

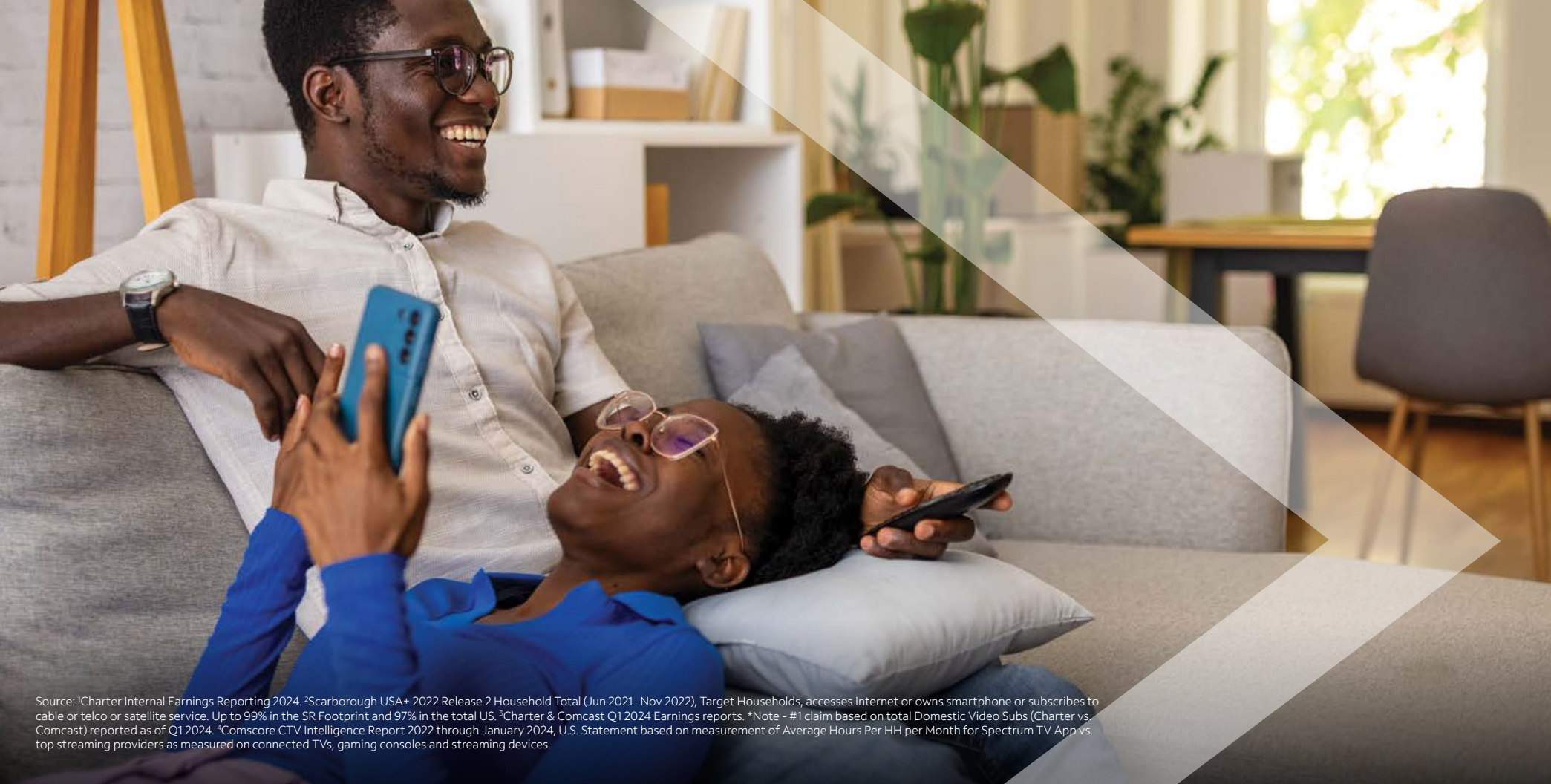
SPECTRUM REACH

ADVERTISING SOLUTIONS

**BUILT FOR
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 households¹, 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.²

Whether purchasing through self-service, managed service, or anything in between, our **multiscreen advertising solutions** give you real results in real time.

We have the largest addressable video footprint³ to target your audience through a complete suite of linear, streaming, and online solutions, and the **#1 most-viewed streaming app** in the nation.⁴

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 linear, streaming TV, and online solutions.
- 2 Data That Paints the Full Picture**
Our aggregated and de-identified first-party data from 30M households¹ and third-party data from 70+ partners allow us to accurately target your best customers across all screens, even beyond Spectrum homes.

Source: ¹Charter Internal Earnings Reporting as of Q1 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 As National and as Local as Your Audience
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

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, social, 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 basis¹

#1 MVPD in the U.S.²

#1 total time spent in the U.S. on the apps within our streaming TV portfolio³



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



Spectrum
REACH®

THE PREMIUM VIDEO EXPERTS

Spectrum Reach is the #1 partner for multiscreen video inventory.¹

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.



Source: ¹Nielsen Local Streaming Insights – Q1 2024. Nielsen NPower 1Q22-4Q22 to 1Q23-4Q23, Total Day, Live National Sports Events on Ad-Supported Cable & Broadcast TV. Excludes studio shows, streaming, events 60min or less, Tennis Channel, and RSNs.



450+ Networks and Publishers

MORE THAN **93%** Of All Live Sports

Reach Spectrum subscribers and beyond



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SPECTRUM NEWS

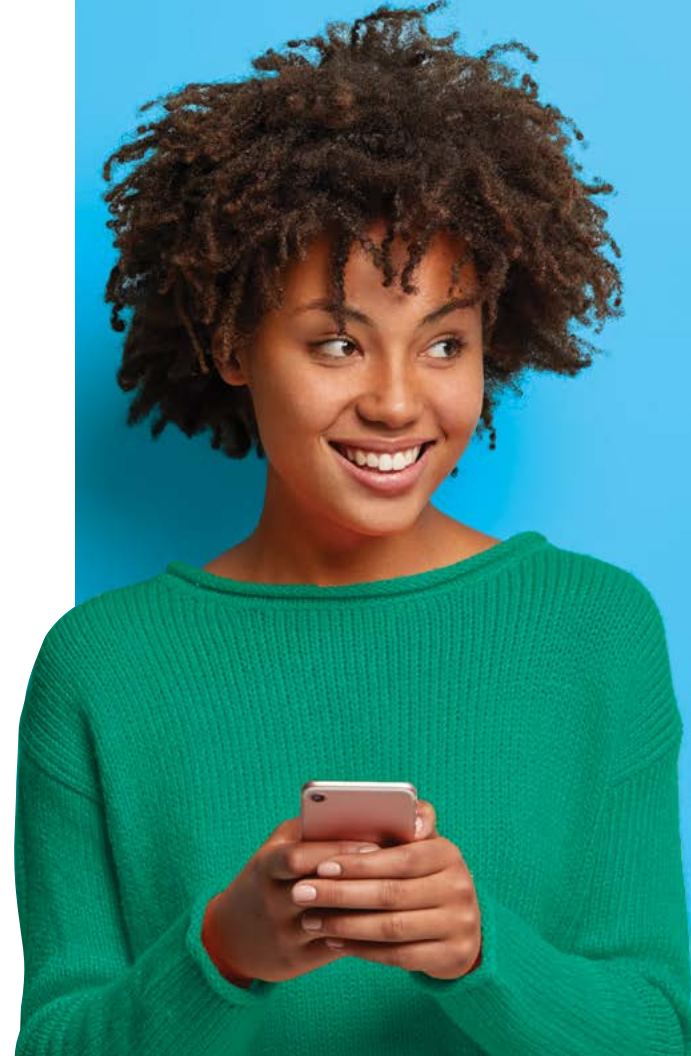
Advertising on Spectrum News gets your brand on the #1 news network in our markets for locally relevant content.

Spectrum News is your community's only premium, 24/7 local news channel. With 13.1M average daily streaming impressions and broad, national scale, advertising on Spectrum News creates deep, local connections for your business.

1.9M

Daily Viewing Households

Source: Spectrum Reach internal CBO report. 1/1/23 to 12/31/23, Spectrum News Full Footprint, Total available impressions include STVA & SNA. The STVA provides both live stream and VOD. Spectrum News O&O. 2. Source: Spectrum set-top box data is sourced from all markets where Spectrum News has distribution and is based on a minimum threshold of five consecutive minutes of viewing on one station to count as a viewing household.



DATA THAT PAINTS THE FULL PICTURE

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

Our proprietary aggregated and de-identified first-party data from

30M
Households¹

and third-party data from

70+
Data Partners¹

allows you to find and reach your audience. Plus, get real-time access into your TV and digital performance metrics with our proprietary measurement platform.

Source: ¹Charter Internal Reporting as of Q1 2024.



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

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.



Data That Goes the Extra Mile

Our data-driven, multiscreen TV campaign exceeded all expectations for Florida's Space Coast Office of Tourism—delivering:

\$19 MILLION
in revenue to local businesses.

The highly targeted, audience-first approach in three markets drove:

18%
of all hotel revenue

19%
of all hotel bookings

20%
of all searches

That's more than **700 flights** and **9,500 hotel nights booked** attributed to the campaign.¹

Sources: ¹Space Coast Case Study - Adara attribution reporting - enriched estimated revenue from Spectrum Reach campaign in Orlando, Tampa and Charlotte DMAs (5/17-9/6/21) +39 day attribution window. Results observed directly through data partnerships and matched to exposed households. ²Client proprietary customer data, provided on 06.14.22. Data extrapolated thru Neustar E1X. Run date 06.30.22. Source 2: Innovid, based on Deterministic measurement of viewing data on HH exposed to ad on multiscreen TV and visited the client's website. Innovid measures all traffic to the site, determining what is TV driven based on actual ad-exposure data, and then removes anything that has no relation to the actual campaign being measured. Pella 2Q and Q3 2022 reports.

The Best Power Tool: A Multiscreen Campaign

We worked with a local home improvement retailer to analyze their first-party data. The resulting insights were used to create a multiscreen campaign with new, audience-focused creative, customer targeting within well-defined geographies, and the selection of sports and entertainment shows that were favorites of their potential customers. The results?

25%

higher web attribution response rate.²

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





IMPACT

MEDIA THAT MOVES

Reach deeply engaged audiences 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.

118B+

impressions are delivered year-over-year across Spectrum Reach platforms, including linear and streaming TV.

Source: 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 business, 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.



Partnerships: Strategic industry partnerships allow us to provide advertisers with deterministic, aggregated, and de-identified insights to effectively analyze addressable, linear, 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 to make switching between live and streaming TV a seamless experience for viewers.



Ad Portal: This unique and easy-to-use self-service platform lets advertisers create affordable, multiscreen TV advertising campaigns, and gets them on the air quickly.



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 Oracle Moat to monitor viewability and invalid traffic.

90%

less ad fraud in TAG certified distribution channels.

Source: Trustworthy Accountability Group Press Release – updated 2020 Analysis by The 614 Group; <https://www.tagtoday.net/pressreleases/2020-us-fraud-study-release>



**CERTIFIED
AGAINST FRAUD**



**CERTIFIED
AGAINST MALWARE**



**BRAND SAFETY
CERTIFIED**



**CERTIFIED FOR
TRANSPARENCY**



Spectrum
REACH

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

nearly
500M connected
IP devices

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



Source: 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 providing equitable opportunities and advertising resources to small businesses, including best-in-industry advertising tools, innovative creative services, and valuable resources.

2,000
Multiculturally
Owned Businesses

\$50M+
in provided Media,
Resources, and
Creative Services

\$10M
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:

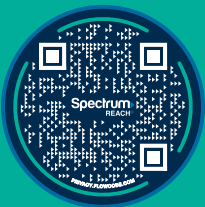
36 American Advertising Awards **138** Telly Awards

We specialize in:

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

NEED A COMMERCIAL FAST?

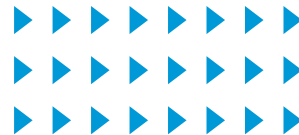
We offer an easy and affordable video option, right at your fingertips, using the latest technology for cost-effective and compelling creative. Our AI video production partnership with Waymark lets you create an ad in under 5 minutes, customized just for you based on the content your business already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

1-844-TO-REACH
SpectrumReach.com



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