



REACHING MARYLAND'S AT-RISK POPULATIONS

COMCAST SPOTLIGHT + M.A.P.P.A.

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PRESENTED BY:

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TRIVIA!

TRIVIA

Q. True/False: When a business places a :30 sec commercial, it only runs in a Comcast household.

- a. False**
- b. True**

DON'T JUST THINK COMCAST

Comcast Spotlight delivers impressions far beyond the footprint of Comcast subscriber households. In our markets, we are the local ad insertion partner for the full range of MVPDs: cable, telco, and satellite. One contact and one placement can give you full-market coverage, regardless of provider.



WITHIN TV, MORE FRAGMENTATION THAN EVER BEFORE

4 Networks in 2001

TO REACH ADULTS 25-54



20 Networks in 2017



Source: Nielsen NPM, Unique Reach in Primetime, Adults 25-54, 6+ minutes of tune-in, premiere week Sept 24 – Sept 30, 2001 and Sept 25 – Oct 1, 2017

AUDIENCE INTELLIGENCE: FAST FORWARD

MORE devices, content, control, time spent

SET TOP BOX DATA IS HERE!

- 2 Trillion Viewing Events per Year
- 3 Billion Hours of Viewing per Month
- 39 States & 79 DMAs
- 1000s of Audience Segments





SET TOP BOX DATA

HOW IS COMCAST USING STB DATA?

TO MOVE TOWARD AUDIENCE TARGETING BY:

- Learning about how live linear and TV on Demand (DVR & VOD) viewing looks today.
- Dispelling inaccurate beliefs about TV viewing, based on the past and on inadequate Nielsen methodologies.
- Providing insights for audience-based schedule planning, performance reporting and refining schedules.

AUDIENCE SEGMENTATION

WHY IT MATTERS

Audience Targeting can make or break the effectiveness of your media buying.

TRADITIONAL

Method of Audience Targeting

Focuses on **demographic** aspects of the audience:

- Adults 18-34
- Men 25-54
- Women 55+

Limits ability to target the right audience and deliver impactful creative messaging.

NEW

Method of Audience Targeting

Focuses on **qualitative** aspects of the audience:

- People who plan to purchase a new car in the next year
- Households with one or more teenagers
- High income households looking to refinish their house

MOSAIC GROUP LIFESTYLE SEGMENTATION TARGETING

ASPRIATIONAL FUSION

Lower-income singles and single parents, who are renters and striving to make a better life.

Aged 25–30
Visit job search websites
Volleyball on TV Own or play PlayStation 2 WWE Bought video games
Black/African-American magazines Political Persona: Left Out Democrats
Game show/contest shows Find advertising for financial services interesting
Home value less than \$50,000 Less than high school education Mobile Phone Personas: Mobirarti's Mobile Generation
Single female with kids Discretionary spend \$888–\$6,000 Technology adoption: Wizards
Household income less than \$15,000
Renter Property built 1939 or earlier
Multi-family property



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Q. How many hours per day does the average adult, age 25-30 watch video?

a. 3.5 hours

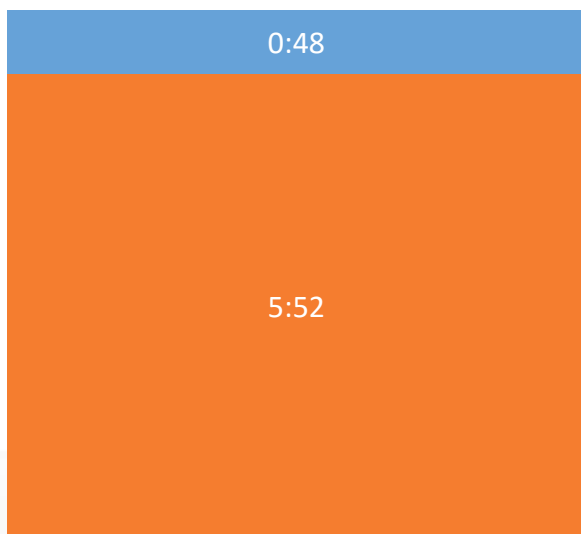
b. 5 hours

c. 7 hours

HIGH INDEXING MOSAIC GROUP

MORE DATA = MORE VIEWING

Daily Time Spent with Television
(Households)



ASPIRATIONAL FUSION

■ Linear ■ DVR + VOD

nearly
7 hours
spent with TV daily

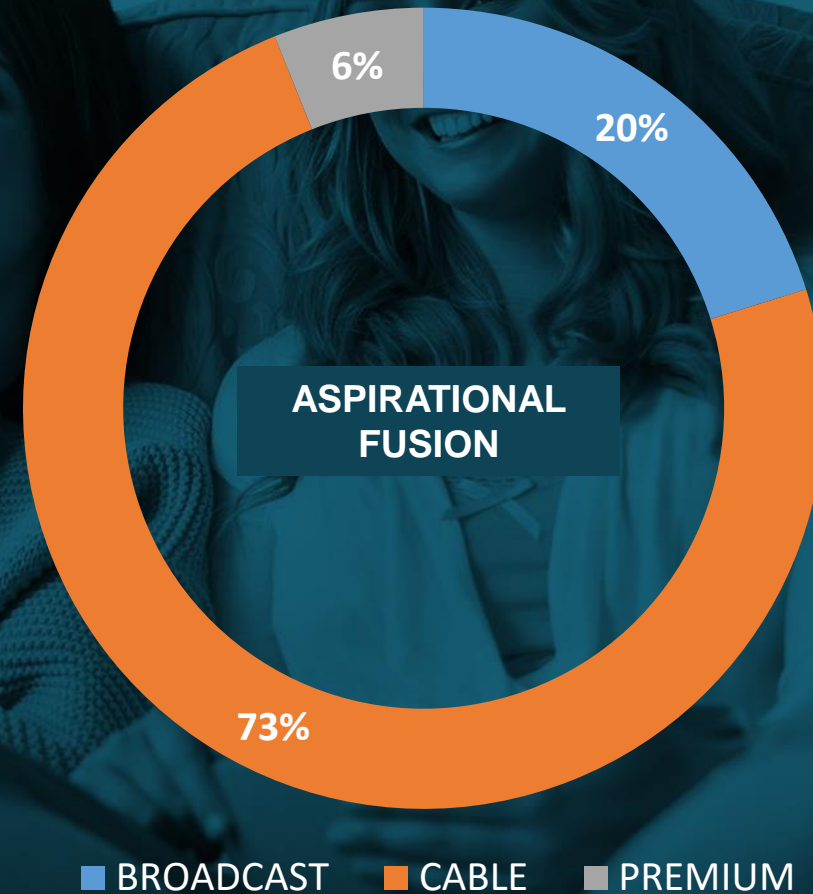
Source: Comcast Internal Viewership Data from Calendar Q2 2018, Aggregated Viewing Time by Platform, All networks included. State of Maryland by Interconnect. Mosaics defined by Experian.

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HIGH INDEXING MOSAIC GROUP

AMONG ASPIRATIONAL FUSION HOUSEHOLDS



Source: Comcast Internal Viewership Data from Q218. Aggregated Linear Viewing Time.. Broadcast = ABC, NBC, CBS, FOX AND Independent. Premium defined as HBO, STARZ, Cinemax, Showtime. Cable defined Spotlight Insertable Networks. State of Maryland by Interconnect. Mosaics defined by Experian.



TRIVIA!

TRIVIA

Q. On average, how many ad insertable cable networks are viewed in a month?

a. 6

b. 18

c. 10

Source: Comcast Internal Viewership Data from Calendar Q2 2018, Aggregated Linear Viewing by Comcast Insertable Networks, Avg Comcast Insertable Networks per day per HH averaged for time period, minimum of 5 minutes viewed per network. State of Maryland by Interconnect. Mosaics defined by Experian.

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HIGH INDEXING MOSAIC GROUP

BUYING FEW NETWORKS MISSES TARGET HOUSEHOLDS

ASPIRATIONAL FUSION
HOUSEHOLDS
WATCH AN
AVERAGE OF

18

AD INSERTABLE
CABLE NETWORKS
PER MONTH

Source: Comcast Internal Viewership Data from Calendar Q2 2018, Aggregated Linear Viewing by Comcast Insertable Networks, Avg Comcast Insertable Networks per day per HH averaged for time period, minimum of 5 minutes viewed per network. State of Maryland by Interconnect. Mosaics defined by Experian.

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HIGH INDEXING MOSAIC GROUP

IT'S NO LONGER JUST ABOUT PRIME

% of **Cable Linear** viewing
occurs outside of Primetime



72%

% of **VOD** viewing occurs outside
of Primetime



74%

ASPIRATIONAL FUSION

Source: Comcast Internal Data, Q2 2018. Linear Viewership only. Cable defined as all Cable Networks and excludes Broadcast and Premium Networks. VOD includes all VOD Networks. Primetime defined as 7p-11p. State of Maryland by Interconnect. Mosaics defined by Experian.

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TRIVIA!

TRIVIA

A. How much would a :30 commercial cost on TNT in Howard County?

- a. \$98.50
- b. \$28.25**
- c. \$76.50

HIGH INDEXING MOSAIC GROUP – ASPIRATIONAL FUSION – TOP 20 NETWORK RANKERS

TARGETED CAMPAIGN PLANNING

RANKED BY REACH

Rk	Network	Segment Reach
1	TNT	
2	USA	
3	BET	
4	VH1	
5	FX	
6	TBSC	
7	LIF	
8	NICK	
9	AMC	
10	AEN	
11	FRFM	
12	MTV	
13	SYFY	
14	ESPN	
15	TOON	
16	ENT	
17	OWN	
18	BRVO	
19	CMDY	
20	APL	

RANKED BY INDEX

RK	Network	Viewing Index
1	BET	293
2	VH1	281
3	LMN	255
4	TV1	254
5	CC	241
6	DXD	237
7	BTN	237
8	TOON	231
9	ESNU	217
10	NFLN	195
11	NICK	184
12	OXYG	183
13	DIY	178
14	OWN	172
15	SYFY	169
16	MTV	166
17	WETV	162
18	ENN	162
19	LIF	161
20	TNT	142

Source: Comcast Internal Data, Q2 2018. Linear Viewership only. Cable defined as all Cable Networks. State of Maryland by Interconnect. Mosaics defined by Experian.

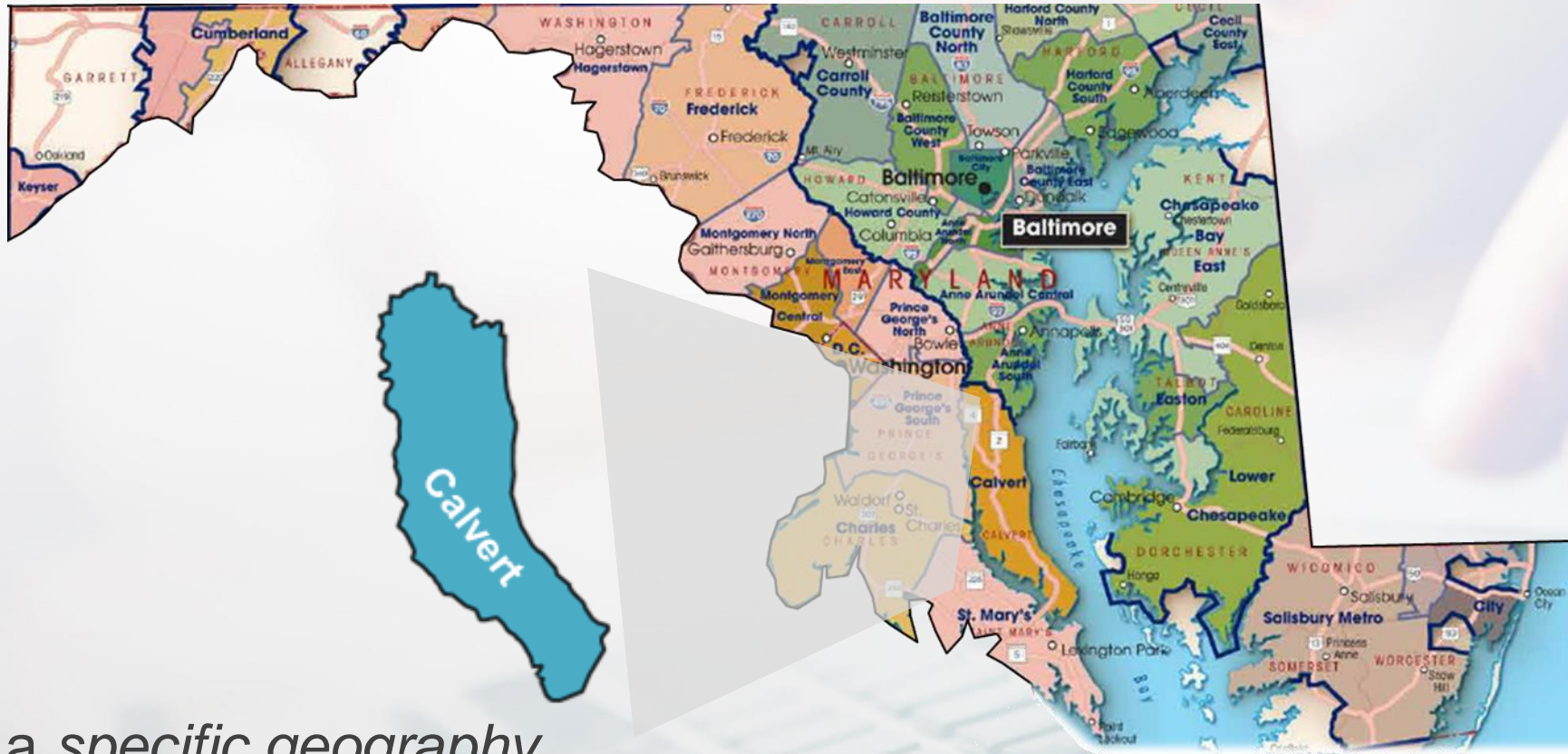
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REACH THE PEOPLE WHO COUNT



Your message across
the STATE...

REACH THE PEOPLE WHO COUNT

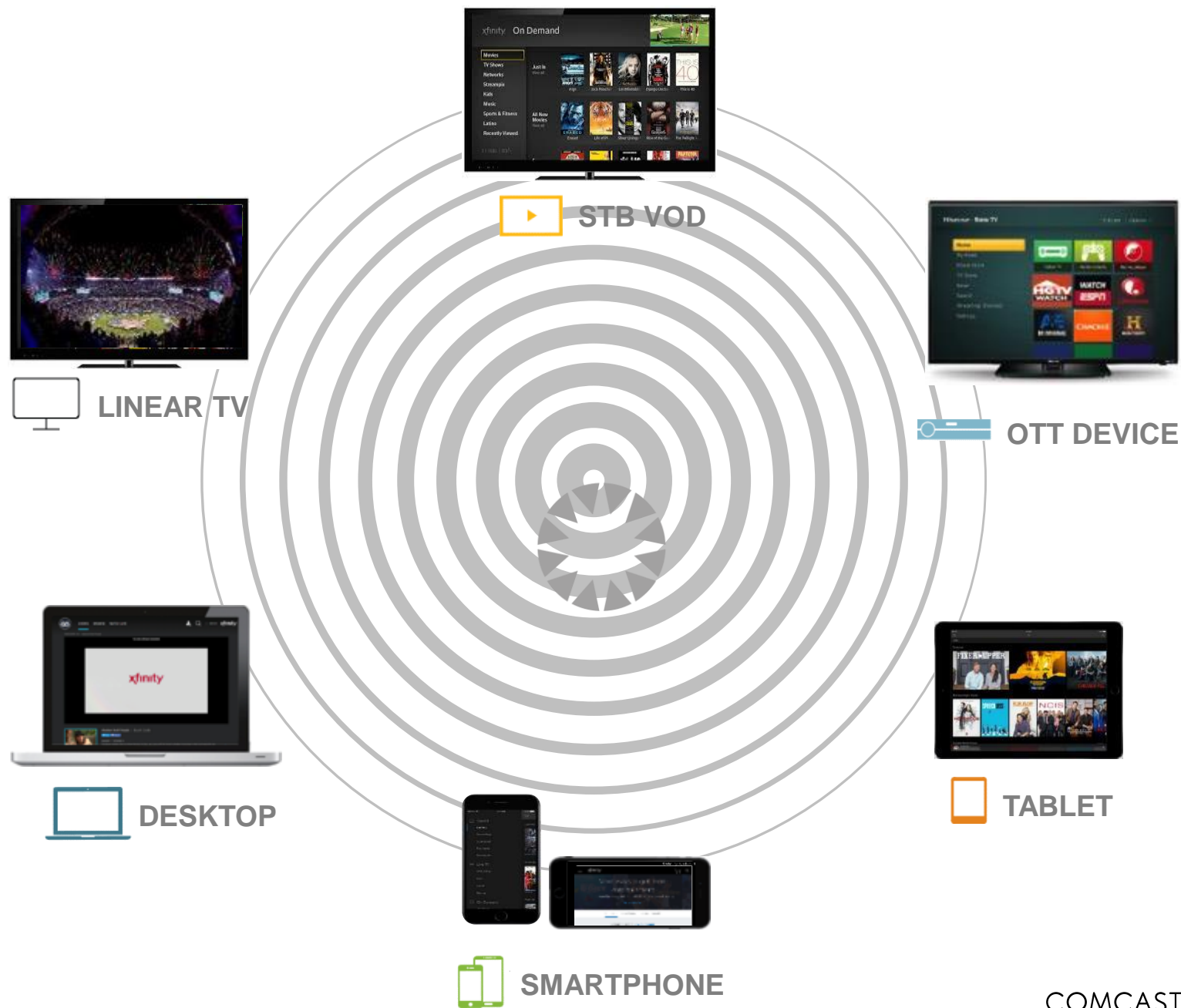


...or a *specific geography*
like CALVERT COUNTY.

REACHING AUDIENCES

ACROSS SCREENS

MULTIPLE STREAMS
TO CREATE A RICH
AD EXPERIENCE...



PREMIUM DIGITAL TV

THE EVOLUTION OF TV EVERYWHERE

Audiences used to watch The Real Housewives on Bravo this way:



Are you taking advantage of **ALL** the ways to reach your audience with Premium Digital TV?

Now they watch all these ways:



Watch Live on TV



Catch up with Video on Demand



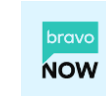
Stream on Xfinity site



Stream on Xfinity app



Stream on the Bravo Website



Stream on the Bravo App



Stream on Roku



Stream on Apple TV



TRIVIA!

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Q. What percentage of US Adults have looked online for health information in the past year?

a. 59%

b. 32%

c. 25%

USE TELEVISION TO DRIVE TRUST & CREDIBILITY

Adults who have obtained information relating to medical conditions from a television advertisement are more likely than average adults to do the following:

+317%

More likely to call a toll-free number for more information

+211%

More likely to discuss the advertisement with a friend or relative

+141%

More likely to visit the product or organization website

+70%

More likely to make an appointment to see a doctor

Source: 2017 Fall GfK MRI weighted to population.

ADVERTISING CAMPAIGN SUCCESS STORY

OVERVIEW

Charles County Drug Take Back campaign had a goal of continuing to build awareness for the program and **increase the amount of drugs collected over previous years.**

STRATEGY

:30 commercial was produced and ran in Charles County on Premium Digital TV and on some of the following networks:



TALK ABOUT SUCCESS

Over 346,500 total TV and Premium Video Impressions were viewed in full.

“We doubled the amount of drugs collected this year... over 1,000 additional pounds.”

-Julie Bryson – Executive Office & Citizen Response Manager

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ADVERTISING CAMPAIGN SUCCESS STORY



OVERVIEW

The St. Mary's Health Department has had a long standing relationship with Comcast Spotlight because of the **superior customer service** they receive from their Account Executive. The Chronic Disease Prevention & Control team worked in conjunction with a graphic designer from Comcast Spotlight to create a "vaping awareness" commercial. The goal being to **increase awareness for the potential dangers of vaping**.

STRATEGY

:30 commercial was produced and ran on Premium Digital TV and on some of the following networks:



COMCAST PROPRIETARY INFORMATION.

TALK ABOUT SUCCESS

Over 88,000 total TV and Premium Video Impressions were viewed in full.

"We could not have pulled all of this together without the **collaboration and strong communication** from the Comcast Spotlight team."

-Angela Cochran – **Director Chronic Disease Prevention**

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PREMIUM DIGITAL TV

YOUR AUDIENCE IS WATCHING TV—EVERYWHERE

Campaign Details

Overall Campaign Results: 276379_3796370 - Prevention Services_2018_2019 OMPP

Product	Impression Goal	Impressions Delivered	% of Impression Goal	Completed Views	Completed Views %	Avg. % Viewed	Viewed Mins	Clicks	CTR
Premium Digital TV	48,648	46,624	95.84%	43,029	92.29%	93.12%	21,708.03	15	0.16%
Premium Digital Video	67,740	64,321	94.95%	39,968	62.14%	74.87%	24,079.63	124	0.19%
	116,388	110,945	95.32%	82,997	77.22%	84.00%	45,787.66	139	0.19%

Premium Digital TV

Sales Order Line Item	Impression Goal	Impressions Delivered	% of Impression Goal	Completed Views	Completed Views %	Avg. % Viewed	Viewed Mins	Clicks	CTR
Premium Digital TV_1428062 07/12/2018 to 07/29/2018	16,216	16,364	100.91%	15,245	93.16%	94.02%	7,692.16	8	0.25%
Geo-Targets: Calvert - MD						Additional Targeting: N/A			
Premium Digital TV_1428063 07/12/2018 to 07/29/2018	16,216	16,385	101.04%	14,854	90.66%	91.70%	7,512.52	3	0.07%
Geo-Targets: Calvert - MD						Additional Targeting: N/A			
Premium Digital TV_1428064 07/30/2018 to 08/26/2018	16,216	13,875	85.56%	12,930	93.19%	93.74%	6,503.35	4	0.22%
Geo-Targets: Calvert - MD						Additional Targeting: N/A			

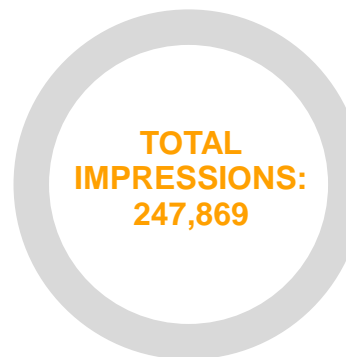
CAMPAIGN RECAP FOR 2017



Grant	Products	Zone	Account Executive	Date
E-cigarettes/ Smoking Cessation	TV Online	St. Mary's	Tiffany Barthelme	2017

Target

- Smokers
- You want to reach people between the ages of 11-18.
- Networks that cigarette companies are advertising e-cigarettes on.
- Currently uses an e-cigarette
- People who have tried to quit smoking in the last 12 months



Television Networks



Television Impressions

- Television results: April 2017-January 2018
- Total Television Impressions Delivered: 243,772

Online Impressions

- Online results: January 2018
- Total Online Impressions Delivered: 4,097



Thank You & Questions