



**Spectrum**  
REACH®

**VAB**

Insights.  
Inspiration.  
Impact.

# Streaming TV

# The benefits of streaming TV are numerous.



## Exclusive Access to Cable Content

Reach across every device, on streaming TV apps, VOD, and satellite/telco providers.

## Data-informed Targeting

Find the right audience using aggregated and deidentified viewership data to maximize your spend.

## Brand Safety Standards

Direct partnerships with premium programmers to deliver on full-episodic, brand-safe content to reach the quality viewers you want.

## Transparent Reporting

Measure your campaign performance with access to detailed dashboard metrics 24/7.

# Streaming is mainstream

67%

% of Total Wi-Fi Homes watching OTT

44%

% of OTT Viewing Homes that are Cordless

4.6

# of OTT Services watched Per HH

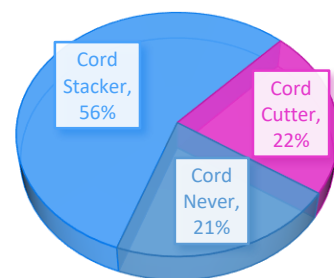
95

Total OTT Viewing Hours Per Household

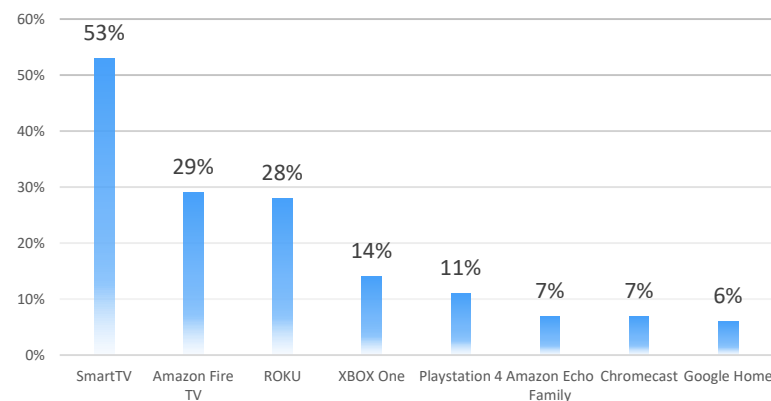
18.5

Total OTT Viewing Days Per HH

Cord Status



OTT Device Penetration



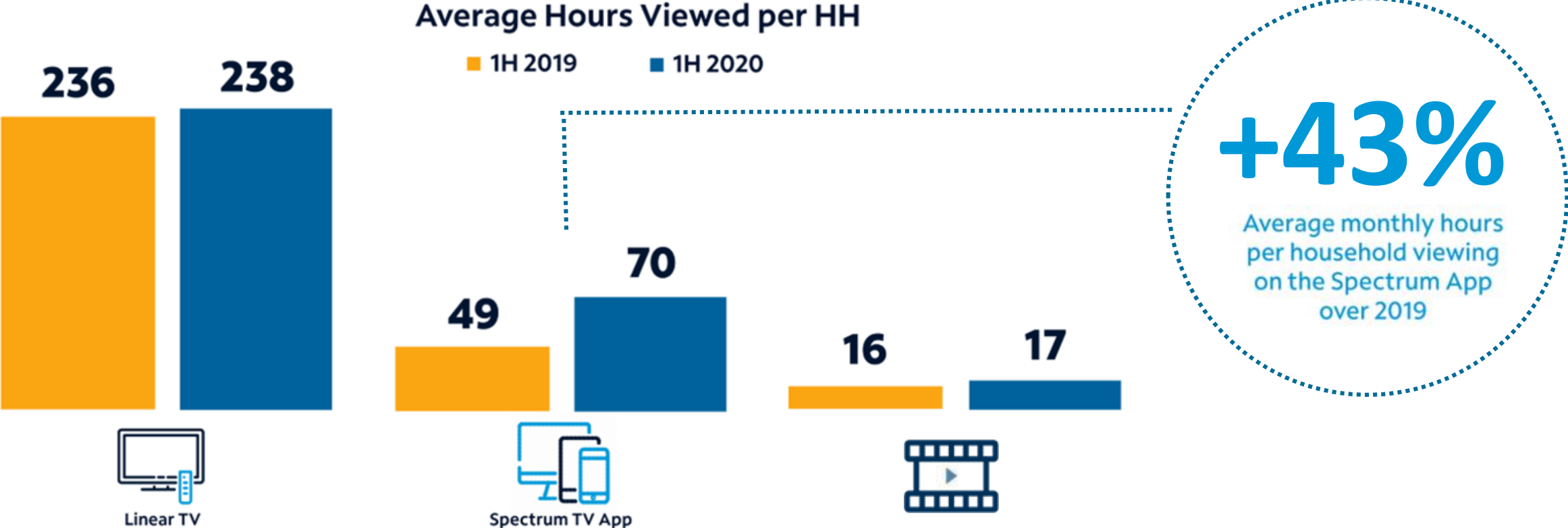
# Pay TV vs. and Streaming

**78%** streamed any video content within the last 30 days.

**48%** think of streaming as an addition to watch traditional TV, not as a replacement.

**28%** say streaming across any device is a benefit of streaming.

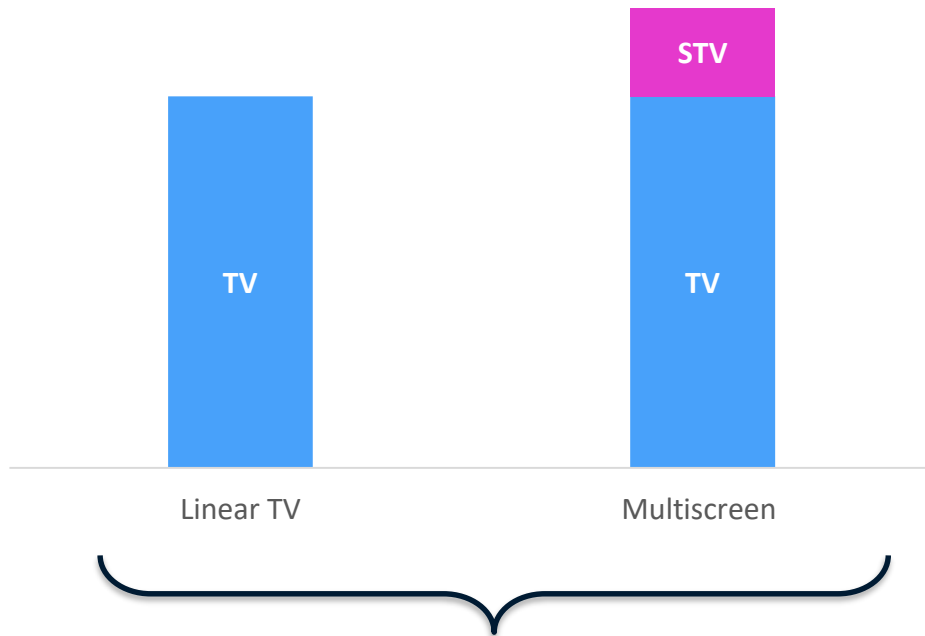
Through the first half of 2020, average monthly hours spent viewing across Spectrum platforms is up over the first half of 2019 driven primarily by streaming.



Source: Audience Measurement Platform as dated. Full footprint non-unified average monthly hours per HH viewed. % Growth calculated – Jan-June’20 vs. Jan-Jun’19.  
\*Note – VOD analysis represents average of May & June’19 only as data not collected for months prior (Jan-April’19.)

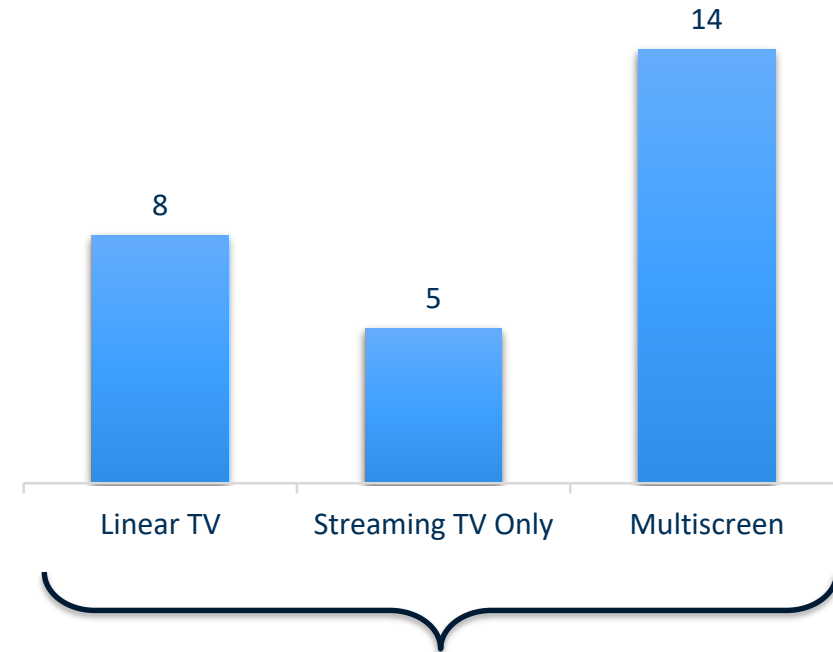
# Streaming TV delivers +17% more reach and greater frequency

## Reach



On average, adding Streaming TV to a Linear campaign will deliver an **incremental 17% lift in Reach**\*

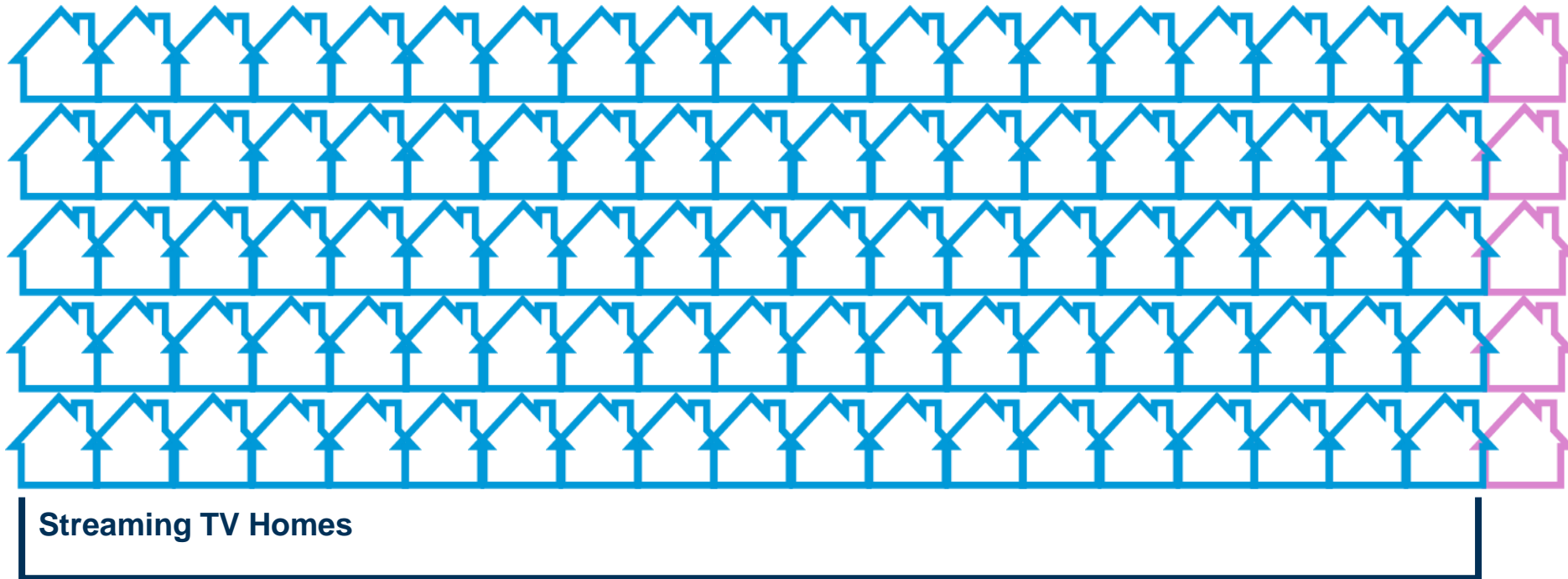
## Frequency



The average **Frequency of a Multiscreen campaign is 14**, compared to an 8 with TV only, and a 5 with Streaming TV only+

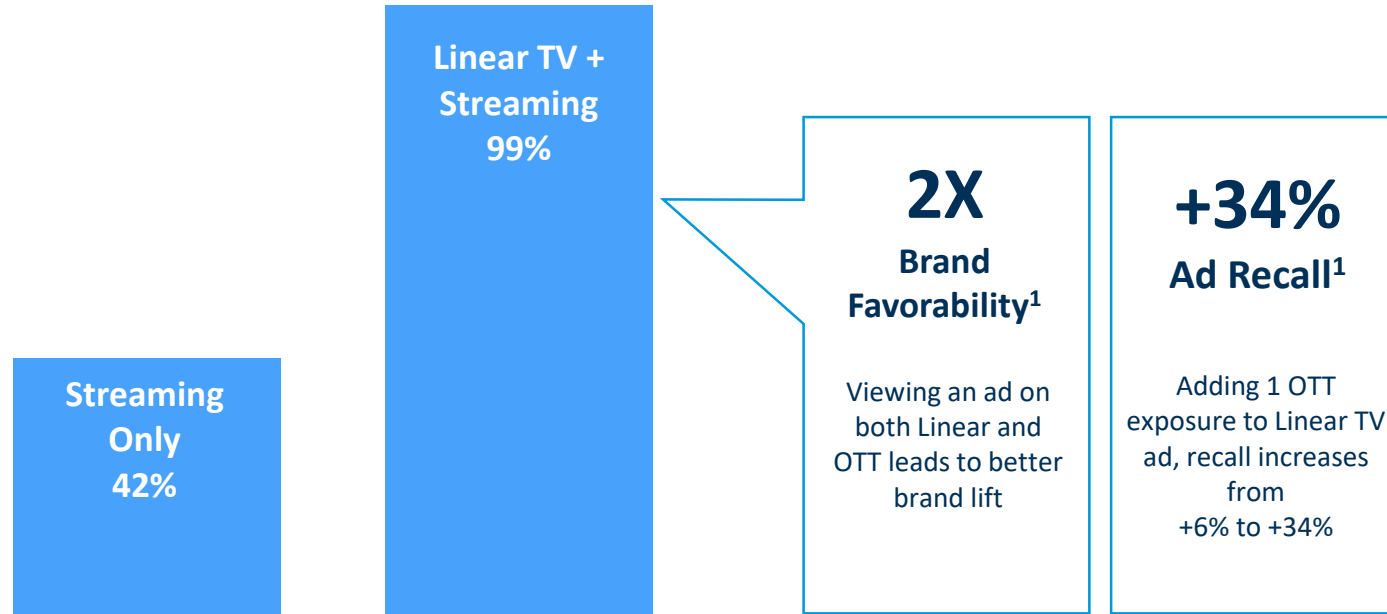
\*Source: Spectrum Reach AM Campaign Data. Date – 1<sup>st</sup> & 2<sup>nd</sup> Quarter 2020. O&O Only. \*Includes all campaigns with Streaming TV & Linear. N = Total Campaigns – 1202. Linear = 85% Reach / Streaming TV = 20% Reach. Duplication = 6%. Streaming TV Lift - % of new HHs reached

# Adding Streaming TV to a Linear campaign extends penetration in Spectrum Reach markets to **95% of all Adults 18+**



\*Source: Scarborough - SR Markets, A18+ Access Internet- Yes or Items/Services Households currently has Smartphone (Iphone, Galaxy, etc.),

# TV + Streaming improves campaign impact



Exposure to ad in OTT-only versus Linear TV + OTT<sup>1</sup>

Sources: 1. Under The Hood of Over-The-Top Measurement, Roku / MAGNA / IPG Media Lab

# Multiscreen TV Significantly Impacts Online Activity

## When leveraging Multiscreen TV, brands saw:

% increase in activity after implementing a Multiscreen TV campaign



**83% rise** in unique website traffic



**312% increase** in search queries



**206% lift** in online views



**177% more** social actions

Source: VAB: Digital actions based on VAB analysis of iSpot.tv data and reflects TV commercial-related searches (Google, Bing, Yahoo!), social actions (posts, likes, shares and comments related to TV ads on Facebook, Twitter, YouTube, iSpot.tv) and earned, not promoted, online video views of TV ads (YouTube, iSpot.tv). Digital actions are correlated to TV ad airing data.

# Harnessing the power of multiscreen will bring your campaign to the next level



Exclusive access  
to the best  
content on TV



Greater reach  
and audience  
penetration



Improved ad  
impact across  
TV and Online