



SPOT CABLE ADVERTISING

i Fast Facts

Overview

Spot cable refers to local advertising running on cable networks like USA, TBS, ESPN and MTV in locally zoned markets. Advertisers and their agencies select from the dozens of networks that best match their customer demographics and the areas that fit their geographic needs.

Features

- **Flexibility** - cable offers unparalleled ability to be both big and small: placing brands in front of audiences in dozens of cities all across the country.
- **Geographic Targeting** - by effectively using spot cable, advertisers can reduce waste by concentrating a message only in the areas needed to reach the right audience.
- **Demographic Targeting** - spot cable allows companies to advertise on the cable networks that best allow them to reach the niche audiences interested in a product or service.
- **Customization** - through Comcast Spotlight's 72 interconnects (groups of cable systems within markets that are linked together to give advertisers the option to reach all cable households within those areas), marketers can easily create a strategically designed awareness-building campaign, while still enjoying the efficiency and targetability that spot cable delivers.

Benefits

- Increases efficiency by focusing on the markets where a core audience is located - eliminating the need to pay for wasted coverage.
- Enables brands to be associated with the most-watched programming on television for increased visibility and credibility.
- Provides unmatched ability to align marketing with content on more than 50 networks based on demographics and psychographics.
- Expands reach by aggregating audiences across multiple networks reaching similar audiences.

- Cable Reaches over 90% of TV Households.
- Consumers spend over 99 hours per month with cable brands on TV & Internet combined.
- 6 of the Top 10 most socially buzzed about Primetime programs were on ad-supported cable.
- Less than a quarter of Cable's primetime minutes are time-shifted versus half of broadcasts.

*Source: CAB 2014 Video Facts Book.



▶ ADTAG™ & ADCOPY™

ⓘ Fast Facts

Overview

Adtag™ and Adcopy™ enhance the ability to target spot cable advertising by customizing commercials based on geography within a market, making local advertising more relevant and effective.

Adtag™ customizes the final five seconds of a 30-second commercial with specific, neighborhood-level information. Adcopy allows advertisers to promote different products or services by airing different commercials in different parts of a market simultaneously. The result is a custom mix of advertising that delivers a more targeted message while maintaining reach and frequency in a market.

Features

- Geographic segmentation with different messages for different audiences.
- Multiple versions, multiple zones—one traffic order.
- Repurposing creative materials for different segments comes standard.

Benefits

- Offers a more targeted and flexible approach to local advertising that other media can't match.
- Strengthens brands by delivering a consistent overarching messages enhanced with relevant local information.
- Maximizes return on investment by reaching multiple audiences with one advertising buy.
- Promotes different products and messages to support one, or multiple, brands.

- Available in over 79 markets representing eight of the top 10 markets, and 13 of the top 25 markets.*
- Fast turnaround: over 90% of campaigns tagged and delivered to market in one business day.**

*Source: Comcast Internal report Q1 2014.

**Source: Visible World 2014