

# The 24/7 reach of On Demand

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**SEARCHLIGHT™**



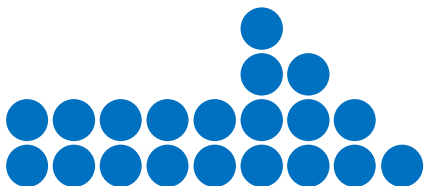
On Air

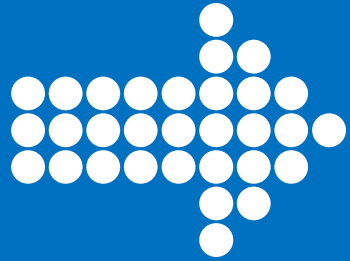


Online



On Demand





# What is Video On Demand.....



On Demand



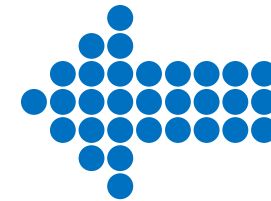
VOD is an unparalleled collection of TV programming available to all digital Comcast subscribers.

With On Demand get thousands of movies and shows ready to watch when you are-from blockbuster movies to kids' programming to network shows.

Easily accessible by the touch of your remote control.

MARKET

**Comcast**  
**SPOTLIGHT.**  
Make a big impression.



# SEARCHLIGHT is Comcast Spotlight's ON DEMAND advertising channel....

Information that is relevant to viewers can be transformed into entertaining, compelling, and easily accessible content.

Content folders include:

- Jobs By Monster
- Shopping
- Home & Garden
- Health & Wellness
- Travel & Leisure
- Entertainment
- & more!

Digital Cable subscribers can directly access Searchlight content by simply pressing **8-8-8** on their remote controls.



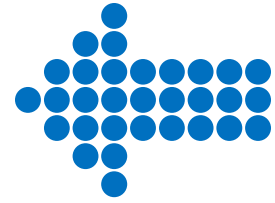
## SEARCHLIGHT™



Comcast on demand



# Why Video On Demand?



- ❖ 24/7 availability
- ❖ Easy-to-use remote control access
- ❖ Opt-in environment delivers more qualified customers
- ❖ Ability to promote your product and services in depth in a longer format
- ❖ Consumers visit Searchlight at their option - so an advertiser's message is reaching very qualified, actively engaged potential customers.
- ❖ The uncluttered environment allows shoppers to proceed at their own paces.

## SEARCHLIGHT™



Comcast on demand



On Air



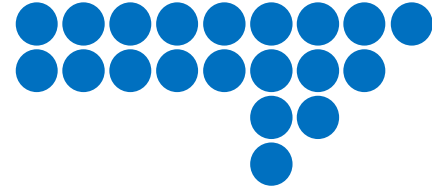
Online



On Demand

Comcast  
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# Video On Demand Footprint

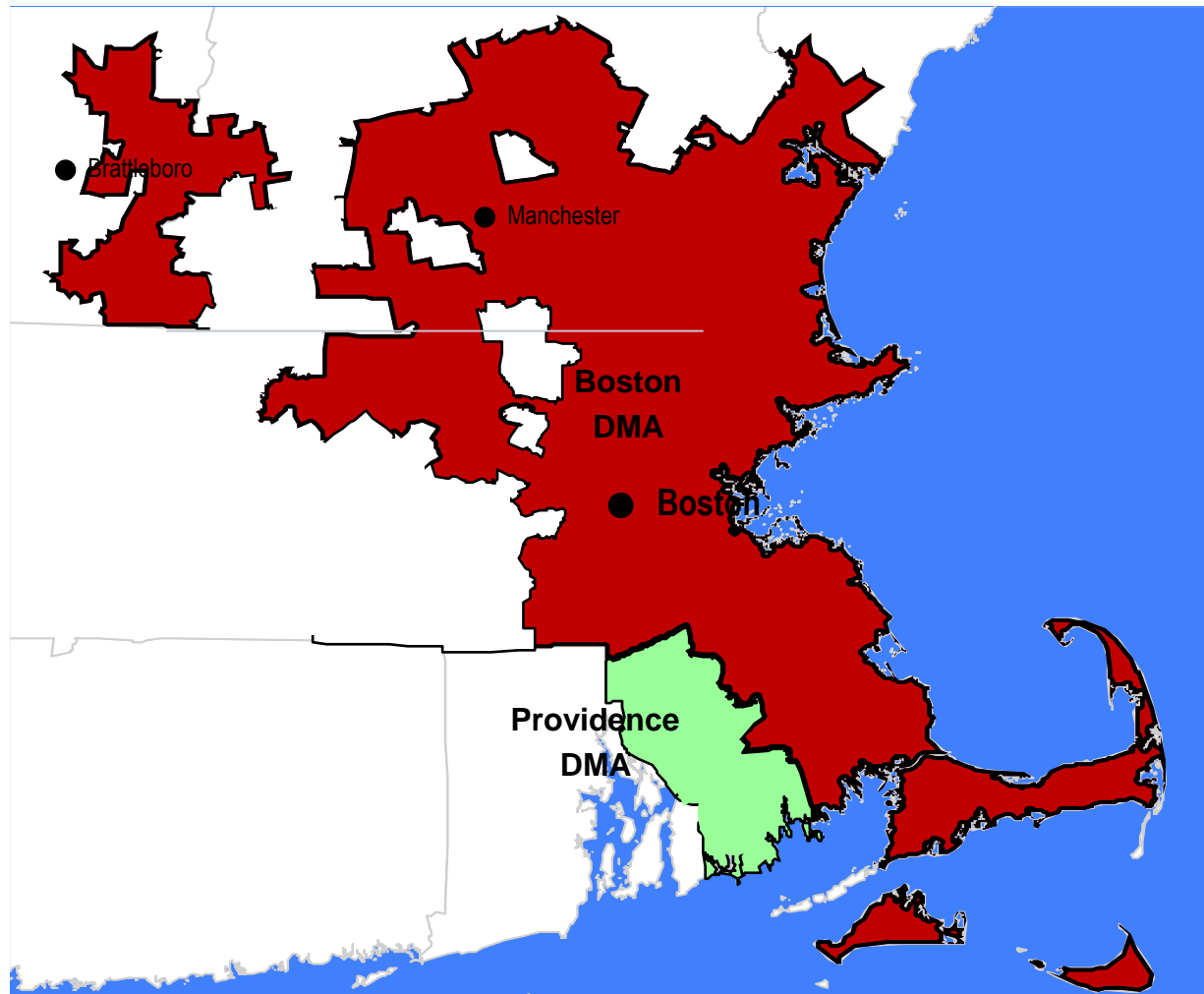


- Subscriber Information

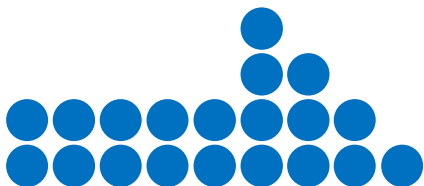
Boston/Providence

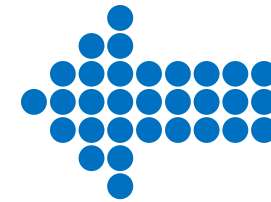
- Comcast Digital Cable  
Subscribers - 1,435,128

(Q1 2010)



Note: The Video On Demand footprint covers the Boston DMA and part of the Providence DMA.





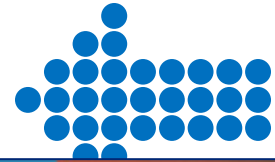
# Feature - VOD



\*Illustration purposes only. Exact folders may differ.

- A Video On Demand Feature is a single video that is located on the Searchlight channel and is available for viewing 24/7
- A Feature video segment can range in length from 2 to 30 minutes
- A Feature video segment would be on the VOD platform under Searchlight and grouped with other like advertisers, like Health & Wellness, Travel, Home & Garden, Education and Shopping...
- A Feature must be purchased for a minimum of 3 months

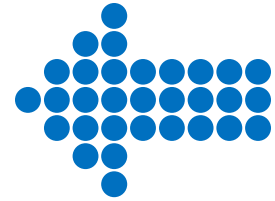
# Showcase - VOD



\*Illustration purposes only. Exact folders may differ.

- A Video On Demand Showcase is the premiere advertising product on VOD
- A Showcase is an Advertiser Branded Channel
- A Showcase is the opportunity for an advertiser to highlight multiple products and services with multiple videos on Video On Demand
- An Advertiser Showcase is located on the Searchlight channel under the appropriate category for the advertiser
- A Showcase is a flat fee for server time that can be charged on a 30 minute, or 60 minute basis

# How to Measure VOD Results?



Comcast Spotlight provides monthly Rentrak VOD reporting, detailing...

- **Total Number of viewers by program**

The client will receive data on each piece of content they have on the VOD platform. A view is calculated anytime a consumer clicks “watch”.

- **Average Length of time viewer watches content**

This is a great measurement of creative, allowing the client to evaluate how long viewers stay tuned to their content.

- **Unique Views (Set Top Boxes) per month**

Specific to how many set top boxes the content was ordered from.

The client will receive Rentrak data reports monthly. These reports are delivered in an easy-to-read one sheet, clearly highlighting the data points listed above.

Rentrak is a third party data company that services Comcast, other MSO and programmers using the VOD platform