



Fast Facts

XFINITY.com users are:

- 36% more likely to have purchased furniture or home accessories online.*
- 29% more likely to make a home improvement purchase online.*
- 28% more likely to book a hotel/motel reservation online.*
- 20% more likely to have shopped online for airline tickets/reservations.*
- 73% of adults who used Comcast as an Internet Service Provider (ISP) in the last 30 days like web sites that show local information.**
- Adults who like web sites with local information are 42% more likely to click on banner ads and 35% more likely to have been lead to a purchase by a banner ad than the national norm.**

*Source: Nielsen @Plan Fall 2009

**Source: Experian Simmons, Choices3, Winter09 Full Year, A18+.

Overview

XFINITY.com is the award-winning consumer portal for our more than 15 million Comcast High-Speed Internet subscribers. But it's not just a gateway, it's a wide-open gateway where users have the complete freedom to check e-mail, read the latest news, view streaming video, access member services and more.

XFINITY.com's revolutionary broadband video player streams video clips to our subscribers generating a staggering 65 million views a month and it makes finding, searching, watching, organizing and saving video content simple.



Advertisers benefit from XFINITY.com's popularity with the ability to reach their target audiences through well-positioned banner ads and text links, as well as in-banner video opportunities that make your presence come to life in a clutter-free environment.

Plus, the added feature of being able to reach your desired local audience with our geo-targeting capabilities allows you to specifically attract potential customers more efficiently and with pinpoint accuracy. Combine the local targeting capabilities of XFINITY.com's geo-targeting with a completely targeted cable advertising campaign, and you have a winning combination – the best on air and online resources available to promote your business!

Benefits

- Leverages the wide-reaching exposure (more than three billion total page views).
- Associates your business with, and gains access to, cutting-edge interactive technologies and capabilities.
- Targets your online audience more effectively by marrying online advertising to cable commercial schedules with geo-targeting capabilities designed to attract customers.
- Delivers content to our robust community down to specific interests, demographics and geographies.

Features

- High-quality content in multiple categories.
- Ability to place display ads, video pre-roll, text links, expandables and in-banner videos on the site.
- High quality content clips on the XFINITY.com video player from providers such as: ABC, CBS, E!, NBC, AP and Music Choice, among others.
- Geo-targeting capabilities allowing advertisers to reach audiences with pinpoint accuracy.

