

INTRODUCING  
**PREMIUM DIGITAL TV &  
PREMIUM DIGITAL VIDEO**

For

**Galveston Convention and Visitors Bureau**

06.14.2017

YOUR CUSTOMERS ARE

## WATCHING MORE VIDEO

“ The average U.S. adult spends about **5.5 hours** a day watching video across devices<sup>1</sup> ”

**Premium Digital TV** and **Premium Digital Video** put that time to work building your brand with your target audience as they enjoy their favorite content

<sup>1</sup>Source: eMarketer Daily, April 16, 2015

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YOUR CUSTOMERS ARE

# WATCHING ON MORE SCREENS

Now is the time to connect with your customers when and where they're watching video.

## Average Consumers' Daily Time Spent with Digital Video



**37%**

Desktop/Laptop



**21%**

Tablet



**22%**

Smartphone



**20%**

Other Connected Devices

Source: eMarketer. Average Time Spent per Day with Digital Video by US Adults, by Device. April 2016

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PREMIUM DIGITAL TV REACHES CONSUMERS

# WHEREVER AND WHENEVER THEY WATCH

Premium Digital TV is an extension of XFINITY's superior programming, and much more: *more* network programmers across *more* screens.

Premium Digital TV reaches local consumers viewing short and long-form video TV content, wherever they are, whenever they want to watch—including through XFINITY On Demand.

## PREMIUM DIGITAL TV

- Reach your customers wherever and whenever they choose to watch their favorite TV content
- Geographically target viewers in one or more markets
- Makes the promise of “TV everywhere” advertising a reality for your business

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PREMIUM DIGITAL TV

# NOW INCLUDES XFINITY ON DEMAND

XFINITY On Demand is a **game changer** for local businesses

- In 2016, Comcast customers watched **four billion** cross-platform hours of on-demand content (up 19% in one year) <sup>1</sup>
- Comcast X1 customers watch an average of **21 hours** of on demand programming each month<sup>1</sup>

<sup>1</sup>Source: Comcast Corporate Blog, "Completeness: The Common Thread in On Demand Trends," February 2017

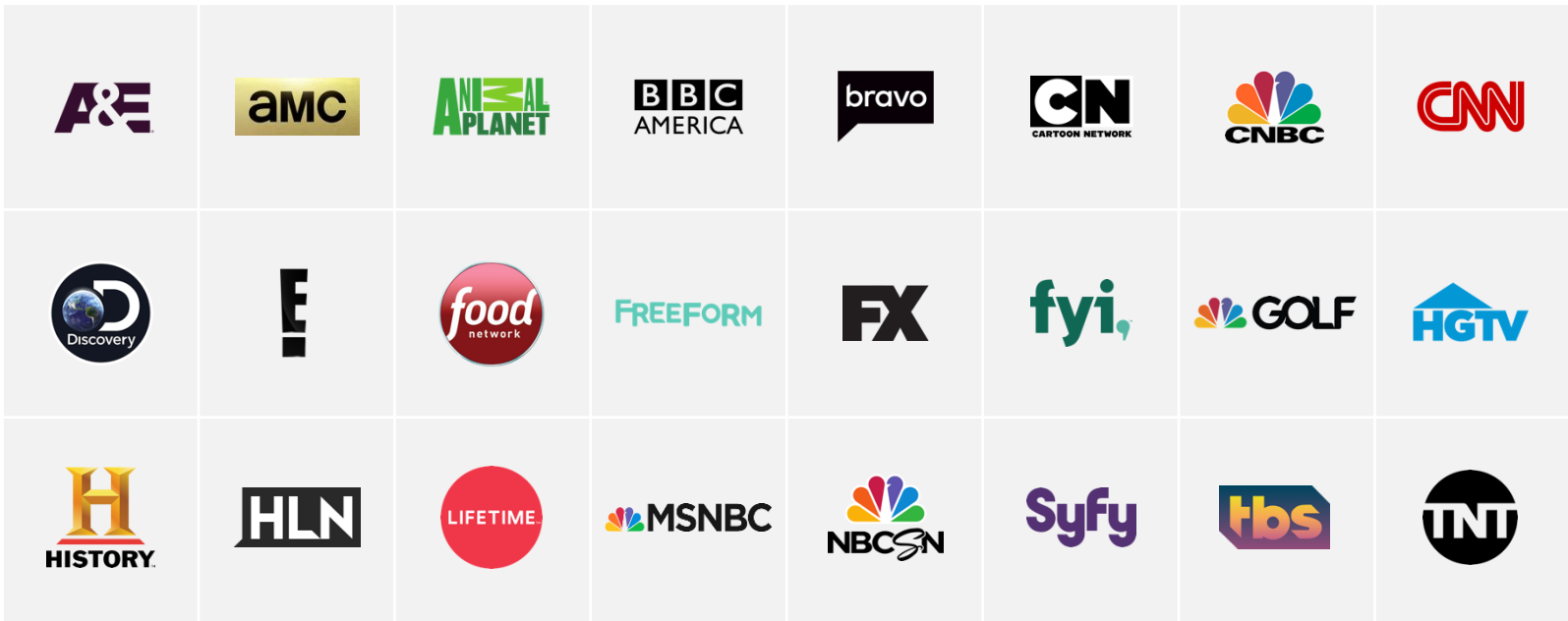
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PREMIUM DIGITAL TV

# HAS THE BIGGEST NAMES IN TV

Brand-safe TV shows and content from networks like these:



Plus dozens more

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PREMIUM DIGITAL VIDEO REACHES CONSUMERS

## WHEREVER AND WHENEVER THEY WATCH

Premium Digital Video allows you to extend your campaign across multiple devices and align your brand with high quality premium video content across the best of the web—sites screened using **Comcast Spotlight's 14-point premium quality checklist**

- Computers
- Phones
- Tablets
- Internet-connected "smart" TVs

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A woman and a young child are lying on a bed, looking at a tablet together. The woman is smiling broadly, and the child is pointing at the screen. The background is a softly lit bedroom with a lamp and a picture on the wall.

PREMIUM DIGITAL VIDEO

# PUTS YOU IN FRONT OF MORE CONSUMERS

Video created for the web is becoming more popular with consumers

- **63 million** U.S. adults watch original digital video monthly<sup>1</sup>
- Nearly **1 in 5** adults stream original digital video during a typical day<sup>1</sup>

<sup>1</sup>Source: IAB, "Original Digital Video Consumer Study," May 2016

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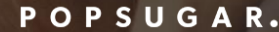
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PREMIUM DIGITAL VIDEO

# INCLUDES CONTENT FROM TOP PUBLISHERS

Sample Publishers



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THE

# POWER OF PREMIUM

*Premium Digital TV + Premium Digital Video + TV Advertising*

Hundreds of millions of impressions across screens & devices means we can reach **the audience you need** at **the scale you need**

Multi-screen video advertising has a **measurable, long-term impact** on driving incremental sales<sup>1</sup>

Your campaign is always backed by our unrivaled research, marketing and operations teams—**your success is our business**

<sup>1</sup>Source: Accenture Strategy, “Cross-channel Advertising Attribution: New Insights into Multiplatform TV,” May 2016

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# THE OPPORTUNITY

## Sample Monthly Schedule #1\*

Geo	Placement	Ad Unit	Rate	Impressions	Investment
Houston DMA	Premium Digital TV	:15s or :30s	\$35	75,000	\$2,650
Houston DMA	Premium Digital Video Targeted to Travel Intenders	:15s or :30s	\$35	75,000	\$2,650
<b>Total</b>			<b>\$35</b>	<b>150,000</b>	<b>\$5,250 Gross</b>

\*Minimum Commitment is for 3 months

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# THE OPPORTUNITY

## Sample Monthly Schedule #2\*

Geo	Placement	Ad Unit	Rate	Impressions	Investment
Houston DMA	Premium Digital TV	:15s or :30s	\$35	50,000	\$1,750
Houston DMA	Premium Digital Video Targeted to Travel Intenders	:15s or :30s	\$35	50,000	\$1,750
<b>Total</b>			<b>\$35</b>	<b>100,000</b>	<b>\$3,500 Gross</b>

\*Minimum Commitment is for 3 months

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# THE OPPORTUNITY

## Sample Monthly Schedule #3\*

Geo	Placement	Ad Unit	Rate	Impressions	Investment
Houston DMA	Premium Digital TV	:15s or :30s	\$35	25,000	\$875
Houston DMA	Premium Digital Video Targeted to Travel Intenders	:15s or :30s	\$35	25,000	\$875
<b>Total</b>			<b>\$35</b>	<b>50,000</b>	<b>\$1,750 Gross</b>

\*Minimum Commitment is for 3 months

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No Video

# No Problem!!!



**BLUWAVE PRODUCTIONS** can produce a professional video for your business

**Production of a basic :15 or :30 spot with a straightforward script focusing on the Who, What and Where facts of your business. The spot will include 1-2 hours of shooting, scripting, 3-4 hour of editing, basic still graphics, voiceover, production library music and one round of revisions all for \$550 (:15) - \$750 (:30).**

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# APPENDIX

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PREMIUM DIGITAL TV

# DIGITAL AND VIDEO ON DEMAND NETWORKS

Activity TV  
Adult Swim  
AETV  
AMC TV  
American Heroes  
Animal Planet  
BBC  
BBC World News  
Bravo  
Cartoon Network  
CNBC  
CNN  
Cooking Channel  
Crackle  
Crime &  
Investigation  
CW  
Destination America  
Discovery  
Discovery Family

Discovery Life  
Disney XD  
DIY  
E!  
ESPNU  
Esquire  
Fitness Workouts  
Food Network  
FS1  
Freeform  
FX  
FXM  
FXX  
FYI  
Gaiam Free  
Golf Channel  
Havoc  
Havoc Sports  
HGTV

Hip Hop On Demand  
History  
History Espanol  
HLN  
IFC  
Impact  
Investigation Discovery  
Investigation Discovery  
(Spanish)  
Kabillion  
Karaoke  
KidsFlicks  
Lifetime  
LMN  
Military History Channel  
MSNBC  
Nat Geo Wild  
National Geographic  
NBCSN

NBC Universo  
NHL  
Olympics Pre-  
Games  
Outdoor Channel  
OWN  
Oxygen  
Science Channel  
Sportskool  
Sundance TV  
Syfy  
TBS  
TCM  
Telemundo  
TLC  
TNT  
Travel Channel  
truTV  
TV One  
UP TV

*Not all networks or individual programs may be available on all platforms or devices.*

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**Thank you for your time!!!**

**We APPRECIATE it and We Look  
Forward to Working with YOU to  
Reach Viewers WHENEVER and  
WHEREVER they are watching Video**

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