




**Comcast Spotlight exists
to level the playing field
for your business to
compete and win against
any size competitor.**



We are Comcast Spotlight

- TV Products
- Video Everywhere
- Online Video
- Production Services

PST will focus on TV Advertising



COMCAST
SPOTLIGHT





TV Products

TV: Be Seen by the Right Eyeballs
COMCAST SPOTLIGHT

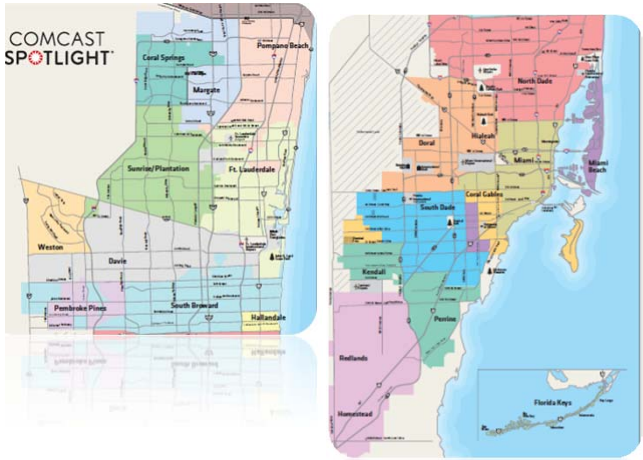
Reach Your Customers in Your Geographic Zones on Their Favorite Networks





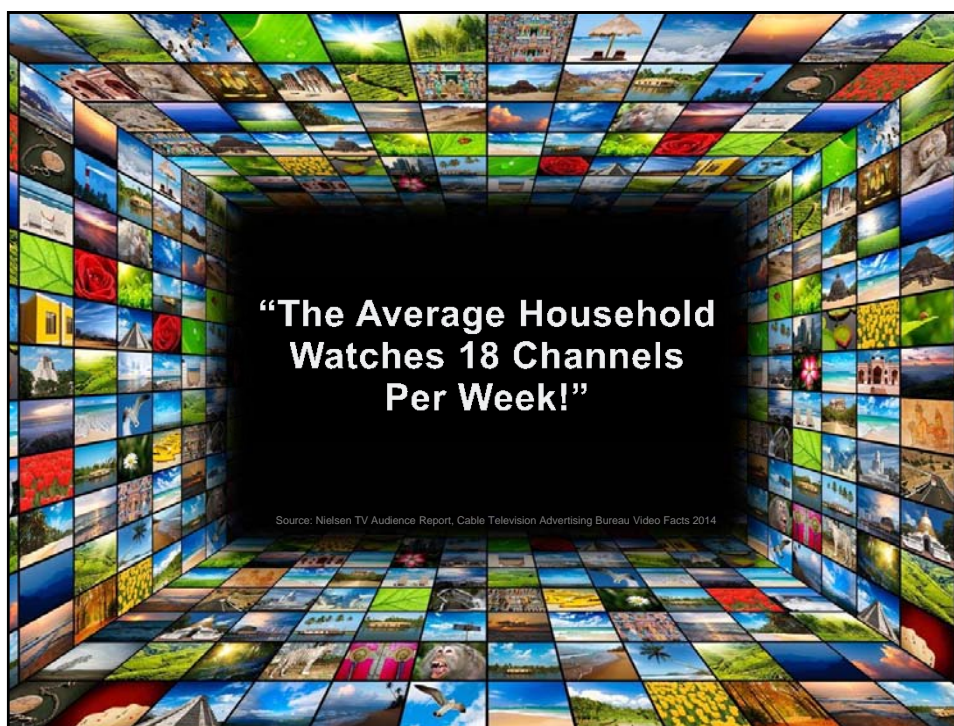
- Comcast Spotlight uses Geographic and Demographic Targeting to reach your specific customers
- The result is a more efficient and effective advertising campaign

TV: Geographic Targeting
COMCAST SPOTLIGHT



Miami-Ft. Lauderdale:

With Comcast Spotlight, you have the ability to focus your advertising in specific zones (zip codes) or to broadcast your message to an entire metropolitan area, whichever makes the most sense for your business.

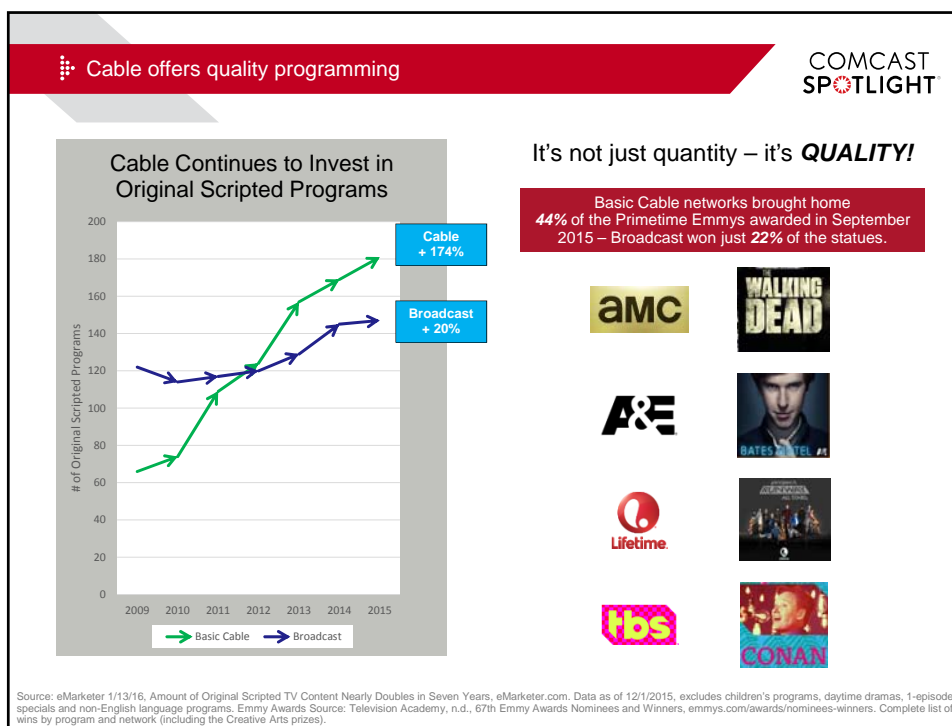


High Powered Cable Brands
COMCAST SPOTLIGHT

Comcast Spotlight offers distinct cable networks and websites to help you connect to your audience.

News Buffs	Arts & Entertainment	Sports Enthusiasts	Men	Women	Kids, Teens & Families	Mass Appeal
 xfinity	 xfinity	 xfinity	 xfinity	 xfinity	 xfinity	 xfinity

Target Your Advertising towards.....Affluent Adults.....News Buffs.....Sports Fans.....Women.....Kids & Families.....Young Adults and more.....



TV: Interactive TV

COMCAST SPOTLIGHT

Today Advertisers are worried about audience fragmentation, time-shifter viewing, commercial skipping, etc. Focus is migrating to media that offers interactivity and accountability. As media challenges increase, Comcast Spotlight constantly invests in ways to connect our advertisers with their target consumers.

Interactive TV Is Here

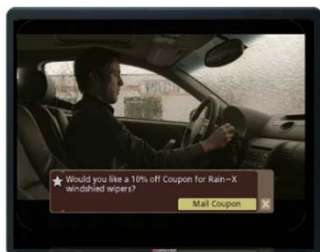
Interactive Television ("iTV") is an application that enhances a :30 or :60 second television spot with an overlay, prompting a viewer to take a specific action if desired. With iTV:

- The remote control is now a powerful tool for advertisers to engage consumers the instant their creative grabs them
- The impact of an advertisers spot now has a power boost.

TV: Interactive TV

COMCAST
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Request for Information (RFI)



- RFI is an interactive prompt or overlay that allows viewers to respond to product and service offers from a :30 or :60 second TV commercial.
- RFI generates highly qualified leads and provides the most targeted connection with digital cable viewers.

Telescoping (VODT)



- Telescoping is a small interactive overlay that invites viewers to learn more about a product or service through a branded long-form destination channel.
- Telescoping cuts through the clutter and aggregates multiple ROI metrics directly from set-top boxes and returns the information to advertisers to ensure effectiveness.

TV: Searchlight on Demand

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Searchlight is Comcast Spotlight's on demand advertising destination.

Benefits include:

- More targeted advertising – Reach consumers who are actively interested in your product or service and are actively seeking out information
- Rich environment – Leverage the benefits of sight, sound and motion of TV
- Long shelf-life – Extend the life of your campaign with a dynamic presence on television 24/7.
- A less cluttered environment allows viewers to proceed at their own pace.

Searchlight Sponsorship: an exciting opportunity to place your brand adjacent to new, unique, entertaining on demand content that is relevant, current and cutting-edge

Searchlight Feature: customized two-to-30 minute video or series of videos that is placed in the appropriate category within Searchlight

Searchlight Showcase: your own dedicated on demand channel where you can control all of the programming including up to 30 minutes of compelling content broken down into multiple video segments or as a single video



[Click Here for a demo](#)



87% of All Live Sports Programming Is on Cable, Totaling Over 7,000+ Telecasts

- Monday Night Football
- Thursday Night Football
- NBA
- MLB
- NCAA Bowl Games
- March Madness
- Olympics
- World Cup
- and much, much more...

Source: CAB Analysis of Nielsen Nielsen data. Live Sports includes live + original first run events (excluding Olympics and wrestling).
 Dates: Q3'12 - Q4'15 (Q3'12 - Q4'15)
 Broadcast Networks: NBC, CBS, FOX, NBC / FOX, MFOX, TBS, TNT, UNIMAS
 Cable Networks: CNBC, ESPN2, ESN, ESPN, FUEL, FX, FOX SOCCER, GOLF, MLB, NBA, NBCSN, NFL, SPEED, SPIKE, TBS, TRU, TNT, WGN / FOXD, GALA, MUN2, TR3S

2016 SPORTS CALENDAR		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
NFL	ESPN NFLN ESP2 UV50	WILD CARD & PRO BOWL	NFL COMBINE		NFL DRAFT				PRESEASON		NFL REGULAR SEASON		
NBA	ESPN FSFL TNT SUN		NBA REGULAR SEASON (2015-16)		NBA PLAYOFFS (2016)		NBA DRAFT			PRESEASON	NBA REGULAR SEASON (2016-17)		
MLB	ESPN FSFL ESP2 SUN TBS FOXD							MLB REGULAR SEASON			POSTSEASON		
NHL	NBCSN FSFL GOLF SUN		NHL REGULAR SEASON (2015-16)		STANLEY CUP PLAYOFFS (2016)					PRESEASON	NHL REGULAR SEASON (2016-17)		
COLLEGE FOOTBALL	ESPN SECN ESP2 FS1 ESP2 FOXD NBCSN FSFL		NATIONAL CHAMP								COLLEGE FOOTBALL REGULAR SEASON (2016)		BOWL GAMES & PLAYOFFS
COLLEGE BASKETBALL	ESPN FS1 ESP2 TBS ESP2 TNT SECN TRU		COLLEGE BASKETBALL REGULAR SEASON (2015-16)		CONFERENCE FINALS & MARCH MARCH						COLLEGE BASKETBALL REGULAR SEASON (2016-17)		
SOCCER	ESPN NBCSN ESP2 FS1 ESP2							MLB REGULAR SEASON					
GOLF	GOLF ESPN TNT FS1							PGA TOUR (2015-16)					PGA TOUR (2016-17)
TENNIS	ESPN ESP2							ATP WORLD TOUR					
NASCAR	NBCSN FS1												
CYCLING & HORSE RACING	NBCSN												
ADDITIONAL SPORTS	ESPN NBCSN ESP2 USA ESP2 GOLF												

ESPN ESPN2 ESP2 FS1 FS2 FOX FLORIDA FOX SUN FOX NBC UNIVISIO NBCSN NBC GOLF HBO TBS tru



 Target your audience wherever they are watching


COMCAST
SPOTLIGHT™

Geo-targeted video impressions drive brand engagement, online search and web traffic.

"I want more people to search you by name."

Every Impression Drives Branded Search




 Reach Your Audience on Every Screen


COMCAST
SPOTLIGHT™

The same message on multiple screens increases your brand and message recall, branded search and site traffic!

Traditional Television



Television Everywhere



TV Everywhere: Product Details

Brand-safe video destinations from XFINITY and other great programmers...

TV everywhere video across XFINITY and premium digital publishers with TV programming, movies and other professionally produced content.

- TV everywhere - extends your TV campaign to desktop, mobile, tablet, & OTT devices
- :15/:30 In-Stream Video
- Non-Skippable, auto play inventory only
- All high-quality, brand-safe premium digital video content
- Audience targeting available on select placements*
- Targeted to same market/zone as cable TV

*Audience targeting not available on OTT placements. Behavioral targeting available Full DMA only.

Sample placements

Video Everywhere: Aligning Advertising Dollars with Viewing Habits

37% television
4.3 Hours/Day

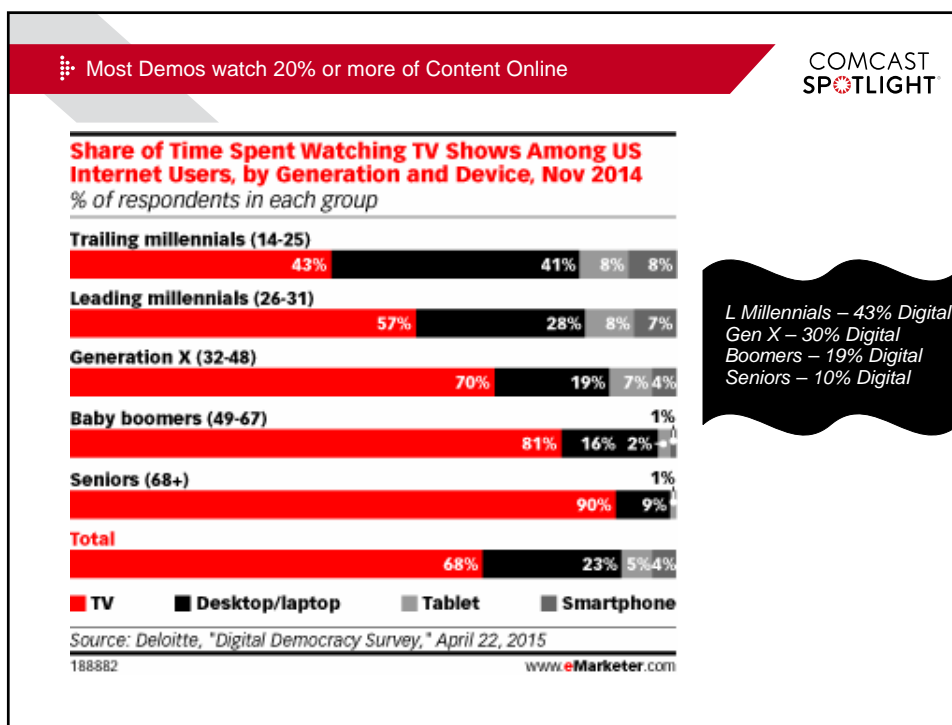
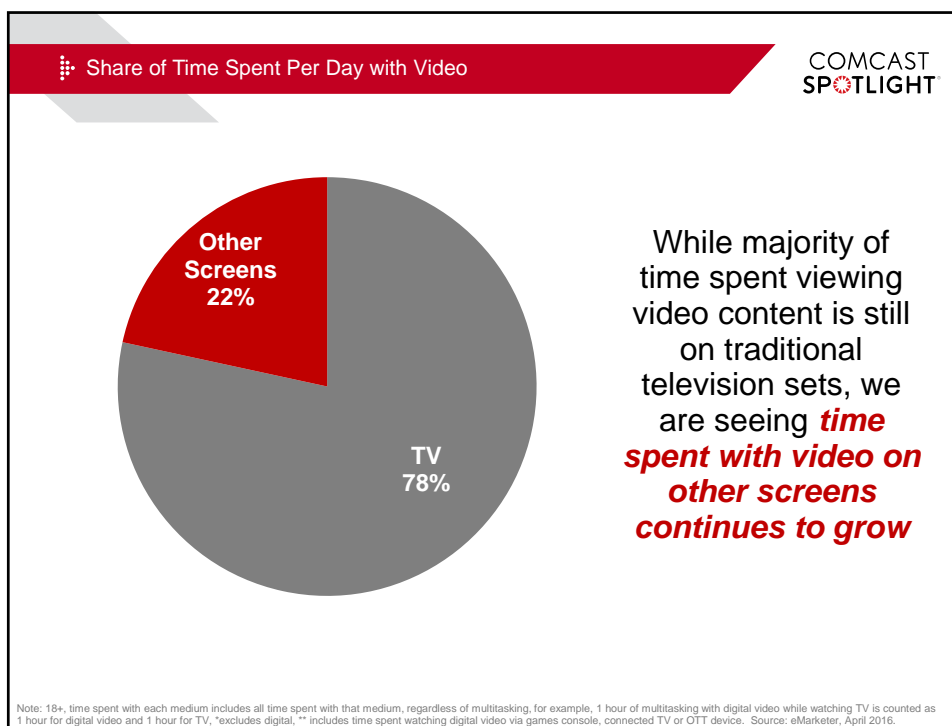
23% mobile
2.5 Hours/Day

18% online
2.1 Hours/Day

12% radio
2% newspapers
2% magazines
6% other

Comcast Spotlight provides access to the media where consumers are spending over 75% of their time.

Source: "Share of Average Time Spent per Day with Major Media by US Adults" eMarketer Sept., 2016. Note: US adults ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking. For example, 1 hour of multitasking online while watching TV is counted as 1 hour for TV and 1 hour for online print is offline reading only.



VIEWER PROFILE

Gender

Male	46.3%
Female	53.7%

Age

18 – 34	30.1%
35 – 54	39.4%
55+	30.5%

Education

Attended College	58.6%
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Race/Ethnicity

White	77.5%
African American	14.9%
Other	4.8%
Hispanic	2.9%

Home Ownership

Own Home	74.4%
Rent	23.1%

Household Income

\$75K+	43.6%
\$50K - \$74,999	21.6%
\$30K - \$49,999	27.7%

Presence of Children

1+ Child in HH	46.9%
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Online Usage

5+ Hours per Week	79.0%
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Source: Nielsen Scarborough Jacksonville, FL DMA, Oc14-Sep15, Adults 18+, FOXNews.

AUDIENCE

- Appeals to consumers who tune into the news
- Attracts loyal upscale, influential consumers

COMCAST SPOTLIGHT
SUCCEED ON SCREEN

FOX NEWS

Home Video Politics U.S. Opinion Entertainment Tech

ERIKA BEARS DOWN: Florida declares state of emergency

FLORIDA residents to Tropical Storm next week, four dead as floods on the Dominican.

VIDEO: The expected 1 FOX NEWS HURRICANE

FOX NEWS Channel

FOXNews.com's compelling news content and trusted network attracts a loyal, upscale and unduplicated audience. This offers advertisers an exceptional opportunity to connect to unique audiences otherwise unreachable.

The Future is Bright!

COMCAST SPOTLIGHT

Comcast Spotlight is continuously adding exciting, innovative products to their portfolio to stay on top of the latest trends in the ever growing digital world, and to provide our clients with the best multi-platform campaigns any advertising medium can offer.

For more information regarding any of these products and any upcoming products, please visit www.comcastspotlight.com or contact your Account Executive today.