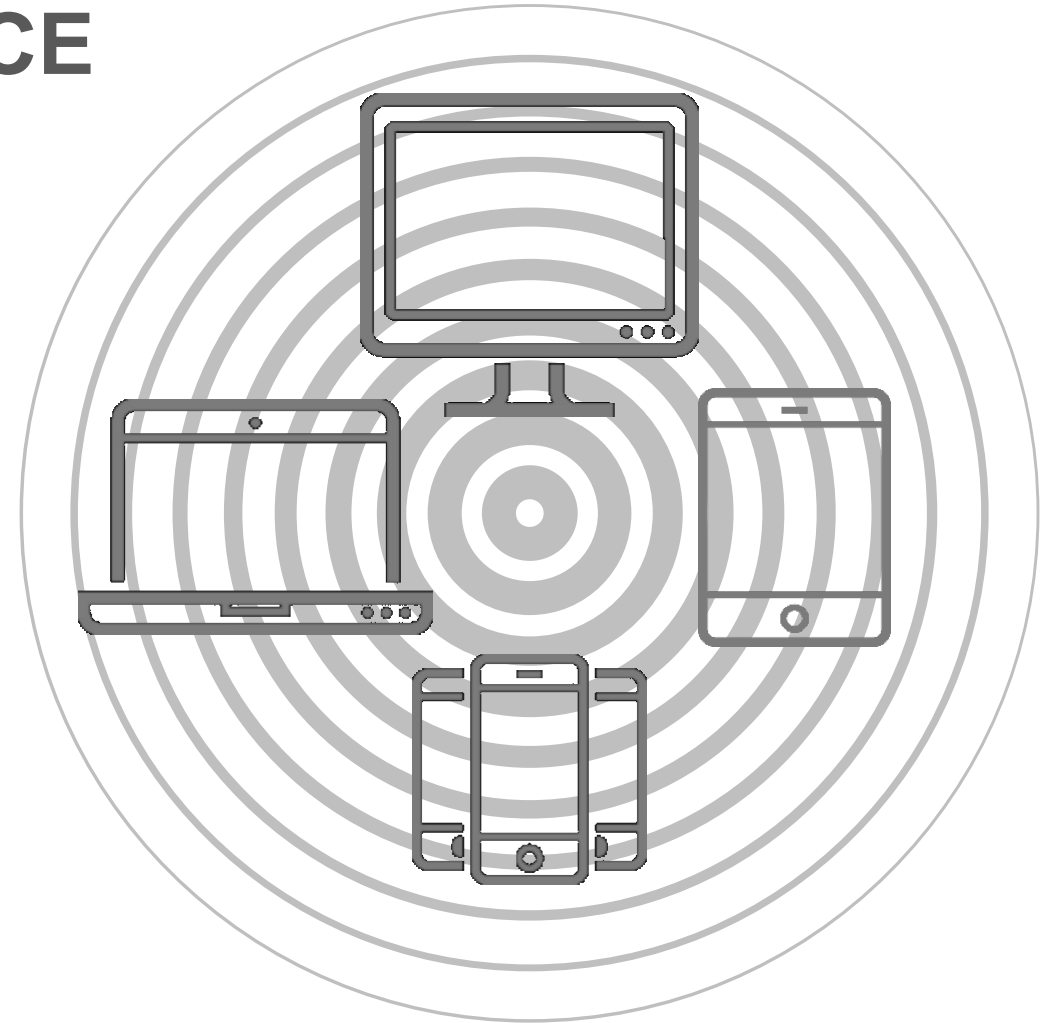
AUDIENCE-FOCUSED PHILOSOPHY

AUDIENCE

Impressions, Ratings

Incremental Reach, Frequency

Time Spent, Composition,

Coverage Viewability

IMPACT

Awareness, Brand Recall

Message Association, Favorability

Intent, Preference, ROI/Attribution

Sales, Search Lift

Competitive National TV Insights

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FIRST THINGS FIRST

DESPITE THE HEADLINES, AUDIENCES STILL ❤ TV

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FIRST THINGS FIRST

THE DIFFERENCE IS IN...

HOW WE
WATCH

HOW WE
MEASURE

HOW WE
INFORM

MORE TIME SPENT WITH MEDIA CONTENT THAN EVER

Daily Time Spent With Video

5:57

Q1 2018

- Video on a Tablet — 0:05
- Video on a Smartphone — 0:10
- Video on a PC — 0:10
- TV-Connected Devices — 0:46
- Live+Timeshifted TV — 4:46
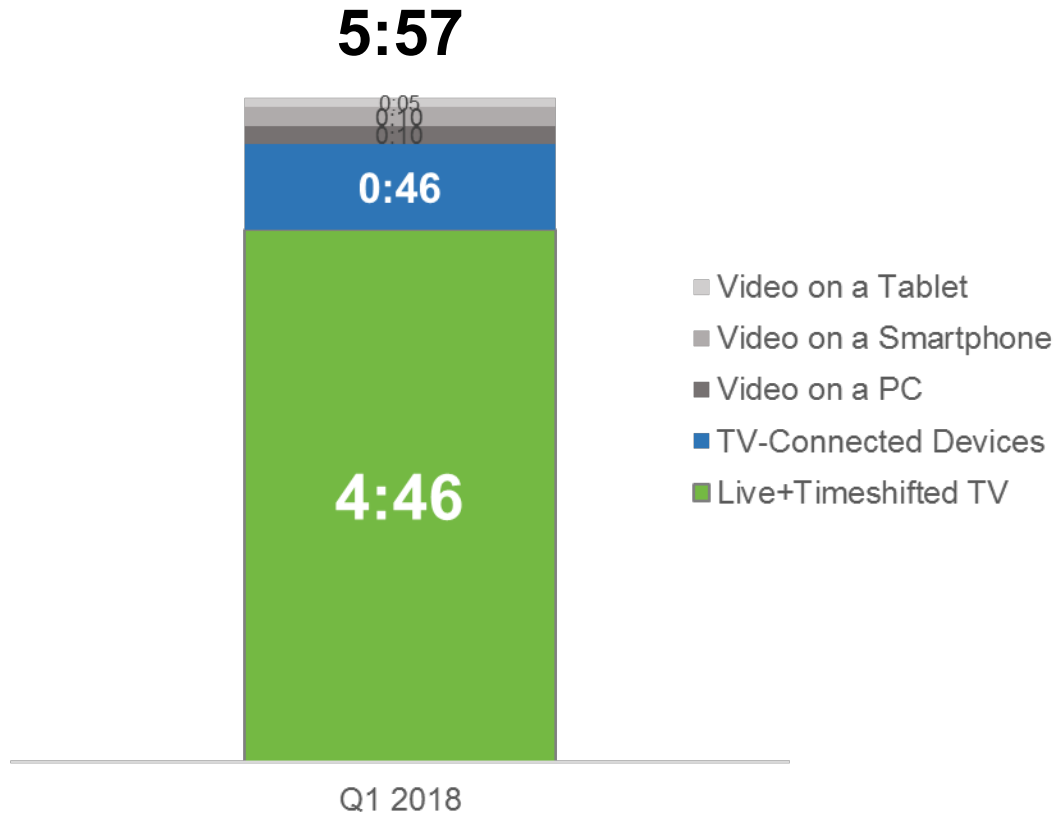
TV accounts for **93%** of all video usage

Source: Nielsen Total Audience Report, Q1 2018

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NARROWING REACH/SCALE

TO REACH ADULTS 25-54

4 Networks in 2001

20 Networks in 2017

Logos (2001): abc, CBS, NBC, FOX

Logos (2017): tbs, HGTV, A&E, Discovery Channel, food network, CNN, FOX NEWS, HISTORY, ESPN, AMC, NFL NETWORK, [adult swim], NBC, FX, TNT, bravo, abc, FOX, CBS, USA network

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IT'S COMPLICATED

820 BILLION UNIQUE VIEWING COMBINATIONS WHEN YOU SELECT JUST 10 NETWORKS

Premium

Broadcast

Cable

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NEED TO CHANGE APPROACH TO REACH SCALE

With a wide breadth of viewing, marketers need a more targeted approach to reach scale

Set-top box data can help you reach your audiences

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COMCAST SET-TOP BOX DATA

2 Trillion Viewing
Events per Year

———

3 Billion Hours of
Viewing per Month

———

39 States &
79 DMAs

———

Viewership
Segments

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SET-TOP BOX DATA INFORMS US ABOUT ACTUAL VIEWING

DAILY TIME SPENT VIEWING

5:45
0:43

5:40
0:41

5:27
0:41

5:02

4:59

4:45

National

Detroit

Detroit Adults
Interested in Fitness

■ TV   ■ VOD & DVR

Source: Comcast Internal STB Viewership Data, Aggregated Viewing Time by network, All broadcast, cable & premium networks included for time spent; Q2 2018

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ACROSS ALL MARKETS

ALBUQUERQUE-SANTA FE
- 6%
- 27%
- 67%

COLORADO SPRINGS-PUEBLO
- 6%
- 25%
- 69%

DETROIT
- 6%
- 28%
- 66%

■ CABLE ■ BROADCAST ■ PREMIUM

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WE KNOW HOW AUDIENCES ARE SPENDING THEIR TIME

DETROIT

6%

28%

66%

**DETROIT
Adults Interested
in Fitness**

6%

28%

66%

■ CABLE   ■ BROADCAST   ■ PREMIUM

**CONSUMPTION
BY
DAYPART
(DETROIT)**

VOD
8%

PRIME
10%

SPORTS
7%

LOCAL
NEWS
10%

LINEAR
CABLE
65%

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PRIMETIME IS ANYTIME
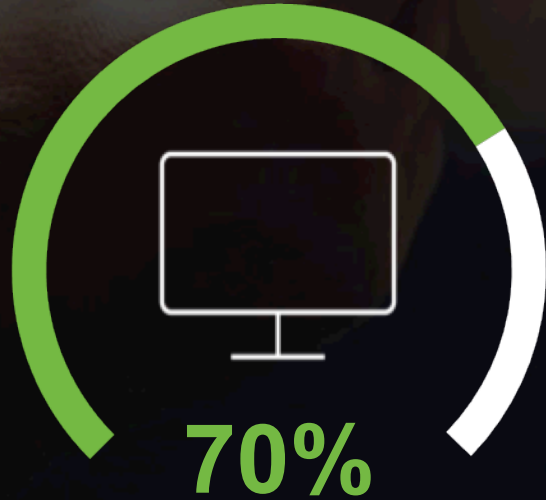
70%
of ALL linear time spent with TV occurs outside of prime time

TOP 5
AD INSERTABLE **CABLE NETWORKS** MAKE UP

<14%
of all linear **time spent** in Detroit

Source: Comcast Internal Viewership Data, Aggregated Viewing Time by Daypart, Prime defined as 7p-11p M-Su, Q2 2018, Local Market (DETROIT)

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OUR RECOMMENDATIONS ARE DRIVEN BY DATA

WE BUILD YOUR PLAN BASED ON DATA

POLK
Predictor Data

SET-TOP BOX
Viewing Data

BEST NETWORK
Combinations

YOUR MEDIA PLAN IS GEARED TO REACH THE AUDIENCE YOU SEEK

DETROIT A25-54

TRU TV	120
FREEFORM	115
NICKELODEON	114
BRAVO	114
CMT	114
NFL NETWORK	114
ESPN	112
NBC SPORTS	111
ESPN2	111
COMEDY CENTRAL	111

DETROIT ADULTS INTERESTED IN FITNESS

BIG TEN	113
GOLF CHANNEL	113
FOX NEWS	112
CNBC	110
NBC SPORTS	109
HGTV	107
BRAVO	107
FOX SPORTS 1	106
TBS	104
CMT	103

Source: Comcast Internal STB Viewership Data, Q2 '18

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FINDING AUDIENCES: USING DATA TO MOVE BEYOND AGE-GENDER TARGETS

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SPOTLIGHT AUDIENCE INTELLIGENCE: CASE STUDY

GOAL: Increase awareness for healthcare network's employer-sponsored health insurance products

PROCESS: Client identified 3 targets and utilized set-top-box data to inform six week campaign

OUTCOME: Achieved a 69% reach with a 12.4 frequency among key target in Detroit

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APPLY AUDIENCE INTELLIGENCE

TOTAL NUMBER OF COMCAST ENABLED HOMES IN MARKET

657K

	Segment A	Total audience segment size	**3%** of market	Campaign Segment Reach	**69%** of segment	Frequency	**12.4**
	Segment B	Total audience segment size	**11%** of market	Campaign Segment Reach	**55%** of segment	Frequency	**11.6**
	Segment C	Total audience segment size	**63%** of market	Campaign Segment Reach	**52%** of segment	Frequency	**11.8**
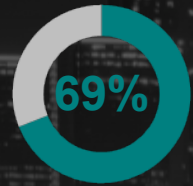
69% IN-TARGET HHS

Segment A
BUSINESS OWNERS OR MIDDLE/SENIOR MANAGEMENT
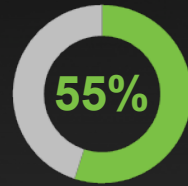
55% IN-TARGET HHS

Segment B
W25-54 WITH CHILDREN UNDER 18
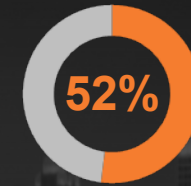
52% IN-TARGET HHS

Segment C
A25-54

Source: Comcast Internal Data, Q2-Q3 2018. Target Segments are based on Comcast Only Residential Subscribing Households, February 2018, appended with Experian and/or IHS Automotive powered by Polk Data, 2017. See the end of this presentation for the Comcast Spotlight disclosure regarding information found on this page.

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AUDIENCE BASED SELLING STRATEGY: HEALTHCARE NETWORK

SEGMENT REACH GROWS THROUGHOUT FLIGHT

Weekly Segment Reach
Segment A: Business Owners or Middle/Senior Management

Cumulative Unique Audience Segment Reach %

30%
46%
56%
56%
56%
62%
65%
69%

%target universe

3/26/18 4/2/18 4/9/18 4/16/18 4/23/18 4/30/18 5/7/18 5/14/18 5/21/18 5/28/18

COMCAST SPOTLIGHT

DIVE DEEP WHEN NECESSARY

Network	Spots	Total Reach	Reach per Spot	% of Universe	Unique Network Reach	% Unique Network Reach	Ad Impressions	Frequency	Pre-Campaign Segment Reach Index	Campaign Segment Reach Index
Total	**1,974**	**14,315**	**7**	**69%**	**3,512**	**25%**	**177,324**	**12.4**		
Fox News Channel	102	3,608	35	17%	649	18%	40,835	11.3		
CNBC	88	508	6	2%	34	7%	1,615	3.2		
TBS	45	728	16	4%	54	7%	1,821	2.5		
NBC Sports Network	31	875	28	4%	51	6%	1,592	1.8		
Golf Channel	79	1,417	18	7%	119	8%	5,056	3.6		
DIY Network	57	381	7	2%	8	2%	754	2.0		
History	116	3,331	29	16%	229	7%	9,914	3.0		
HGTV	99	3,320	34	16%	288	9%	12,610	3.8		
MSNBC	110	2,069	19	10%	215	10%	24,670	11.9		
Travel Channel	30	661	22	3%	37	6%	954	1.4		
CNN	92	2,975	32	14%	350	12%	15,287	5.1		
Discovery	85	1,973	23	9%	88	4%	4,861	2.5		
The Weather Channel	20	1,084	54	5%	76	7%	2,349	2.2		
HLN	51	754	15	4%	51	7%	1,290	1.7		
Lifetime	26	661	25	3%	56	9%	1,236	1.9		
Food Network	72	1,987	28	10%	127	6%	5,558	2.8		
Animal Planet	114	1,513	13	7%	85	6%	4,102	2.7		
ESPN2	12	240	20	1%	3	1%	316	1.3		
Freeform	42	1,045	25	5%	68	6%	2,058	2.0		
Bravo	47	1,019	22	5%	51	5%	3,040	3.0		
AMC	50	2,033	41	10%	124	6%	4,545	2.2		
E! Entertainment TV	23	658	29	3%	14	2%	1,465	2.2		
ESPN	75	2,106	28	10%	116	6%	7,741	3.7		
TV Land	11	598	54	3%	73	12%	1,284	2.1		
TNT	112	2,990	27	14%	212	7%	11,156	3.7		
FX	57	1,522	27	7%	82	5%	3,023	2.0		
Comedy Central	29	565	19	3%	42	8%	1,157	2.1		
SyFy	40	694	17	3%	45	7%	1,629	2.3		
TLC	6	217	36	1%	20	9%	325	1.5		
Oprah Winfrey Network	67	517	8	2%	25	5%	1,352	2.6		
BET	89	734	8	4%	62	8%	2,600	3.5		

Business Owners or Middle Management or Senior Management - 21K HHs

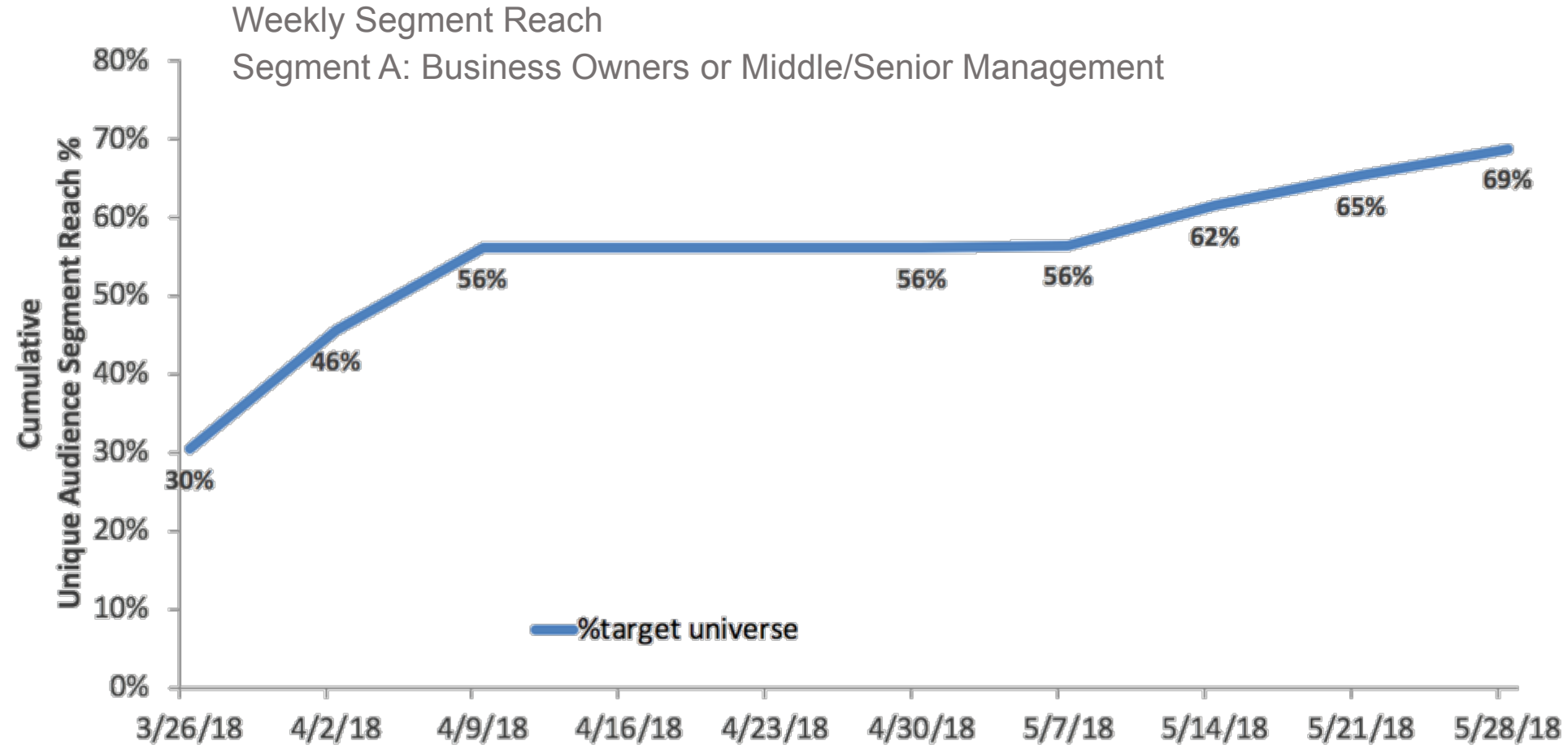## ACCESS TO DETAILED REPORTING FOR EACH SEGMENT WITHIN AN ADVERTISER'S CAMPAIGN

Source: Comcast Internal Data, Q2-Q3 2018. Target Segments are based on Comcast Only Residential Subscribing Households, February 2018, appended with Experian and/or IHS Automotive powered by Polk Data, 2017.

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ON-GOING OPTIMIZATION

These networks performed well. Consider adding these networks year round.

*200+ unique network reach

Consider investing in these networks, as they reached far more of the target on a per-spot basis than other networks.

*25+ Reach per Spot

Consider less weight on these networks as you can reach many of these viewers on other networks that are more efficient

*50 or less unique network reach

Area of Opportunity: Include more high-indexing networks from pre-campaign media rankers in future campaigns

REACHING THE RIGHT AUDIENCE DRIVES IMPACT

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SPOTLIGHT 'IMPACT': CASE STUDY

GOAL: New TV client wanted to increase website traffic and build brand awareness

PROCESS: Client ran a 3-month, zoned television campaign

OUTCOME: Client achieved +72% lift in new users

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CAMPAIGN PERFORMANCE

Campaign Zones Period over Period | *vs.*

PURCHASE FUNNEL
Change in Campaign Zones

CAMPAIGN ZONE PERFORMANCE
Current Period vs. Previous Period

AWARENESS
CHANGE IN TOTAL SESSIONS
# of website visitors

CHANGE IN NEW USERS
First time a device(user) visits your website

AWARENESS

Lift
in Total Sessions
Prior   Current

Lift
in New Users
Prior   Current

CONSIDERATION
CHANGE IN DIRECT/ORGANIC SESSIONS
# of users that Type in URL / search engine

CONSIDERATION

Lift
in Direct/Organic Sessions
Prior   Current

INTENT
& Home Page Views
# of users that complete a particular goal / action

INTENT

Lift
Prior   Current

Lift
In Home Page Views
Prior   Current

Traffic metrics from Comcast Spotlight Google Analytics Domain Report. User Metrics from Comcast Spotlight Google Analytics Monthly Report and Channel Report. All Google Analytics towns matched to Comcast Hybrid Exclusive Ad Zones.

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SPOTLIGHT 'IMPACT': CASE STUDY

GOALS:
Increase web traffic by targeting 2 health segments
Gain appointments for Breast Cancer Awareness campaign

PROCESS: Client ran 3-month targeted TV campaign using Mosaic targeting

OUTCOME: Client achieved lift in individual pages in their website and doubled their target mammogram appointments

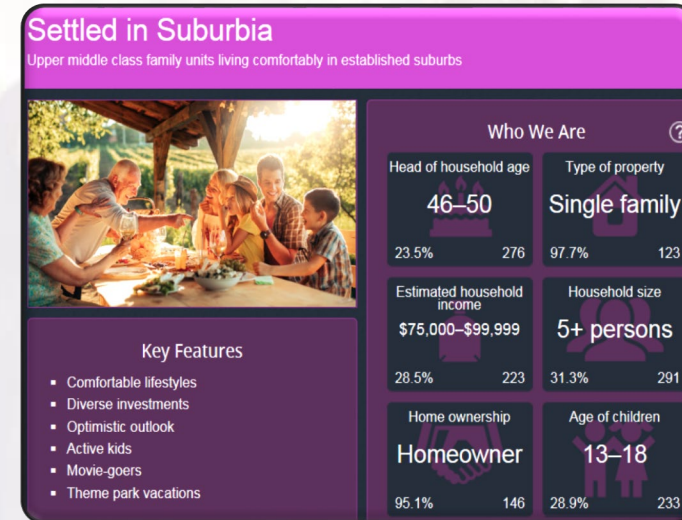### Settled in Suburbia
Upper middle class family units living comfortably in established suburbs

Who We Are

Head of household age	Type of property
46–50	**Single family**
23.5% 276	97.7% 123
Estimated household income	Household size
$75,000–$99,999	**5+ persons**
28.5% 223	31.3% 291
Home ownership	Age of children
Homeowner	**13–18**
95.1% 146	28.9% 233

Key Features
- Comfortable lifestyles
- Diverse investments
- Optimistic outlook
- Active kids
- Movie-goers
- Theme park vacations

Aging in Place
Middle-class seniors living comfortable suburban lifestyles

Who We Are

Head of household age	Type of property
66–75	**Single family**
49.2% 475	99.4% 125
Estimated household income	Household size
$50,000–$74,999	**2 persons**
34.9% 188	41.6% 178
Home ownership	Age of children
Homeowner	**0–3**
96.7% 149	1.3% 18

Key Features
- Retired
- Financially secure
- AARP members
- Fine arts appreciation
- Avid newspaper readers
- Republican households

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CAMPAIGN PERFORMANCE: HONING IN ON BOTTOM FUNNEL

Campaign Zones Period over Period | vs.

LIFT IN INDIVIDUAL WEBSITE PAGES

CAMPAIGN ZONE PERFORMANCE
Current Period vs. Previous Period

INSIDERATI

INTENT

/find-a-physician

+11% Lift
In Page Sessions
Prior Current
(8491 vs. 9462)

/make-an-appointment

+16% Lift
In Page Sessions
Prior Current
(3853 vs. 4478)

/Health-Library

+17% Lift
In Page Sessions
Prior Current
(1554 vs. 1818)

BREAST CANCER AWARENESS CAMPAIGN

APPOINTMENT GOAL: 50

APPOINTMENT RESULT: 100+