One same company, 2 complementary activities, Media & Tech

Ad-tech

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FreeWheel, a Comcast Advanced Advertising Company, is one of **the industry's most complete advertising management solution**. Purpose built for the New TV ecosystem, we enable our collective client base across all key industry segments to manage and monetise their premium video inventory in the brand safe ways they require. Our offerings work in synchronised tandem to meet every aspect of our clients' business needs across all screens, data sets, and monetisation channels, while providing the full safety and compliance.
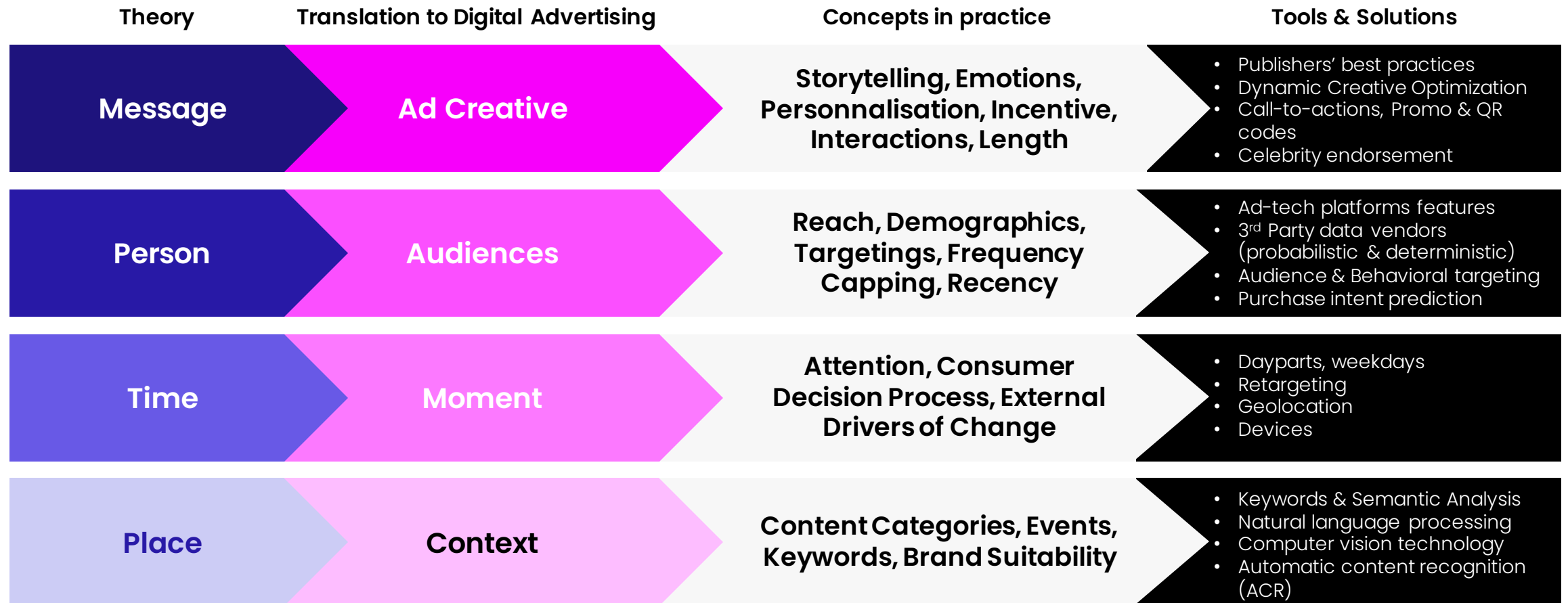
Sales House

audienceXpress
A COMCAST COMPANY

AudienceXpress allows marketers to connect directly with major TV and digital video providers across all screens and video formats. **As a premium video media sales house, AudienceXpress** enables buyers to purchase premium TV and video advertising on an audience basis across all platforms, including CTV, digital publishers, and video-on-demand and streaming platforms (AVOD), and digital publishers. Empowered with audience data, marketers can achieve better, more accurate campaign planning, measurement and optimisation in near real time.
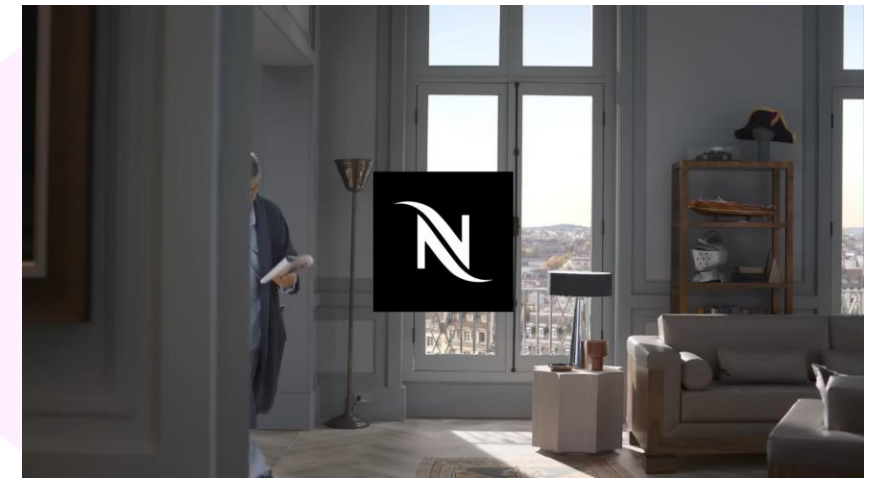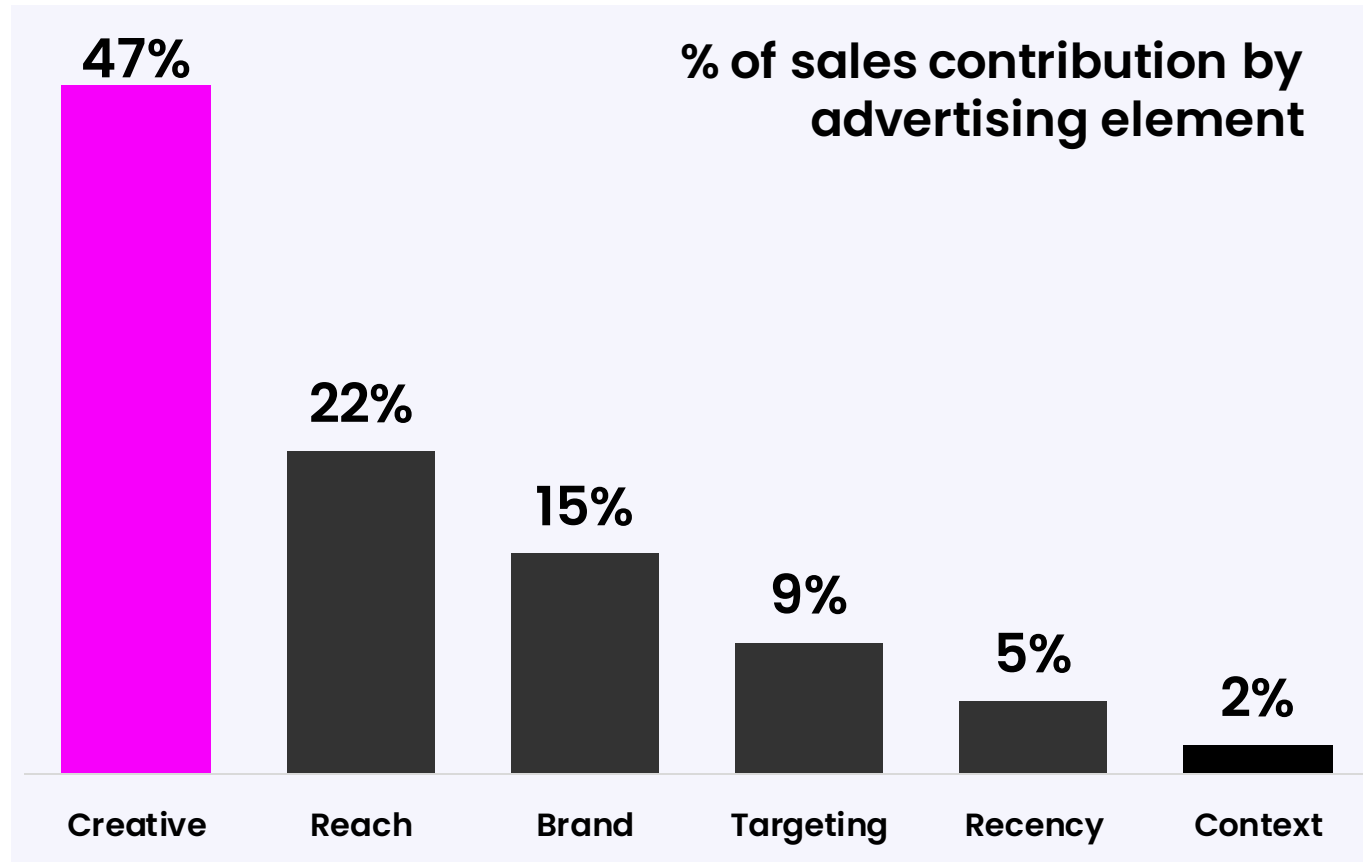
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From theory to practice: 4 steps for an effective digital video ad campaign without 1st party data

Theory	Translation to Digital Advertising	Concepts in practice	Tools & Solutions
Message	Ad Creative	Storytelling, Emotions, Personnalisation, Incentive, Interactions, Length	• Publishers' best practices • Dynamic Creative Optimization • Call-to-actions, Promo & QR codes • Celebrity endorsement
Person	Audiences	Reach, Demographics, Targetings, Frequency Capping, Recency	• Ad-tech platforms features • 3rd Party data vendors (probabilistic & deterministic) • Audience & Behavioral targeting • Purchase intent prediction
Time	Moment	Attention, Consumer Decision Process, External Drivers of Change	• Dayparts, weekdays • Retargeting • Geolocation • Devices
Place	Context	Content Categories, Events, Keywords, Brand Suitability	• Keywords & Semantic Analysis • Natural language processing • Computer vision technology • Automatic content recognition (ACR)

The right message: think first about creative quality, ad format and storytelling

% of sales contribution by advertising element

Creative	Reach	Brand	Targeting	Recency	Context
47%	22%	15%	9%	5%	2%

What else?

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Source: Nearly 500 campaigns across all media platforms – Nielsen Catalina Solutions - 2017

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The right person: find the most valuable audiences and maximise reach on target

Leverage 3rd party data

Third-party data is data collected by another entity or business and **sold for advertisers to activate or collect this data for targeting purpose**

- Demographics
- Web behavior
- Buying Intent
- Household composition
- Household incomes
- Hobbies
- Personality
- Transactions
- Product interest
- Weather
- Company size
- Retail
- Travel destinations
- Viewing habits

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The right time: find the best moments to maximise attention and conversion

When your audiences **search on the web**

Contexual

Keywords,

Semantic

When your audiences **are close to your business**

Geofencing

Cities

GPS

When your business is **seasonal, weather, or time sensitive,**

Media journey
Listening to music (am)
Texting all day long
Web navigation midday–2pm
Gaming at 5pm
Watching TV from 6pm

When your sales rely on **moments of life**

Graduation
Move home
Have a baby
Got married
New job
Retired

The right place: contextual ads are preferred by viewers when it comes to data targeting, but random ads come top

VIEW THE FULL REPORT

? IN YOUR OPINION WHAT CONSTITUTE A GOOD AD EXPERIENCE:

1 Any kind of ads without data targeting

2 Contextual, ads based on the program I am watching

3 Geolocated ads that promote local stores

4 Ads based on my interests
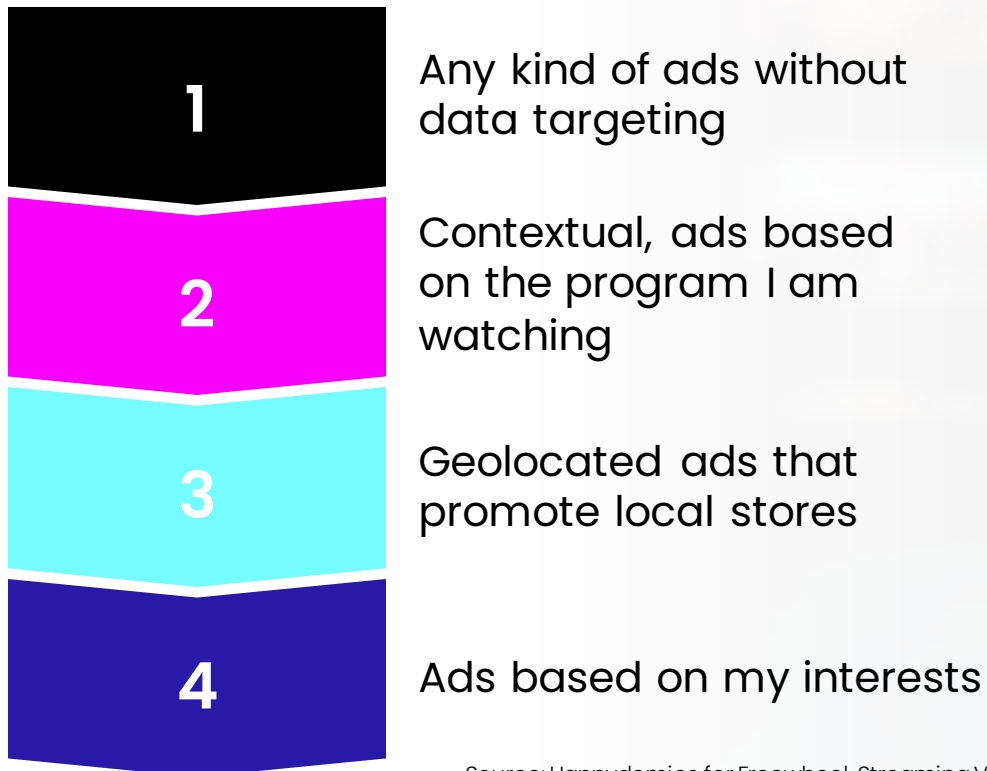
Source: Happydemics for Freewheel, Streaming Video: Connected CTV Uncovered, 7,380 respondents, EU6 - March 2023

audience**Xpress**
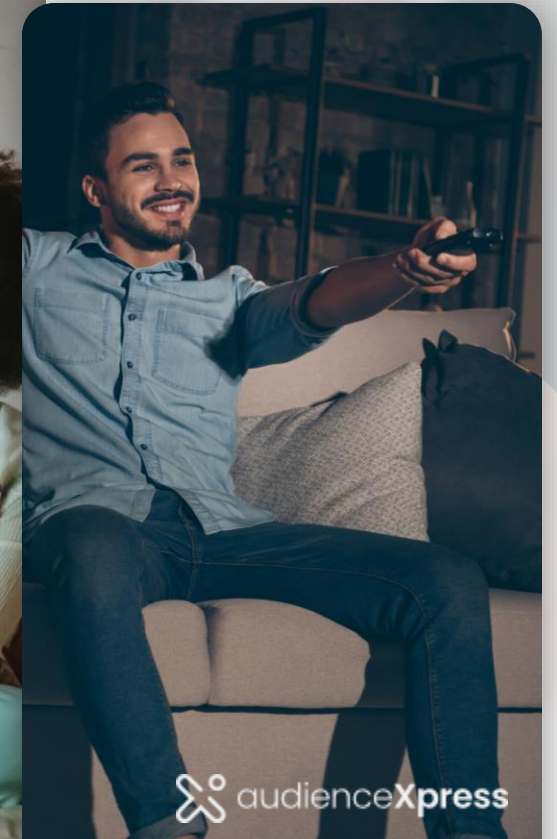
When marketers don't own 1st party data, 3rd party data empower digital campaigns.

In-flight Optimizations with 3rd party tracking

Test & Learn trading in programmatic or ask media specialists in **agencies, sales houses, trading desk.**

Data partnerships
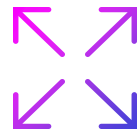
Marketers activate **3rd party data** vendors

Contextual targeting

The **optimal solution** to ensure brand safety and brand suitability

Innovation & Creativity

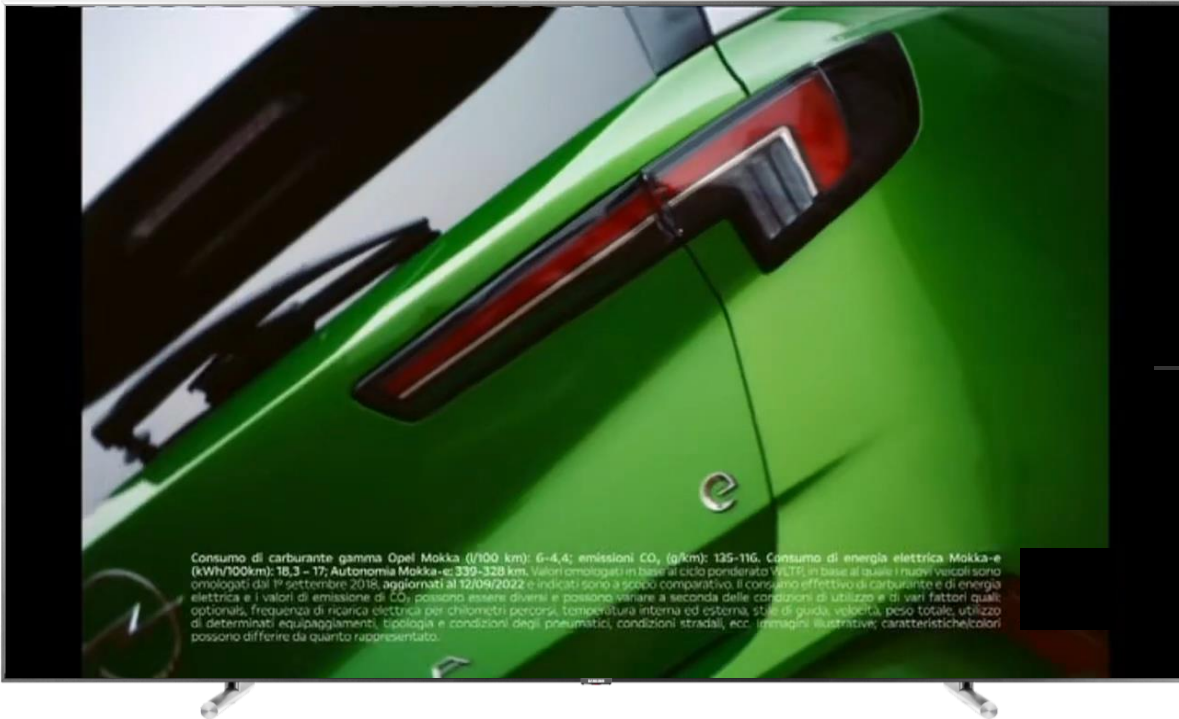A **successful video ad campaign** is first of all due to a good ad creative

CASE STUDY **Automotive** Compact SUV

OPEL's objectives were to track the impact of their Connected TV campaign on their website traffic thanks to an attribution analysis and generate maximum awareness in a 100% premium, **100% brand safe, 100% instream, no skip and highly viewable video context** with pre-roll and mid-roll ad formats.
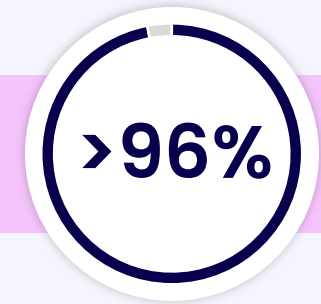
Advertise on premium Connected TV & OTT streaming platforms:

pluto tv | Samsung TV Plus | RADIO ITALIA | SPORTITALIA | Samsung TV Plus | Rakuten TV
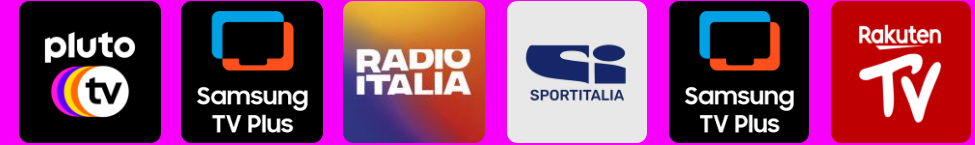
CAMPAIGN RESULTS
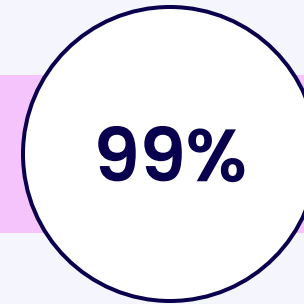
99%
Impressions delivered **audible and viewable**

>96%
View-through rate on AudienceXPress Premium Video Marketplace beats all other digital inventories

ATTRIBUTION INSIGHTS

tvsquared by INNOVID

20% of visits led to the car dealership landing page

Weekend is the most effective time for responses

36% Mobile % of responses via mobile devices

Viewability: An ad is counted as viewable if at least 50% of its area is visible for at least 2 seconds for video ads

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