

THE COMCAST ADVERTISING MEDIA KIT

MARCH 2025



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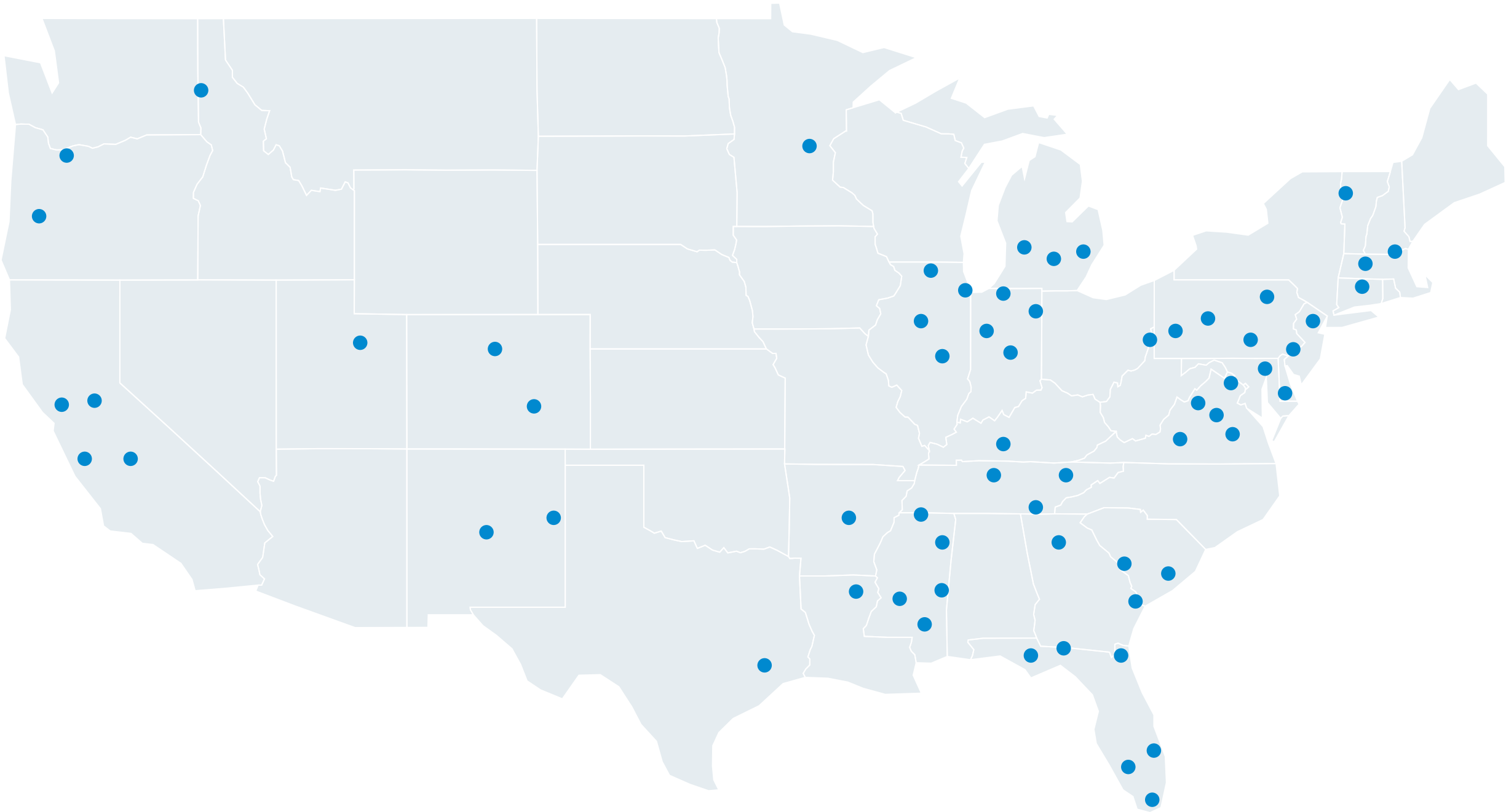
About Us

Comcast Advertising helps you reach the right audience through high-quality multiscreen TV content.

As the media solutions division of Comcast, we use data insights to deliver your ad across devices and platforms to any of 300+ targetable audience segments.

We combine audience targeting capabilities with valuable data insights and premium content, enabling you to reach engaged audiences.

Plus, we offer in-house creative services to help you craft branded messages and campaigns.



Comcast Advertising at a glance

2003 founded	60+ markets	99M estimated U.S. adults potentially reached*	30M Comcast subscriber households providing first- party viewership data insights	119M streaming devices connected across Comcast households	10M+ additional households reached through affiliate partnerships
New York headquarters	170 networks				

*Estimate based on U.S. census, 2022, of broadband subscriber households in Comcast-represented U.S. counties.



Our Difference

When brands choose Comcast Advertising, we help them design personalized campaign strategies to maximize ad effectiveness and ROI. The end result is a meaningful connection between the brand and its target audiences.

Our services can improve clients' results in every step of the sales funnel, from upper-funnel awareness through lower-funnel intent and purchase.

Reach and scale

We deliver campaigns at the local, regional, multi-market, and national levels.

Deterministic data

Comcast aggregated first-party and third-party data enable us to target 300+ audiences and target addressably.

Premium inventory and content

We deliver only in high-quality, brand-safe programming.

Multiscreen delivery

Our multiscreen TV advertising reaches viewers when and where they're watching on any connected devices (TV, desktop, tablet, and mobile).

Creative solutions

Custom creative and integrated marketing enhancements help make your brand stand out.

Proof of performance

Transparent reporting enables you to measure campaign performance and optimize.

Industries We Serve

At Comcast Advertising, we know every audience is unique and every industry has a different story to tell. We can help advertisers in [any industry](#) find their ideal customers, clients, patients, or voters.



Automotive



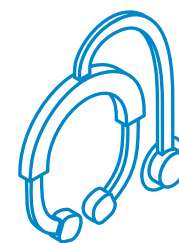
Direct to Consumer



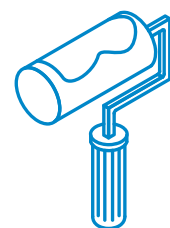
Financial Services



Education



Health and Wellness



Home Services



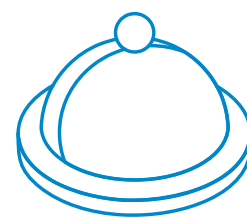
Legal



Media and Entertainment



Political



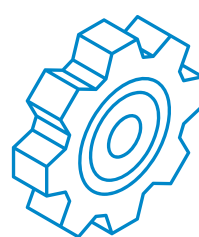
QSR



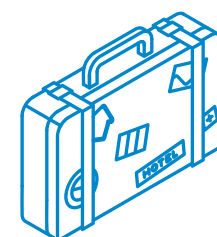
Real Estate



Retail



Technology



Travel and Leisure



And More

Comcast Connections

We create added value for our clients by working with other entities throughout the Comcast family and the industry at large. Here are some of our trusted partners.*

FREOWHEEL

As part of the Comcast Advertising family of brands, FreeWheel provides comprehensive ad platforms for publishers, advertisers, and media buyers.

freewheel.com

xfinity

Comcast Advertising delivers advertising to Xfinity households across the U.S., including to cable customers watching on Xfinity X1 and the Xfinity Stream app, and to broadband-only customers streaming via Xfinity Internet.

xfinity.com

* Note this page is not intended to provide a comprehensive look at all our partners. Instead, it should be considered an overview of some of the entities with whom we work most closely and most frequently.





A joint venture between Comcast and Charter, Xumo delivers ads across its streaming products and services, reaching audiences watching on its connected devices, FAST app, and syndicated FAST channels.

xumo.com

go addressable

Go Addressable is an industry initiative led by Comcast Advertising and numerous industry peers to accelerate the growth of addressable TV advertising.

goaddressable.com



Owned by Comcast, Charter, and Cox, Ampersand offers an extensive multiscreen TV inventory and addressable TV footprint, enabling Comcast Advertising to place advertisers’ messaging nationwide, even in markets Comcast doesn’t serve.

ampersand.tv

BLOCKGRAPH

Blockgraph helps us categorize households within each of our 300+ audience segments, making our targeting more accurate and efficient.

blockgraph.co

Research & Data Partners

These partners provide business intelligence to enable capabilities from advanced audience targeting to proof of performance attribution.



* Note this page is not intended to provide a comprehensive look at all our partners. Instead, it should be considered an overview of some of the entities with whom we work most closely and most frequently.

Creative Agency



Comcast Advertising's in-house full-service creative agency, Mnemonic, makes brands memorable by captivating audiences, inspiring action, and amplifying campaigns with unforgettable multi-platform advertising experiences.

Mnemonic blends unique, custom creative with Comcast Advertising's ability to deliver targeted, data-driven advertising in a modern, multiscreen world.

Mnemonic drives engagement

Custom creative helps bring your brand to life. It can ensure your message resonates with your target audience, and its performance can be measured to understand audience engagement.

Overall, advertisers who have at least one Mnemonic creative have a higher conversion rate than non-Mnemonic advertisers on both linear and streaming.

Services

- Commercials
- Pre-roll/social media video
- Brand development/style guides
- Social media strategy and marketing
- Search engine optimization
- Websites/landing pages
- Digital deployment
- Long-form content
- OOH/print/radio

“Creative” is the biggest factor in ad effectiveness, driving 49% of the final result.¹

41%

higher conversion rate on traditional TV²

33%

higher conversion rate on streaming²

Sources: 1: NCSolutions, “Five Keys to Advertising Effectiveness,” 2023, <https://info.ncsolutions.com/how-advertising-works/five-keys-to-advertising-effectiveness>. 2: Multiscreen IMPACT analysis of Mnemonic vs. non-Mnemonic advertisers, Jan. 2023 – March 2024.



Our Approach

Comcast Advertising’s advertising approach is designed to maximize each advertiser’s results. Our multi-part equation helps advertisers reach and engage potential customers every step of the way, making meaningful connections throughout the entire consumer sales funnel.



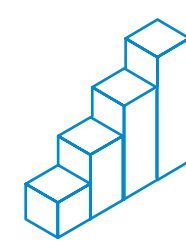
Plan

Identify your target audience using Comcast aggregated first-party data combined with third-party data.



Activate

Deliver your ad to the audiences that matter most across all screens, devices, and platforms.



Measure

Evaluate and optimize your campaign with transparent performance reporting.

Plan

The most effective advertising campaigns are informed by data insights. That's why we use data-driven solutions to find clients' target audiences in the markets that matter most to their business. This gives advertisers the confidence that they're reaching the right audiences regardless of how and where they're viewing.

We use insights from several types of data to plan your campaign:

- Comcast first-party, deterministic data
 - Subscriber data
 - Viewership data
 - Ad exposure data
 - Attribution data
 - Geographic data
- Third-party and probabilistic data
 - Demographic insights
 - Psychographic insights
- Clients' own anonymized customer data

30M

Comcast subscriber
households

120+

third parties
providing data

300+

targetable
audience segments





Activate

Comcast Advertising delivers ads to audiences through premium inventory in superior environments.

Premium video is content...¹

- delivered transparently
- in a trusted, brand-safe environment
- seen by real people
- within a high-quality viewing experience

We have scaled access to Comcast's TV and premium streaming inventory pools. As a true multiscreen TV provider, we offer clients access to the highest-quality inventory of programming, including a blend of live, on-demand, and streaming TV (such as OTT, TVE, and CTV).

As a video provider through Xfinity, we have contractual relationships with TV programmers that allow us access to premium inventory from all major content owners.

On top of our scaled programmer multiscreen TV inventory, we have access to supplementary premium inventory through our extensive media relationships.

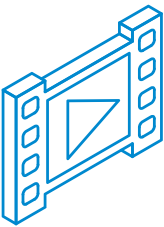
Sources: 1. Comcast Advertising "What Is Premium Video." Published 2023. "What is Premium Video" provides results of a study conducted pursuant to which Comcast Advertising sought input from viewers, advertisers, publishers, etc., helping to formulate this definition of "premium video."

Comcast Advertising delivers:

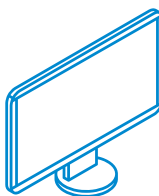
Access to over 11,000 TV programs from 170 networks across all platforms and devices.

Scaled inventory enabled by our TV programmer, MVPDs, and streaming services relationships, extending our reach to CTV, FAST, and beyond. Plus, national coverage in partnership with FreeWheel, the adtech division of Comcast Advertising.

Within our campaigns:



90% of impressions run in long-form video¹



81% of streaming happens on the TV screen¹



95% of ads are viewed in full²



99.5% protected against fraud³

Sources: 1. Comcast Analysis of Comcast Advertising streaming campaigns, 2H 2023 2. FreeWheel analytics, March-May 2022. Video completion rate defined as video ad seen in full for the duration of the commercial. 3. Comcast Advertising has <0.5% invalid traffic (IVT). Comcast Advertising uses FreeWheel MRM's fraud detection tools to identify invalid traffic. FreeWheel's fraud detection tools perform both pre-decision and post-decision filtration to prevent ads from being delivered to fraudulent environments and removes invalid traffic from results.





Measure

Our proof of performance solutions help you gain insights to better understand what’s working in your campaign and optimize it. This continuous calibration helps ensure maximum ROI and engagement.

Campaign performance results give insights into how your campaign was delivered and how well it performed. This can include data like reach, frequency, and device.

Attribution reporting offers an additional layer of insights, delving into the real-world impact of your campaign. This can include immediate website visits, physical store visits, brand lift, and sales attribution information.

White-glove service

In addition to detailed reports, we provide advertisers with top-tier support throughout the campaign process. This includes helping you interpret and analyze results as well as act on them. Our Account Executives can help you determine the strategies that are working best and optimize your campaign for better results and greater ROI.

Delivering Audiences with Data

We use data insights throughout every stage of the campaign process, from planning through reporting results. With a combination of first- and third-party data, we gather insights on audiences, viewing habits, ad delivery, and more.

- 01 First, we harness the scale and quality of Comcast's first-party, deterministic data.

Comcast first-party, deterministic data includes information collected directly from Comcast's Xfinity customer base; it is not modeled data. This includes proprietary subscriber, viewership, and ad exposure data that enables targeting and measurement.
- 02 Then, we layer on third-party and probabilistic data to further enhance and scale our models.

Third-party data, such as demographics, psychographics, interests, and purchase intent, is sourced and aggregated by a company that is not the original collector of the data.

Probabilistic data is modeled data used to identify a larger targeted audience. Personas and lookalike audiences, for example, are probabilistic data.
- 03 For even more precision, clients can provide us with their own anonymized customer data.

We can match this client data against Comcast subscriber data to create a customized audience for optimized TV and streaming campaigns.

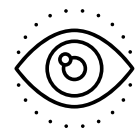
How we use it

- **Comcast subscriber data**, paired with third-party data, allows us to identify 300+ unique audiences with greater precision.
- **Aggregated Comcast viewership and ad exposure data** tells us what these audiences are watching and what they're likely to be watching next, informing more effective campaign planning.
- **Ad exposure data** also gives us transparent campaign performance metrics across platforms, providing insights for future campaign optimization.
- **Attribution data**, collected in partnership with industry-leading third-party vendors, proves the impact of our campaigns on our clients' business.

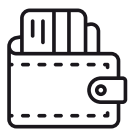
Data-Enhanced Targeting

Demographic insights

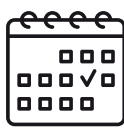
On both TV and digital platforms, we can help clients target audiences based on more than 1,000 attributes, such as:



Viewing trends



Purchase behaviors



Age and gender



Education and occupation

Psychographic insights

Our data providers help us gain insights on dozens of key audience attributes, like hobbies and brand preferences.



GartnerL2



/LiveRamp

Geographic insights

Precise geographic data and targeting capabilities give advertisers scalability and flexibility. Based on the unique needs of each business, we can deliver ads to **specific ZIP codes, ZIP code clusters, entire markets, across multiple cities, or nationwide.**

We can even deliver location-based variations of the same ad. With this approach, advertisers can deliver hyper-localized messages to different audiences, and potential customers see the message most relevant to them.

- Select from 500+ primary market area (PMA) zones to target at the **ZIP code level.**
- Use more than 60 designated market areas (DMAs), each made up of zones, to target audiences at the **city and regional levels.**
- Deliver your campaign message to cable and broadband subscribers beyond the Comcast universe through our relationships with key cable, satellite, telecom, and broadband providers.
- Reach viewers across the full U.S., including viewers of Xfinity, Spectrum, Cox, Verizon Fios, and additional affiliate subscriber households, in a single campaign.



Multiscreen TV

A multiscreen advertising approach that combines TV and streaming ad placements is proven to boost campaign effectiveness.¹

By focusing on reaching the right viewers – rather than the right screens or programming – advertisers can seamlessly reach across all devices and pull their fragmented audience back together. Reach households with TV and streaming subscriptions, as well as those with broadband only.



Attached devices

(Apple TV, Xumo
Stream Box, Amazon
Fire TV, Roku, etc.)



Smart TVs



Set-top boxes



Gaming consoles

(Xbox, PlayStation, etc.)



**Computers, tablets,
and mobile devices**

Adding TV to a digital video campaign leads to:¹

3X

more visual attention

2X

higher brand recall

+15%

higher purchase intent

Source: 1. Comcast Advertising, "The Halo Effect: Digital Loves TV," 2020, <https://www.comcastadvertising.com/insights/research-reports/digital-loves-tv>

Streaming

Comcast Advertising clients who buy both TV and cross-screen ads are overall more satisfied with their customer experience.¹

Our streaming advertising solution enables you to deliver your message across devices within streaming TV and premium video content, wherever, whenever, and however audiences are watching. Deliver your targeted ad to your desired audience while reaching others watching in the same geography.

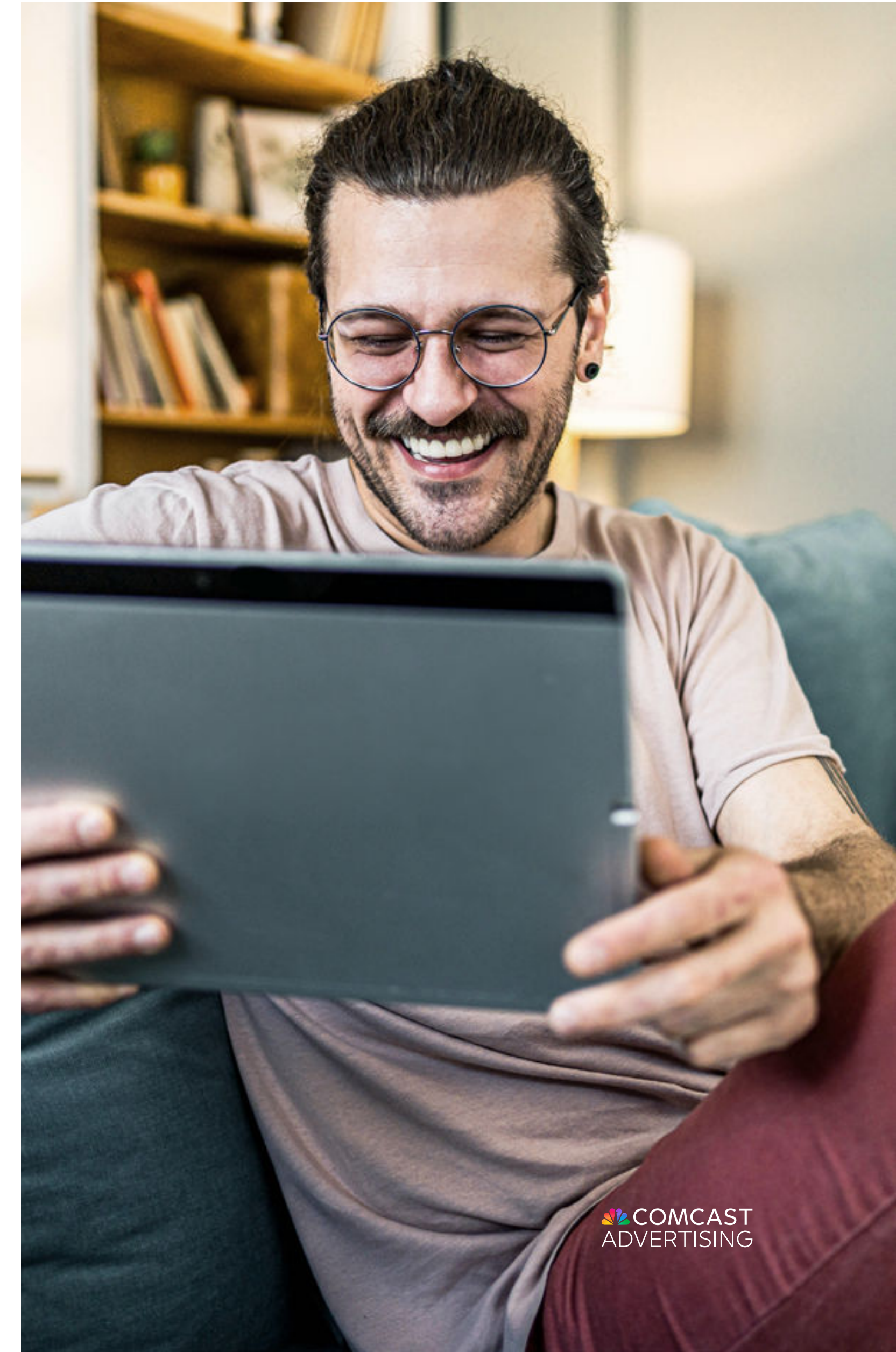
Targeting options for advertisers include a wide range of audience segments, content composition, platform and device delivery, and geography, so each client can create the campaign that best meets their needs.

Streaming campaign delivery extends beyond Comcast households to include subscribers of other cable, satellite, and telecom services as well as broadband-only cord-cutters.

Inventory sources:

- Direct relationships with networks and programmers
- Original equipment manufacturers (OEMs), e.g., Roku, LG, and Samsung
- Ad-supported video on demand (AVOD) platforms
- Free ad-supported streaming TV (FAST) channels
- Supplemental sourcing via our in-house trading desk

Source: 1. Comcast Advertising: Customer NPS Survey, March 2019.





Targeting Options

Geographic targeting options:

- The full Comcast footprint
- Designated market areas (DMAs)
- Cable zones
- Custom geotargeting incorporating specific ZIP codes upon request

Audience targeting options:

- 90+ audience segments for campaigns running only within TV content
- 300+ audience segments with the inclusion of premium video content

30%

Allocate 30% of your investment to streaming for maximum reach.¹

Delivery Options

Content delivery:

- Full Episode Player (FEP)
- A mix of FEP and long- and short-form TV content
- Premium video from top sites and apps
- Genre-specific content: sports, news, etc.

Platform delivery:

- TV
- Video on demand (VOD)
- FAST and AVOD services like Pluto, Tubi, Xumo, and Crackle
- Premium video websites and apps

+15%

Adding digital video to a TV campaign can drive +15% more reach.²

Source: 1. Comcast aggregated viewership data combined with ad exposure data from TV + streaming campaigns 1H 2024. 2. Freewheel campaign analysis: reach and impressions share for actual campaign of sports team. Household reach share not unique among devices. 2020.

FAST

FAST (free ad-supported streaming TV) can move multiscreen advertising campaigns forward by maximizing audience engagement and delivering results.

FAST viewers are expected to top 120 million by 2026.¹



Audience reach

+9% average incremental reach to linear campaigns²
6.3X more likely to deliver to hard-to-reach households than traditional TV impressions³



Quality content

56% say FAST channels are as good as cable channels⁴
69% say they can always find something to watch on FAST⁴



Enhanced delivery

94% of FAST impression are on TV screens⁵
Nearly **half** of consumers regularly watch at least one FAST service⁴

What advertisers are saying

73% of FAST buyers and **68%** of non-FAST buyers say: FAST is one of the viewing formats of the future.⁶

71% of FAST buyers and **67%** of non-FAST buyers say: FAST allows me to reach audiences I can't find elsewhere.⁶

Source: 1. FAST viewership of 98.5M in 2022 vs. expected viewership in 2026, eMarketer, 2022. 2. Comcast aggregated viewership data combined with ad exposure data (7,300+ campaigns including both linear TV & any combination of FAST services: Xumo, Pluto, and/or Tubi; Local market advertisers; Jan.-Oct. 2023) 3. Comcast aggregated viewership data combined with ad exposure data from TV + streaming campaigns, 1H 2023. 4. Xumo & FASTMaster, "FAST Landscape Study," Aug. 2023. 5. Comcast Advertising, "The 2023 State of Fast." 6. Xumo & FASTMaster, "Ad Buyers FAST Perceptions Research," Sep. 2023.



Live and On-Demand TV

Offering broad and targeted reach, television serves as the primary brand-building medium to drive results throughout the sales funnel.

Our TV advertising solutions use data-driven methods to efficiently deliver messages to the right audiences. With more than **50 demographically unique cable networks** carrying high-value programming – including news, sports, and other content typically viewed live – advertisers can precisely focus on the markets and audience segments that matter most to their businesses.

28 networks

Comcast households watch an average of 28 networks per month¹

91%

of traditional TV content consumption happens in a live linear environment²

Run advertising across 50+ cable networks including:



Source: 1. Comcast Advertising, "The TV Viewership Report," 2H 2023, <https://www.comcastadvertising.com/insights/research-reports/the-tv-viewership-report-2h-2023/>. 2. Comcast aggregated viewership data, 2H 2023.

Live Sports and News

High-engagement programming helps drive consumer action.

Broad appeal and live engagement make sports and news some of the most popular and valuable content to advertise in.

Sports

Sports programming has an extensive reach. Nearly 160,000 hours of sports programming airs on cable annually.¹

89%

On average, sports programming on cable is watched live 89% of the time¹

89%

Sports programming reaches over 89% of Comcast households²

53%

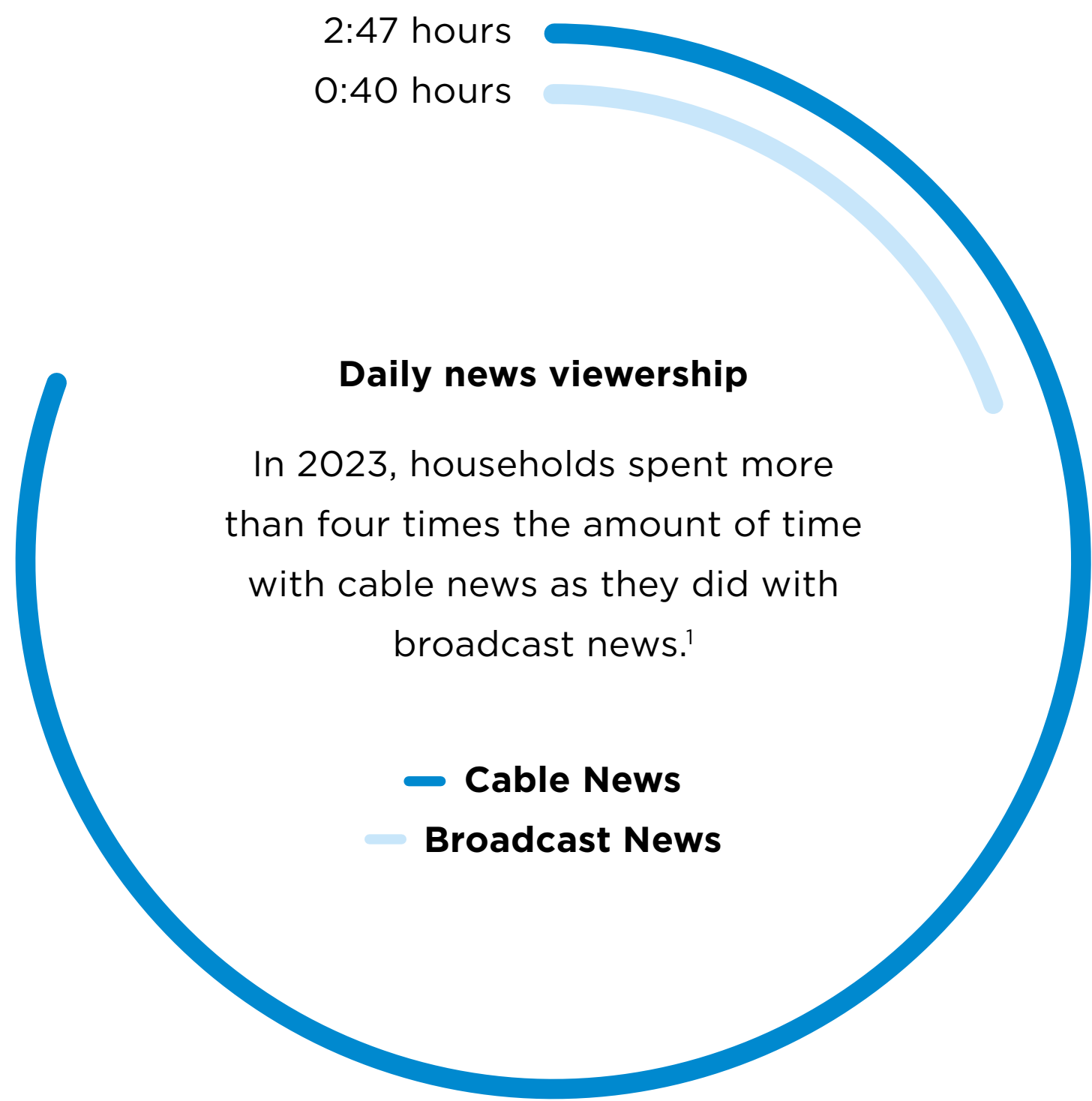
Adding sports to a multiscreen campaign can deliver 53% incremental reach³

Source:1. Nielsen NPOWER, CY 2023, ALL SN-SE-SC-SA program types, Live compared to Live+7. 2. Comcast internal analysis of sports viewership, FY 2023. 3. Comcast internal analysis of sports multiscreen campaigns, FY 2023. Only includes campaigns that reached 1,000+ households and delivered 1,000+ impressions.



News

Advertising during news – and especially cable news – can help you reach audiences you may have otherwise missed. In fact, a quarter of campaign reach is unique to news programming.



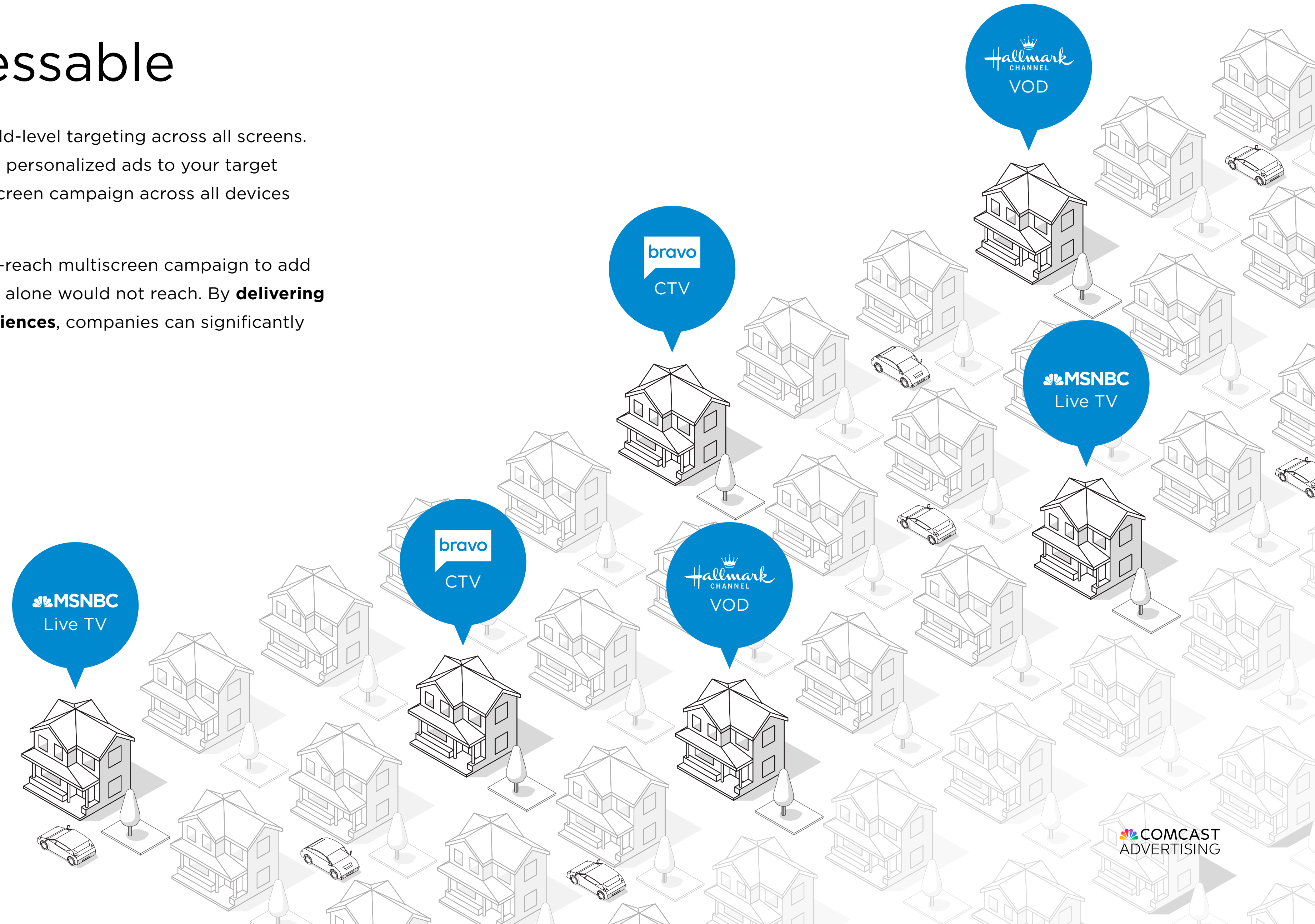
- 25% of campaign reach is unique to news programming²
- 84% of news consumers feel advertising within the news either increases brand trust or maintains it³
- 90% of news consumers feel neutral or positive toward an advertiser in sensitive news³
- 2.4B annual viewing hours spent watching cable news⁴

Source: 1. Nielsen R&F Program Report, Households, National Panel, Full Year as indicated. 2. Comcast aggregated viewership data from 1Q 2023 campaigns that included news. 3. IAB Research Report, "The News Trust Halo," Oct. 2020. 4. Comcast aggregated viewership data, 2022 monthly averages & full footprint.

Audience Addressable

Audience Addressable enables precise, household-level targeting across all screens. Use first- and third-party data insights to deliver personalized ads to your target viewers and maximize the impact of your multiscreen campaign across all devices and platforms.

Audience Addressable can complement a broad-reach multiscreen campaign to add incremental reach, targeting households that TV alone would not reach. By **delivering ads only to the most relevant and engaged audiences**, companies can significantly cut down on ad waste and maximize ROI.





Benefits



Increase ROI

Audience Addressable allows you to cater to a specific audience with personalized messaging. Targeting only your most likely customers with relevant messaging can increase your ROI.



Maximize reach

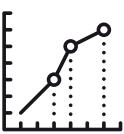
Allocating 30% of your campaign budget to Audience Addressable maximizes your total and target reach.²



Enhance brand recall

Audience Addressable's personalized messaging contributes to higher brand recall, as consumers are 86% more likely to recall ads that were relevant to them.¹

By the numbers



Overall reach

Within campaigns that used Audience Addressable, 1 in 3 target households reached would not have been reached without an addressable strategy.³



Initial match rate

Our initial match rate is over 95%, compared to just 60% using only email for CTV addressable solutions.⁵



Hard-to-reach households

Addressable campaigns are +46% more likely to reach light and no-TV households.⁴

Sources: 1. Comcast Advertising, MediaScience in-lab study, Nov. 2023. KPIs measured in post-exposure survey following 30-minute viewing session, n=641. 2. Comcast internal analysis of ad exposure data from advertiser addressable & data-driven TV campaigns (n=149), Nov. 2022-March 2023. 3. Comcast internal analysis of ad exposure data from advertiser addressable & data-driven TV campaigns (n=72), Sept. 2023-March 2024. Across campaigns on average 10% of total impressions were allocated to addressable 4. Comcast internal analysis of ad exposure data from advertiser addressable & data-driven TV campaigns, (n=149), Nov. 2022-March 2023. No-TV HHs are defined as those with no TV service or TV viewing within campaign time period. 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. 5. Analysis based on Comcast Advertising data. CIMM/GoAddressable "Guidelines for Planning & Buying Addressable TV Advertising," Feb. 2024.



Integrated Marketing Solutions

Comcast Advertising adds value for advertisers with sponsorable activations that creatively engage audiences. We work to understand the needs and goals of our clients, offering custom solutions that leverage industry trends, high-value programming, and award-winning Comcast technology to reach potential customers. These marketing opportunities may include elements like integrated network promotions, talent/celebrity-activated creative, and curated long-form video destinations on demand.

With each offering specifically tailored to each individual advertiser, Comcast Advertising ensures we meet the marketing objectives of our clients.

Examples of sponsorable activations:

- X1 Voice Activations that incorporate the X1 Voice Remote, an Emmy award-winning voice technology, and serve up advertisers' own long-form videos in either a custom or editorialized on-demand X1 destination.
- Talent-featured commercials that align with specific content, either seasonal high-value programming or industry trends, calling out an advertiser as a local sponsor.
- Network-related promotions, offering turnkey sponsorship opportunities ranging from custom video integration to co-branded logo and audio inclusion.



Audience Direct

Audience Direct enables media and entertainment companies to make their content more discoverable across Xfinity and Xumo platforms with high-impact placements including:

- App menus
- Home screens
- In-grids
- And more

Audience Direct via Xfinity

- Reach Comcast cable and broadband-only households in 60+ DMAs
- Deliver across X1 and Xumo devices
- Stand out from thousands of channels and apps with targeted, high-impact placements
- Addressable-enabled solution backed by aggregated Comcast data insights*

Audience Direct via Xumo

- Reach Comcast & Charter Spectrum households with a Xumo Stream Box
- Stand out from 250+ streaming apps with targeted, high-impact placements

6 in 10

viewers spend more than 6 minutes
searching for new content¹

44%

of viewers search multiple apps
to find content¹

Sources: 1. Comcast Advertising survey conducted through Cint in December 2023. US N=1500. Qualifying criteria: Adults 18+ who searched for or watched something new in the past three months.
*Currently only offered for X1 In-Grid

Proof of Performance Reports

TV and multiscreen campaign reports

Our TV and multiscreen campaign reports use ad exposure data to determine reach and frequency for an advertiser’s audience. We use this data to provide insights into how a campaign performed in reaching the desired audience segment and how to improve future campaigns.

Streaming reports

Our streaming reports bring together reporting across all of an advertiser’s digital campaigns. Each report includes information on the type of device (connected TV, mobile device, etc.) and the content/brand (Bravo app, CNN.com, etc.).

We make sure every report is transparent and easy to read, so clients can delve into the numbers themselves and better understand where the message is appearing. Advertisers may access their streaming reports through our client portal.



Attribution Measurement Reports

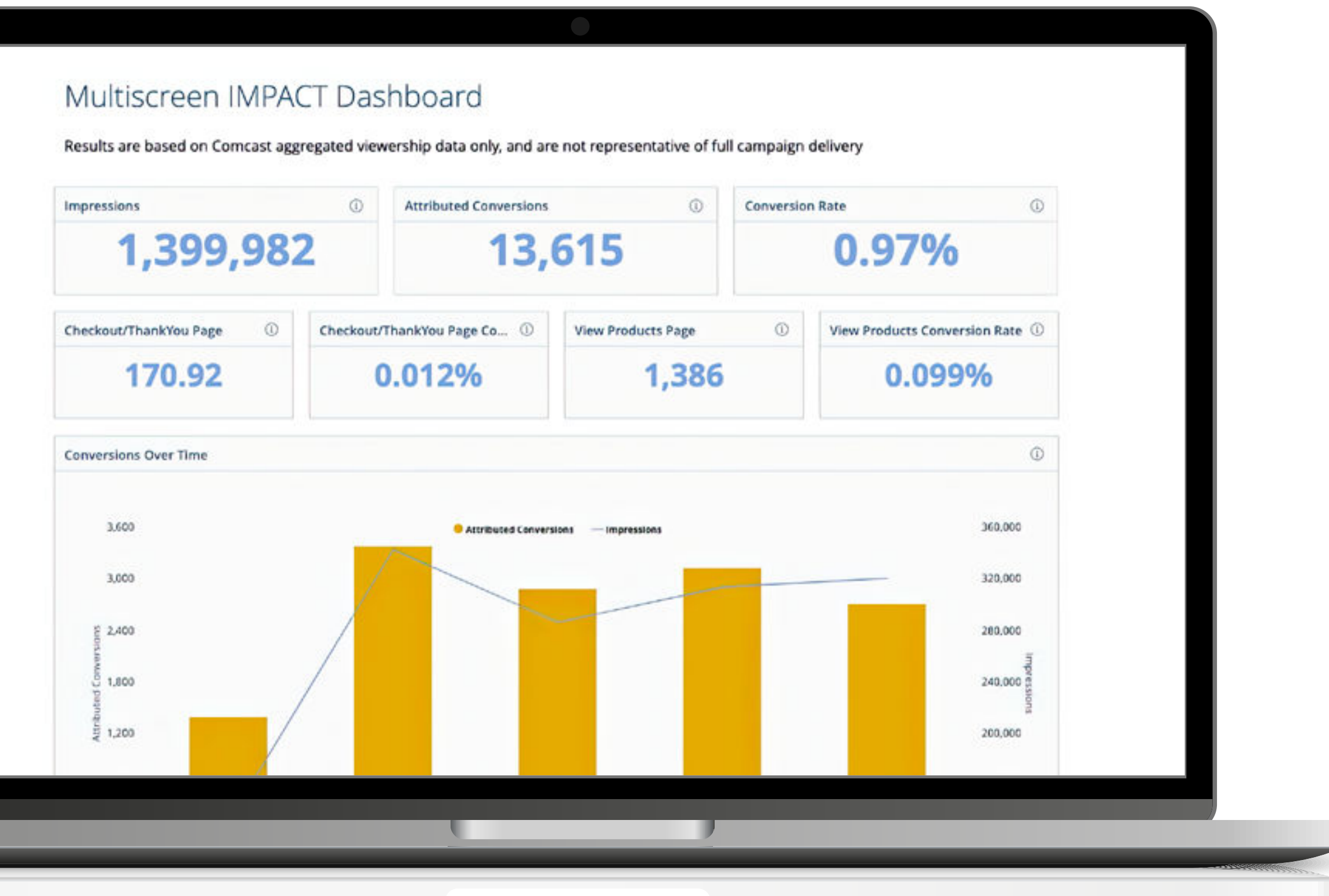
IMPACT reports

TV advertising can produce results at every stage of the buyer journey, driving brand awareness as well as consideration and intent to purchase. Our IMPACT reports can show these full-funnel effects for individual campaigns, giving clients confidence that their advertising makes a difference.

We can measure the immediate lift in a brand's website traffic within 30 minutes of a TV commercial airing, or measure the longer-term attribution tied to a multiscreen campaign.

Eligible advertisers can see insights regarding:

- Brand lift – Measure the impact advertising has on changing the perception of a brand, including ad recall, brand awareness, and brand consideration
- Web attribution – Measure website visits and sales related to campaigns, and match household-level ad impressions to web-based outcomes
- Physical store visits – Tie in-store visits directly to multiscreen campaigns using mobile locations and ad exposure data
- Sales attribution – See how viewership drives sales



High-Reaching Campaigns

We're experts in helping you optimize your campaign to efficiently reach the most in-audience households. We're constantly applying lessons learned to new and ongoing campaigns to help you make the most of your budget.

To that end, we evaluated 40,000 ad campaigns airing across traditional TV and streaming content over a one-month time period. We identified and analyzed the 1,000 highest-reaching campaigns to determine what sets them apart. Here are the most commonly deployed strategies among our highest-reaching campaigns:¹

92%	73%	88%
delivered across 50+ streaming endpoints* and 20+ TV networks	delivered on Comcast VOD	delivered on FAST
80%	96%	78%
included sports	included news	advertised consistently

Source: 1. Comcast aggregated viewership data combined with ad exposure data from TV + streaming campaigns, 2023 H1, Filtered to the 1,000 highest-reaching campaigns. *Endpoints are unique publisher and device viewership combinations




Contact Us

For more information

Sales and support

 ComcastAdvertising.com

 888.877.9799

Press inquiries

 emily_miller@comcast.com

