

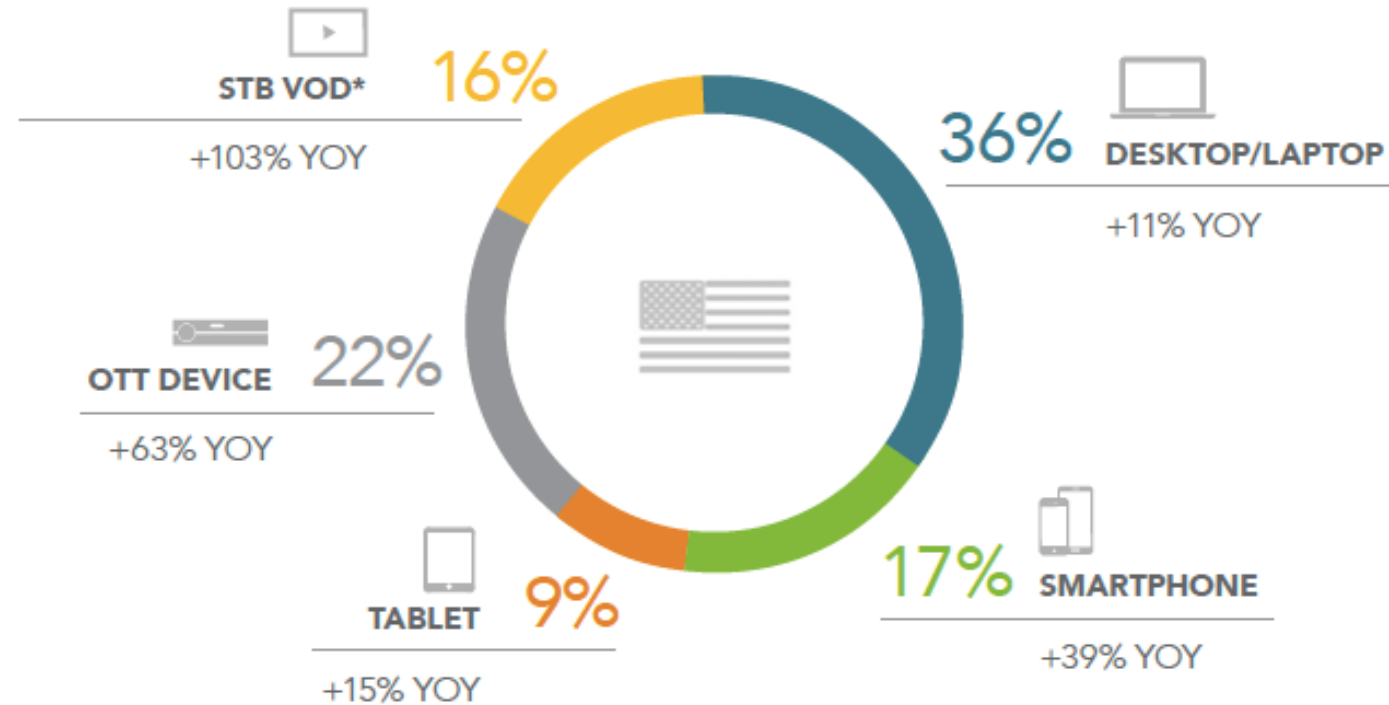


Smart Content: Starting with Content

COMCAST 
TECHNOLOGY SOLUTIONS

ITS ABOUT MAKING AN IMPRESSION

WITH MORE WAYS THAN EVER TO REACH THE CONSUMER



FreeWheel Q2 2016 Video Monetization Report

MORE WAYS TO REACH CUSTOMER

STD VOD AND OTT ARE THE NEW FRONTIERS

New Platforms – Comcast X1

Nearly 45% of our residential video customers now have X1 with Highly enabled VOD – DAI; 11 Million Households

More Content

On Demand: About 90K Titles.

- Leading stacking rights: Over 800 full-season stacked series for the broadcast season ending August 2016.
- Offer all of the Top 100 Nielsen-rated shows on VOD; nearly half are fully stacked for the 16/17 season.
- Nearly 90% of X1 subscribers use Xfinity On Demand, viewing between 25-30 hours per month.

More Viewing

Nearly 50% of subscribers are using our TV Everywhere platforms monthly, up from nearly 30% of subs last year.

- Viewing 10 hours a month on average.
- Continue to expand content offering: 180+ live streaming channels; more than 40K VOD choices on the Xfinity TV app.

Comcast Internal Data,

STB VOD IS GROWING AND THE TRENDS ACCELERATING

VOD Impression continue to rise at a near exponential rate

- 2014 6.3B
- 2015 12 B
- 2016 18 B

Demographic Adoption Supports Growth in this Trend

- Viewers 16-34 say that only 39% of the TV they watch in a typical week is live.

FRAGMENTATION: WITH CHANGE AND OPPORTUNITY COMES CHALLENGE

2000



2017



WORKFLOW HAS FRAGMENTED

OPERATIONAL INEFFICIENCIES HINDER DYNAMIC ADVERTISING ON STB VOD AND DIGITAL PLATFORMS

Current Challenges:



High touch manual processes across the ecosystem are brittle and error-prone



Different processes for each MVPD/distributor drives inefficient, inconsistent campaign execution



Current processes do not support consistency and enforcement across all platforms and Ad inventory owners.



Programmer Impact:



Loss of revenue associated with unreliable, inconsistent delivery performance.



Loss of control over user experience and standards enforcement.



Inefficiencies drive up cost and processing time.

Ecosystem Impact:



Inability to unify, synchronize and capitalize the value across all AD Platforms – IP, Mobile, STB VOD, Linear



Inability to delivery broadcast grade user experience for Ad's inserted into all platforms



Industry jeopardy for regulatory and contractual compliance

HOW DO WE UNIFY AD CAMPAIGN EXECUTION ACROSS THE NEW UNIVERSE?



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THE SOLUTION IS A FULLY INTEGRATED AD ASSET MANAGEMENT SUPPLY CHAIN



Destination Aware
Distribution Systems

Linked Quality of
Experience
Management

Centralized Asset
Library

Asset
Characterization
with Linked
Business Rules

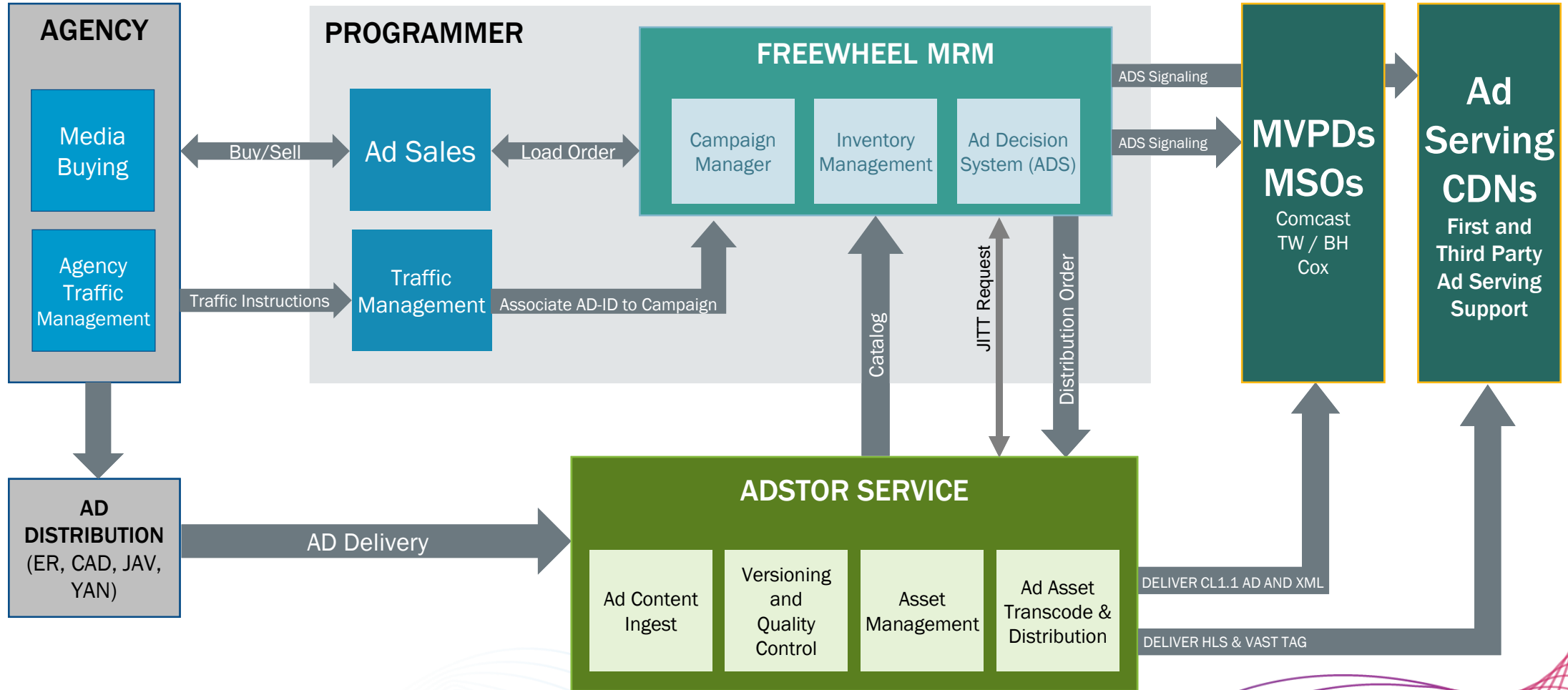
Linked Regulatory
Compliance

Linked Campaign
Management

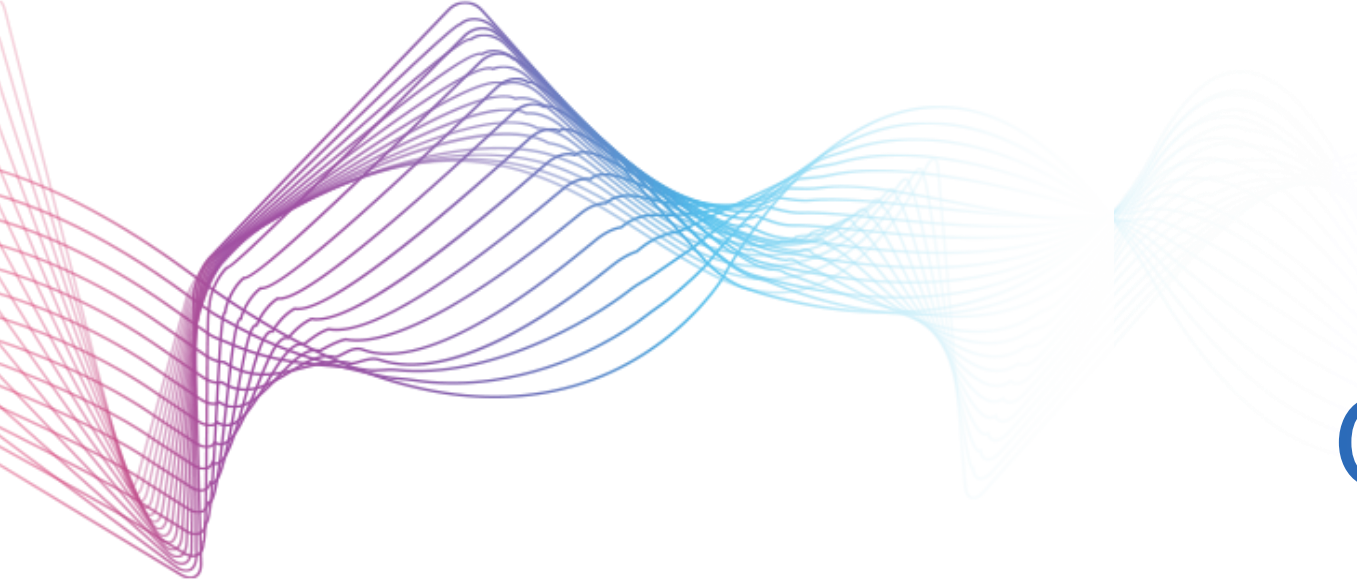
easy

HOW IT WORKS: PROGRAMMER WORKFLOW

ADSTOR FITS BETWEEN **DISTRIBUTION** AND **CAMPAIGN MANAGEMENT** SOLUTIONS PROVIDING A CRITICAL LINK BETWEEN CAMPAIGN COORDINATION & CONTENT TRAFFICKING



ITS REALLY ABOUT MAKING AN IMPRESSION - EASY



QUESTIONS
