

POLITICAL

# FOLLOW YOUR AUDIENCE



## All Politics Are Local: Reaching Beyond the Handshake

Comcast Spotlight's groundbreaking use of its anonymized Xfinity data provides a unique snapshot of aggregate viewing trends in your market. That's more precise, more actionable intelligence that enables you to make more efficient and effective ad purchasing decisions.

### THE POWER OF VIDEO

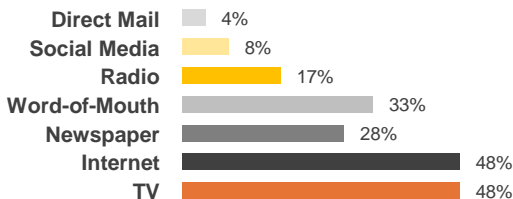
*Build Recognition & Relationships*

Using video to tell your campaign story helps you:

- Build Relationships
- Connect Emotionally
- Aid "Top of Mind" Brand Recall
- Develop Audience Familiarity

Television and digital impact undecided local election voters **throughout their decision making process**: from first learning about a candidate/issue to their final decision<sup>1</sup>.

**"Which of the following influences your final decision when voting for/about Political candidates and issues?"**



Source: Video Advertising Bureau, 2016 "Cable Nation Report: Winning the Undecided Voter"

### Keys to a Winning Campaign Ad Strategy

#### Audience Targeting

*"Spray & Pray" isn't a media purchasing strategy. Pinpoint audiences where your message will be heard.*

#### Advanced Data Capabilities

*Buying impressions alone doesn't necessary mean you are buying the right impressions. Influence the best audience for your message.*

#### Cross Channel Ad Delivery

*Voters are consuming information across many screens. Target the audience, not the device or channel.*

### Campaigning as a Science

Audience Intelligence from Comcast Spotlight combines rich consumer insights and household-level ad exposure data in the local TV marketplace. Our planning combines local commercial ad exposure with rich consumer data to identify those networks and dayparts that deliver optimal audience delivery.

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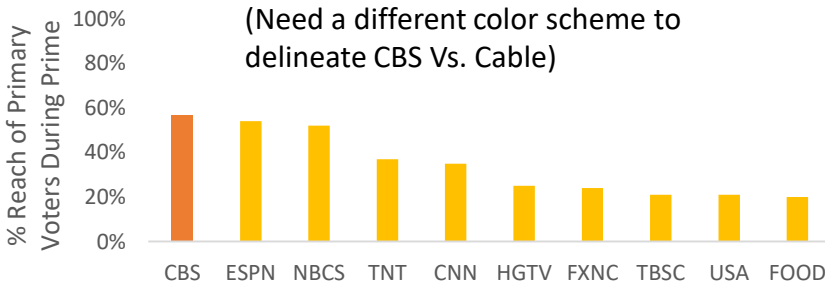
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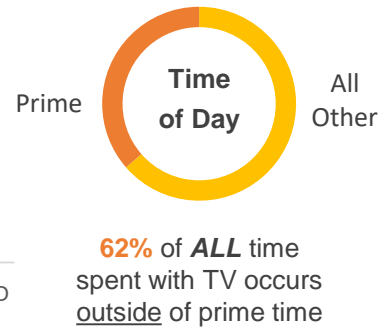
## Attract Your Audience Wherever & Whenever they Are Watching<sup>1</sup>

Comcast Spotlight's research shows that over 75% of household total viewing occurs outside of the prime daypart, and the majority of subscribers' time spent is with Cable and VOD as opposed to broadcast – regardless of party affiliation or demographic.

### Cable Networks Enable Broad and Targeted Prime Reach



### Part with Daypart



## Where are Voters Watching<sup>1</sup>

### Video on Demand



Comcast HH's

### Voters in Comcast Households Watch More Cable



**22M**  
Hours Watching  
Cable per Week

**6M**  
Hours Watching  
Broadcast per Week



**28M+**  
Hours Watching  
Cable per Week

**9M+**  
Hours Watching  
Broadcast per Week

With Premium Video Advertising Offered by Comcast Spotlight, we'll help you get your message to the audience whose vote matters most – wherever, whenever, they are watching.

Stop wasting money advertising to homes who can't vote in your election, whose interests don't align with your campaign's values, or on channels and times where your audience isn't watching.

Source: <sup>1</sup>Comcast Internal STB Data. Full Footprint Average. Networks as listed. Prime Daypart: 7P-12M

For more information, please visit [www.ComcastSpotlight.com/Political](http://www.ComcastSpotlight.com/Political)

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