

1H 2026

MULTISCREEN PERFORMANCE REPORT

BEST PRACTICES FOR TV AND STREAMING CAMPAIGNS

Performance begins with attention

Advertisers need every marketing dollar to work harder across an increasingly fragmented ecosystem. Yet performance is often measured only at the time of conversion, bypassing the factors that lead to action. That is why Comcast Advertising is evolving its flagship Multiscreen TV Advertising Report to better prove how advertising impacts results throughout the buyer journey.

Historically, campaign performance in this report was evaluated primarily through reach. As advertisers seek deeper proof of performance, the new iteration of this report has expanded to include attention, consideration, and measurable business outcomes.

Using aggregated campaign benchmarks and outcome measurement, it demonstrates how traditional TV and streaming work together to help advertisers get noticed, build memory, gain consideration, and drive measurable business results.

This image was created in whole or in part using artificial intelligence.

How performance is measured

This report combines aggregated Comcast Advertising TV and streaming campaign data across billions of impressions with outcome measurement from attribution partners Innovid, Clarivoy, and Mastercard. In addition, a recent viewer study conducted in partnership with MediaScience demonstrates the role attention plays in driving brand memories.

The analysis leverages **Comcast's first-party deterministic data** which serves as the foundation for measuring performance across screens and partners. Results are based on a combination of customer journey metrics measured in the first half of 2026, outlined on this page with additional details in the sourcing.

Attention and recall data

800+

participants across both in-lab and in-home environments measured using biometrics and surveys



Website visits

1,200+

campaigns measured by Innovid and 50+ automotive campaigns measured by Clarivoy



Campaign reach

30,000+

multiscreen TV campaigns including 500+ addressable advertising campaigns



Purchase insights

6,000+

campaigns measured by Mastercard



CONTENT

The building blocks of advertising performance

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ATTENTION

Attention drives memory for brands

Capturing audience attention is the first step to performance. Attention creates memories, and memories influence future consumer behavior. But it has become a scarce commodity in modern TV advertising.

Recent research done in partnership with **MediaScience** demonstrates how multiscreen TV is unmatched in capturing and maintaining attention, helping brands build stronger memories that drive performance throughout the buyer journey.

When compared to social media, TV exposure leads to:¹

+36% more time viewing the ad  **2.2X** higher brand recall



Performance begins with the opportunity to be noticed and remembered.

TV Makes Memories



For more on how multiscreen TV boosts brand recall and campaign impact, download the TV Makes Memories report.

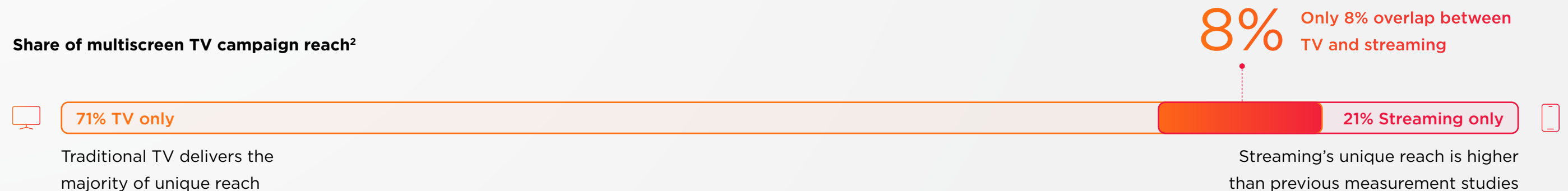
[Download the Report](#)

AWARENESS

Scale awareness by pairing the memory-building power of ads with TV & streaming reach

TV creates memories, but navigating viewer fragmentation can be challenging. Combining the memory-building power of TV ads with the expanded reach of streaming gives more consumers the opportunity to notice and remember a brand. This chart reveals how each contributes to share of reach.²

Share of multiscreen TV campaign reach²



With minimal overlap, advertisers need both traditional TV and streaming to maximize campaign reach.

Sports streaming engages new audiences

As more viewers stream their sports, it is a growing contributor to reach. In fact, high-profile events like the Milano Cortina 2026 Winter Olympics, March Madness, and the FIFA World Cup 2026™ helped to double campaign reach for advertisers.

Impact of adding sports streaming to campaign reach³

52%

of campaign reach was unique to sports streaming (for campaigns that included it)

10X

more likely to go to hard-to-reach households (vs. traditional TV)



Sports streaming reaches audiences the rest of the campaign misses.

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CONSIDERATION

Multiscreen TV campaigns drive significantly more website visits

Website visits are a strong indicator of campaign engagement and consideration. An aggregated analysis of campaigns measured by **Innovid** found that multiscreen TV campaigns generate substantially more website traffic than campaigns using a single tactic.⁴

2.4X

Multiscreen delivers 2.4X more website visits (compared to one tactic*)

+105%

Multiscreen is +105% more likely to deliver website visits (compared to one tactic)

*Note: One tactic refers to a campaign with only traditional TV or only streaming.



Multiscreen TV campaigns lead to higher consideration as measured through more website visits.

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TV
outperforms
social

The MediaScience study revealed that viewers were **+40% more likely** to consider visiting a brand website after seeing a TV ad, compared to social media.¹

Automotive consideration starts long before the lead

Automotive shoppers conduct extensive research before they ever contact a dealership, often interacting with brands across dozens of touchpoints over several months.

With data from Comcast Advertising's independent attribution partner **Clarivoy**, an aggregated analysis of dealer website/marketplace visits revealed:⁵

19%

of attributed visits occurred the same day as exposure
(during 30-day attribution window)



61%

were attributed to traditional TV,
39% to streaming



Traditional TV

61%



Streaming

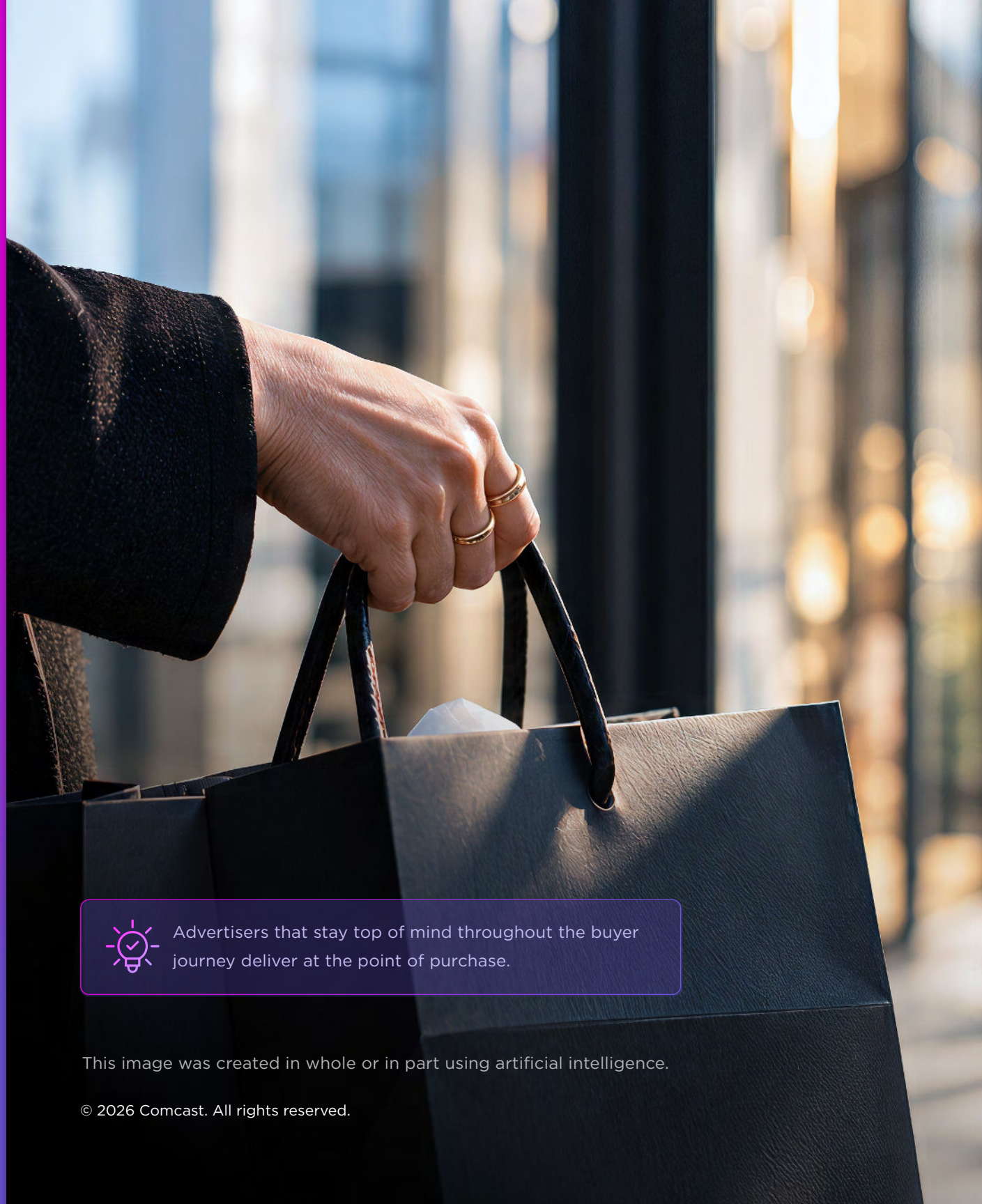
39%

20%

of exposed households visited the dealer
and/or an auto marketplace website



Automotive research behavior is a critical signal of campaign performance.



Advertisers that stay top of mind throughout the buyer journey deliver at the point of purchase.

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ACTION

TV advertising drives consumer action

By partnering with **Mastercard**, Comcast Advertising has unlocked the ability to tie multiscreen TV exposure data to measurable business outcomes.

An aggregated campaign analysis revealed:⁶

Higher ROI

2X

Advertising campaigns delivered 2X incremental return on ad spend

Incremental Sales

Incremental sales come from both traditional TV and streaming⁶



Traditional TV

75%



Streaming

25%

ACTION IN FOCUS

Addressable advertising increases consumer action among priority households

Addressable TV advertising reaches specific target households with benefits occurring throughout the customer journey, culminating with consumer action. Adding addressable to an existing multiscreen campaign can boost sales among priority households—resulting in higher return on ad spend.

Results from measuring the impact of addressable advertising:⁷

+38%

incremental sales lift to multiscreen campaigns

Addressable also delivers throughout the funnel:

2X more likely to reach the target audience

+28% more likely to visit website same day as seeing an ad



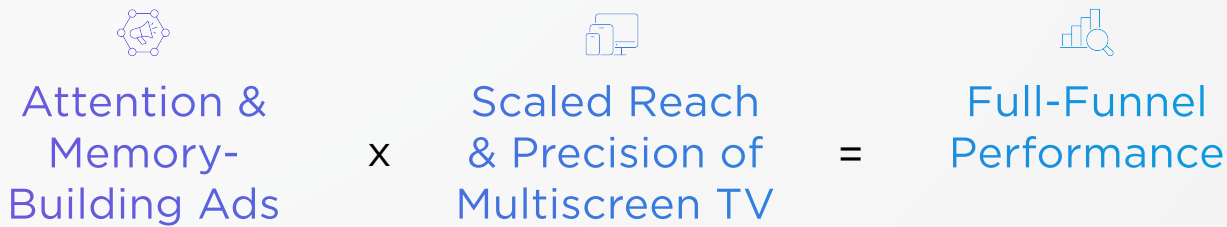
Use addressable to increase delivery among priority households.

This image was created in whole or in part using artificial intelligence.

RECOMMENDATION

Multiscreen TV is the flywheel that drives performance

Multiscreen TV is an effective way to scale attention and memory, with a recommended media budget mix of 70% traditional TV and 30% streaming. An additional 30% addressable allocation can further optimize reach among key customer segments.





Multiscreen TV investment allocation to maximize reach:
Foundation: 70% to traditional TV, 30% to streaming | Optimization: +30% to addressable



How multiscreen TV advertising performed in 1H 2026

Benchmarks - Awareness

Streaming happens on the big screen²

Share of impressions	
TV screen	87%
Mobile	8%
Desktop	5%

Traditional TV commands attention²

Of those that watch traditional TV	
Time spent per day	6:06
Time spent with cable networks	65%
Time spent outside primetime	73%
# of networks watched per HH	26

Multiscreen TV maximizes unique audience reach²

Share of reach	
Traditional TV only	71%
Both traditional & streaming	8%
Streaming only	21%

Of households reached by traditional TV, 90% are unique
Of households reached by streaming, 72% are unique

Addressable expands target audience reach⁷

Share of target reach	
Base campaign only	33%
Both base & addressable	22%
Addressable only	45%

Addressable & streaming help with hard-to-reach households^{2,3,7}

Share of impressions to light and no-TV households	
Traditional TV	8%
Addressable	31%
Streaming	62%
Sports streaming	88%

How tactics compare to traditional TV

Addressable is 4X more likely to go to hard-to-reach households
Streaming is 8X more likely
Sports streaming is 10X more likely

Benchmarks - Consideration and Action

Multiscreen TV advertising leads to increased business outcomes⁶

Impact of advertising following two weeks of exposure		
Incremental return on ad spend		2X
Share of incremental sales from traditional TV		75%
Share of incremental sales from streaming		25%

Advertising delivers website visits and incremental return on ad spend across categories^{4,6}

Likelihood to visit website and incremental return on ad spend following exposure shown by industry.

Category	Website visit index	iROAS
Automotive	131	N/A
Entertainment & Leisure	148	1.8
Home Services	56	1.6
Personal & Business Services	61	2.2
Restaurants, Food & Beverage	N/A	3.3
Retail	123	2.3
Baseline	100	2.0

⁴Website visit index: Index for % monthly website visits within seven days; ⁶IROAS: Incremental return on ad spend within 2 or 4 weeks shown by category

Sources

1. “TV Makes Memories 2026”, Comcast Advertising study conducted by MediaScience, 2025, n=891.
2. Comcast aggregated viewership data combined with ad exposure data from TV & streaming campaigns, 1H 2026, n=30,000+ campaigns.
3. Comcast aggregated viewership data combined with ad exposure data from TV & streaming sports campaigns, 1H 2026, n=200+ campaigns.
4. Comcast aggregated viewership data combined with ad exposure data from TV & streaming campaigns measured by Innovid, 1H 2026 with 7-day attribution window, n=1,200+ campaigns.
5. Comcast aggregated viewership data combined with ad exposure data from TV & streaming campaigns measured by Clarivoy, 1H 2026 with 30-day attribution window, n=50+ campaigns.
6. Comcast aggregated viewership data combined with ad exposure data from TV & streaming campaigns measured by Mastercard, 1H 2026 with 2- or 4-week attribution window, n=6,000+ campaigns.
7. Comcast aggregated viewership data combined with ad exposure data from TV & streaming campaigns measured by Innovid and Mastercard, 1H 2026, n=500+ campaigns.

For more information

Comcast Advertising's latest offering, **Outcomes+**, is a suite of solutions for TV activation and attribution across traditional TV, streaming, and multiscreen environments – reaching nearly 125 million U.S. households. To learn more, visit ComcastAdvertising.com/contact-us.



TV Makes Memories | 2026

This report shows why TV continues to stand apart. The report highlights why TV remains the most effective way to make memories and strengthens other channels to drive impact throughout the entire marketing funnel.

[Click here to download report](#)



Comcast Advertising Report | 2026

Comcast Advertising's annual report offers a holistic perspective of how viewers are viewing, how buyers are buying, and how sellers are selling by analyzing data insights from across Comcast Advertising.

[Click here to download report](#)



Local Advertiser's Guide to Addressable TV Advertising

This guide breaks down the how-to best practices of addressable TV advertising in three key areas: building the foundation of addressable, planning the optimal addressable campaign, and measuring addressable performance.

[Click here to download report](#)

