



NCC
political ★ media

**The leaders in cable and digital video
for political campaigns**

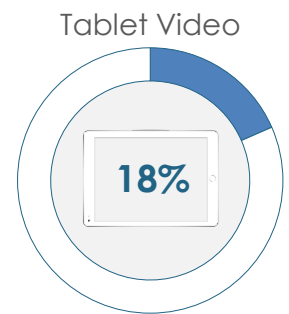
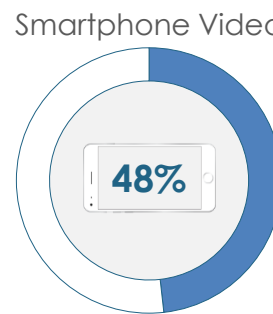
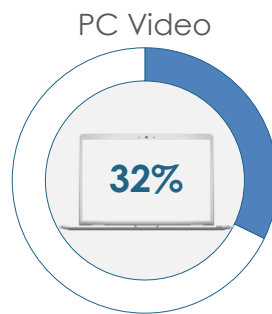
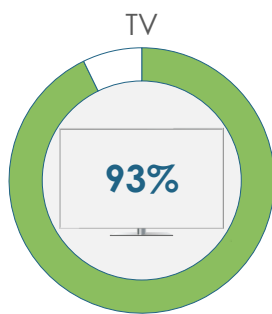
NCC POLITICAL MEDIA: REACH TARGET VOTERS ON EVERY SCREEN

NCC Media provides a fully integrated one-stop-shop for cable and digital video advertising on behalf of our owners Comcast, Spectrum and Cox and every other Multi Video Program Distributor (MVPD) in the U.S. Our consultative services optimize consumer reach locally, regionally and nationally on every screen among a universe of 87 million subscribing homes. NCC Media has the largest network of cross-screen platforms anywhere. From TV, VOD and TVE, to OTT and digital, our consumer reach is unparalleled.



AMERICA'S CHANGING MEDIA LANDSCAPE: VOTERS INCREASINGLY CONSUME VIDEO ACROSS ALL SCREENS

There are **172,280,000** Americans 35+. This vast group of voter prospects are engaged by video on every screen. Below is the weekly reach of each platform among all adults 35+ and the change in reach compared to the same time a year before.



Smartphone use is growing quickly, but not at the expense of television. It's essential for political campaigns to be seen on all screens used by potential voters.

Source: Nielsen Comparable Report, Q1 2017

TARGETED TELEVISION: TV REMAINS THE PIVOTAL SCREEN FOR POLITICAL CAMPAIGNS

NCC Political delivers your message to voters...

...in the content they love

NCC Media identifies your target voter's favorite cable networks based on that demographic's political affiliation, age, gender, likelihood to vote, income, occupation, and more.

Reach Democrats A35+ on:



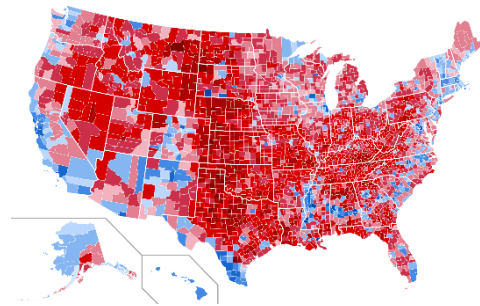
Reach Republicans A35+ on:



Placing your ad on the right cable networks provides legitimacy for your candidate and unmatched rapport with your constituency.

...in the places they live

NCC Media's connection to 87 million households empowers campaigns to speak to voters on any level: national, state-wide, congressional district, county, and neighborhood.



No matter the size of your campaign, NCC Political ensures your message is focused in the areas you need to win.

Source: Scarborough USA 2017, Party Affiliation (Democrat and Republican), A35+



HOW CAN YOU EXTEND YOUR VOTER REACH BEYOND LIVE TV?



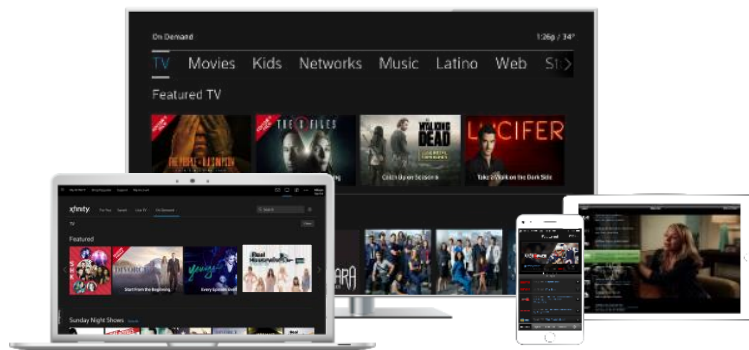
NCC GO products include TV Everywhere, Set Top Box Video On Demand, and OTT streaming services – all three are a true extension of the linear TV experience that offer the ability to reach voters on every screen in every market.

HOW DOES NCC GO WORK?

- **Set Top Box Video On Demand (STB VOD)** is accessed by subscribers directly through their television sets to watch today's best cable programs on their schedule
- **TV Everywhere (TVE)** allows subscribers to easily watch cable programming, live and on demand, across devices by logging into a cable network app (bravoNOW, Discovery GO, etc.) or directly through their cable provider (xfinity stream, Spectrum Now, etc.)
- **Over the Top (OTT)** services like DIRECTV NOW, Sling TV, Playstation Vue, fubo TV, Tubi TV, and Pluto TV allow NCC GO to reach even MORE voters watching premium cable video content across these paid and free services

THE NCC GO ADVANTAGE

- We access video content through our direct relationships with our MVPD owners/affiliates, and vMVPD/OTT partners
- NCC GO serves :15/:30 non-skippable ads across all devices, including: TV, mobile tablet, PC, connected TVs, and gaming consoles
- Accurately geo-target voters in one or more markets across set top box VOD, TV Everywhere, and OTT streaming services
- NCC is a fully integrated one-stop-shop to target voters on all screens



NCC A+ IP SUBSCRIBER TARGETING DELIVERS VOTERS WITH PINPOINT ACCURACY



- **NCC A+ IP SUBSCRIBER TARGETING** is the 1-to-1 connection with over 89M broadband subscriber households in the U.S.
- NCC A+ leverages our *exclusive* 1st party IP subscriber data to build custom voting audiences online by matching our subscribers to proprietary voter data or audience and industry-level data sources
- A+ then connects you with your target voting audience on any device they use to visit thousands of relevant and brand-safe websites, at home and away



HOW CAN YOU CONNECT YOUR BRANDED MESSAGE WITH MILLENNIAL VOTERS?

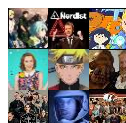


NCC Edge reaches Millennial voters that watch content not only across devices, but also across platforms. NCC connects your campaign message with creative and entertaining content across innovative platforms, including **Fullscreen** channels on **YouTube** as well as **VRV**, an engaged community of niche channels like **Crunchy Roll** and **Rooster Teeth**.



FULLSCREEN

Access to the most popular, top 5% of YouTube channels and stars.
3.3B monthly ad impressions



VRV

Find passionate members of the anime, gamer, comic, sci-fi/fantasy, and tech fandom.
50M monthly ad views

Partner with NCC Political Media

Americans have adopted a multiscreen lifestyle.
It is essential for political campaigns to include every screen
on every schedule.

TARGETED TV

- Target voters on their favorite cable networks based on political affiliation, age, gender, and more
- Deliver your message to the precise geography you need to reach, with NCC's exclusive connection to all 2,800+ cable systems

NCC GO

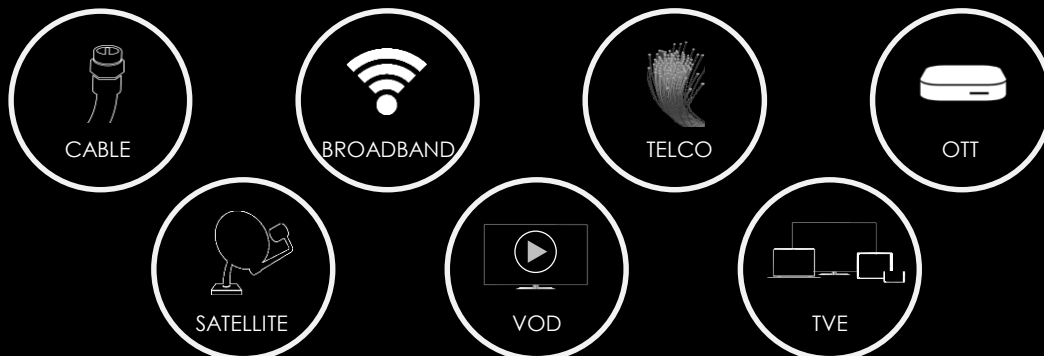
- Television viewing has shifted across devices and platforms, and voter acceptance of TV Everywhere, VOD and OTT viewing continues to grow
- Extend the linear TV experience to reach target voters on every device

NCC A+

- Target and follow our subscribers online on the brand safe websites they surf everyday to extend voter reach

NCC EDGE

- Reach Millennials on the most watched YouTube channels and niche websites that appeal to young voters with NCC Edge



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