

EFFECTV STREAMING

Industry Advantages



Scale of Inventory

Reach cord stackers & cord cutters with BOTH XFINITY subscribers and non-subscribers in Brand –safe, fraud free and high-caliber content



Premium Video On Demand

VOD authenticated & most importantly, human Comcast audiences. Accounting for about half of time spent with Ad supported CTV/OTT viewing



1st Party Data

Geographically and demographically using 1st party viewership data to target 200+ custom created audiences

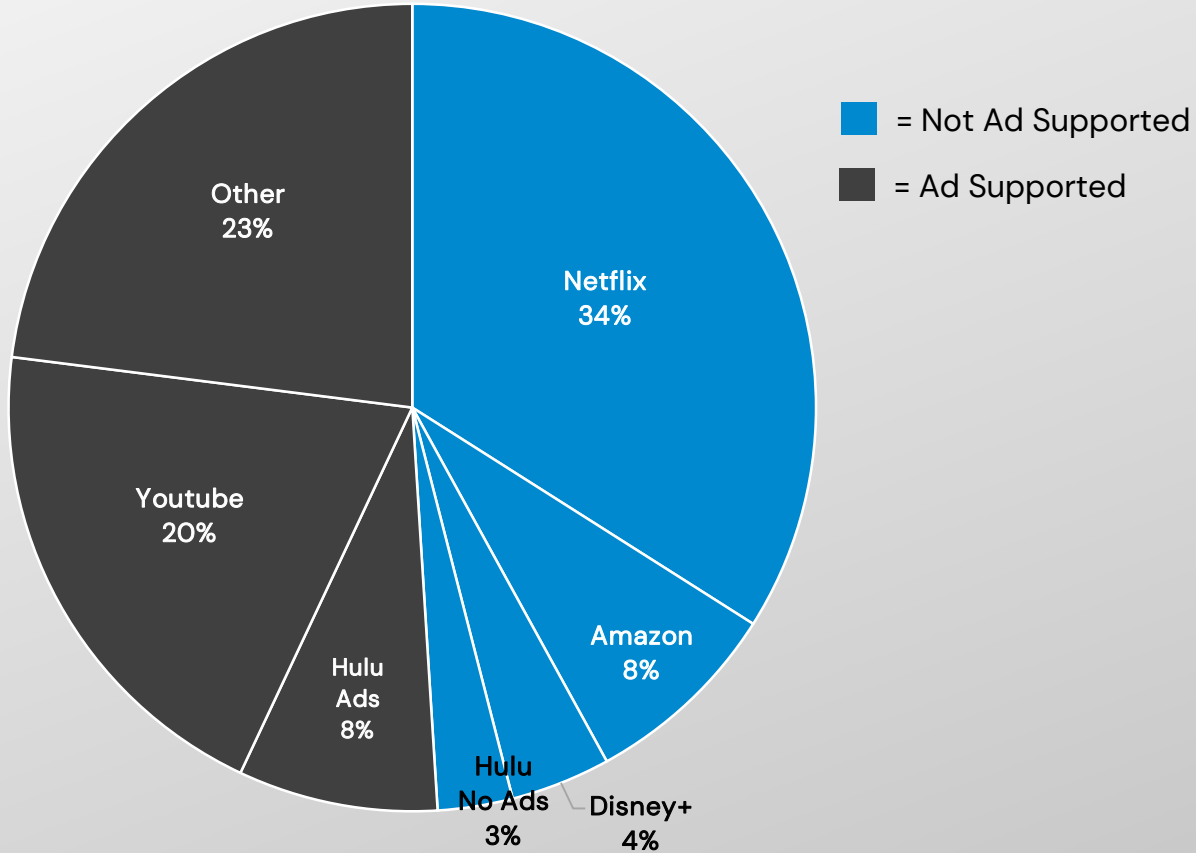


What is OTT?

49% OF OTT SERVICES ARE NOT AD-SUPPORTED

Share of Streaming Services

TIME SPENT BY STREAMING SERVICE



Source: Nielsen Total Audience Report, Q2 2020. <https://bit.ly/3r3L7x1> *Time spent with Hulu is split between Ad Supported and Non-Ad Supported. To break out Ad Supported vs Non-Ad Supported for Hulu, we used this 70/30 split reference: <https://bit.ly/3c4W9hq>
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VIDEO USAGE IS EVOLVING ACROSS ALL AGES

Weekly Time Spent with Video in Hours: Minutes

VIDEO DEVICE	A18+	A18-34	A35-49	A50-64	A65+	A18-49	A25-54
Live TV	24:14	8:07	17:56	32:37	43:42	12:34	16:38
VOD/DVR	3:27	1:00	2:50	4:44	6:03	1:50	2:31
Connected TV	7:41	9:18	9:29	6:46	4:32	9:23	9:33
Video on a Computer	1:23	2:03	1:20	1:14	0:44	1:43	1:37
Video on a Smartphone	1:42	2:40	1:52	1:09	0:49	2:18	2:02
Video on a Tablet	1:00	0:49	1:14	1:00	0:59	1:00	1:03
% Streaming	39%	66%	48%	31%	23%	56%	50%
% Live	61%	32%	52%	69%	78%	43%	49%

Effectv is an audience delivery company that combines the best of digital with the power of TV, connecting marketers with the audiences that matter most, across all platforms.

Combining the power of our data, our quality inventory, and our technology to deliver the right audience for any advertiser, at any level of geography, across all live, on-demand, and streaming TV - like no other in the industry.

Source: Nielsen Total Audience Report June 2021. Weekly Time Spent on Video in Hours: Minutes among U.S Population. Streaming = Time-Shifted TV, Connected TV, Computer, Smartphone & Tablet.

DETAILED VIEW OF CARRIAGE AGREEMENTS

Partnerships with all major network groups

STB Carriage Agreements

AETN History Espanol Crime and Investigation History Channel FYI Viceland Lifetime Military History AETV	Disney Freeform ESPNU Disney XD Disney Channel Fox Fox Sports One FXX NatGeo Wild FXM FX NatGeo Hallmark Channel NBCU Bravo Golf Channel USA TV One Oxygen E! NBC Sports CNBC Telemundo NBC Universo Syfy MSNBC NHL Nickelodeon en Español Outdoor Channel PopTV	Scripps Cooking Channel Food Network DIY HGTV Travel Channel Turner CNN TNT TCM TBS HLN Cartoon Network Adult Swim TruTV Univision Galavision El Rey Unimas TUDN Univision Viacom Paramount Network BET Her Comedy Central VH1 MTV2 CMT TV Land BET MTV Nickelodeon
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TVE Carriage Agreements

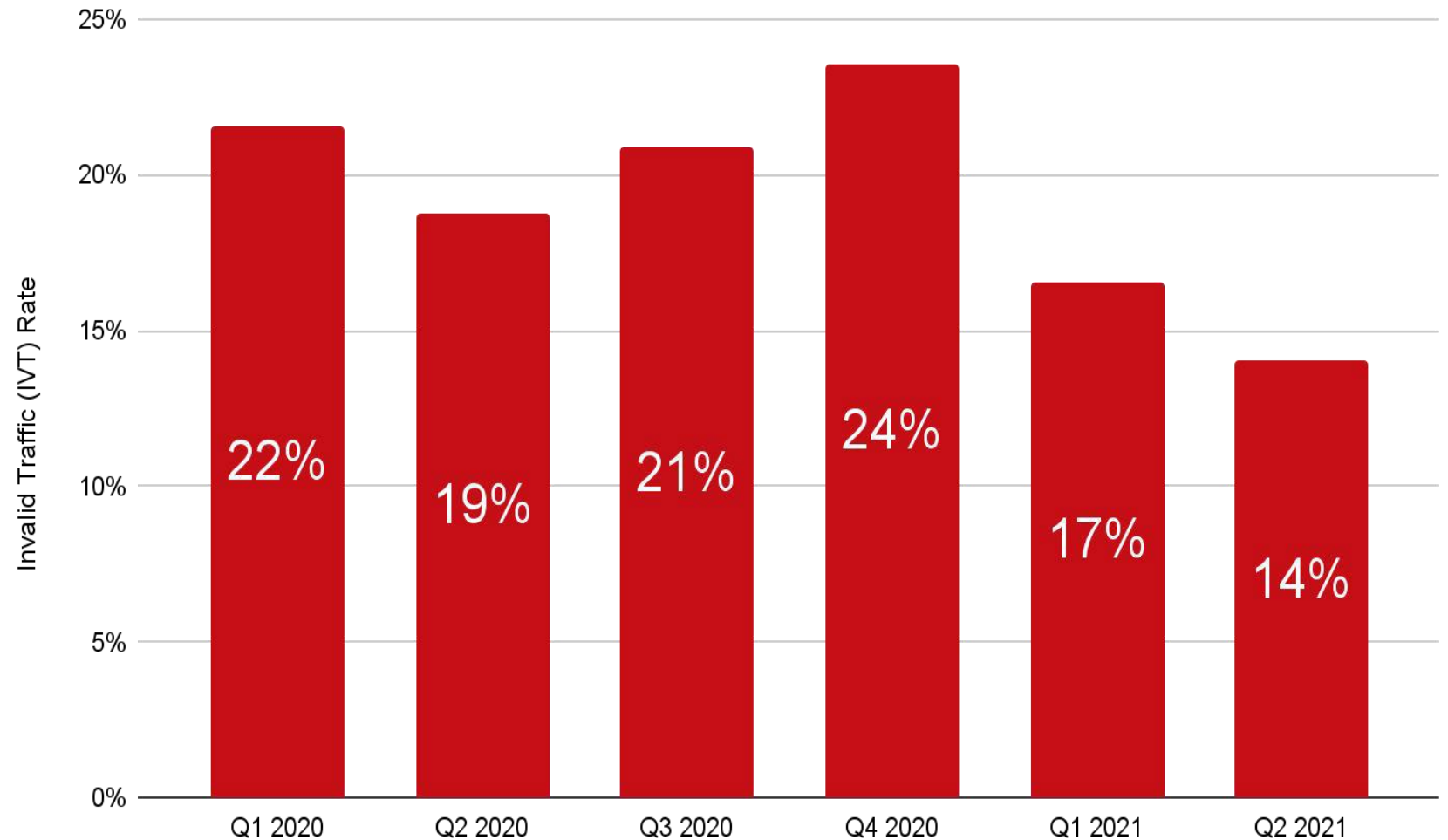
AETN AETV FYI CIN History Channel Military History Lifetime LMN Viceland AMCN AMC TV BBCA WEtv IFC Sundance Crackle Crackle Movies Crackle Shows Crackle Crown Media Hallmark Channel Discovery American Heroes Science Channel Investigation Discovery Discovery Channel TLC Motortrend Discovery Family Animal Planet Destination America OWN Discovery Life	Disney SEC Plus ESPNU FXX ESPN3 FX NatGeo Freeform Disney XD ESPN2 ACC Extra ESPNews ESPN NatGeo Wild FXM EWTN Fallback Fox NatGeo Wild Fox Business NatGeo FX FXM Fox News FXX Music Choice NASCAR NBCU CNBC Bravo Oxygen Telemundo Golf Channel NBC Sports NBC News Syfy NBC USA MSNBC E!	Outdoor Channel OvationTV Scripps Food Network DIY Cooking Channel HGTV Travel Channel Smithsonian Sony Cine Sony Stingray Tubi Turner HLN TBS Adult Swim TNT CNN Cartoon Network truTV Viacom BET Comedy Central Paramount TV Land Spike VH1 CMT Nickelodeon PlutoTV PlutoTV LOGO MTV WGNa Xite Xumo Zoneify
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~15%

Invalid Traffic (IVT) rate in the open programmatic Connected TV ad marketplace in H1 2021, lower than it was throughout all of 2020

CTV AD FRAUD (IVT) DIPS TO ~15% IN H1 2021

Ad fraud rates (invalid traffic, "IVT") by quarter in open programmatic CTV; global; as measured by Pixalate



What is OTT?

3RD PARTY DATA BROKERS ARE A MESS

Why First Party Data

For example, my personal data classifies me as conflicting data sets:

Audiences by Oracle > Life Stages and Events
Audiences by Oracle > Life Stages and Events > Education and Career > Career Changers (New Job)
Audiences by Oracle > Life Stages and Events > Education and Career > College Life
Audiences by Oracle > Life Stages and Events > Education and Career > Job Seekers
Audiences by Oracle > Life Stages and Events > Education and Career > Retirement

Branded Data > Data Axle (fka Infogroup) > Consumer > Demographics > Wealth Indicator > \$1,000,000 plus
Branded Data > Data Axle (fka Infogroup) > Consumer > Demographics > Wealth Indicator > \$10,000 - \$49,999
Branded Data > Data Axle (fka Infogroup) > Consumer > Demographics > Wealth Indicator > \$100,000 - \$199,999
Branded Data > Data Axle (fka Infogroup) > Consumer > Demographics > Wealth Indicator > \$200,000 - \$499,999
Branded Data > Data Axle (fka Infogroup) > Consumer > Demographics > Wealth Indicator > \$500,000 - \$999,999

Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > Audi
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > Audi > A4
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > BMW
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > BMW > 6 Series
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > BMW > I Series
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > BMW > Z Series
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > Chevrolet
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > Chevrolet > S-10
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > Chevrolet > Tahoe
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > Chrysler
Branded Data > Adstra (formerly ALC) > Auto+ > Automobile Owners > Makes & Models > Dodge

Branded Data > Lotame > Advanced Demographics > Relationship Status > Engaged
Branded Data > Lotame > Advanced Demographics > Relationship Status > Married
Branded Data > Lotame > Advanced Demographics > Relationship Status > Single
Branded Data > Lotame > Advanced Demographics > Relationship Status > Widowed

3rd party data alone is not enough

- Often, over-classification creates inaccurate programmatic audience filters
- Check your own 3rd party data for free across data brokers and determine its accuracy for yourself...

<https://datacloudoptout.oracle.com/#downloadRegistry>



Source: <https://datacloudoptout.oracle.com/#downloadRegistry>

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See your own 3rd party broker data! Is it accurate?

What is OTT?

A CUSTOMIZED AUDIENCE USING EFFECTV INTELLIGENCE!

Audience Intelligence



Blue Chip Partners



First Party Data



Your Audience

Comcast subscribers are anonymously matched to key audience profiles from 3rd party sources (Experian, U.S. Census Data, etc...)



Anonymized 1st party data is then cross referenced to gain insights on an audience's consumption of media.



Specific audience segments, each with a combination of unique viewing behaviors!