

An aerial photograph of a modern office courtyard. The courtyard is paved with light-colored bricks and features several young trees planted in individual pits. A glass-enclosed staircase is visible on the right side. Several people are walking through the courtyard. The image is overlaid with a semi-transparent dark blue filter.

# TRANSFORMING THE ADVERTISING BUSINESS

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# COMCAST ADVERTISING 2020 GOALS

Laying The Foundation for Transformation & Growth

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DRIVE GROWTH

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MAKE THE CUSTOMER EXPERIENCE GREAT:  
SIMPLE, CONSISTENT & DIGITAL

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INNOVATE & SIMPLIFY OUR PRODUCTS

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TEAMS: CULTURE & INCLUSION

## DRIVE GROWTH

- Deliver Cable Advertising (combined) budgeted revenue and Adjusted EBITDA
- Continue to deliver incremental value to CMCSA in partnership with internal stakeholders (NBCU, NBC Local, Sky Media, Xfinity)



- Rationalize Effectv customer base through penetration, diversification, and improving cost-to-serve



- Create path to \$750M run-rate in FW Marketplace

## MAKE THE CUSTOMER EXPERIENCE GREAT: SIMPLE, CONSISTENT & DIGITAL

- Deliver superior value and minimize unwanted/profitable customer churn
- Fully rollout Customer NPS, complete eNPS launch (China)



- Increase multiscreen campaign delivery
- Improve customer management through system improvements and automation, and superior client service / partnership



- Surface monetization opportunity for supply customers
- Attract demand into FW Marketplace

## INNOVATE & SIMPLIFY OUR PRODUCTS

- Scale audience capabilities with a focus on Linear Addressable (amount of inventory, split avail, programmer)
- Deliver de-duplicated reach/incremental campaign metric solutions
- Expand use of data assets, in compliance with privacy policy and regulations to make inventory more intelligent and effective



- Launch programmatic sales capability (e.g., Political)



- Create frictionless tools for onboarding inventory and automated demand solutions

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## TEAMS: CULTURE & INCLUSION

- Drive personal engagement and accountability
- Maximize team performance through coaching and feedback
- Grow talent and diversity (at all levels)
- Communicate effectively and own change

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## NEW FOR 2020

- Implementing **Inclusive Leadership** strategies to build on performance and productivity
- Ongoing rollout of **Unconscious Bias Training**
- Refining and accelerating a **Culture of Coaching**

THANK YOU & HAPPY HOLIDAYS!

