

# MEDIA KIT

APRIL 2024





# WELCOME

“TV advertising can now combine the targeting and measurement capabilities of digital with the reach and impact of TV.”

Welcome to Effectv, the advertising sales division of Comcast Cable.

At Effectv, formerly Comcast Spotlight, we know that TV advertising is more relevant than ever. Today, TV offers multiscreen, on demand, and high-quality programming. And TV advertising can now combine the targeting and measurement capabilities of digital with the reach and impact of TV.

For advertisers like you, this means more precision and effectiveness, with reduced ad waste. Plus, with advanced analytics, you can actually see that your advertising is having an impact on your business results.

With our suite of full-funnel ad solutions, we can help you run the most efficient and effective campaign for your business. Browse this media kit to learn more, and then get in touch for a personal consultation. We look forward to working with you.



**POOJA MIDHA**

EXECUTIVE VICE PRESIDENT  
AND GENERAL MANAGER,  
EFFECTV



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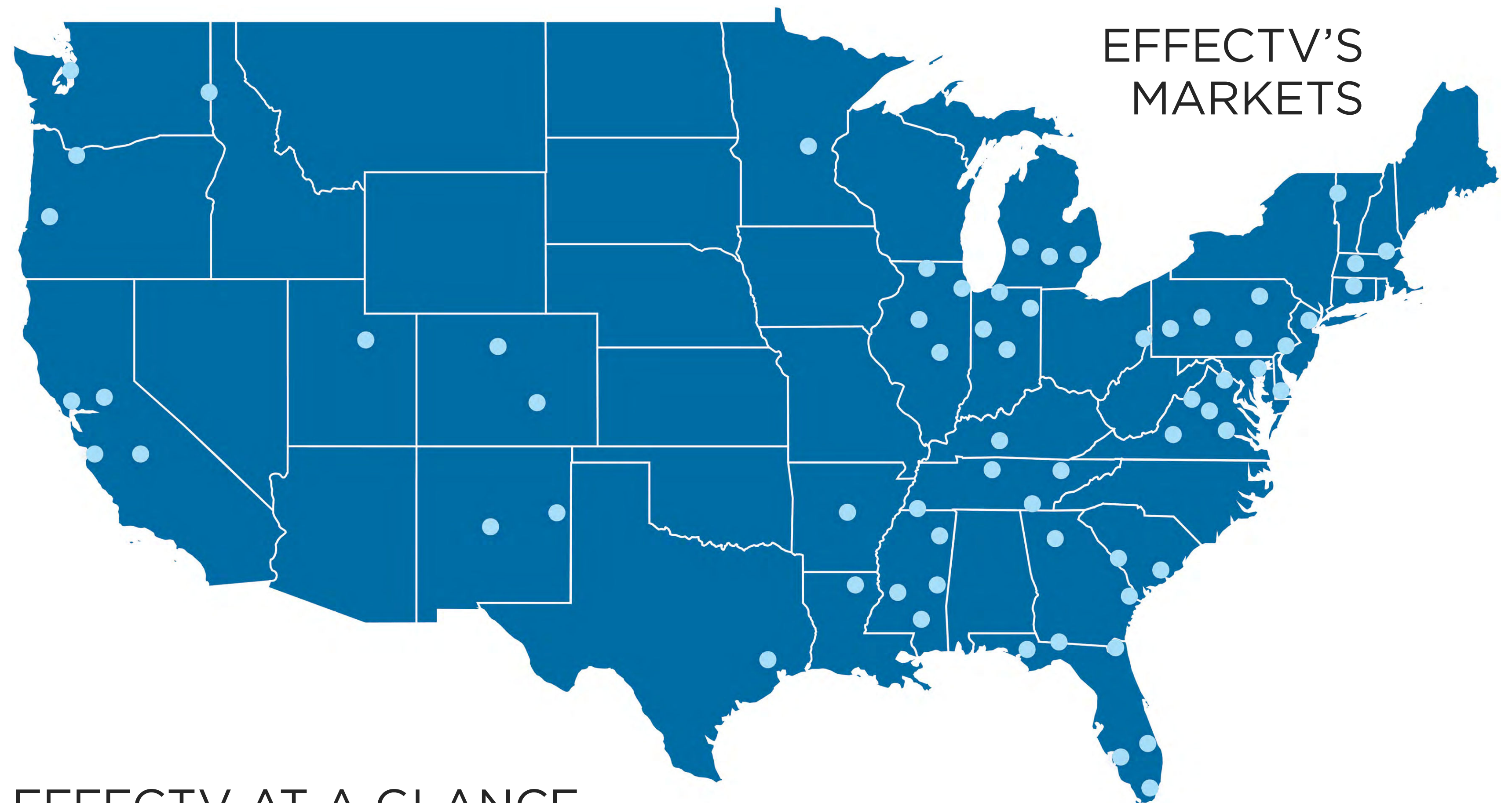




# ABOUT US

Effectv harnesses data insights and the power of TV to help businesses reach their most likely customers. As the advertising sales division of Comcast Cable, Effectv delivers impactful TV and streaming ad solutions to efficiently and effectively reach the right viewers.

Our solutions combine audience targeting capabilities with valuable data insights and high-quality content, enabling advertisers of any size to reach audiences that are highly engaged and receptive to brand messaging. Rounding out our offerings are in-house creative services to help craft branded messages and campaigns.



## EFFECTV AT A GLANCE

Founded  
**2003**

Headquartered in  
**New York**

**60+**  
markets

**50+**  
demographically  
unique TV networks

Est. potential reach of  
**99M**  
U.S. adults\*

Viewership insights from  
**30M**  
Comcast households

\*Estimate based on U.S. census, 2022, of broadband subscriber households in Comcast-represented U.S. counties.



# EFFECTV DIFFERENCE

We work with clients to plan and execute advertising campaigns specifically tailored to their goals.

Our customizable solutions can help **companies of any size**, from small and mid-sized businesses up to national enterprises, while remaining budget-conscious.

Effectv's services can improve clients' results in **every step of the sales funnel**, from top-of-the-funnel awareness, through middle-of-the-funnel interest and consideration, to bottom-of-the-funnel intent and purchase.

And we support clients at **every stage of the campaign process**. Through the steps of audience research, creative production, results, and optimization, brands can be confident their campaigns are calibrated to achieve the greatest impact.



## **Extensive Research**

We gather insights from Comcast data and more than 120 data providers to create a comprehensive view of the marketplace and help pinpoint audiences. This can improve campaign results and minimize ad waste.

## **Precise Targeting**

Effectv's multiscreen ad solutions target audiences from TV programming across digital platforms. By targeting audiences instead of screens, brands can improve reach and engagement.

## **Quality Content**

We deliver ads only in high-quality, brand-safe content, whenever and wherever audiences are watching.

## **Creative Support**

Mnemonic, our in-house creative agency, can help craft original messaging, create on-brand video content, and more.

## **Easy Campaign Planning**

Advertisers can work with an Account Executive for white-glove service to get campaigns up and running.

## **Seamless Media Buying**

Effectv offers a cross-platform inventory so clients can buy across multiple markets, video providers, and platforms with a single media buy.

## **Proven Value**

We report results so clients can see exactly how Effectv advertising supported their brand and goals.



# OUR COMMITMENTS

Our work is guided by the following three principles:

## **We Know Advertisers — And We Listen**

Our clients count on us to be a creative and strategic collaborator dedicated to delivering ideal ad solutions. We adjust our technique to each advertiser so we can connect each brand to the right audience, in the right way.

## **We Know the Audience**

We foster meaningful connections between advertisers and audiences through broad- and targeted-reach solutions. This approach is bolstered by advanced insights that help clients identify and speak to the right audiences.

## **We Know the Business**

Advertisers can use our marketplace expertise to upgrade their ad strategy. We understand how to reach the right viewers with innovative multiscreen advertising, and we put this to work. Clients can target their audiences wherever they watch, and deliver video everywhere.

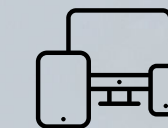


## ADVERTISER BENEFITS



### **Reach**

Reach strategic consumer targets more effectively



### **Relevancy**

Maximize investment across all screens with premium, brand-safe content



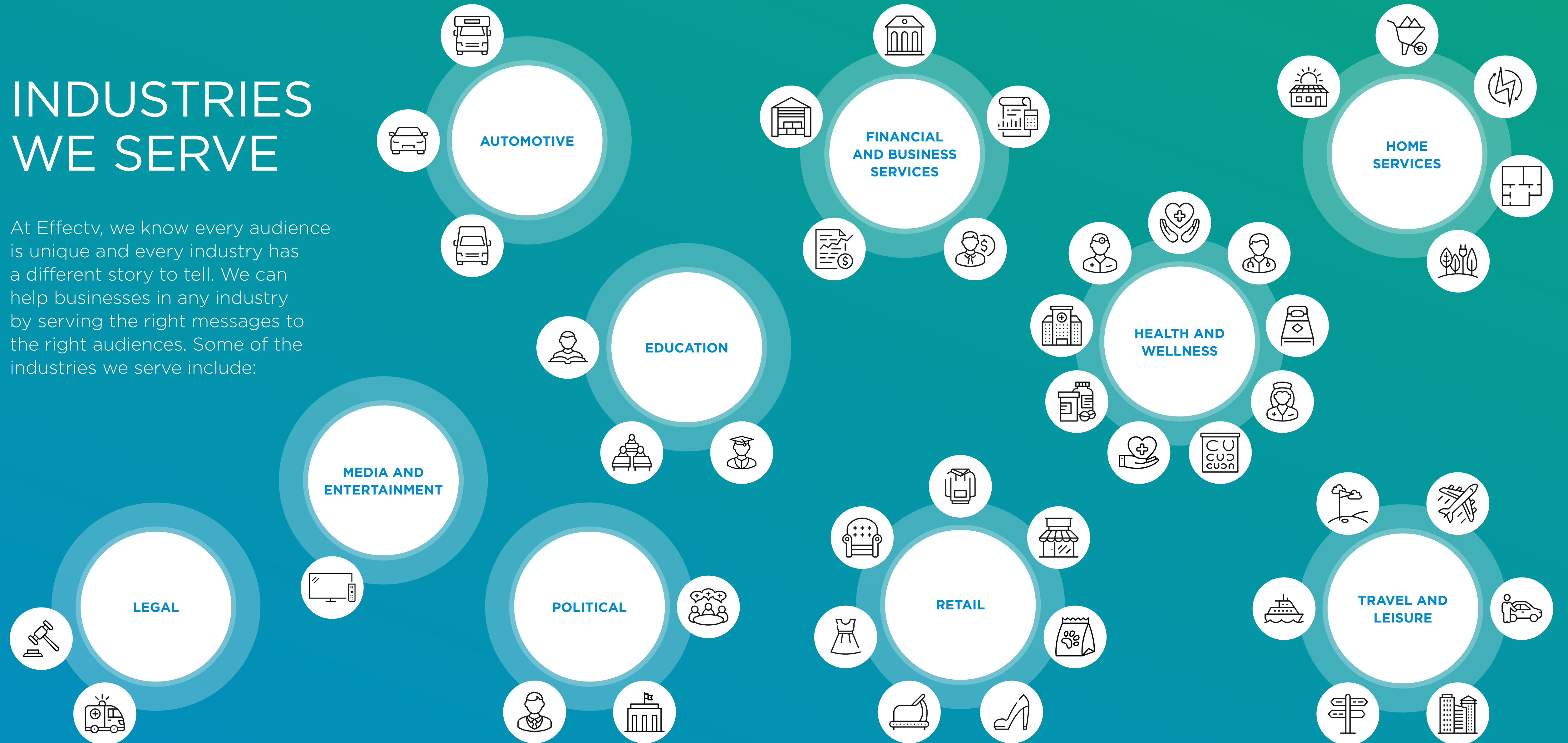
### **Results**

Develop and implement media strategies to meet hard-to-achieve goals



# INDUSTRIES WE SERVE

At Effectv, we know every audience is unique and every industry has a different story to tell. We can help businesses in any industry by serving the right messages to the right audiences. Some of the industries we serve include:



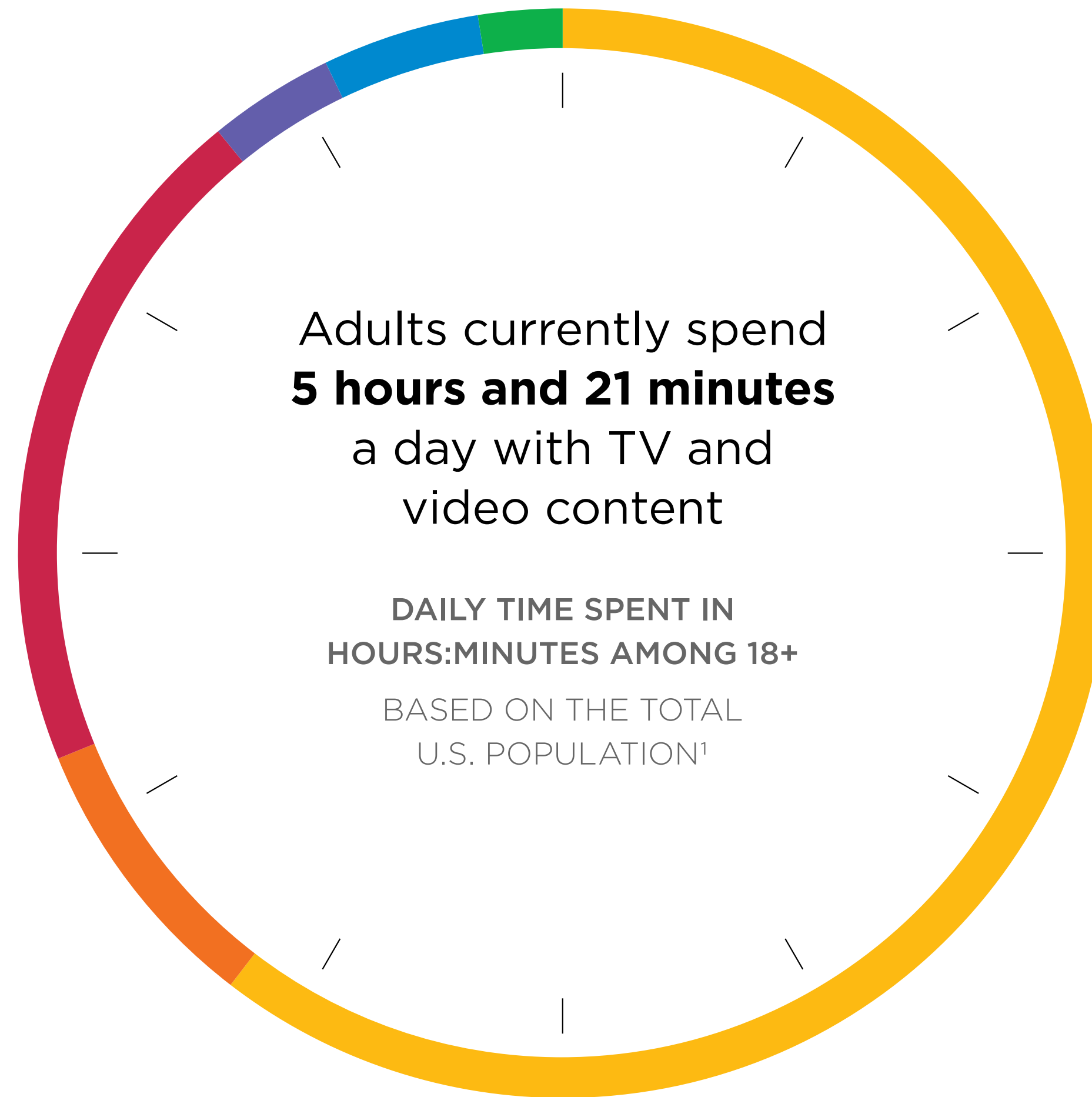


# WHY TV?

## Introducing The New TV

Audiences now interact with media in more ways and on more devices than ever. But as media consumption becomes increasingly dispersed, TV is growing its data-based capabilities and opening new possibilities for advertisers.

This so-called **New TV environment helps advertisers use insights from data to create more efficient campaigns.** Advertisers can now apply data insights at every step of their advertising, from audience targeting and ad delivery through attribution of results. By embracing these shifting media trends and implementing data-driven strategies, advertisers can effectively deliver their message to the right target audiences across screens, optimize their campaigns, and ultimately succeed in The New TV environment.



LIVE TV	3:14
TIME-SHIFTED TV	0:27
TV-CONNECTED DEVICES	1:05
VIDEO ON A COMPUTER	0:12
VIDEO ON A SMARTPHONE	0:15
VIDEO ON A TABLET	0:08

1. Source: Nielsen Total Audience Report March 2021, P18+.



# MULTISCREEN TV ADVERTISING

A multiscreen advertising approach that combines TV, on-demand, and digital and streaming ad placements is proven to boost campaign effectiveness.<sup>2</sup> By focusing on reaching the right viewers – rather than the right screens or programming – advertisers can seamlessly reach across all devices and pull their fragmented audience back together. With each touchpoint, brands drive viewers further into the sales funnel and make it more likely that viewers will award their business to the advertisers they see.

A multiscreen approach is the best way for advertisers to reach all three of these viewer groups:

- **Cord-stackers:** Households that have subscriptions for both TV and streaming services.
- **Cord-cutters:** Households that have canceled their cable, satellite, or telecom service.
- **Cord-nevers:** Households that have never subscribed to a cable, satellite, or telecom service.

## TELEVISION

Television is unmatched in its ability to offer both broad and targeted reach. It remains the most popular media type, with the average Comcast household watching 6+ hours of live and time-shifted TV daily.<sup>3</sup>

## ON-DEMAND

On-demand advertising can extend television campaigns and engage viewers by showcasing additional video about advertisers' products and services. This also casts a wide net, with 76% of Comcast households watching video on demand monthly.<sup>3</sup>

## STREAMING

Streaming video advertising has an extensive reach that continues to grow. In any given minute, an estimated 17.9 million U.S. adults are watching streaming content.<sup>4,5</sup>

The popularity of streaming provides advertisers with prime opportunities. Brands can bring their TV commercials online, placing them in high-visibility areas on popular websites. And advertisers can further boost their ad effectiveness and efficiency by enhancing their digital placements with interactive features and links.

## ADVANTAGES OF MULTISCREEN TV



### TELEVISION AND ON-DEMAND

High ad completion rates and viewability  
Engaged, lean-back experiences



### DIGITAL AND STREAMING

Direct targeting by platform and audience  
Measurement by impression over ratings

## MULTISCREEN ADVERTISING IMPROVES RESULTS<sup>2</sup>

**+14%**  
Sales

**+30%**  
Ad recall

**+6%**  
Brand/product favorability

**Myth:**  
Cable is dead

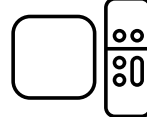
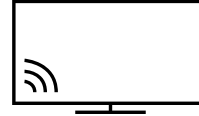
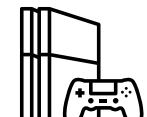
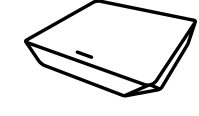

**Fact:**  
73% of TV households have multichannel TV service, defined as wired cable, telecom, or satellite<sup>6</sup>

2. Source: Upper Funnel: Lift from brand health study surveys for 18 addressable campaigns, January 2016 – December 2017. 3. Source: The TV Viewership Report, Effectv, 1H 2021. 4. Source: Nielsen Total Audience Report, March 2021. 5. Source: U.S. Census Bureau. "U.S. Adult Population Grew Faster Than Nation's Total Population from 2010 to 2020." 12 Aug. 2021. <https://www.census.gov/library/stories/2021/08/united-states-adult-population-grew-faster-than-nations-total-population-from-2010-to-2020.html>. 6. Nielsen Total Audience Report Q4 2020.



# OVER-THE-TOP

Over-the-top (OTT) content is any video content streamed over the internet regardless of device. It does not require a subscription to a wired cable, telecom, or satellite TV service. Viewers most commonly use these platforms and devices to watch OTT content:

	<b>Attached devices</b> (Apple TV, Xumo Stream Box, Amazon Fire TV, Roku, etc.)		<b>Smart TVs</b>
	<b>Gaming consoles</b> (Xbox, PlayStation, etc.)		<b>Set-top boxes</b>
			<b>Computers, tablets, and mobile devices</b>

OTT advertising is essentially a hybrid of TV and digital, enabling viewers to watch short- and long-form premium content at any time in a traditional lean-back environment. This uniquely combines the strengths of both TV and digital, providing a number of benefits:

**Addressability:** National advertisers can accurately target audiences, achieving an average of more than 75% in-demo ad views on entertainment content.<sup>7</sup>

**Authentication:** 68% of OTT ad views are from viewers who have logged in, so advertisers can be sure their messages are reaching real people.<sup>7</sup>

**Penetration:** 62% of Americans watch OTT each month.<sup>8</sup>

**Engagement:** The lean-back environment of OTT content leads to highly engaged audiences. 72% of OTT users can recall a specific OTT ad. And 40% have paused OTT content to buy or learn more about an advertised product.<sup>7</sup>

## Myth:

Digital and social media advertising is enough to reach target audiences

## Fact:

90% of TV households watch cable<sup>9</sup>

That's why we use cable TV as the primary campaign driver and seamlessly extend the message across VOD and IP-based platforms (mobile, desktop, tablet, etc.)



7. Source: OpenX. "2019 Consumer OTT Report." <https://www.openx.com/resources/thought-leadership/2019-consumer-ott-report>.

8. Source: eMarketer, "US OTT Video Service Users (% of population)," 2018 Aug. 9. Source: Nielsen NPower, Q2 2019, HH, ad-supported cable networks, live+SD reach with 1+ minute qualifier.



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# DELIVERING AUDIENCES

Effectv combines the best of digital with the power of TV. We deliver data-informed, multiscreen marketing solutions backed by measurable proof-of performance, connecting clients with their target audience to deliver results that matter. As a part of Comcast, we bring a unique combination of quality TV and TV streaming inventory, proprietary data, and leading technology supported by the highest-quality consultative service.

## OUR DATA

Effectv uses data insights to deliver the right audience for any advertiser, giving advertisers the confidence that they're reaching their target audience regardless of where or how they're viewing. We also provide proof of performance tied to campaign objectives to show advertisers that they're reaching the right audiences.

We use several types of data to do this. First, we harness the scale and quality of Comcast's first-party, deterministic data.

**First-party data** is information we collect directly from the Comcast customer base, rather than through a separate company. This includes data about subscriptions, viewership, and ad exposure.

**Deterministic data** is obtained from direct input; it is not modeled data.

Then, we layer on third-party, probabilistic data to further enhance and scale our models.

**Third-party data**, such as demographics, psychographics, interests, and purchase intent, is sourced and aggregated by a company that is not the original collector of the data.

**Probabilistic data** uses a subset of deterministic data to build a model to identify a larger targeted audience. Personas and lookalike audiences, for example, are probabilistic data.

## HOW WE USE IT

- Comcast **subscriber data and IP addresses** allow us to identify the right target audiences with greater precision.
- **Aggregate Comcast viewership data** tells us what audiences are watching and what they're likely to be watching next, informing more effective campaign planning.
- **Ad exposure data** gives us transparent campaign performance metrics across platforms providing insights for future campaign optimization.
- We partner with industry-leading third-party vendors to collect **attribution data**, proving the impact of our campaigns on our clients' business down the consumer purchase funnel.





# OUR INVENTORY

Effectv has scaled access to Comcast's TV and streaming TV premium inventory pools. As a true multiscreen TV provider, we provide clients with access to the highest-quality inventory of programming across more than 60 markets, including a blend of live, on demand, and streaming TV (such as OTT, TVE, and CTV).

As a video provider through Xfinity, we have long-term contractual relationships with TV programmers that guarantee us access to premium inventory from all major content owners.

On top of our scaled programmer multiscreen TV inventory, we have access to supplementary premium inventory through our extensive media relationships.

Scale makes a difference. We are one of the most scaled providers of multiscreen TV in the market. Effectv delivers:

- Access to over 11,000 TV programs from 170 networks across all platforms and devices.
- Scaled OTT inventory enabled by our TV programmer, MVPDs, and streaming services relationships. Plus, national coverage in partnership with FreeWheel, our sister company that is part of the Comcast Advertising family.



# OUR TECHNOLOGY

Effectv uses leading technology to put our data and inventory advantages to work for our clients.

We use our leading tech stack to enable you to find, target, deliver, and report against your target audience across all screens.

We connect clients with target audiences using our data-enabled capabilities: full footprint, DMA, zone/ZIP, and household addressable.

We enable you to manage reach and frequency across multiscreen TV (live TV, on demand, and streaming TV) to deliver better campaign return on investment (ROI).





# OUR APPROACH

Effectv's advertising approach is designed to maximize each advertiser's results. Our multi-part equation is designed to help advertisers reach and engage potential customers every step of the way, making meaningful connections throughout the entire consumer sales funnel.



## FIND

We use data to find the potential customers most likely to be interested in an advertiser's product or service.



## TARGET

We target the business's potential customers across screens, delivering ads to the right audiences.



## REPORT

We report results, so advertisers can optimize ongoing campaigns and plan more efficient future campaigns.



## PROVE

We provide measurement analyses that prove the ad campaign had an impact on business results.



# FINDING THE RIGHT AUDIENCE



The most effective advertising campaigns are informed by insights from data. That's why we use data-driven solutions to find clients' target audiences and help them focus on the markets that matter most to their business.

## 1. Audience Insights

Effectv's solutions use **detailed viewership data** to target client audiences at the local, regional, and national levels. Our viewership data is paired with third-party data to provide insights on audience geography, demographics, and psychographics.

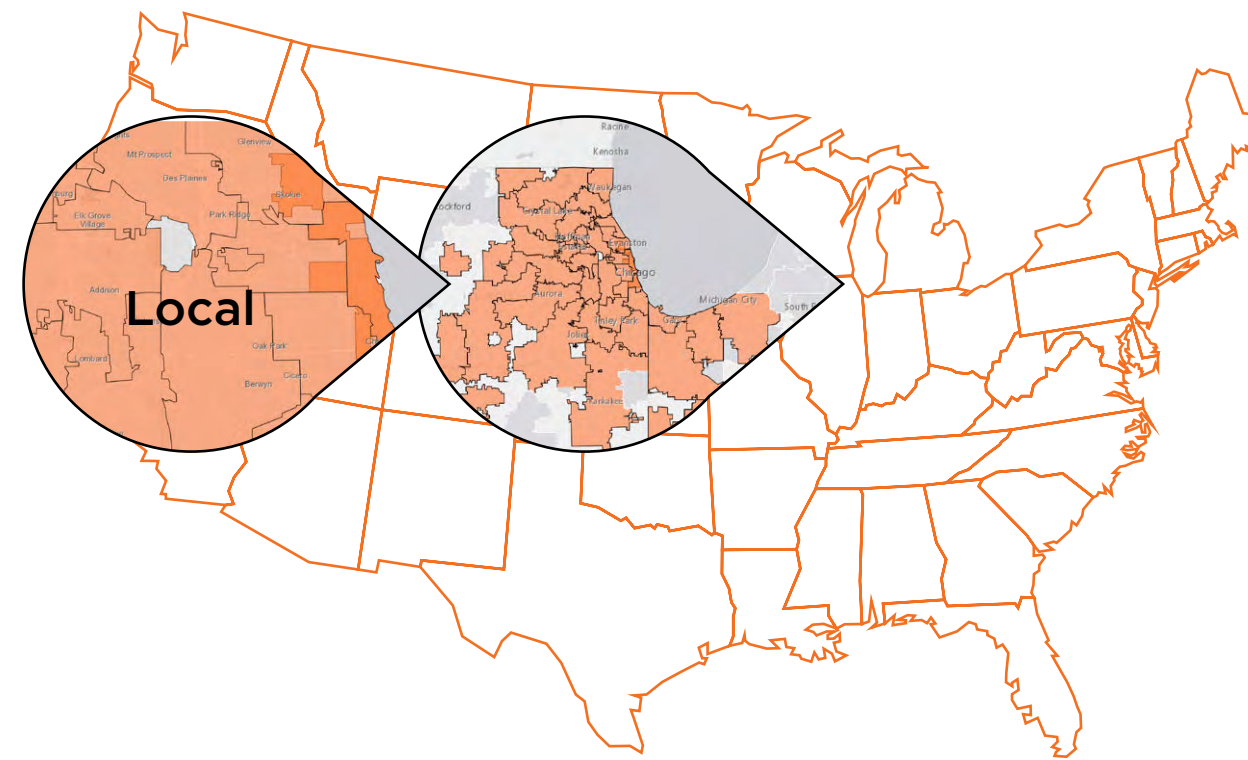
### DATA FROM

**22**

million Comcast set-top boxes

**120+**

third-party data providers

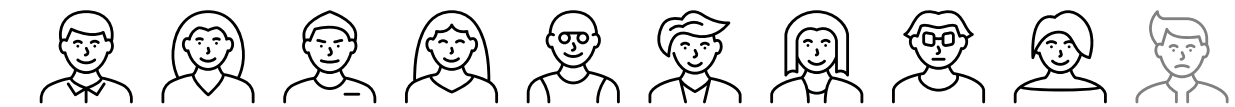


## 2. Geographic Scalability

Precise geographic data and targeting capabilities give advertisers the ultimate scalability and flexibility. Based on the unique needs of each business, we can deliver ads to **specific neighborhoods, across multiple cities, or nationwide**. We can even deliver location-based variations of the same ad. With this approach, advertisers can deliver hyper-localized messages to different audiences, and potential customers see the message most relevant to them.

- Select from 500+ primary market area (PMA) zones to target at the **ZIP code level**.
- Use more than 60 designated market areas (DMAs), each made up of zones, to target audiences at the **city and regional levels**.
- Deliver your campaign message to cable and broadband subscribers beyond the Comcast universe through our relationships with key cable, satellite, telecom, and broadband providers.
- Reach viewers across the full U.S., including Xfinity, Spectrum, Cox, Verizon Fios, DirecTV, and additional affiliate subscriber households in a single campaign.

### FAST FACT



**9 out of 10**

consumers **travel 20 minutes or less** for common purchases<sup>10</sup>

### Myth:

Advertisers know what their customers watch

### Fact:

Comcast households watch an average of 30 networks per month, and the top five ad-supported cable networks in Comcast households account for just 31% of live and time-shifted viewing time<sup>11</sup>

10. Source: Toyn, Gary. "Research: How Far Will Consumers Travel to Make Routine Purchases?" Access Development. 21 Aug. 2019. <https://blog.accessdevelopment.com/research-how-far-will-consumers-travel-to-make-routine-purchases>. 11. Source: The TV Viewership Report, Effectv, 1H 2021.

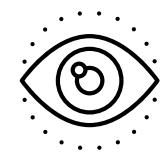


# FINDING THE RIGHT AUDIENCE



### 3. Demographic Insights

On both TV and digital platforms, we can help clients target audiences based on more than 1,000 attributes, such as:



Viewing trends



Purchase behaviors



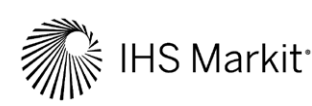
Age and gender



Education and occupation

### 4. Psychographic Insights

Our 30+ data providers help us gain insights on dozens of key audience attributes, like hobbies and brand preferences.







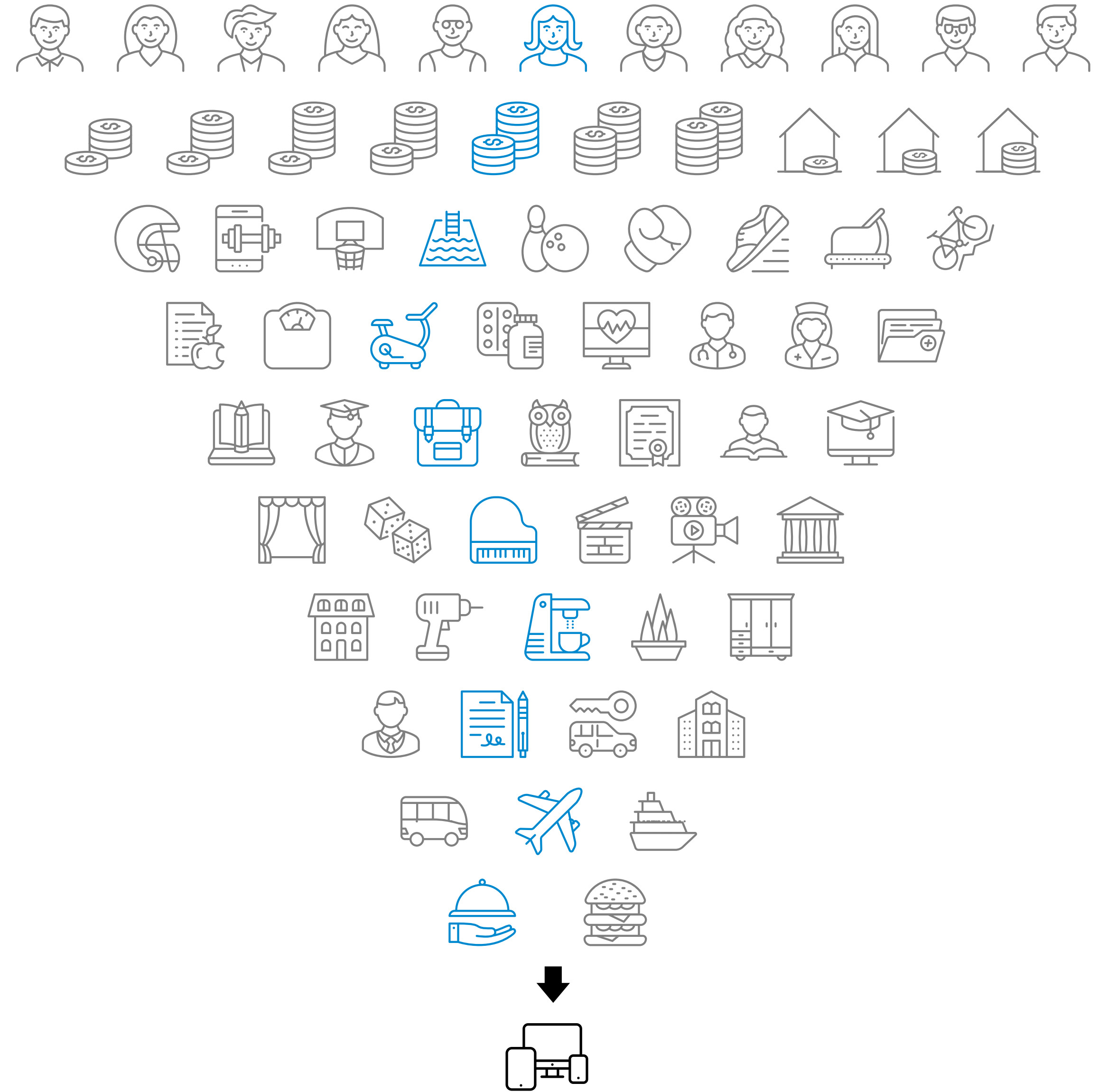
# TARGETING WITH PRECISION

We use insights from Comcast viewership data and third-party data to most effectively reach desired audiences. Our Audience Addressable advertising capabilities can complement a broad-reach multiscreen campaign by enabling advertisers to deliver content exclusively to their target audiences. By **delivering ads only to the most relevant and engaged audiences**, companies can significantly cut down on ad waste and maximize ROI.

For even more precision, clients can provide us with their own anonymized customer data. Then, we can match this client data against our subscriber data to create a **customized audience** for optimized TV and digital campaigns.

**go addressable**

Comcast Advertising is committed to maximizing television's impact and value as a marketing platform by enabling addressable capabilities across the industry. **To learn more, visit [www.goaddressable.com](http://www.goaddressable.com)**



**ADDRESSABLE ADVERTISING**





# REPORTING RESULTS

We collect and analyze campaign performance data to glean insights from viewership trends. We can use these insights to better understand and optimize campaigns. This continuous calibration helps ensure maximum ROI and engagement.

## TV AND MULTISCREEN CAMPAIGN REPORTS

Our TV and multiscreen campaign reports use ad exposure data to determine reach and frequency for an advertiser's audience. We use this data to provide insights on how a campaign performed in reaching the desired audience segment and how to improve future campaigns.

## EFFECTV STREAMING REPORTS

Our Effectv Streaming reports bring together reporting across all of an advertiser's digital campaigns. Each report includes information on the type of device (connected TV, mobile device, etc.) and the content/brand (Bravo app, CNN.com, etc.).

We make sure every report is transparent and easy to read, so clients can delve into the numbers themselves and better understand where the message is appearing. Advertisers may access their Effectv Streaming reports through myEffectv, our new client portal.







# PROVING OUR IMPACT

TV advertising can produce results at every stage of the buyer journey, driving brand awareness as well as consideration and intent to purchase. Our **IMPACT reports can show these full-funnel effects** for individual campaigns, giving clients confidence that their advertising makes a difference.

We can measure the immediate lift in a brand's website traffic within 30 minutes of a TV commercial airing, or measure the longer-term attribution tied to a multiscreen campaign.



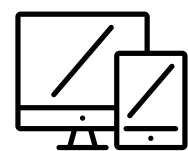


# ADVERTISING OFFERINGS

Our multiscreen advertising offers help connect brands to their audiences in a meaningful way. By placing ads exclusively within premium TV and streaming video in high-quality, brand-safe environments, we help brands reach audiences through content they already know and trust.

And we connect brands with content across screens. Our inventory **combines the power of traditional TV with newer formats like Effectv Streaming** to achieve a broad and targeted reach.

## FAST FACT



We serve advertising impressions across the TV and digital video content that consumers **spend more than 5.5 hours a day watching.**<sup>12</sup>

12. Source: Nielsen Total Audience Report Q4 2020.





# LIVE AND TIME-SHIFTED TV

Offering broad and targeted reach, television serves as the primary brand-building medium to drive results throughout the sales funnel.

Our cable TV advertising solutions use data-driven methods to efficiently deliver messages to the right consumers. With more than **50 demographically unique cable networks** carrying high-value programming – including news, sports, and other content typically viewed live – advertisers can precisely focus on the markets and audience segments that matter most to their businesses.

Using TV as the anchor of each campaign, we **target audiences across mobile, desktop, tablet, connected TV, and other devices** – reaching and engaging them every step of the way. This strategy enables brands to engage with potential customers no matter when or where they're consuming video.

**MYTH:**  
Everyone is cord-cutting

**FACTS:**  
70% of SVOD households also have cable<sup>13</sup>

58% of U.S. households with OTT services also have cable or satellite subscriptions<sup>14</sup>

50+ NETWORKS, INCLUDING:



13. Source: Nielsen NPower. SVOD Subscribing Households. Q1 2021. 14. Source: Spectrum Reach, "The Convergence of TV, OTT, & Digital Video," 18 May 2021.



# CONTENT THAT CONNECTS

As consumers spend more time than ever with video content, advertisers have more opportunities to reach their audiences. Broad appeal and live engagement make sports and news some of the most popular and valuable content to advertise in.

## SPORTS

Sports programming has an extensive reach, particularly on cable. Nearly 160,000 hours of sports programming airs on cable annually.<sup>15</sup>

**89%**  
live viewership

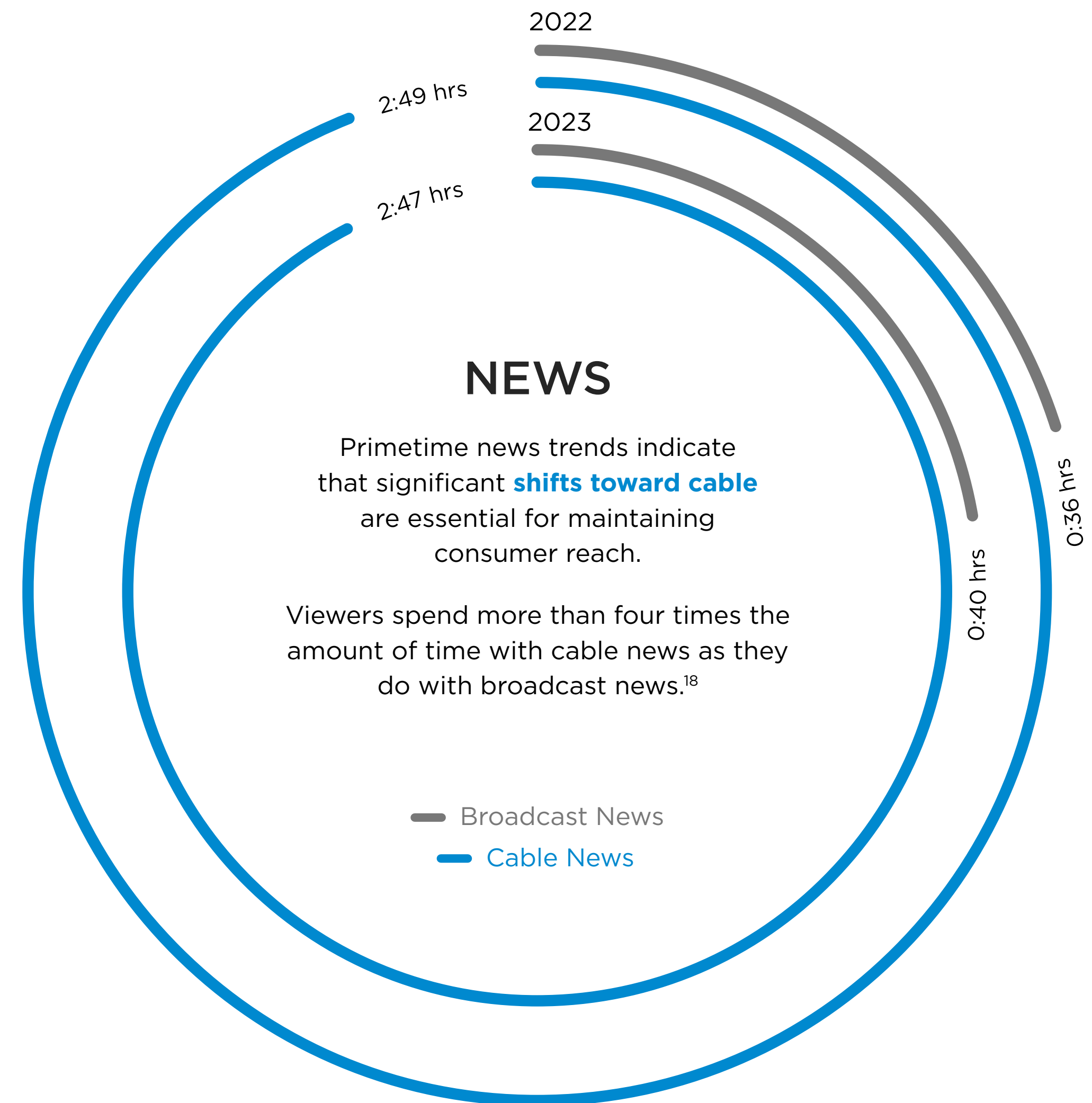
On average, sports programming on cable is watched live 89% of the time<sup>15</sup>

**89%**  
household reach

Sports programming reaches over 89% of Comcast households all year long<sup>16</sup>

**53%**  
extended reach

Adding sports to a multiscreen campaign can deliver 53% incremental reach<sup>17</sup>



15. Nielsen NPOWER, CY 2023, ALL SN-SE-SC-SA program types. Live compared to Live + 7. 16. Comcast internal analysis of sports viewership, Jan. – Dec. 2023. 17. Comcast internal analysis of sports multiscreen campaigns, Jan. – Dec. 2023. Only includes campaigns with that reached 1000+ households and delivered 1000+ impressions. 18. Nielsen R&F Program Report, Households, National Panel, Full Year as indicated.



# EFFECTV STREAMING

Effectv Streaming enables advertisers to deliver their message to their target audiences within streaming TV and premium video content, wherever, whenever, and however they are watching.

This new iteration of our digital offering expands targeting options for advertisers across a wide range of audience segments, content composition, platform and device delivery, and geography, so each client can create the campaign that best meets their needs.

Streaming campaign delivery extends beyond Comcast households to include subscribers of other cable, satellite, telecom services as well as broadband-only cord-cutters in the selected geography.

## **Content Options:**

- Full Episode Player (FEP)
- A mix of FEP and long- and short-form TV content
- Premium video from top sites and apps

## **Geographic Options:**

- The full Comcast footprint
- Designated market areas (DMAs)
- Cable zones
- Custom geotargeting incorporating ZIP codes upon request

## **Audience Targeting Options:**

- 90+ audience segments for campaigns running only within TV content
- 300+ audience segments with the inclusion of premium video content

## **Platform Delivery:**

- Set-top box video on demand (VOD)
- Over-the-top (OTT)
- TV everywhere (TVE)
- TV
- Premium video websites and apps

## **Device Delivery:**

- Connected TV
- Desktop
- Mobile
- Tablet

Our primary source of **inventory** is direct relationships with networks and programmers. Additional sources include:

- Roku
- Ad-supported VOD (AVOD) platforms
- Direct sourcing via our in-house trading desk
- Free ad-supported streaming TV (FAST) channels

Most importantly, the wide range of audience segments enables advertisers to run an efficient and effective multiscreen campaign against their desired target. Studies show that adding digital video to a TV campaign can drive 15% more reach.<sup>19</sup>

And Effectv clients who buy both TV airtime and cross-screen placements are overall more satisfied with their customer experience.<sup>20</sup>



19. Source: Freewheel campaign analysis: reach and impressions share for actual campaign of sports team. Household reach share not unique among devices. 2020.

20. Source: Effectv: Customer NPS Survey, March 2019.



# CUSTOM MARKETING OPPORTUNITIES

Effectv partners with advertisers to extend their marketing outreach through **promotional, incremental exposure opportunities** in the marketplace. We work with clients to understand their unique needs and goals, producing customized promotional programs to drive awareness beyond a traditional video campaign. These traffic- and sales-building programs may include elements like **consumer sweepstakes and contests, brand integrations and collaborations, and event ideation and execution.**

With each plan specifically tailored to each individual advertiser, we ensure we meet the marketing objectives of our clients.



## National Promotional Examples

We've helped a variety of clients improve their advertising results through non-traditional campaign outreach activities, including:

- Voice-responsive commercials for the Food Network that include a key phrase – “gobble gobble” – that viewers can speak into their Xfinity Voice Remotes to bring up a custom page filled with Thanksgiving-themed TV programming and recipes.
- 30-second commercials that integrate advertisers within Storm Preparedness Tips from The Weather Channel and Tax Preparation Tips from CNBC.
- Series of custom commercials and long-form videos featuring a popular Food Network host preparing meals with a food manufacturer's products.
- Promotional campaigns pairing Chevy, Ford, and Toyota dealerships with NASCAR drivers who race with that brand of car.
- Appearances by beloved network characters and talent, ranging from Nickelodeon stars to reality TV personalities on popular networks like Bravo and E!
- X1 Voice Activations that incorporate the X1 Voice Remote, an Emmy award-winning voice technology, and serve up advertisers' own short-form videos.
- “Hometown Hub” voice commands that serve up city-specific TV shows, movies, short-form clips, and consumer information, along with a collection of relevant local content to help viewers explore their city from the comfort of their home.



# CREATIVE AGENCY

Our award-winning in-house creative agency, Mnemonic, helps advertisers grow their business by finding their voice, telling their story, and standing out in a hyper-competitive marketplace.

We do this by listening to our clients. We learn everything we can about each business, and then we become a true creative partner, developing ad campaigns that resonate with consumers and motivate them to take action.

Mnemonic is a full-service agency, so whether clients need high-quality ad content, market research, branding, or other creative assistance, we offer comprehensive and scalable creative solutions.

For Effectv advertisers, great creative is just a click or call away.

## FAST FACT

“Creative” is the biggest factor in ad effectiveness, driving **49% of the final result.**<sup>21</sup>

21. NCSolutions, “Five Keys to Advertising Effectiveness,” 2023, <https://info.ncsolutions.com/how-advertising-works/five-keys-to-advertising-effectiveness>.



## Mnemonic Philosophy

Mnemonic is a strategically focused creative agency whose goal is to create real world impact. We drive business for our company by providing creative solutions that produce engagement between our clients and their audiences. When combining award-winning creative work with our robust suite of Sales Solutions, we can reach the customers we want, when we want, making our customer’s business goals a reality.

## Services

- TV and multiscreen commercials
- Multi-channel integrated campaigns
- Key market research
- Brand audit
- Creative development specific to audience segments
- Additional client creative support, such as logo design, website landing page, photography stills, digital ads, banner ads, and more



# WHY US?

Effectv is here to help clients achieve their marketing and advertising goals. We deliver a new era of TV and premium digital video advertising to reach audiences through high-quality content at any time, on any device. We bring together all the elements of a successful campaign:



## Custom creative

Our in-house creative agency can produce content tailored to each client's brand, voice, and needs.



## Campaign planning

We offer campaign planning services through our Account Executives.



## Targeted impressions

We deliver audience-focused ad solutions based on viewer geography and demographics, helping our advertisers attain valuable reach with minimal waste.



## Impactful brand-building

Ad delivery in high-quality content creates an association between advertisers and some of the most popular programming.



## Coverage across platforms and devices

Our premium TV and streaming video advertising reaches viewers when and where they're watching on any connected devices, including TV, VOD, desktop, tablet, and mobile.



## Measurable results

We strive to help advertisers understand their campaign results and optimize effectiveness for future flights. When applicable, we analyze complete campaign results and provide insights that clients can use to improve future campaign strategies.

When brands choose Effectv, we help them design personalized campaign strategies to maximize budgets and elevate ad effectiveness. The end result is a meaningful connection between the brand and its target audiences. **Anywhere, any way audiences watch — consider them found.**

## FAST FACT

Effectv is in **eight of the top 10 geographic markets**, and 16 of the top 25.<sup>22</sup>

22. Markets ranked by number of TV households. Nielsen, "Local Television Market Universe Estimates," estimates as of 1 Jan. 2021.





# AD DELIVERY FORMAT SPECIFICATIONS

The following are the audio and video technical specifications for spots submitted to Comcast Technology Solutions.

All spots must be submitted at ready-to-air lengths:

- 15 sec/450 frames
- 30 sec/900 frames
- 60 sec/1800 frames
- 90 sec/2700 frames
- 120 sec/3596 frames
- 5 min/8992 frames

## VIDEO

	HD Recommended Format - MPEG
Stream Type	MPEG-2 Transport Stream
Video Bitrate	20 - 100 Mbps (CBR or VBR)
Frame Rate	29.97 (1080i) or 59.94 (720p)
GOP Structure	Closed GOP
Closed Captioning	EIA-608 and EIA-708
Chroma	4:2:0 or 4:2:2
Interlacing	Upper Field First (1080i) or Progressive (720p)
Aspect Ratio	16:9
Width/Height	1920x1080 (1080i) or 1280x720 (720p)
Audio Type	MPEG-1 Layer 2
Typical Transfer	2-40 minutes
Typical Export	<1 minute
Notes	MP@HL or HP@HL

## AUDIO

	HD
Encoding Type	MPEG-1 Layer 2 or LPCM
Number of Channels	2 (Stereo, 6, 8, or 10)
PIDs/Channel per PID	1/2, 3/2, 4/2, 5/2, 1/6, 1/8, or 1/10
Bit Depth	16
Bit Rate	384 Kbps or 1,536 Kbps
Sampling Rate	48 KHz
Instantaneous Peak Audio Max	-8 dBFS
Average Peak Audio Max	-10 dBFS
Average Levels	-20 dBFS or -2 dBTP





# WANT HIGHER ROI? CONTACT US

## INDUSTRY SUPPORT

We team up with industry-leading associations to maximize our capabilities and the value we provide to advertisers.

Possibly Effectv's most crucial partnership is with the nation's largest cable advertising firm, Ampersand, which acts as a single source for companies to purchase ad time across a national footprint. This enables us to place our advertisers' messaging throughout the country, even in markets Xfinity doesn't serve. This, in turn, simplifies the process for advertisers looking to reach a national audience.



## FOR MORE INFORMATION

### SALES AND SUPPORT

[effectv.com](http://effectv.com) | 888.877.9799

### PRESS INQUIRIES

[effectv\\_inquiry@comcast.com](mailto:effectv_inquiry@comcast.com)





**effectv**<sup>TM</sup>  
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