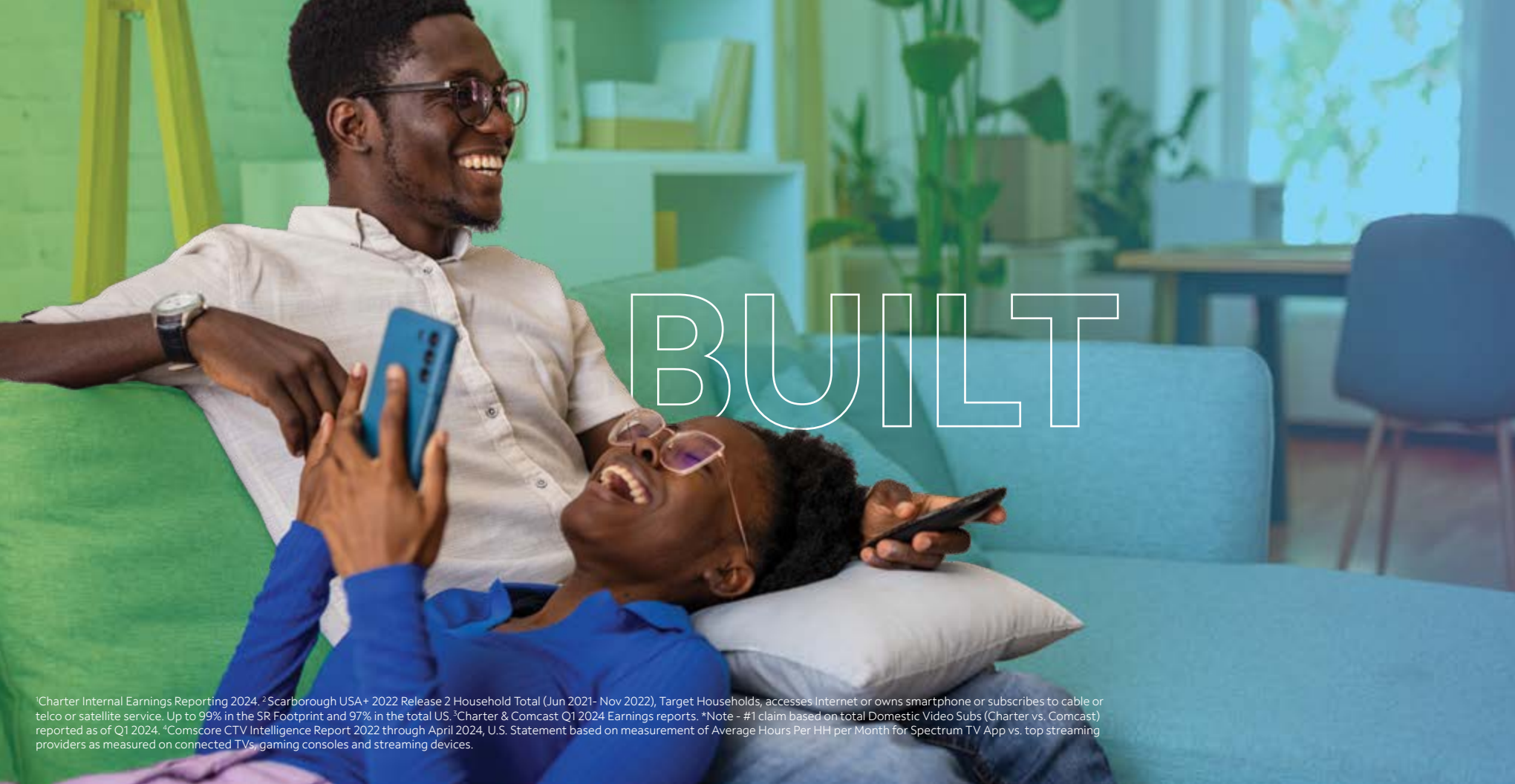


# ADVERTISING SOLUTIONS

Built for What's Now  
and What's Next

**Spectrum**  
REACH®





## Built for What's Now and What's Next

We know what it means to build. We're built on the power of connectivity, with advertising solutions that connect businesses to the right customers.

We are Spectrum Reach, and we help businesses build for what's next. With unparalleled first-party data from over 30 million Spectrum households<sup>1</sup>, we ensure **your advertising grows your business** long into the future.

**We built this for you** because partnerships are what we do. Partnerships allow us to target homes beyond Spectrum households to reach 97% of consumers across the U.S.<sup>2</sup>

We deliver multiscreen solutions to get your message **in front of the right audiences at the right times**. We connect businesses to consumers across every screen alongside premium video content, giving you real results in real time.

We have the largest addressable video footprint<sup>3</sup> to target your audience through a complete suite of traditional TV, streaming, and online solutions, and the **#1 most-viewed streaming app** in the nation.<sup>4</sup>

Engage your audience with media that moves across screens and devices. Precisely target consumers with data that paints the full picture. As national or local as your audience demands.

**Let's build something together.**



## Why Advertise with Spectrum Reach

1

### The Full Spectrum

Connect with the right audience through a full suite of traditional TV, streaming TV, and online solutions. With our premium video inventory, we put you in front of audiences based on where, when, and how they watch.

2

### Data That Paints the Full Picture

Our aggregated and de-identified first-party data from 30M+ households and third-party data from 70+ partners allow us to accurately target your best customers across all screens, even beyond Spectrum homes.<sup>1</sup>

<sup>1</sup>Charter Internal Earnings Reporting as of Q3 2024.

3

### Media That Moves

Reach deeply engaged audiences as they move across screens and devices to maximize each advertising dollar.

4

### Building for What's Next

With ever-evolving capabilities and the power of technology, we are always innovating to set a new standard for future-ready multiscreen advertising.

5

### Building for What's Next

We are local advertising experts who understand the markets we work and live in. We help brands make the right advertising decisions, whether they're advertising in a specific market or across the country.



## The Full Spectrum

We help you reach the customers you need, no matter what, how, or where they watch, search, or scroll.

We help you reach the customers you need on traditional TV, streaming TV, online video, display, and search through premium video and our complete suite of advertising solutions.

**#1** most-viewed streaming service in the U.S. on an hours-per-household basis<sup>1</sup>

**#1** MVPD in the U.S.<sup>2</sup>

**#1** total time spent in the U.S. on the apps within our streaming TV portfolio<sup>3</sup>

<sup>1</sup>Comscore CTVi, April 2024. <sup>2</sup>Leichtman Research Group, Quarterly Provider Tracking Report, First Quarter 2024 Results. <sup>3</sup>Comscore CTVi, April 2024, Based on Total Hours (OOO)



Spectrum  
REACH®

## The Premium Video Experts

Spectrum Reach is the #1 partner for multiscreen video inventory.<sup>1</sup>

Spectrum Reach can connect your business with the best in entertainment, sports, and news, across all screens, even beyond Spectrum subscribers. Get the greatest access to the most valuable content with live and on-demand content and all the top networks and apps across all devices.



<sup>1</sup>Nielsen Local Streaming Insights—Q1 2024. <sup>2</sup>Scarborough, Market/Release: Scarborough USA+ 2024 Release 1 \*Revised 09/04/24\* Household Total (Jan 2023-Apr 2024), Target: Total USA+ ; Rows: watched any Streaming past 30 days or watched ad-supported cable channels past 7 days; Spectrum Reach slice includes: Amazon Prime Video, DIRECTV Stream, ESPN+, fuboTV, Philo, Pluto TV, The Roku Channel, Sling TV, Spectrum TV, Tubi or any non-premium cable (list is reflective of services Scarborough measures and is not comprehensive of our coverage). #1 local aggregator based on reach in markets with Spectrum Traditional TV/Linear footprint.

Largest local aggregator of ad-supported video inventory.

With

 we reach

**84%** of U.S. viewers<sup>2</sup>

**450+** Networks and Publishers

Reach Spectrum subscribers and beyond

# SPECTRUM NEWS

Advertising on Spectrum News gets your brand on the #1 news network in our markets for locally relevant content.

Spectrum News is your community's only premium, 24/7 local news channel. With 13.1M average daily streaming impressions, advertising on Spectrum News creates deep, local connections for your business.<sup>1</sup>

**2M Daily Viewing Households**

<sup>1</sup>Spectrum Reach Household Viewership Data, Dwell time: minimum 5-min consecutive of viewing, metrics aggregated and de-duplicated across all Spectrum News markets, January 2023. #1 in Daily Viewing Households, outperforming ABC, CBS, FOX, NBC, CNN, Fox News, and MSNBC in average daily viewership among Spectrum customers.



# Data That Paints the Full Picture

Data is inherent to the way we do business. No other media provider has access to near census-level data like we do.

Our aggregated and de-identified first-party data from **30M+ Households** and third-party data from **70+ Data Partners** allows us to accurately target your best customers across all screens, even beyond Spectrum homes.

Ensure efficient and effective advertising by connecting advertising exposures to customer actions.

First-party data from  
**30M+**  
households<sup>1</sup>

<sup>1</sup>Charter Internal Reporting as of Q1 2024.



Owens an SUV



Likes Cooking



Master's Degree



Has Children



Married



HHI 75K+



Likes to Travel

# We deliver impactful results and have the case studies to prove it

## Driving Audience-Based Insights

We collaborated with a Texas-based auto dealership to leverage our audience-based insights to plan a multiscreen campaign for their two locations. The results were astounding. The dealership that used the audience-based insights over traditional ratings media buys saw:

**3x** website traffic

**35%** increase in frequency

**23%** boost in reach

**57%** higher response rate



## Powering Success with Increased Site Traffic

Our data-driven multiscreen campaign revitalized North Carolina 911's telecommunicator hiring efforts, achieving 20x more **career site visits**.<sup>1</sup>

The full data-driven media suite from Spectrum Reach delivered outstanding performance:

**32%**

**INCREASE**  
in overall  
website traffic

**45%**

**INCREASE**  
in time spent  
on website

**32%**

**NEW USERS**  
on website

Read more about these success stories on [SpectrumReach.com](https://SpectrumReach.com).



Source: TV Squared (attribution provider) and Blockgraph (for data match) July-Sept, 2021. Based on preliminary findings for Roger Beasley Hyundai automotive dealership using aggregated and de-identified first-party Set-Top-Box data and connected device viewing data in HH exposed to the ad on linear and streaming TV. Responses and response rates are incremental to existing traffic.

Sources: 1. North Carolina 911 Board Fiscal 2023 (Feb - May 2023 Campaign) Performance for site traffic, time spent, and new users compared to fiscal 2022. Fiscal 2024 (Dec 2023 - Jun 2024 Campaign) Performance for site visits (84,000) compared to Fiscal 2023

# IMPACT

## Media That Moves

Reach deeply engaged audiences even as they move across screens and devices. This ensures that your ad placements effectively reach the right audience while getting the most out of your budget efficiently.

Did you know? Audiences spend 128 monthly hours on the Spectrum TV app, compared to 33 hours on Netflix.<sup>1</sup> Convert your audiences in the moments that matter most.

**118B+ Impressions**  
are delivered year-over-year  
across Spectrum Reach platforms,  
including traditional TV and  
streaming TV.<sup>2</sup>

<sup>1</sup>Comscore CTV Intelligence Report 2022 through August 2024, U.S. Statement based on measurement of Average Hours Per HH per Month for Spectrum TV App vs. top streaming providers as measured on connected TVs, gaming consoles and streaming devices. <sup>2</sup>Up to 99% in the SR Footprint and 97% in the total US. Nielsen Local Streaming Insights – Q1 2024.







## Building for What's Next

We're focusing on evolving our capabilities to ensure your advertising works to grow your brand, now and in the future.

From enabling businesses to use household, first-party data to reach the right customers to deploying AI to help you create your own unique TV spot, we're using the power of technology to set a new standard for future-ready multiscreen advertising.

# INNOVATION



**Spectrum Reach Architect:** This innovative advertising planning tool uses AI and our proprietary first-party data to create multi-platform ad schedules, eliminating the guess work from media buying decisions.



**Partnerships:** Our first-party data and strategic industry partnerships allow us to provide advertisers with deterministic insights to effectively analyze addressable, traditional TV, and streaming TV campaigns across the Spectrum Reach Total Universe.



**Xumo:** Our joint venture with Comcast brings a next-generation streaming platform on a variety of branded, 4K streaming devices and smart TVs. It makes switching between live and streaming TV a seamless experience for viewers, and provides increased reach and scale for advertisers.

## Keeping Your Brand Safe

Feel confident knowing your ads are only placed next to brand-safe, privacy compliant, secure content across all screens.

We are platinum-level Trustworthy Accountability Group (TAG) certified. TAG is a cross-industry accountability program focused on brand safety and eliminating fraudulent digital advertising traffic. We have all four TAG certifications, ensuring the highest level of safety for your brand, and protecting against all forms of ad fraud. We also verify with DoubleVerify to monitor viewability and invalid traffic.

The digital advertising industry's collaborative anti-fraud efforts have reduced invalid traffic losses by

**92%**<sup>1</sup>



**Certified Against Fraud**



**Certified Against Malware**



**Brand Safety Certified**



**Certified for Transparency**

<sup>1</sup>2023 TAG joint study with 4As, ANA and IAB <https://www.tagtoday.net/news>



## As National and as Local as Your Audience

We are local advertising experts who understand the markets we work and live in. As part of Charter Communications, we're able to utilize our nationwide resources, including data from our nearly 500M connected IP devices, to inform your advertising.<sup>1</sup>

This lets you make the right advertising decisions—with confidence.

Nearly  
**500M**  
connected IP devices

<sup>1</sup>Charter Internal Reporting as of Q1 2024.



## Pay it Forward Community Impact

Businesses thrive when communities connect. Our Pay It Forward program is our commitment to provide equitable opportunities and advertising resources to small businesses.



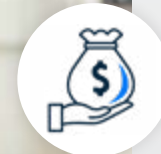
**2,200+**

Underserved Small Businesses



**\$50M+**

in provided Media, Resources,  
and Creative Services



**\$13M**

in Small Business Grants

**Spectrum**  
REACH™

## Creativity at Your Service

When you team up with Kernel, our in-house creative agency, you get access to big agency talent who live and work where you do. Our creative solutions make unforgettable, award-winning campaigns, and our teams across the country are all dedicated to growing your business.

Kernel has won:

**36** American Advertising Awards **138** Telly Awards

### We specialize in:

- *Research & creative strategy*
- *Video & audio development*
- *Digital development*
- *Design work*
- *Social media content*
- *Production services*
- *Commercials*

#### NEED A COMMERCIAL FAST?

We offer an easy and affordable video option, right at your fingertips, using the latest technology for cost-effective and compelling creative. Our AI video production partnership with Waymark lets you create an ad in under 5 minutes, customized just for you based on the content your business already has online!

Spectrum Reach provides expert guidance in a complex media landscape. Our **Built for What's Now** and **What's Next** solutions help businesses like yours make the right advertising decisions, with confidence.

Connect with one of our advertising experts today.

1-844-TO-REACH  
SpectrumReach.com



**Spectrum**  
REACH®

