



i-Guide Banners



On Air



Online



On Demand

Fast Facts

Users can't get enough of IPG:

- 61% consider the IPG their main source of program information.
- 45% of IPG users recall seeing advertising for a specific program or sporting event.
- 83% respond to the ad, with 76% watching the program.
- Programs advertised on the i-Guide demonstrated 9% higher ratings than expected based on historical trends for these specific programs when they were not advertised.

**Source: IPG Usage Study, Lieberman Research Worldwide, July 2007*

Overview

i-Guide banner ads, which appear in the Digital Cable Interactive Program Guide (IPG), have been setting a trend in television advertising. Available to approximately 10 million Comcast Digital Cable subscribers, these quick bursts on the screen can have a big impact on user response. i-Guide banners can promote linear programming (e.g. "watch Mad Men at 10:00 p.m") or film studio releases. These brief advertising messages provide consumers with detailed information and other viewing options (e.g. parental controls) and will be supplying links to On Demand content in the near future.



Benefits

- Leverage the high visibility and eyeballs that the i-Guide generates.
- Maximize the power of high advertising tune-in rates.
- Reach your target audience with a creative, subtle, method of advertising.
- Associate your brand with cutting-edge entertainment.

Features

- It's easy. You simply provide the graphics for the banner ad and copy for the various pages, and we take care of the rest.
- In the near future, you will be able to link to unique long-form content like documentaries and sweepstakes.

You can reach a captive audience with powerful i-Guide functions including:

- Reminder timers
- Recording
- Links to long-form content and more



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