effectv

THE [TV] VIEWERSHIP REPORT

MULTISCREEN AUDIENCE INSIGHTS FOR CAMPAIGN SUCCESS

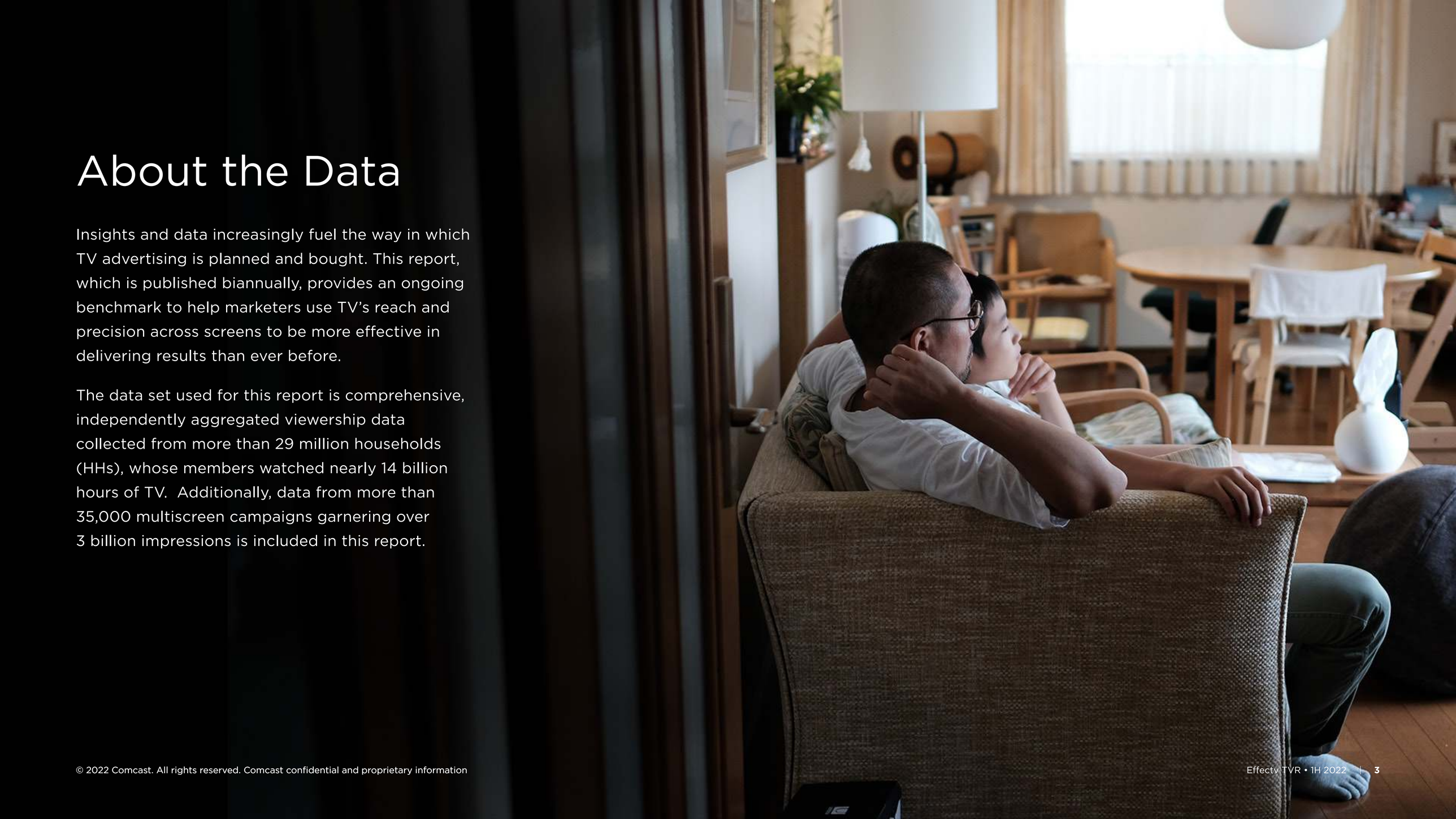
1H 2022

Contents

About the Data

Insights and data increasingly fuel the way in which TV advertising is planned and bought. This report, which is published biannually, provides an ongoing benchmark to help marketers use TV's reach and precision across screens to be more effective in delivering results than ever before.

The data set used for this report is comprehensive, independently aggregated viewership data collected from more than 29 million households (HHs), whose members watched nearly 14 billion hours of TV. Additionally, data from more than 35,000 multiscreen campaigns garnering over 3 billion impressions is included in this report.



Introduction

Diversity of Multiscreen TV Proves a Necessary Tactic for Advertisers

Welcome to a new iteration of The **TV Viewership Report** featuring first-half 2022 data and analysis. When consumers want to watch their favorite shows or video series, they have seemingly infinite platforms to turn on or log into. Growth in video consumption means advertisers should consider reaching their specific audiences with solutions that work best for them.

An analysis of first-half 2022 multiscreen campaigns revealed viewers were reached by ads on premium video content across more than 4,000 different endpoints.* Average daily time spent with traditional TV has seen an increase, making it foundational to reaching audiences with streaming as an extension tactic to reach light- and no-TV viewing HHs. Additionally, multiscreen reach was highest when about 20-30% of the video investment went to streaming.

Continue reading to discover video consumers' viewership behavior across screens and strategies you can use to influence your campaigns today.

*Endpoints are unique publisher and device viewership combinations.

1H 2022 Key Findings

1. **Multiscreen campaigns reach audiences where they watch.**
   There were more than 4,000 different endpoints* in 1H 2022.

2. **Traditional TV is the foundation of multiscreen campaigns.**
   79% of multiscreen campaign reach came from traditional TV.

3. **Streaming provides incremental reach.**
   53% of HHs reached through streaming were incremental to campaigns.

4. **Streaming helps with hard-to-reach households.**
   The tactic is 2.6x more likely to reach light- and no-TV viewing HHs.

5. **Streaming allocation maximizes reach.**
   Advertisers should consider adjusting investment within a range of 20-30% streaming allocation based on the audience they are trying to reach.

*Endpoints are unique publisher and device viewership combinations.

Multiscreen Campaigns Reach Audiences Where They Watch

Viewing Scale

Diversity of Viewing

2,000+ Publishers Including 170 TV Networks

On the Devices They View

Set-Top-Box, Connected TV, Mobile and Web

Viewing Habits

Premium Content

76% of Effectv Streaming* Happens on National Network Brands

On the Big Screen

78% of Effectv Streaming happens on the TV screen

4,000+ Endpoints

What are endpoints?
Unique publisher & device viewership combinations.

! Reaching audiences at scale comes from bringing content and access together.

*Effectv Streaming is Effectv's advertising solution enabling advertisers to deliver their message to their target audiences within streaming TV and premium video content, wherever, whenever, and however they're watching. Effectv Streaming includes viewing from Xfinity on Demand.

Traditional TV & Streaming Viewership

Time Spent with Traditional TV

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1H 2022
6:17
Spent Per Day

89%
of Viewing is Live

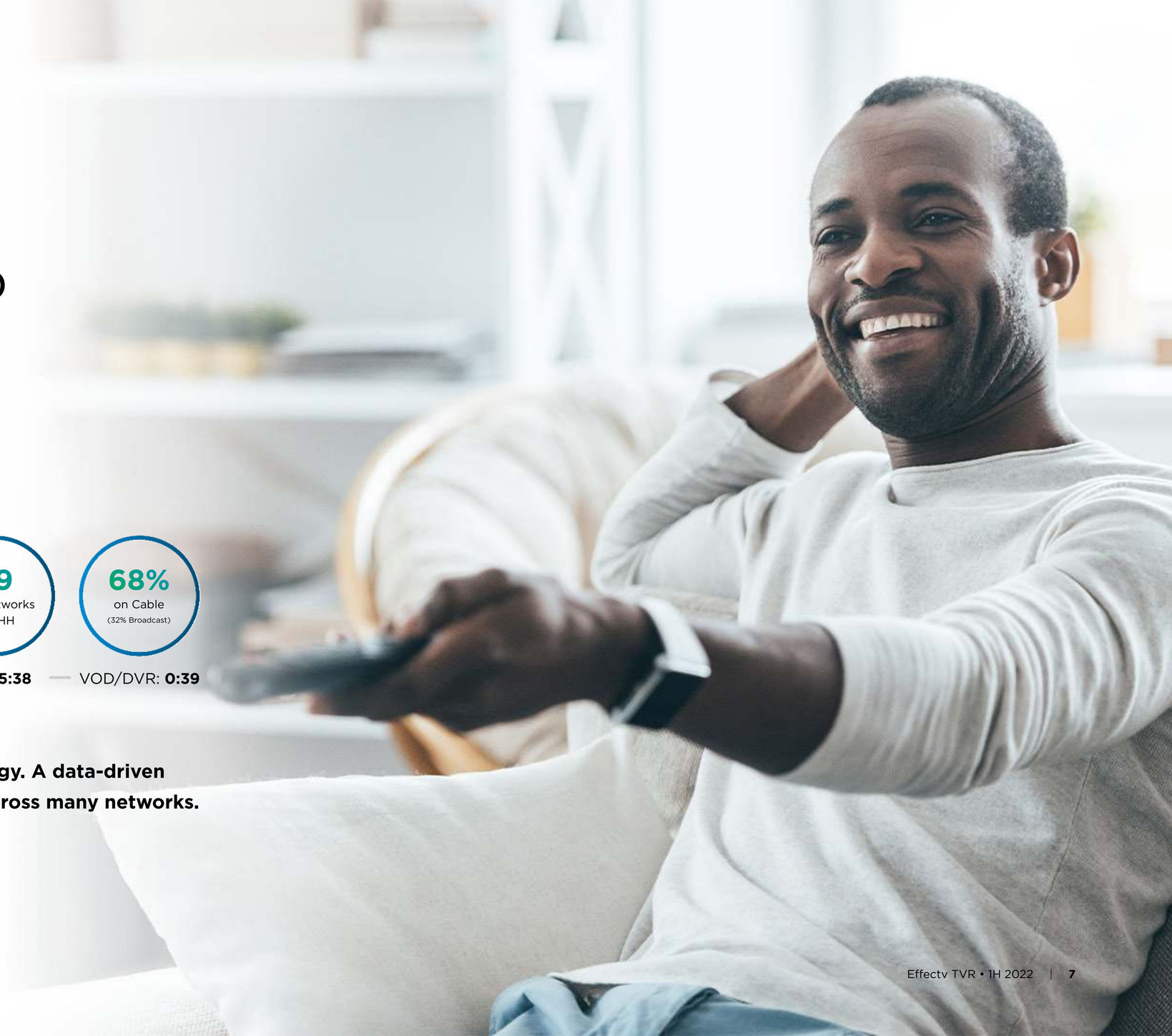
72%
Outside of Prime

29
Avg Networks Per HH

68%
on Cable
(32% Broadcast)

Live: **5:38** VOD/DVR: **0:39**

TV remains a vital part of any video advertising strategy. A data-driven approach reaches the audience throughout the day across many networks.



Time Spent with Streaming

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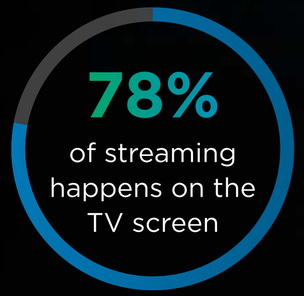
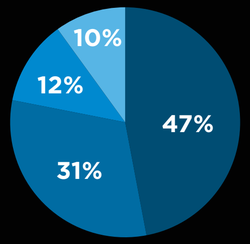


Streaming consists of impressions viewed via:

- Connected TV
- Video on Demand (VOD) via an Xfinity set-top box
- Mobile app or device
- Web browser



- Connected TV
- Xfinity set-top box
- Mobile
- Web browser

! Streaming is no doubt a “big screen” viewing experience. When it comes to all the devices consumers have available to watch great content, they opt for the largest screen available. Additionally, the communal experience of watching on a TV screen means advertisers can reach more viewers at a time.

TV Drives the Majority of Campaign Reach

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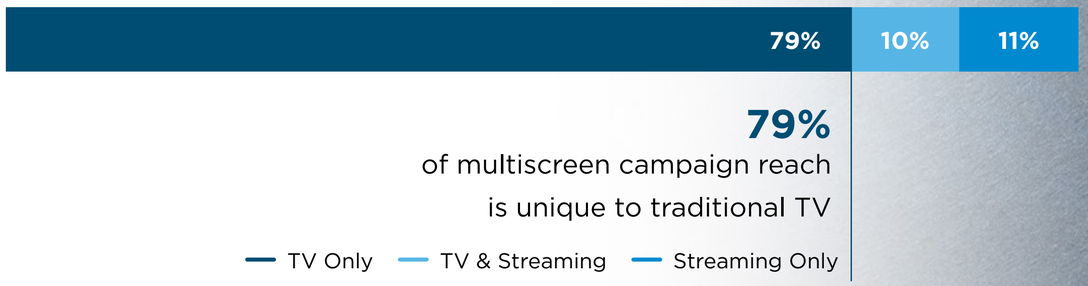

For advertisers, a streaming-only approach misses the scale that traditional TV provides.

Streaming Adds Incremental Reach

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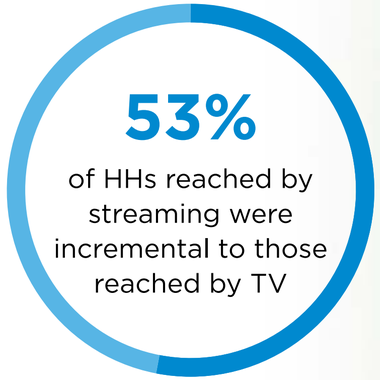


TV & Streaming — Streaming Only

+19% Those reached by TV & streaming had 19% higher frequency than TV alone.

Average Frequency Before & After Adding Streaming

Think of streaming as a tactic that can be used to gain incremental reach beyond a traditional TV campaign strategy.

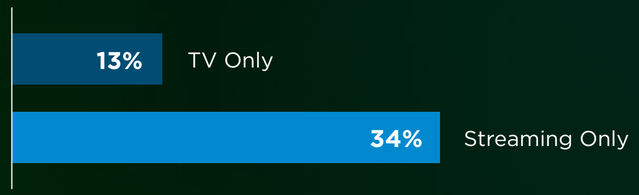
Note: Of the HHs reached only through streaming or a combination of streaming plus traditional TV (21% as indicated on the previous page), 53% of streaming reach is incremental.

Streaming Delivers Hard-to-Reach Households

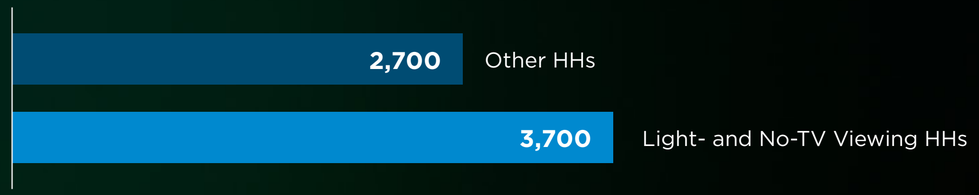
2.6x Streaming impressions were **2.6x more likely** to be seen within light- and no-TV viewing HHs.*

+37% There were **+37% more endpoints**** for light- and no-TV viewing HHs.*

Impressions to Light- and No-TV Viewing HHs



Number of Endpoints



! **Streaming helps reach light- and no-TV viewing HHs.**

! **Streaming impressions may be more likely to be seen in light- and no-TV viewing HHs because they consume in more diverse ways.**

* Light- and no-TV HHs are defined as those with no TV service or TV viewing from 1H '22. Comcast HHs with a pay TV service that spent, on average, less than about one hour per day viewing were defined as "light TV" viewing HHs.

** Endpoints are unique Publisher & device viewership combinations.

Multiscreen Benefits Exist Across Audiences

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TV Drives Reach

Unique Reach from TV

76% — **84%**

76%
For Multicultural Families
80%
For Young Adults
81%
For Middle-Class Suburbs
82%
For Luxury Vehicle Buyers
84%
For Retirees

Streaming Provides Incremental Reach

Unique Reach from Streaming

50% — **56%**

50%
For Retirees
51%
For Middle-Class Suburbs
51%
For Luxury Vehicle Buyers
55%
For Multicultural Families
56%
For Young Adults

Multiscreen tactics work in similar ways regardless of the audience you want to reach.

Multiscreen Recommendation

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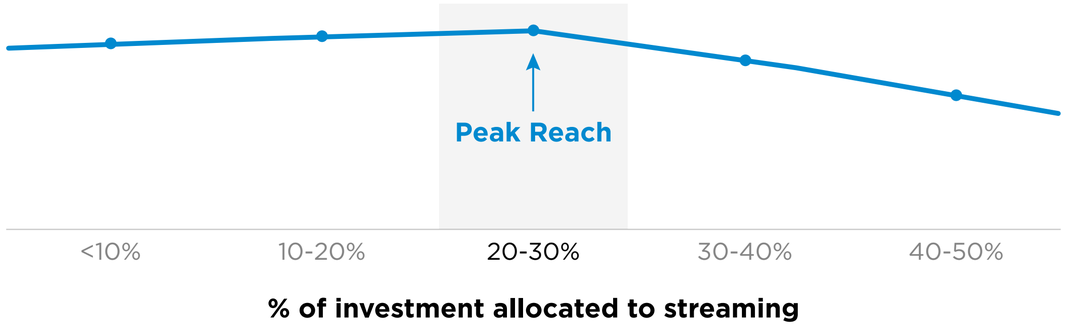

% of investment allocated to streaming

20-30% | Campaign reach was highest when 20-30% of investment was allocated to streaming.

Beyond 30%+ there are diminishing returns as the benefits of streaming were outweighed by the minimization of traditional TV.

Effectv, the advertising sales division of Comcast Cable, helps local, regional and national advertisers use the best of digital with the power of TV to grow their business. It provides multi-screen marketing solutions to make advertising campaigns more effective and easier to execute. Headquartered in New York with offices throughout the country, Effectv has a presence in 66 markets with nearly 35 million owned and represented subscribers.

For more information and insights, visit **www.effectv.com/insights**.

Authors

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Sr. Insights Analyst, Effectv

In this role, she leverages her passion for data and creativity by analyzing data to construct powerful stories that speak to the evolving video landscape. Annie's work empowers both internal and external stakeholders by allowing them to understand their consumers and confidently make data-driven decisions.

Lee Singletary
Sr. Manager of Brand & Industry Relations, Comcast Advertising

In this role, he leads content strategy for the organization and creates/distributes insights, perspectives, and new research. Lee also manages the Comcast Advertising Agency Leadership Council aimed at deepening relationships with buy-side clients and advocating for industry advancement.

Travis Flood
Director of Customer Insights, Effectv

In this role, he uncovers new data insights to help advertisers better understand and implement audience-based buying strategies. Travis combines his passion for learning, an innovative spirit and 20+ years of advertising experience to deliver actionable guidance to customers.

Andrea Busch
Manager of Audience Insights, Effectv

In this role, she explores large scale datasets to help advertisers understand how to maximize their video investment in the ever-changing advertising landscape. Recognizing the breadth of advertisers Effectv serves, Andrea provides audience-based buying strategies with an emphasis on automotive and political.

Sourcing

Page 6: Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + Effectv Streaming campaigns (1H ‘22). Endpoints with at least 100 impressions included in analysis.

Page 7: Comcast Aggregated Viewership Data (1H ‘22).

Page 8: Comcast Analysis of Effectv Streaming campaigns (1H ‘22)

Page 9: Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + Effectv Streaming campaigns (1H ‘22).

Page 10: Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + Effectv Streaming campaigns (1H ‘22).

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Page 12: Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + Effectv Streaming campaigns (1H ‘22). Target as defined by Experian.

Page 13: Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + Effectv Streaming campaigns (1H ‘22). Target as defined by Experian.


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