Case Studies:
Interactive Television in the Real World
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Request for Information (RFI)
Andrew Ward, Regional Vice President, Comcast Spotlight

Click here for a FREE latte with the purchase of any breakfast sandwich.
Yes, please!
## Request for Information (RFI)

### Ad Platform Description

Request for Information (RFI) is an interactive prompt or "overlay" on a TV spot that allows viewers to request additional information, accept coupons, enter sweepstakes, or product offers by pressing "select" on their remote controls.

### User Experience

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<table>
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<tr>
<td><strong>Overlay appears on the screen shortly after ad begins</strong></td>
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<tr>
<td><strong>A user has three options when an overlay is displayed – interact, ignore or cancel</strong></td>
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<tr>
<td><strong>Viewers will see three prompts when interacting with an ad—offer, opt-in, confirmation</strong></td>
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<td><strong>Viewer address or phone information is provided back to the advertiser for fulfillment for opted-in interactions</strong></td>
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<tr>
<td><strong>Advertisers send coupons, product samples or brochures to self-selected viewers</strong></td>
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### Capability

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<tr>
<td><strong>Interactivity with product and service offers directly from a :30 or :60 TV commercial</strong></td>
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<tr>
<td><strong>Lead generation by mail or phone</strong></td>
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<td><strong>Lead generation fulfillment options: directly to advertiser/client, client vendor, or Comcast Spotlight in-house fulfillment vendor</strong></td>
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<td><strong>Enhanced metrics to determine ROI</strong></td>
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### Rationale

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<tr>
<td><strong>Accountability through reach of TV and targeting of direct response</strong></td>
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<tr>
<td><strong>Generate highly qualified leads from customers who want your products and/or services</strong></td>
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<tr>
<td><strong>Track leads through to sales conversions</strong></td>
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RFI provides advertisers the power...

• to develop leads from your traditional TV advertisement with a call-to-action interactive overlays

• to track leads through to sales conversions

• to capture in-market customers to leverage future brand messaging

• to achieve campaign accountability through the reach of television and the targeting of direct response

• to generate highly qualified leads and provide the most targeted connection with digital cable viewers
Consumers Respond Favorably to RFI

Consumers overwhelmingly agree that using the cable TV remote to order a sample or request for information is simple, appropriate and innovative.

Future usage of RFI is strong, with the majority of consumers indicating they will use it again to order a free sample or product information.
VIDEO: Insert :30 Ad Council PSA
James Baumann
Senior Vice President, The Ad Council
The Situation: Comcast Request for Information (RFI) Technology and The Ad Council

- Ad Council and Comcast have a long standing partnership

- In June 2010, Comcast Spotlight approached the Ad Council with a unique new advertising opportunity using the Request for Information (RFI) technology.

- Ad Council selected the AdoptUsKids Adoption campaign because it could be easily measured and there were fulfillment materials available to mail to interested subscribers.
The Situation: Ad Council and AdoptUsKids

- In 2003, the Ad Council partnered with the Children’s Bureau and AdoptUsKids on a national adoption recruitment campaign to encourage the adoption of children from foster care.

- "You don’t have to be perfect to be a perfect parent," has been used to communicate a humorous angle on the seemingly challenging task of adopting from foster care.

- Campaign launched in July 2004 with PSAs available in TV, Radio, Outdoor and Web Banners

- More than 14,000 children have been adopted through AdoptUSKids since 2003.
The Plan: AdoptUsKids RFI Campaign Objectives

• Encourage the adoption of children from the U.S. foster care system with a focus on sibling groups

• Increase the number of potential families inquiring about adoption

• Using the RFI technology, which is available in over 30 markets, reaching more than 10 million homes, the Ad Council saw an opportunity to reach potential parents looking to adopt.
The Process: AdoptUsKids RFI Campaign

- The technology enabled Comcast to place an overlay, or banner on the AdoptUsKids PSA, prompting viewers to press a button on their remote controls to receive materials.

- The Ad Council utilized the RFI technology on the “Forgotten Lunch” and “Restaurant” Adoption spots. After a series of opt-in steps, viewers clicked their remote to request more information and receive materials from AdoptUsKids.

- The Ad Council supplied the PSAs and developed the overlay scripts for Comcast to produce the RFI spots; a very easy, seamless process.

- Once viewers select to receive a packet it qualifies as a “Lead.” The Leads (names and addresses) are sent directly from Comcast to the AdoptUsKids Fulfillment Center. AdoptUsKids mail information packets to the Leads provided.
You Don’t Have to be Perfect to be a Perfect Parent.

Get Started Today!

Interested in learning more about adoption from foster care?

Get Started Today!

agree to share my address with AdoptUsKids to receive an informational packet by Mail

Agree and Submit

Thank you for your interest in adoption from foster care!
Campaign Performance

- From June 28 – 2/27, AdoptUsKids received more than 2,100 qualified requests for information from the following markets: Chicago, San Francisco, Philadelphia, Atlanta, Miami, Tallahassee, Jacksonville, Savannah, Detroit, Flint, Lansing, Grand Rapids, Fresno, Monterey, Sacramento, Nashville, Knoxville, Little Rock, and Chattanooga
  - This was way higher than expected considering the ASK.

- Due to the success of the campaign the Ad Council and AdoptUsKids plans to roll out another RFI campaign in 18 additional markets starting April 2011: NY, Seattle, Spokane, Portland, Wheeling/Youngstown, Baltimore, Richmond, Chicago, Rockford, Peoria, Champaign, Indianapolis, South Bend, Fort Wayne, Boston, Springfield, Providence, Augusta

- Press release (October 2010) pick-up:
  - Ad Council CEO, Peggy Conlon was quoted in Business Wire, Philadelphia: “Leveraging Comcast Spotlight’s iTV platform is a wonderful opportunity to further engage our audiences,” said Peggy Conlon, President and CEO of the Ad Council. “After seeing the response from Comcast’s support of our Adoption campaign in Chicago this summer, we’re looking forward to bringing the campaign to more cities in the upcoming months.”
2010 RFI Market Schedule

• Initial roll-out in Chicago (July 2010)
James Baumann
Senior Vice President, The Ad Council
Poll Question:

“Do you think that interactivity will become a common part of many television ad campaigns in the future?”

○ Yes
○ No
Telescoping
Andrew Ward, Regional Vice President, Comcast Spotlight
VOD is a Valuable Platform for Long-Form Messaging

- Over 380 million VOD views per month on average
- 75% of VOD views come from Free On Demand Content

Marketers can use VOD in two ways:

- As a branded environment enabling advertisers to program their own virtual channel
- Sponsorship of relevant content already airing On Demand
## VOD Telescoping (VODT)

<table>
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<tr>
<th>Ad Platform Description</th>
<th>Telescoping is an interactive prompt or “overlay” on a TV spot that directly links viewers to a branded long form video or On Demand content sponsorship by pressing select on their remote control.</th>
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</thead>
</table>
| User Experience         | • Overlay rests at the bottom of your commercial for easy access to your On Demand content  
  • 2 types of interactive overlays:  
    • View Now – launches VOD asset immediately upon selection  
    • View Later – saves the VOD content for later viewing |
| Capability              | • Overlays link directly to VOD asset or to folder of multiple VOD assets  
  • ROI metrics aggregated directly from set-top boxes returned to advertisers  
    • Total Views / Total Unique HH views  
    • Average length viewed  
    • Total minutes viewed  
    • Number of Rewinds, Fast-Forwards and Pauses |
| Rationale               | • Opportunity for deeper, qualified engagement with brand by allowing viewer to “opt in” or choose to view longer-form content  
  • Enables the advertiser to tell their story in a compelling manner beyond the confines of a :30 spot.  
  • More effective than non-telescopic spots across four measures: * Purchase intent, attitude toward brand, attitude toward ad, and day after recall** |

*Source: Beyond :30, Interactive Institute, 2006 / ** for equal to or better ad recall than 3-repeat linear spots
VIDEO: Jacksonville Subaru
The Situation:

• One dealer owns 2 Subaru points in Jacksonville, he also owns a dealership in Connecticut. Subaru is a much stronger brand in northern markets because it does very well in the snow

• Subaru has been buying cable in the market off and on for over 15 years

• Their main challenge is communicating the quality of the Subaru brand so that it is on a consideration list with other sedans
The Plan:

• Based on the challenge of educating a consumer, Telescoping was introduced

• Vehix provides excellent 3rd party, objective content from Wheels TV. This content is posted in every Comcast market, the plan was to connect their :30 to the 2 minute Video Test Drive currently housed On Demand

• November 2010 survey by DIGIDAY and Adap.tv found that 31.9% of video content providers in North America said automotive was a leading industry for online video advertising

• The plan was to add telescoping to their December and February spot campaign

• This is a great client relationship, so there was never any resistance to the plan
The Process:

• We received approval from Vehix to utilize Wheels TV content

• Added interactive elements to their :30 through our Operations Center

• The process was seamless and quick

• Video of commercial with overlay was sent to client for approval

• Commercial was trafficked and an air check was sent to client
The Performance:

<table>
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<tr>
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<th>NOVEMBER (No Telescoping)</th>
<th>DECEMBER (With Telescoping)</th>
</tr>
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<tbody>
<tr>
<td>Views:</td>
<td>6</td>
<td>2200</td>
</tr>
<tr>
<td>Minutes Viewed:</td>
<td>16</td>
<td>1933 (32 HRS)</td>
</tr>
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</table>

- Most important: February was the highest sales month in the Jacksonville dealership’s history
- Increase in inquiries about the Subaru Legacy
- The telescoping allowed them to feature a 3rd vehicle in their campaign (it was always a 2 car message)
- Telescoping made VOD an active medium instead of a passive medium
Final Thoughts:

- Telescoping drives significant incremental views On Demand

- Allowed a deeper consumer connection so they could easily obtain 3\textsuperscript{rd} party information about the Subaru Legacy

- Consumers seem to have a favorable response to Telescoping messages

- Consumers currently use video on the web for automotive research, Telescoping allows consumers the same opportunity on TV

- The transparency of having non-bias, 3\textsuperscript{rd} party content added to the success of this campaign
Brad Brown & Ron Rothberg
Comcast Spotlight, Jacksonville Florida
Poll Results:

“Do you think that interactivity will become a common part of many television ad campaigns in the future?”

- Yes
- No
Poll Question:

“I would consider incorporating interactivity (RFI/telescoping) into a campaign for my business or client.....

- Now. I think it’s time to begin learning about and using iTV.”
- Within the next three to five years.”
- In five or more years.”
- Never. I don’t see the value.”
Rob Klippel
VP, New Products & Operations, Comcast Spotlight
iTV Snapshot

• Current Reach (All Products: RFI, VODT, and Remind Record)
  - Over 40 markets (Motorola markets)
  - Approximately 13.5M Households

• Expansion Plans
  - Additional 3.5M Households in Q1 2012 (Cisco markets)

• Campaign Activity
  - RFI: 520 campaigns
  - VODT: 40 campaigns
  - Remind Record: 132 Campaigns

• These campaigns have driven:
  - 675MM Impression → Subscribers are seeing these applications
  - 1.5MM Interactions → Subscribers are engaging with these products and interacting

• Campaign activity includes use of iTV for internal marketing and promotional campaigns.
# Remind Record

## Ad Platform Description
Remind • Record allows programmers to take advantage of interactive overlay technology to drive viewers to set a reminder or schedule a recording of an upcoming episode or series up to 7 days prior to air.

## User Experience
- Overlay appears on the screen shortly after ad begins. A user has three options when an overlay is displayed – interact, ignore or cancel.
- The prompt that a Comcast Digital customer sees depends on their box type and what type of campaign you choose:

1. **Remind/Record Episode or Series**
   - Non-DVR sees Remind only
   - DVR has choice to record episode or series

2. **Remind/Record Single Episode**
   - Non-DVR Set Tops see Remind prompt only
   - DVR Set Top’s only see episode recording, no series

3. **Single Episode Remind Only**
   - All set-top box types see Remind prompt only

4. **Series Record only**
   - DVR set-top boxes only get Series recording option
   - Non-DVR users do not see any prompt

## Capability
- Overlays link directly to VOD asset or to folder of multiple VOD assets
- ROI metrics aggregated directly from set-top boxes returned to advertisers
  - # of Reminders Set
  - # of Episode Recordings
  - # of Series Recordings
  - Total Interactions

## Rationale
- Increase the impact of your tune-in campaign
- Build Awareness • Create Desire • Impact Ratings
Rob Klippel
VP, New Products & Operations, Comcast Spotlight
Poll Results:

“I would consider incorporating interactivity (RFI/telescoping) into a campaign for my business or client.....

- Now. I think it’s time to begin learning about and using iTV.”
- Within the next three to five years.”
- In five or more years.”
- Never. I don’t see the value.”
Case Studies: Interactive Television in the Real World
www.comcastspotlight.com/takefive
How to Achieve Reach in a Fragmented Media World

Wed., May 18, 2PM ET