



Comcast Advertising, the advertising arm of Comcast Cable, is dedicated to bringing industry-leading television and video solutions to marketers. It is comprised of two primary businesses: Comcast Spotlight and FreeWheel. Comcast Spotlight, www.comcastspotlight.com, is the advertising sales division that helps put the power of cable to use for local, regional and national advertisers. FreeWheel, www.freewheel.com, offers advertising management solutions for “The New TV” ecosystem and beyond, enabling its diverse client base—comprised of some of the largest agency, media and entertainment companies—to manage and maximize value from their TV and premium video media. Comcast Cable, along with NBCUniversal and Sky, is part of the Comcast Corporation (Nasdaq:CMCSA).

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