



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

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



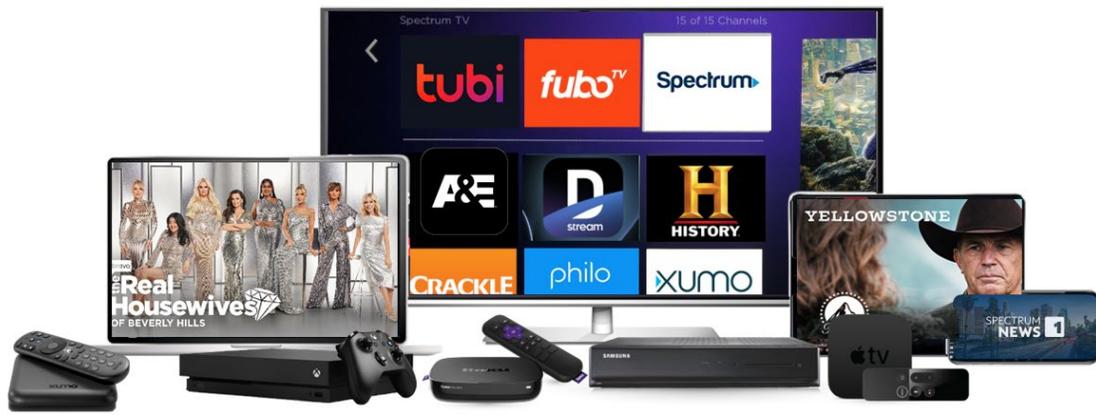
- Finance/Investing Enthusiast
- Travel Enthusiasts
- Vehicle 5 years old
- Age 55+
- Golfers
- Visit historical sites



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



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

1. Source: Nielsen NPower 1Q23-4Q23, Total Day, Live National Sports Events on Ad-Supported Cable & Broadcast TV. Does not include studio shows, streaming, live events 60 minutes or less, Tennis Channel, or hundreds of games on Regional Sports Networks. *NFL includes simulcasts, live preseason games, and Spanish-Language telecasts.
 2, 3 ComScore CTV Intelligence™, CTV devices, Monthly Averages March 2024. Geography = U.S. Note: Rank of Total Time Spent based on Average Monthly Hours (000) within the Total U.S. *Excluding non-video streaming services.
 Definitions: Hours Per HH = Total Hours / Total OTT HHs. Total Hours = the sum of all viewing hours on the service from all viewing HH in the month;

Strategy and Solutions

Find. Reach. Measure.



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

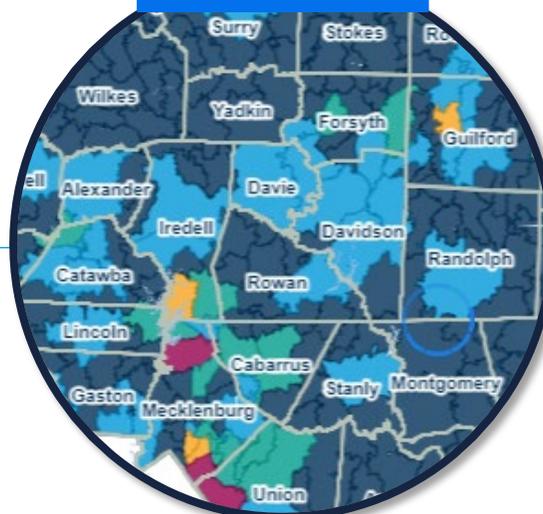
Find



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.

Reach



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.

Measure



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.

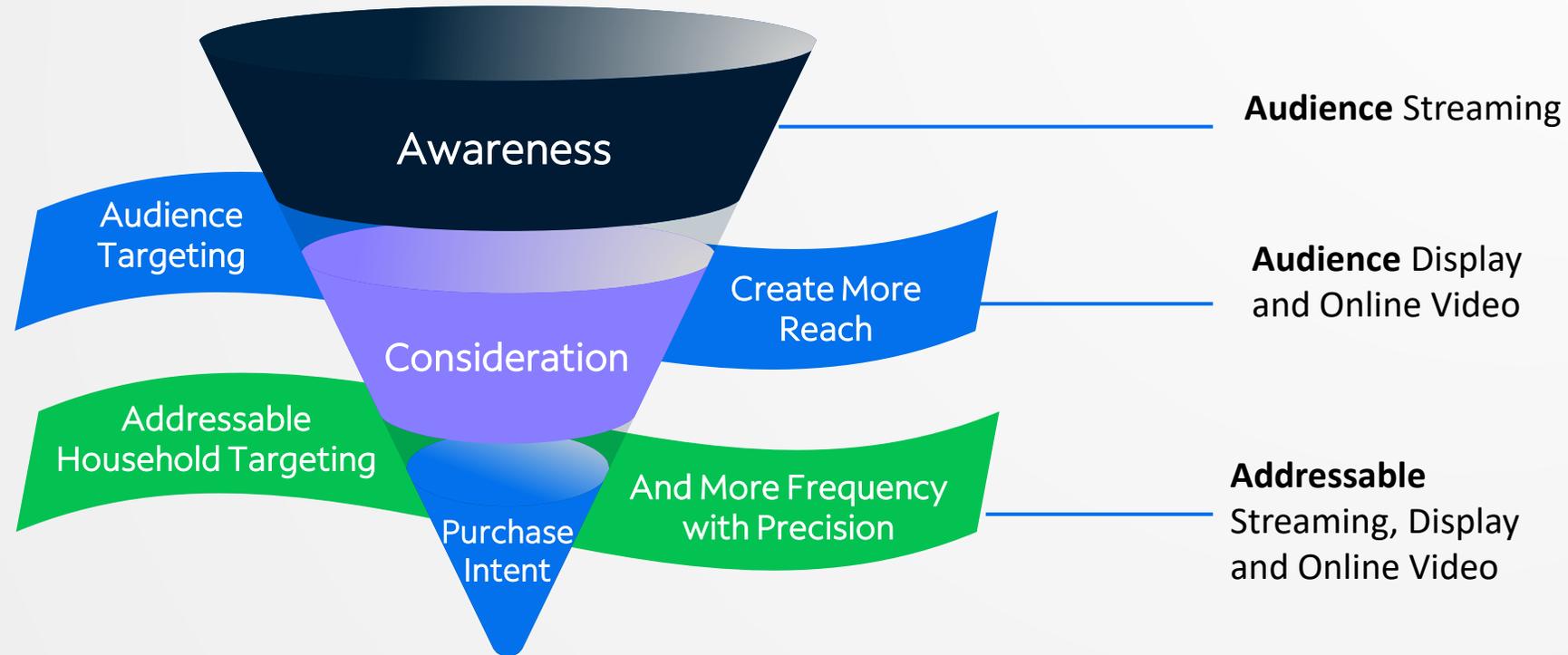
All include: Data-informed Planning, Precise Targeting, Superior Brand Safety, and Transparent Reporting

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

REACH

Improve Results with a Layered Targeting Approach

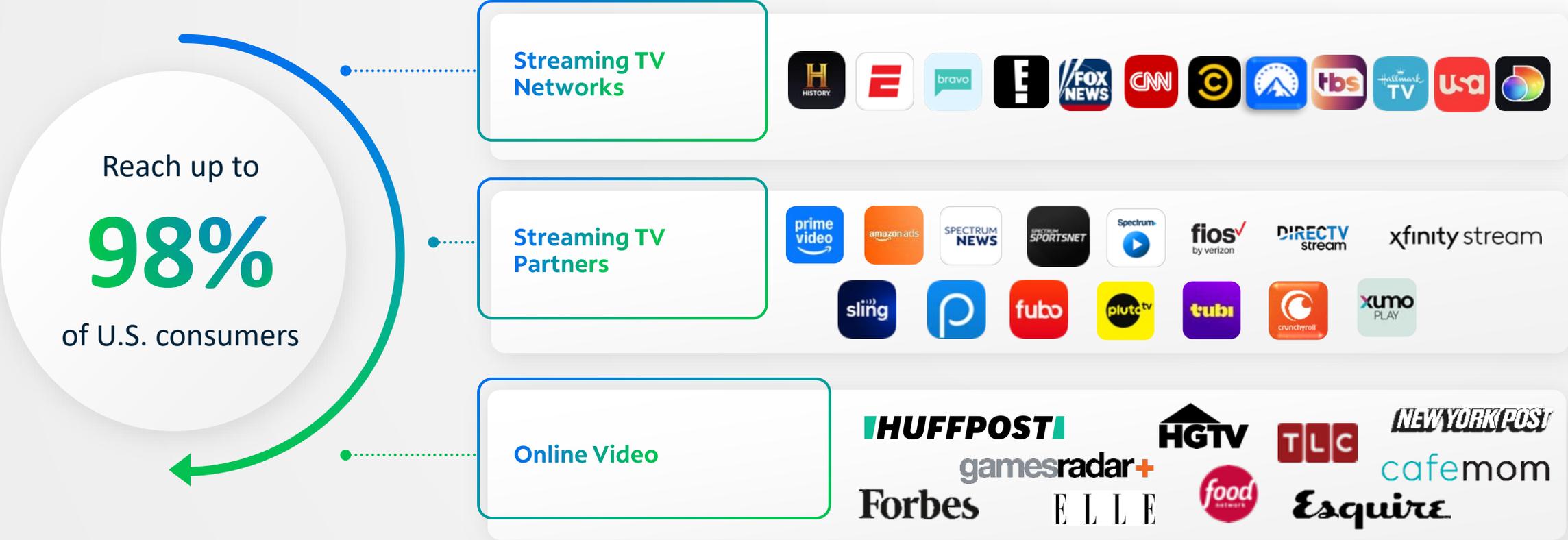
How it Works:



Combine data-informed [Audience](#) + [Addressable](#) targeting to achieve more efficient and effective campaign results.

Spectrum Reach Total Universe

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



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

Source: Market/Release: Scarborough USA+ 2025 Release 1 Total, Base: Spectrum Reach Markets, Target Households, access internet OR owns smartphone OR subscribes to cable or telco or satellite service. Up to 99% in the SR Footprint and 98% in the total US

Our Data



Pre-Campaign

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



During the Campaign

To ensure we're reaching your audience



Post-Campaign

To analyze where your message was delivered and prove results

CAMPAIGN INSIGHTS

How We Use Data for Your Campaign

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.

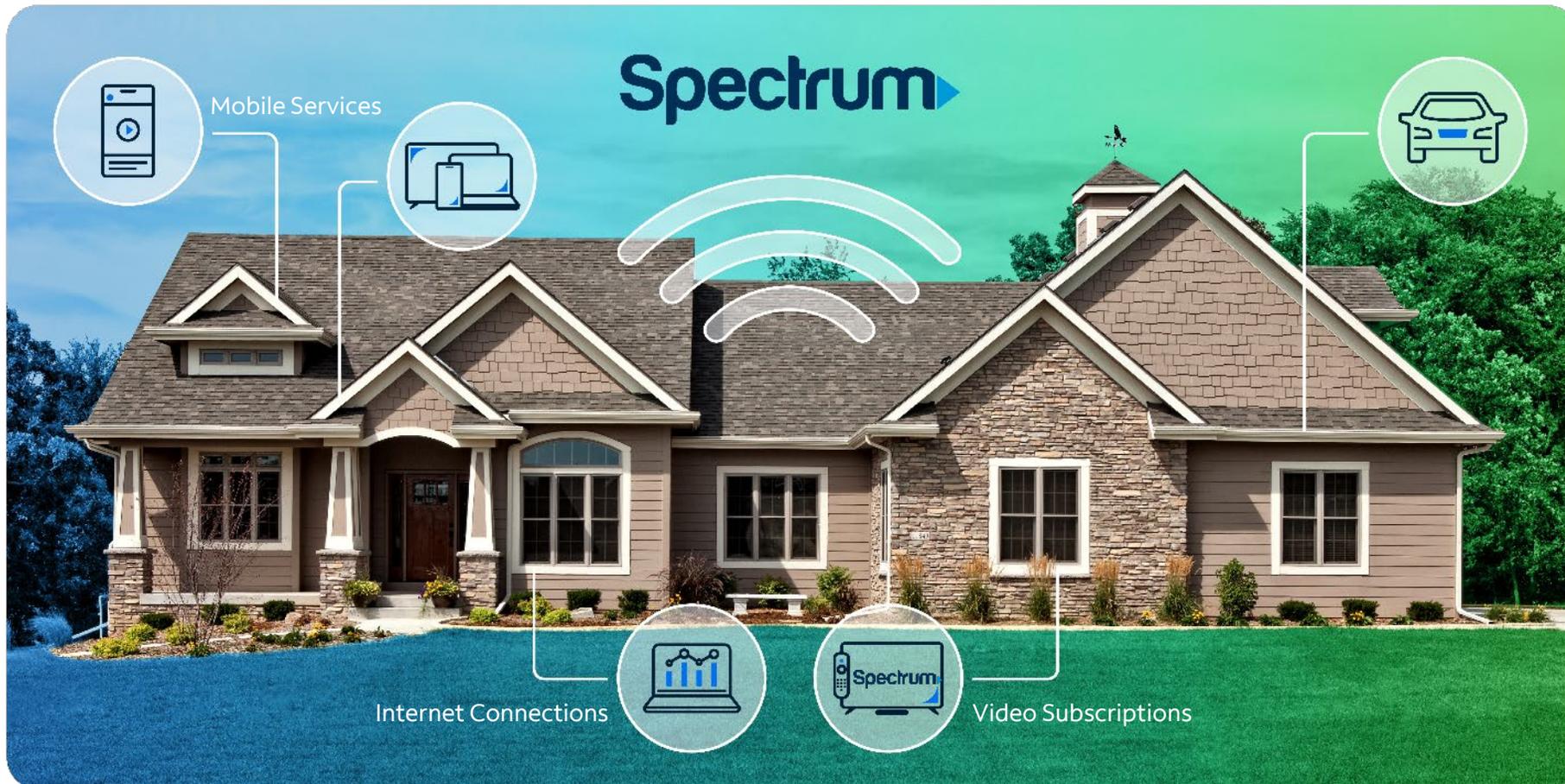
This allows us to accurately find, reach and measure your best customers across all screens, anywhere, and maximize your budget.

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...**

How We Use the Data

Addressable Targeting Works

1 Spectrum gathers data from nearly 30 Million Households



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



3

We use our exclusive first-party data and third-party behavioral and demographic data to identify household characteristics



experian.
Homeowner
HHI \$150K+



ADARA
Travel
Enthusiasts



**Spectrum
REACH**
NFL Viewers



Epsilon
Video Gamers

4

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



Campaign Options

*Custom options available upon request

\$3,000 investment

(Grant Eligible, up to \$1,500)

Up to 6 zip codes*

- Audience Targeted Streaming TV
- Audience Targeted Online Video
- Addressable Targeted Online Video
- **\$1,000/ month for 3 months**

Receive
\$4,000 Value

Travel Nevada – \$3,000 needs to be paid out-of-pocket and TN will reimburse up to \$1,500 through grant process.

Spectrum (\$250 Value) :Free :30 sec AI commercial

Spectrum (\$250 Value) :Free :15 sec AI commercial

Spectrum : \$500 Added Value Media

\$5,000 investment

(Grant Eligible, up to \$2,500)

Up to 10 zip codes*

- Audience targeted Streaming TV
- Audience Targeted Online Video
- Addressable Targeted Online Video
- **\$1,667/ month for 3 months**

Receive
\$6,750 Value

Travel Nevada - \$5,000 needs to be paid out-of-pocket and TN will reimburse up to \$2,500 through grant process.

Spectrum - (\$250 Value) Free :30 sec AI commercial

Spectrum - (\$250 Value) Free :15 sec AI commercial

Spectrum : \$750 Added Value Media

\$7,000 investment

(Grant Eligible, up to \$3,500)

Up to 14 zip codes*

- Audience & Addressable Targeted Streaming TV
- Audience Targeted Display & Online Video
- Addressable Targeted Display & Online Video
- **\$2,333/ month for 3 months**

Receive
\$8,750 Value

Travel Nevada - \$7,000 needs to be paid out-of-pocket and TN will reimburse up to \$3,500 through grant process.

Spectrum - (\$250 Value) Free :30 sec Custom Commercial

Spectrum - (\$250 Value) Free :15 sec Commercial

Spectrum- (\$250 Value) Free Display Ad Creative

Spectrum : \$1,000 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

Campaign Options

*Custom options available upon request

\$9,000 investment

(Grant Eligible, up to \$4,500)

Up to 16 zip codes*

- Audience Targeted Streaming TV
- Audience Targeted Online Video
- Addressable Targeted Online Video
- **\$3,000/ month for 3 months**

Receive
\$10,750 Value

Travel Nevada – \$9,000 needs to be paid out-of-pocket and TN will reimburse up to \$4,500 through grant process.
Spectrum (\$250 Value) :Free :30 sec AI commercial
Spectrum (\$250 Value) :Free :15 sec AI commercial
Spectrum : \$1,250 Added Value Media

\$15,000 investment

(Grant Eligible, up to \$7,500)

Up to 25 zip codes*

- Audience targeted Streaming TV
- Audience Targeted Online Video
- Addressable Targeted Online Video
- **\$5,000/ month for 3 months**

Receive
\$17,250 Value

Travel Nevada – \$15,000 needs to be paid out-of-pocket and TN will reimburse up to \$7,500 through grant process.
Spectrum - (\$250 Value) Free :30 sec AI commercial
Spectrum - (\$250 Value) Free :15 sec AI commercial
Spectrum : \$1,750 Added Value Media

\$20,000 investment

(Grant Eligible, up to \$10,000)

Up to 45 zip codes*

- Audience & Addressable Targeted Streaming TV
- Audience Targeted Display & Online Video
- Addressable Targeted Display & Online Video
- **\$6,667/ month**

Receive
\$25,100 Value

Travel Nevada - \$20,000 needs to be paid out-of-pocket and TN will reimburse up to \$10,000 through grant process.
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

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

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.

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

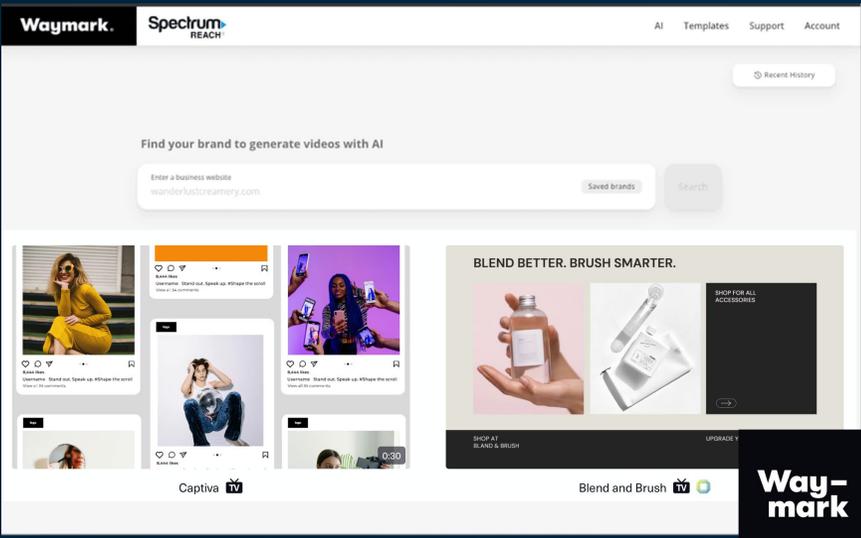
Step 3- Pick Your Addressable Targeting (Minimum 3)

- 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 & Sailors
- 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

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.

AWARD-WINNING CUSTOM CREATIVE – ADDED VALUE



OR

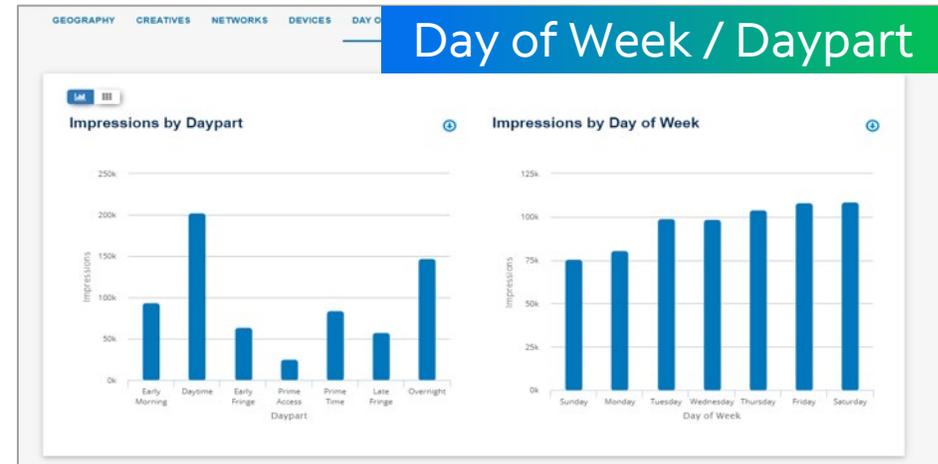
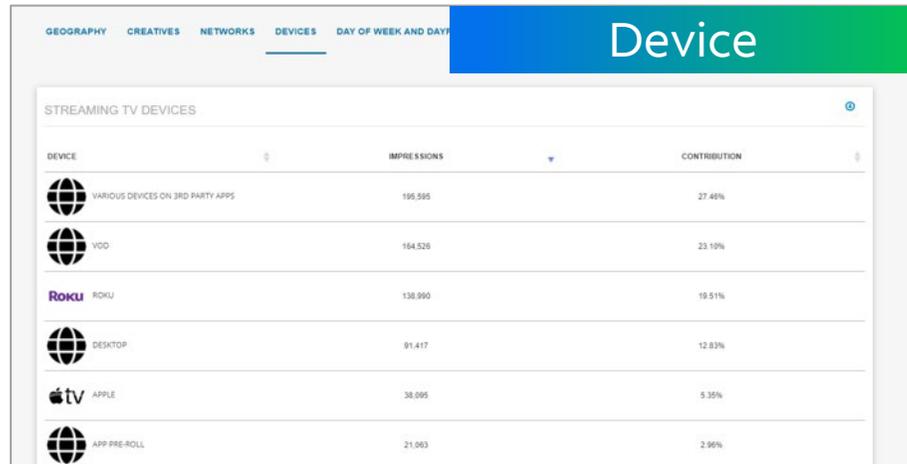
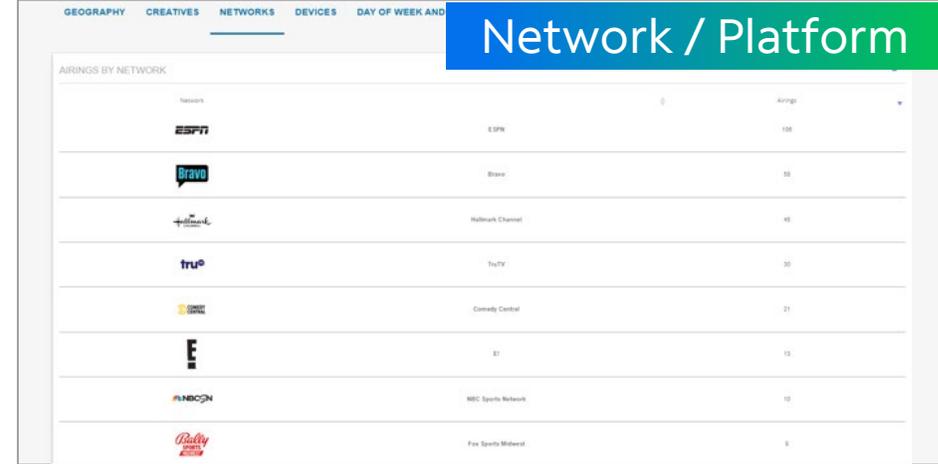
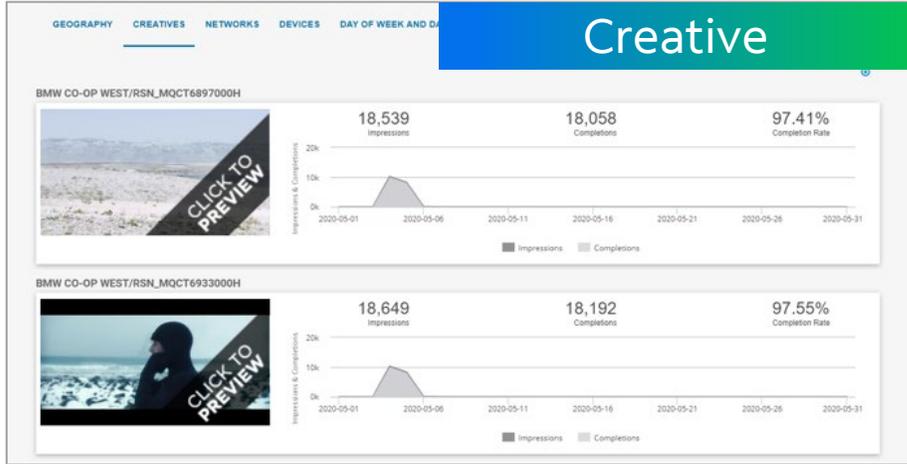
Custom Commercial with our Award Winning Kernel Team

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

MEASURE

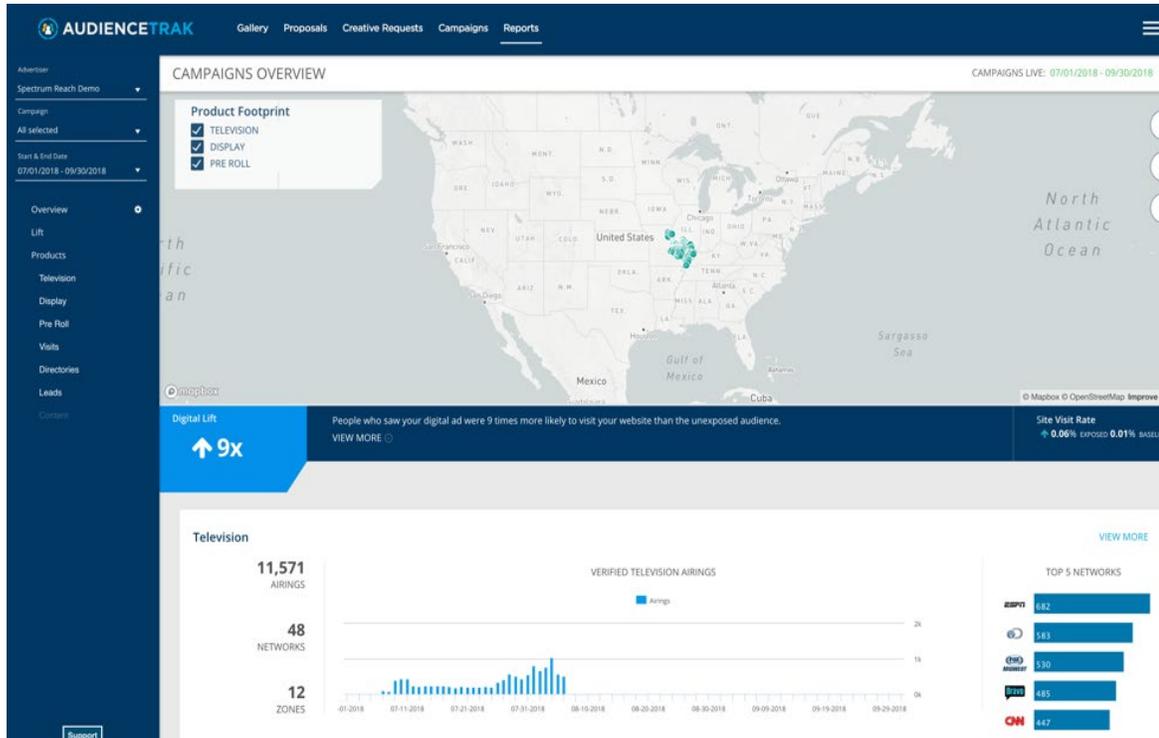
Transparent Reporting- Streaming TV example

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



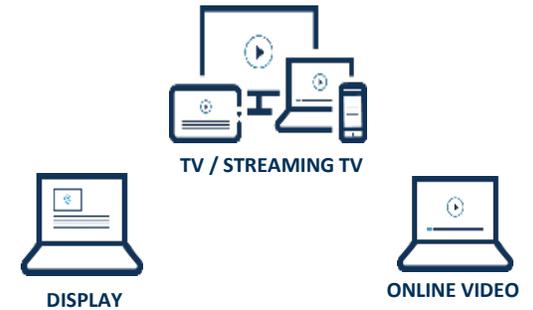
MEASURE Transparent Reporting 24/7

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



MEASURE

Your dedicated partners at Spectrum Reach

Meet Savannah Carsten with Spectrum Reach.



Savannah Carsten

Account Executive

Savannah.carsten@charter.com

775-338-2422

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.



Melissa Orr

Local Sales Manager

Melissa.orr@charter.com



JJ Jones

Director of Sales

Jj.jones@charter.com

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.



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**.

Our Experience

Lodging & Resorts

Spectrum
REACH®



BW | Best Western®
Hotels & Resorts

Bungalows
KEY LARGO

Hilton

 **airbnb**

BILTMORE®


SENECA LAKE RESORTS

 **HYATT
REGENCY**

Fairmont
KEA LANI

MARGARITAVILLE®
Hotels & Resorts


AN IHG® HOTEL

B
THE BREAKERS®
PALM BEACH


ALA MOANA HOTEL
by mantra

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

Our Experience

Travel & Tourism



**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