



Comcast Advertising Rolls Out Nationwide, Multi-Screen Media Solution for Premium TV Advertising with the Relaunch of its AudienceXpress Brand

The new AudienceXpress is created for the unique needs of today's television advertisers, rooted in automation, data-driven insights and premium inventory.

It allows advertisers to connect directly with major TV and digital video providers, with a potential reach of 300 million viewers across all screens and formats, within a single campaign.

NEW YORK – March 14, 2022 – Today, Comcast Advertising announced that its market-leading media solutions allowing U.S. advertisers to buy premium TV advertising on an audience basis nationwide across all screens, including broadcast, cable, digital and connected TV (CTV), will be relaunched under the AudienceXpress brand. FreeWheel Media, the media solutions team within FreeWheel, will now be in market under the AudienceXpress brand.

AudienceXpress automates the way advertisers reach audiences across screens and offers several differentiating features, including:

- The ability to measure and report on campaigns in near real-time
- Integration with major MVPDs, providing advertisers with superior forecasting visibility and direct coverage of over 300M consumers across all 210 DMAs
- Use of aggregated Comcast viewership data, as well as first- and third-party data, to reach the right audiences with linear and CTV advertising
- Advanced incremental reach and attribution solutions to unlock proprietary insights into campaign performance.

“AudienceXpress offers advertisers scaled premium TV advertising across screens,” said Brian Wallach, Head of Revenue, AudienceXpress. “In addition, decisions are guided by high-quality data that helps us plan better, measure more accurately and most importantly, help our clients act on those results. At AudienceXpress, as the name implies, we are continuously and quickly providing updated results on audience delivery and performance, then adjusting as needed to maximize success.”

As background, in 2015 Comcast acquired AudienceXpress, along with its parent company VisibleWorld. The tech company, whose capabilities were housed within FreeWheel, was one of the first to bring data and automation to the buying of linear television advertising.

“Our advertising technology has advanced significantly over the past few years, and the AudienceXpress name perfectly reflects the fit between our solution and the growing need for advertisers to easily reach specific audiences – not just demographics – across all screens,” said Pooja Midha, Chief Growth Officer, Comcast Advertising. “That is exactly what this solution does. With AudienceXpress, advertisers can reach their audiences on premium inventory at



scale with white-glove service and an industry-leading delivery rate. In a complicated and fragmented marketplace, AudienceXpress provides direct, easy and scaled access to the premium TV audiences that matter.”

For more information, visit the new AudienceXpress site at <https://audiencexpress.com/>.

About Comcast Advertising

Comcast Advertising is the advertising division of Comcast Cable. As a global leader in media, technology and advertising, Comcast Advertising fosters powerful connections between brands and their audiences as well as between publishers, distributors, MVPDs, agencies and other industry players. [Effectv](#), its advertising sales division, helps local, regional and national advertisers connect with their audiences on every screen by using advanced data to drive targeting and measurement of their campaigns. [FreeWheel](#), its media and technology arm, provides the technology, data enablement and convergent marketplaces required to ensure buyers and sellers can transact across all screens, across all data types and all sales channels, in order to ensure the ultimate goal – results for marketers. Comcast Cable, along with NBCUniversal and Sky, is part of the Comcast Corporation (NASDAQ: CMCSA). Visit <http://comcastadvertising.com/> to learn more.

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