



On Air



Online



On Demand

Fast Facts

CDE consists of 6 well-known entertainment websites:

- XfinityTV
- E! Online
- MyStyle
- Movies.com
- G4
- Fandango

Fandango, Movies.com and XfinityTV attract young, affluent and entertainment enthusiastic adults, 18-44.

G4 caters to movie buffs, technically savvy and early adopters of new technology – attracting adult males, 18-34.

E! Online and MyStyle.com attract stylish females, 18-34, who are fashion conscious, influential and entertainment enthusiasts.

Overview

Comcast Spotlight provides advertisers with a one-stop online entertainment destination via our **Comcast Digital Entertainment** (CDE) ad network. This exciting ad network, anchored by Comcast entertainment brands E!, XfinityTV, Fandango and G4, combine the best movies, TV, celebrity news, and gaming content with exceptional reach to high quality, loyal visitors. Every property in the Comcast Digital Entertainment ad network is hand selected for its high-quality audience and engaging original content. When you choose a campaign, you'll have confidence that it is running on A-list sites.

Comcast Spotlight provides you with a wide array of targeted advertising placements including site-specific ads, section-specific ads (Home Page, Movie Content, TV Content, etc.), or run of the network. Along with these targeting capabilities, you are also offered impactful ad products to help you engage with viewers, including display ads, synched ads, page takeovers, integrated sponsorships and more. Our team works closely with you to attain the right combination of ad products and targeting strategies to achieve your objectives.



Benefits

- Offers tremendous scale and connects advertisers with the right consumers: highly engaged young, affluent female/male demographics including gaming-obsessed early adopters, media multi-taskers, entertainment/pop culture enthusiasts and influential wired moms.
- Includes well-known, advertiser-friendly publishers.
- Offers advertisers the opportunity to run high impact creative units and integrated programs across one or more CDE properties to deliver superior reach.

Features

- Comcast Digital Entertainment is among the top 10 entertainment properties on the Web, reaching over 52 million unique visitors per month.
- Every site in our portfolio delivers a high-quality audience with best-in-class programming and content.
- Offers IAB-approved ad formats with rich media options from the industry's leading vendors.
- Ads can be targeted site specific, section specific or across run of network.

Comcast
SPOTLIGHT.