Partner with **Spectrum Reach** to speak to your audience wherever they're watching

Spectrum REACH®

Agenda

Understanding Your Priorities: Who we are

Finding & reaching the best potential visitors

Advanced measurement opportunities

UNDERSTAND YOUR TRAVELERS & TOURISTS— DOWN TO THE ZIP CODE

- The **LARGEST** Connectivity Company
- The **LARGEST** Aggregator of ad supported streaming
- The **LARGEST** Supply of Ad supported Video Inventory
- **BEST** in Class 1st Party Data at scale
- **REACH 98%** of US consumers

ALL OF THIS MEANS… WE KNOW YOUR CUSTOMERS AND HOW TO REACH THEM

- Family Content Viewers
- Vacation Intenders
- Outdoor Adventure-Seekers

- Finance/Investing Enthusiast
- Travel Enthusiasts
- Vehicle 5 years old
- Age 55+
- Golfers
- Visit historical sites

- College Education
- Beauty/Fashion & Style Enthusiast
- Video Gamers
- College Football Viewers
- Visit Breweries
- Weekenders

Spectrum REACH®

We connect brands to consumers with premium video across platforms
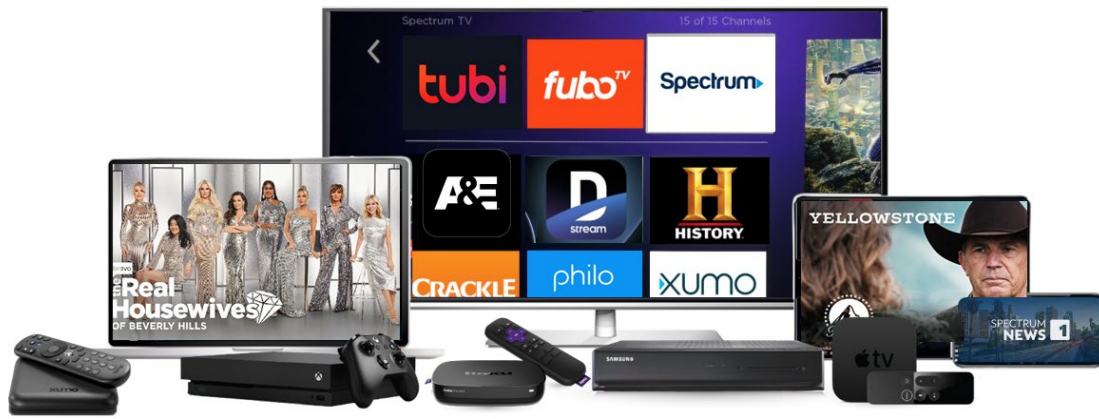
- **Live and On-Demand TV:**
  130+ premium content networks
  Access to more than 91% of all live, national sports events.

- **Spectrum TV:**
  The most-viewed streaming service in the U.S. on an hours per household basis, and #1 in attention time.

- **We are Largest Aggregator of Streaming Inventory in the Country:**

- **First to achieve Platinum TAG Certification**

- **Best in Class 1st Party Data**
  First part data from 30M+HHds / 3rd party data from 70+ Data providers. Reach up to 97% of US Consumers

Spectrum REACH®

Strategy and Solutions

Find. Reach. Measure.

Spectrum REACH®

We FIND Them

- Audience Profile for Your Vacationers
- Local and National Research
- TV Viewership Preferences
- Advanced Mapping
- First & Third-Party Data

We REACH Them

- Multi-Screen Campaign
- Across All Devices
- Layered Targeted Geography
- Continuous Engagement
- Premium Impressions

We MEASURE Results

- Campaign Review
- Advanced Reporting
- Dashboard Access 24/7
- Creative Analysis
- Cross Screen Media Analytics

Example
Developing a Campaign Strategy

Find

Reach

Measure

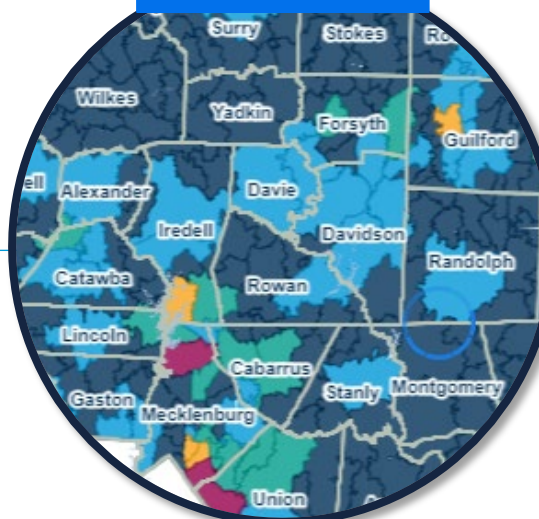### BRANDON & VANESSA

- ✓ 36 years old with a $175k household income and two kids (4 & 6 years old)
- ✓ Annual beach trip, but like to explore new places.
- ✓ Look for lazy days combined with plenty of adventures, good food and a few activities.

RESEARCH & INSIGHTS

- ✓ Advanced mapping to determine the best neighborhoods and zip codes.
- ✓ Determine media preferences, devices and subscriptions.
- ✓ Identify top networks, programs and websites to best reach Brandon & Vanessa.

REACH & DELIVER

- ✓ Curate a full-funnel approach throughout the travel booking process.
- ✓ Surround Brandon & Vanessa with your brand to encourage engagement.
- ✓ Use advanced data and insights to ensure you campaign is working.

REACH
Ensuring Your Message Resonates Everywhere

How we reach them:

Streaming TV

Combination of OTT on #1 most viewed app as well as over 450+ additional partners.

Online Video

Combination of instream and outstream video ads delivered across thousands of websites and mobile apps

Display

Targeted banner ads across thousands of websites and mobile apps

+

Video and Display Creative at Your Fingertips

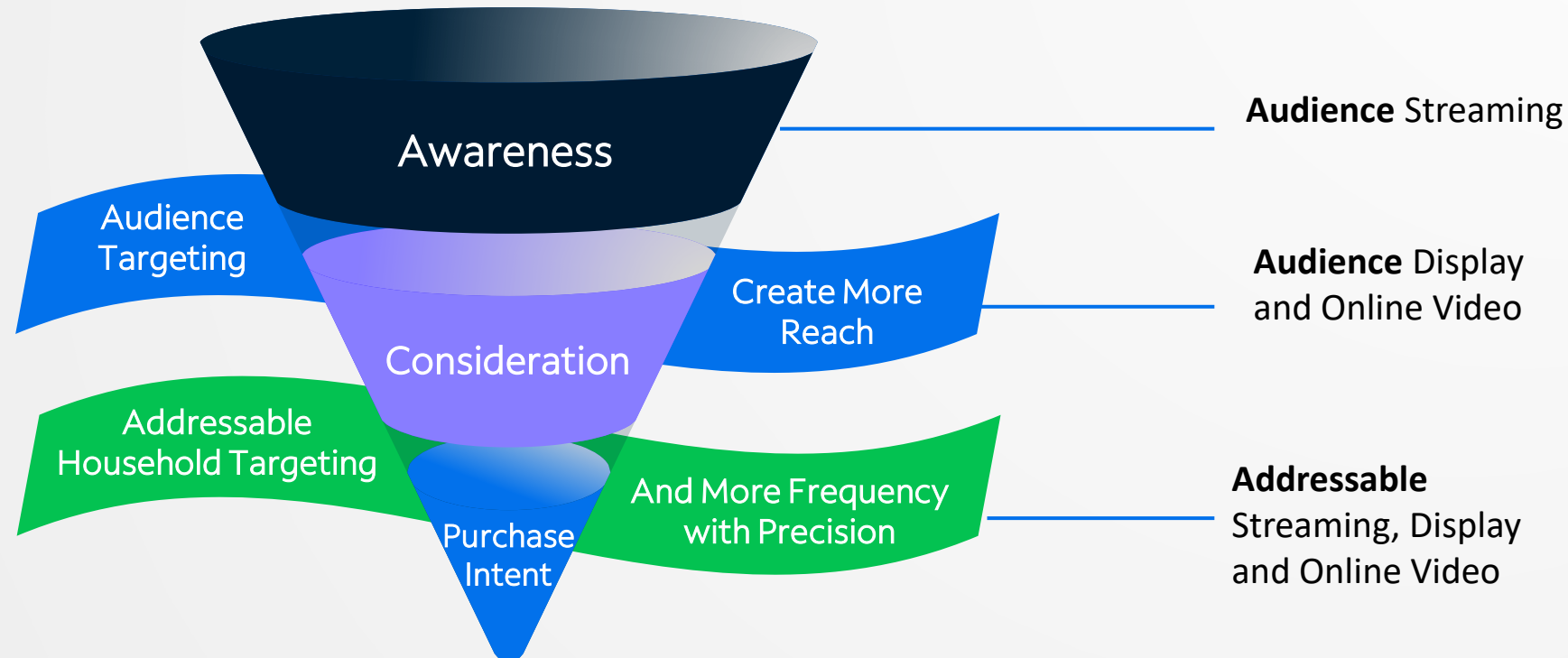Cutting-edge AI powered by Waymark, creates ready-to-air, quality ads for your business in minutes.

All include: Data-informed Planning, Precise Targeting, Superior Brand Safety, and Transparent Reporting

Connect to your target audience across any screen/platform/placement.

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REACH
Improve Results with a Layered Targeting Approach

How it Works:

Audience Streaming

Audience Targeting

Awareness

Create More Reach

Audience Display and Online Video

Consideration

Addressable Household Targeting

And More Frequency with Precision

Purchase Intent

Addressable Streaming, Display and Online Video
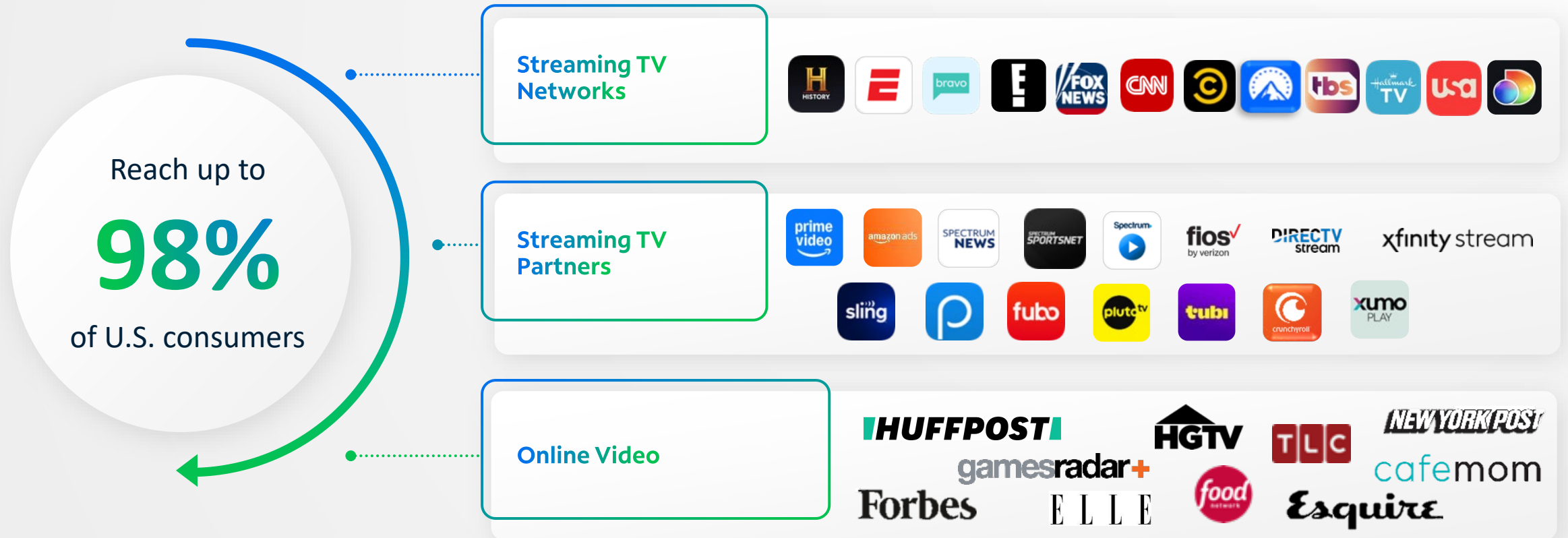
Combine data-informed Audience + Addressable targeting to achieve more efficient and effective campaign results.

Spectrum REACH®

Spectrum Reach Total Universe

Offering Advertisers the Largest Supply of Ad-Supported Video Inventory. Below is just a sampling.

Reach up to

98%

of U.S. consumers

Streaming TV Networks

Streaming TV Partners

Online Video

Channels, networks, websites and partners subject to change. These are some examples and not an all-inclusive list

Spectrum REACH

Our Data

How We Use Data for Your Campaign

FIND

Pre–Campaign
To identify where they consume media to effectively target your desired audience

REACH

During the Campaign
To ensure we're reaching your audience

MEASURE

Post–Campaign
To analyze where your message was delivered and prove results

As the largest connectivity company, we have access to millions of exclusive data insights.

We collect first-party data from our connection to over 30 million households.

We use our data, your data, and first and third-party data from over 70+ partners, to inform your campaign throughout every stage to give you the best results.

This allows us to accurately find, reach and measure your best customers across all screens, anywhere, and maximize your budget.

Spectrum
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Our Data
High-Fidelity Household Data

First-party data from our 30M+ HHs layered with third-party behavioral and demographic data = Better Campaign Results

Our partnerships allow brands to accurately **reach** audiences and **measure** campaign performance to prove that it worked.

Direct Data Partners

fios by verizon

DIRECTV stream

xfinity stream

30+ Additional 3rd Party Data Partners...

Mobile Services

Internet Connections

Video Subscriptions
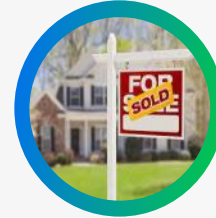
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How We Use the Data

Addressable Targeting Works

2 Because we provide services to the household, we know this family lives at 123 Oak Street *(Data is anonymous and de-identified)*

1 Spectrum gathers data from nearly **30 Million** Households

experian.
Homeowner HHI $150K+

ADARA
Travel Enthusiasts

Spectrum REACH
NFL Viewers

3 We use our **exclusive first-party data and third-party behavioral and demographic data** to identify household characteristics
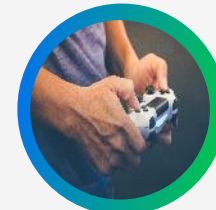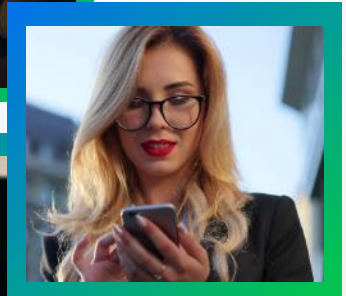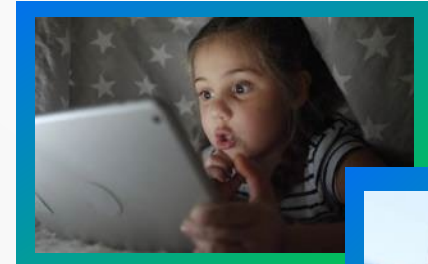
Epsilon
Video Gamers

4 We can more accurately target your message to the **right household on the right screen, anywhere**

Spectrum REACH

Campaign Options

Custom options available upon request

$4,500 investment

Up to 10 zip codes*

- Audience Targeted Streaming TV
- Audience Targeted Online Video
- Addressable Targeted Online Video
  - $1,500/ month

Receive Additional $5,750 Value

Travel Nevada - $4,500 co-op match
(*must be pre-approved by Travel Nevada*)
Spectrum ($250 Value) :Free :30 sec AI commercial
Spectrum ($250 Value) :Free :15 sec AI commercial
Spectrum : $1,000 Added Value Media

$9,000 investment

Up to 20 zip codes*

- Audience targeted Streaming TV
- Audience Targeted Online Video
- Addressable Targeted Online Video
  - $3,000/ month

Receive Additional $10,250 Value

Travel Nevada - $9,000 co-op match
(*must be pre-approved by Travel Nevada*)
Spectrum - ($250 Value) Free :30 sec AI commercial
Spectrum - ($250 Value) Free :15 sec AI commercial
Spectrum : $1,750 Added Value Media

$15,000 investment

Up to 35 zip codes*

- Audience & Addressable Targeted Streaming TV
- Audience Targeted Display & Online Video
- Addressable Targeted Display & Online Video
  - $5,000/ month

Receive Additional $20,150 Value

Travel Nevada - $15,000 co-op match
(*must be pre-approved by Travel NV*)
Spectrum - ($1,500 Value) Free :30 sec Custom Commercial
Spectrum - ($850 Value) Free :15 sec Commercial
Spectrum- ($250 Value) Free Display Ad Creative
Spectrum : $2,500 Added Value Media

Average campaign duration is 3 months. Shorter and longer options are available upon request
*Number of zip codes may vary with population sizes. Please contact Spectrum with questions

Spectrum REACH®

It's as easy as 1..2..3..4..

1
Pick your zip codes

Select zip codes you want to target for your campaign.

If you need help identifying these our research team will help ensure we are maximizing the best areas to reach your full potential.

2
Pick your Audience Target

Select the Audience you want to reach with our pre-built industry demo's

Maximum 3

3
Pick your Addressable Target

Select your Household level Addressable targeting from the list.

Minimum 3.
Available with Options 2 or 3

4
Creative Session

Meet with your Account Executive on your creative with key points and our team will build a :30 and :15 commercial for your campaign at no charge!

Custom options available

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Step 1- Pick Your Zip Codes

You can tell us what zip-codes you need, or allow our Award-winning Research team to help identify the best feeder markets for your campaign.

Spectrum REACH®

Step 2- Pick Your Audience Targeting Options *maximum 3*

Demographics
- [ ] Adults
- [ ] Male
- [ ] Female

Age
- [ ] 18+
- [ ] 35+
- [ ] 55+
- [ ] 18-34
- [ ] 18-49
- [ ] 18-54
- [ ] 25-54
- [ ] 25-64
- [ ] 35-64

Ethnicity
- [ ] Asian
- [ ] Black
- [ ] Hispanic

Income Level
- [ ] Household Income < $50K
- [ ] Household Income $50K - $100K
- [ ] Household Income $100k+
- [ ] Household Income $100K-$200K
- [ ] Household Income $100K - $250K
- [ ] Household Income $150K+
- [ ] Household Income $200K+ Household Income $250K+

Education
- [ ] College Graduate

Home Information
- [ ] Homeowner

Lifestyle & Entertainment
- [ ] News & Information
- [ ] Sports
- [ ] Spanish Networks
- [ ] Non-English & Non- Spanish Speaking

Lifestyle
- [ ] Online Communities & Social Networks
- [ ] Computer & Video Gamer
- [ ] Finance & Investor
- [ ] Beauty, Fashion & Style
- [ ] Personal Health- Men
- [ ] Personal Health- Women
- [ ] Fitness Enthusiasts
- [ ] Outdoor Activities Enthusiasts
- [ ] Weather Enthusiasts
- [ ] Pets & Animals Enthusiasts

Travel Enthusiasts *
- [ ] Adults 50+ & Household Income $100k+ & Heavy Domestic Traveler
- [ ] Household Income $150k or more and Domestic Traveler
- [ ] High Frequency Cruise Enthusiast
- [ ] High Frequency Domestic Vacationer
- [ ] High Frequency Foreign Vacationer

Travel Dollars Spent
- [ ] Budget Spender
- [ ] Travel Dollars Spent – Mid-Level Spender

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# Step 3 - Pick Your Addressable Targeting *(Minimum 3)*

- Airline Customers
- Low Cost Airline Customers
- Car Rental Customers
- Cruise Ship Travelers Domestic Travelers
- International Travelers
- RV Vacationers
- National Parks Travelers
- Theme Park Enthusiasts
- Zoo Visitors

- Adults 18-34 HHI $150K+
- Adults 35+ HHI $150K+
- Adults 25-54 HHI $150K+
- Adults 55+ HHI $150K+
- Planning a wedding
- Entertainment Ticket Purchasers
- Campers & Hikers
- Canoers & Kayakers
- Boaters & Sailers
- Big Game Hunting
- Road Trippers
- Las Vegas Traveler
- Leisure Traveler HHI $150K+

- Winter Sports
- Water Sports
- Cyclists
- Fishing
- Online Travel Agency Customers
- Travel Agent Customers
- Hotel Customers (economy/midscale/upper)
- Timeshare Owner
- Economy Hotel Customer
- Luxury Hotel Customer
- Domestic Travel Intender

- Business Travelers
- Family Travelers
- Travel Enthusiasts
- Casino Gamers *

*requires compliance review/approval

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Step 4- Build a commercial

AI CREATIVE – ADDED VALUE
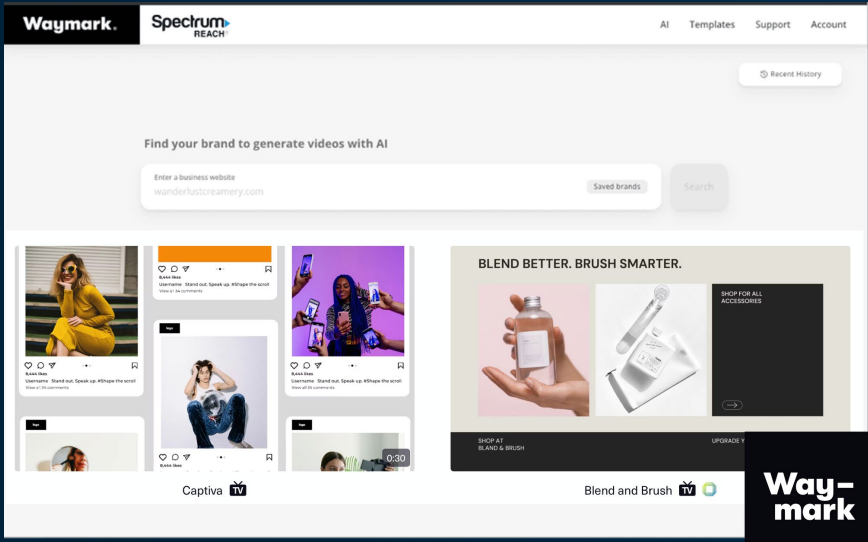
Instant Video Creative with our Concierge Team

Spectrum Reach's creative technology partner Waymark, is available to you at no cost to you.

Cutting-edge artificial intelligence powered by Waymark, creates ready-to-air, TV-quality ads for your business in minutes - including a voice-over! It's customized based on the content you already have online.

OR

## AWARD-WINNING CUSTOM CREATIVE – ADDED VALUE

Custom Commercial with our Award Winning Kernel Team

Our award-winning, full-service creative agency provides the creative strategy clients need to reach their customers and grow their business.

Kernel Spectrum REACH®

MEASURE
Transparent Reporting- Streaming TV example

24/7 access to Streaming TV campaign reporting with 100% transparency

Creative

Network / Platform

Device

Day of Week / Daypart

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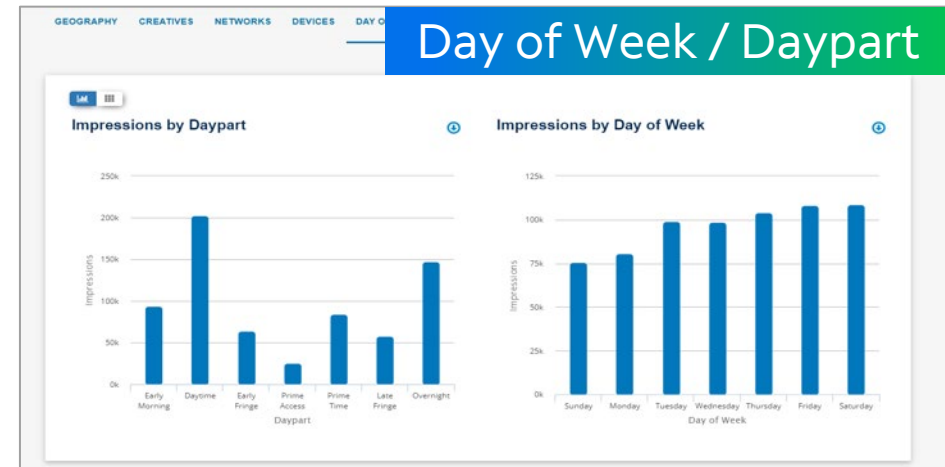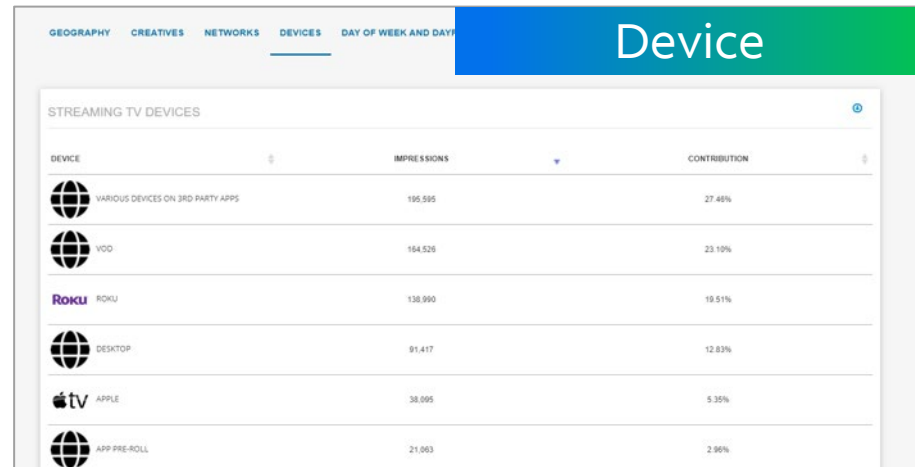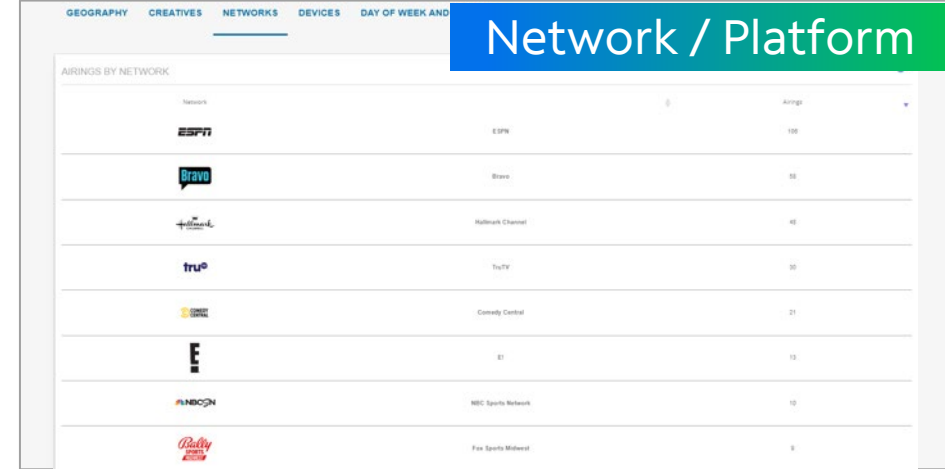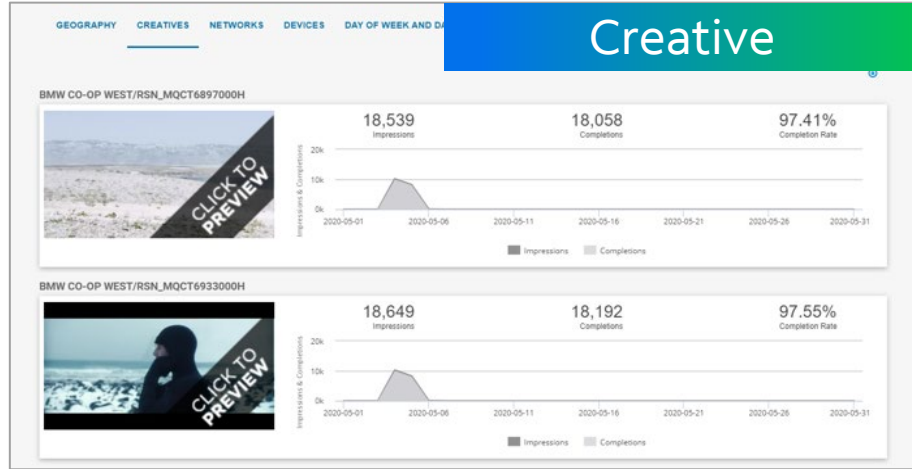
MEASURE
Transparent Reporting 24/7

24/7 access to Streaming TV campaign reporting with 100% transparency, You know where every impression is going!
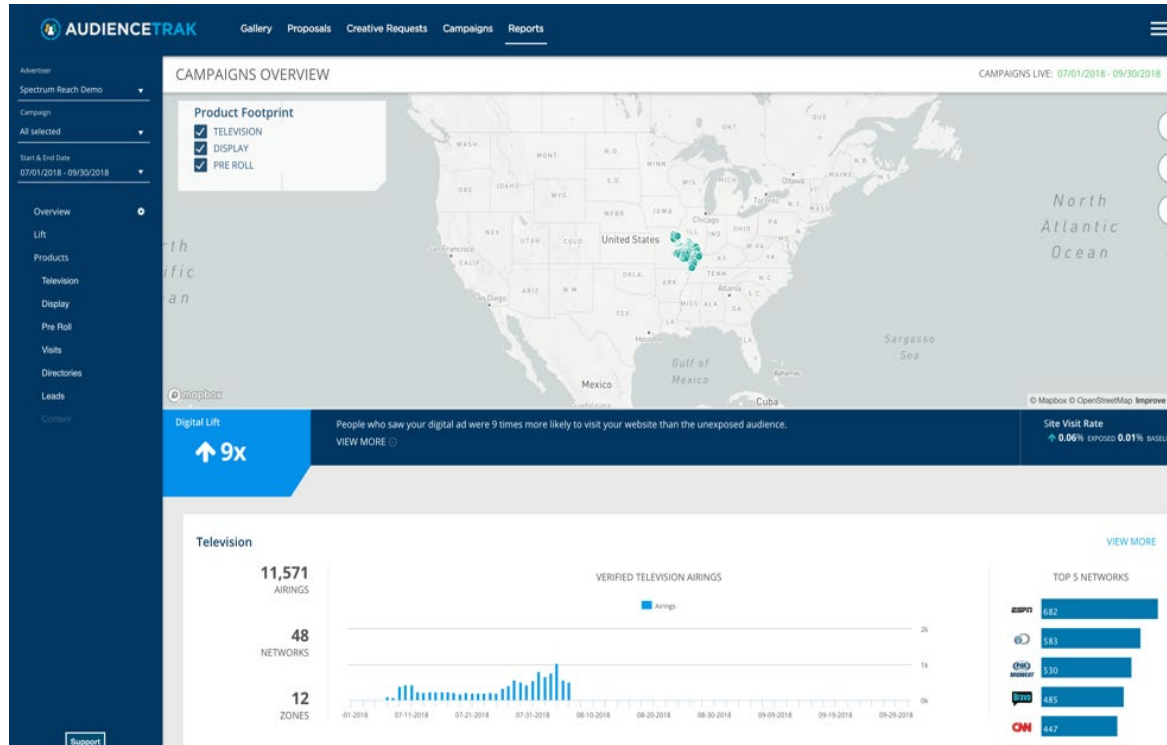
Our proprietary fully transparent reporting dashboard, AudienceTrak, gives you 24/7 access to campaign metrics across all solutions including:
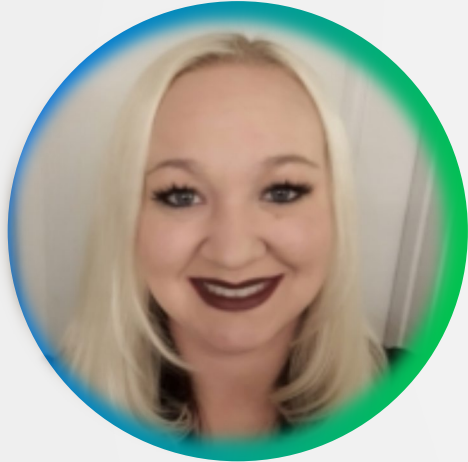
- Impressions
- Creatives
- Devices
- Geography
- Website & Network
- Day of Week / Daypart

TV / STREAMING TV

DISPLAY

ONLINE VIDEO
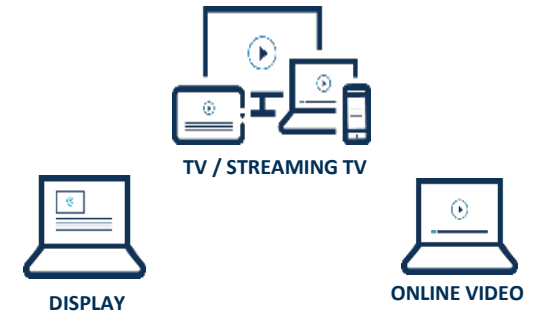
Spectrum▶ REACH®

MEASURE
Your dedicated partners at Spectrum Reach

Meet Savannah Carsten with Spectrum Reach.

I partner with businesses across Nevada to build smart, effective advertising strategies that actually work. Through our collaboration with Travel Nevada, I'm here to help you take advantage of exclusive co-op opportunities that stretch your marketing dollars further and bring more visitors to your website and through your doors. If you're looking for a partner who's responsive, strategic, and genuinely invested in your success, I'd love to connect.

Savannah Carsten
Account Executive
Savannah.carsten@charter.com
775-338-2422

Melissa Orr
Local Sales Manager
Melissa.orr@charter.com

JJ Jones
Director of Sales
Jj.jones@charter.com

Spectrum
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Advertise Confidently

We're the first local media sales organization to achieve **TAG Platinum** status, upholding the highest brand safety standards to protect our clients' brand and budget.

Certified Against Fraud

Certified Against Malware

Brand Safety Certified

Certified For Transparency

Client Benefits:

- Ads are delivered in legitimate, premium advertising environments to **protect your brand**

- Ads are verified to ensure they're being seen by real people– not bots–to **protect your budget** so you aren't wasting money on impressions that are delivered to bot traffic.

tag

The Trustworthy Accountability Group (TAG) is an advertising industry initiative to **fight criminal activity** in the digital advertising supply chain.

Companies are put through a rigorous auditing process to show their commitment to **combatting invalid traffic** and prove **superior supply quality** and **transparency.**

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Our Experience

Lodging & Resorts

We partner with numerous lodging & resort clients across the country to develop & execute successful multiscreen campaigns.

Our Experience
Travel & Tourism

Spectrum REACH

San Diego Tourism Authority

Florida's Space Coast

Golden Isles, GA

Kentucky Department of Tourism

Warren County, New York

Michigan Department of Tourism

Visit North Carolina

Charlotte Regional Visitors Authority

See How Spectrum Reach Multiscreen TV Was the Catalyst for Warren County New York Tourism Growth

Spectrum Reach orchestrated a targeted four market linear and streaming TV campaign for Warren County Tourism and a travel attribution impact study. As a result, Warren County witnessed tourism growth directly attributed to ad-exposed visitors.

THE APPROACH

Spectrum Reach targeted travelers with a multiscreen approach utilizing:

LINEAR:

- Exclusively used Spectrum News in NYC for broad reach and effective frequency
- Employed an all-news strategy for three upstate markets

STREAMING:

- For all four New York markets: Our proprietary AudienceFinder targeting tool identified networks that reach A25 – 54 and W25 – 54 who like outdoors and traveling.

THE RESULTS

Adara, a leading travel attribution platform, aligned ad-exposed households with their proprietary travel booking analysis data in an aggregated and de-identified manner to create a one-to-one traveler data match.

THE CAMPAIGN GENERATED:

2626 Hotel Searches

527 Hotel Bookings

1271 Guests

$409.05 Observed Revenue per Available Room

Based on these proven results, Warren County Tourism added new avenues for growth:

- **New Markets** – Added four more markets
- **New Winter Flight** – To support a Winter festival
- **New Platforms** – Added addressable streaming TV

▶ ▶ ▶ ▶ ▶

"Warren County's partnership with Spectrum Reach and the new Adara travel data they introduced, has allowed the county to both grow and measure the value of tourism and the impact of their television marketing efforts."

Allie Withee
Director of Paid Media, Workshop –Ad Agency for Warren County