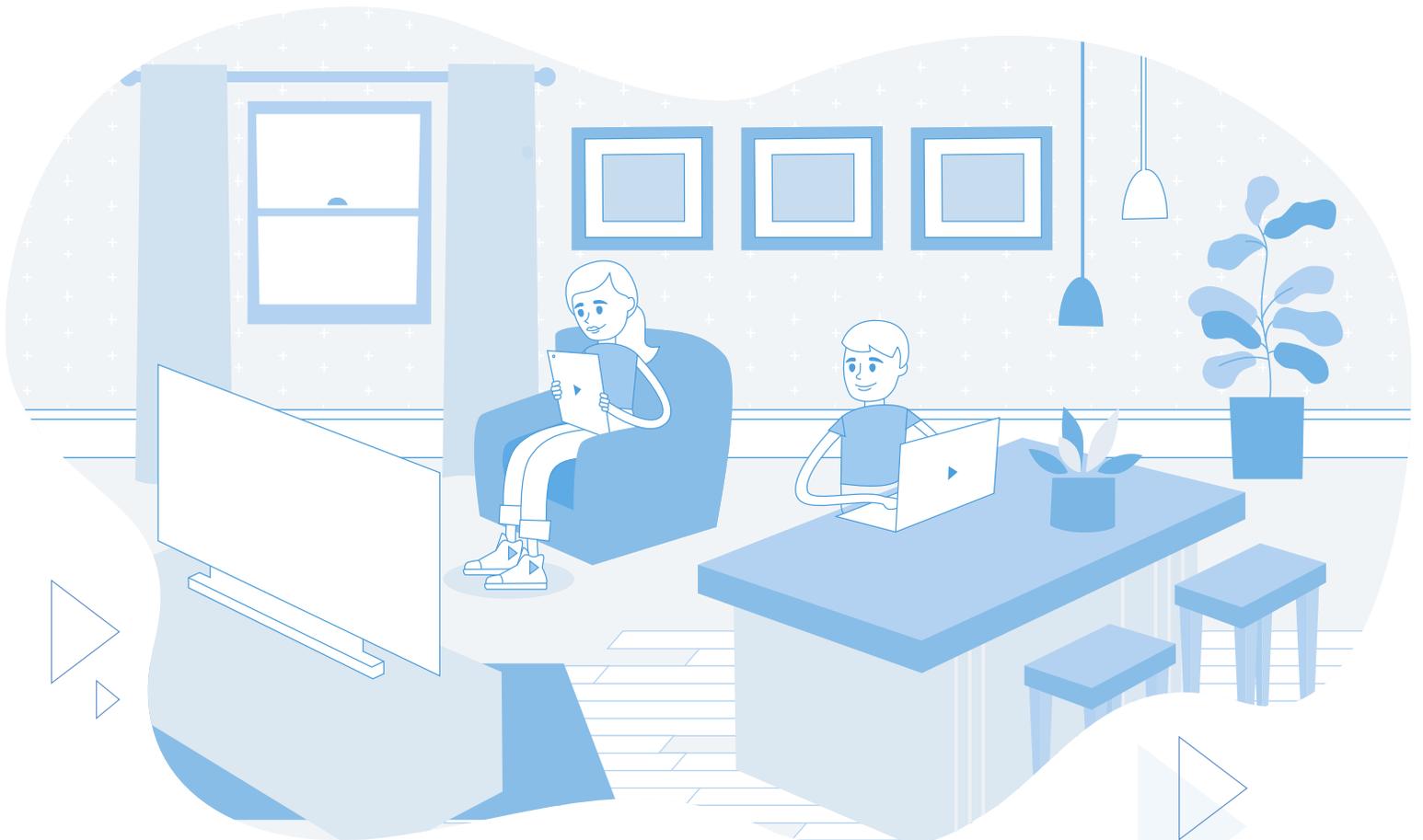


Discover the Multiscreen Difference

3 reasons why Spectrum Reach
multiscreen advertising delivers
superior consumer connections



1 Reach Without Limits

Reach **all audiences** without limits regardless of subscription or geography.

Some advertising partners reach your audience on just one platform, like anglers who fish only in the lake. But at Spectrum Reach, we fish in the lake, ocean, and off private islands. Plus, we have the sonar data to make sure you're getting "bites" from the customers your business needs to grow.

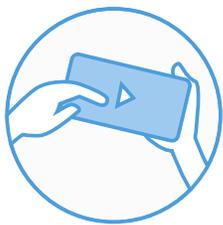


Reach almost **100% in any market** on over **450+** TV and Streaming TV networks and publishers, **1,000's** of premium Online websites, and the top 3 Search Engines.²

Because of our industry relationships, we have more direct agreements, greater purchasing power, and buy inventory directly, so you can achieve optimal reach and scale.

We also have **exclusive local access** to place your ads on the Spectrum TV App, Spectrum News App, set-top box VOD, and our partners' Apps (AT&T, DIRECTV, and Verizon Fios).

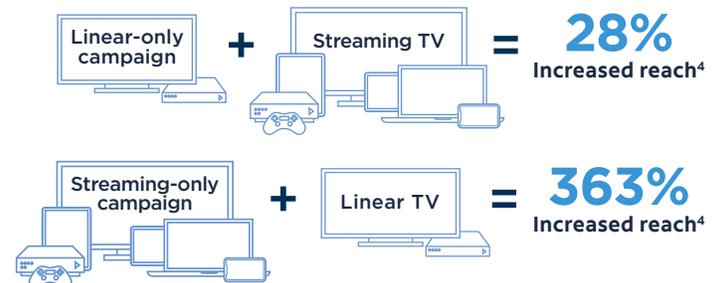
Key App Stats



The Spectrum TV App is the most viewed streaming service in the U.S. on an hours per household basis.³

96% of programming is viewed **LIVE** on the Spectrum TV App.¹

Increased Reach



Source: 1) Spectrum / Charter Internal Reporting Q221 Averages; Full Footprint – Spectrum Reach Markets (Aggregated) 2) Source: 98% of Adults 18+ in our markets watched Insertable cable in the past 7 days, viewed Spectrum TV in the past 30 days, viewed any streaming service in the past 7 days or has access to the internet at home or owns a smartphone. Nielsen Local Media, Scarborough Research, Top-Tier Markets: Scarborough USA+ 2021 Release 1 (Jan 2020 - May 2021). Lower-Tier Markets: Latest available surveys. Target: Access Internet: Yes OR Owns a Smartphone OR Has viewed non-premium cable over the past 7 days OR has viewed SpectrumTV over the past 30 days OR has viewed any streaming service over the past 7 days. 3) Source: Comscore OTT Intelligence Report; 2021 data January through August, U.S.. *Statement based on measurement of Average Hours per HH per Month for Spectrum TV App vs. top streaming providers as measured on connected TVs, gaming consoles, and streaming devices. 4) Spectrum Reach AM Campaign Data. Date – 4th Quarter '20. O&O & Partner Affiliates. *Includes all campaigns with Streaming TV & Linear. Total Campaigns – 5,758. *Streaming TV Lift - % of new HHs reached. **Results based on averages, results will vary and not all campaigns will achieve +28% or 363% lift.



2 Unrivaled First-Party Data

As one of the largest video advertising companies with decades of experience, we have access to millions of exclusive viewership insights. This allows us to accurately target your best customers across all screens, anywhere, and maximize your budget to give you a competitive edge.



We use data to inform your campaign throughout every stage to give you the best results.

Find



Pre-Campaign

To identify where they consume media to effectively target your desired audience

Reach



During the Campaign

To ensure we're reaching your audience without waste

Measure



Post-Campaign

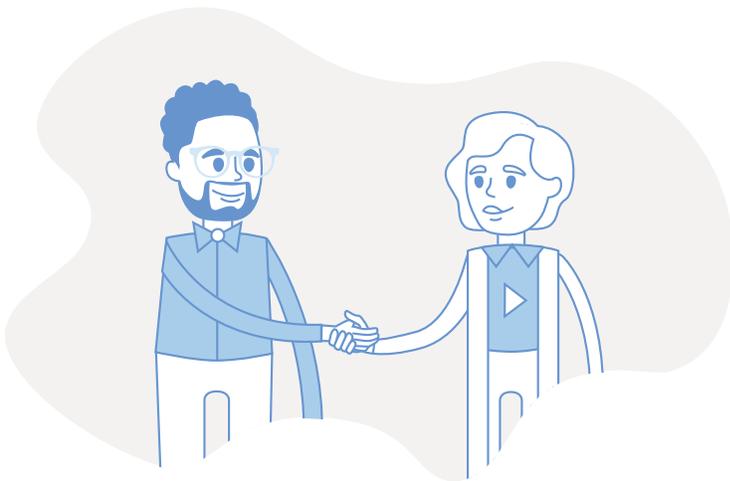
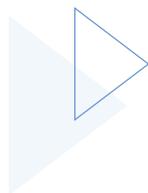
To analyze where your message was delivered and prove results



Just like doctors use data to determine the best treatment for their patients, our video experts use data to determine how best to reach your target audience.

- We collect first-party data from **Tens of Millions** of set-top boxes.
- Our data, combined with premium data partners, allows us to more strategically reach all consumers, on every screen
- You have 24/7 access to AudienceTrak to measure your multiscreen campaigns in one dashboard - so you know we deliver on our promises

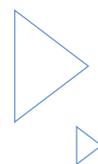




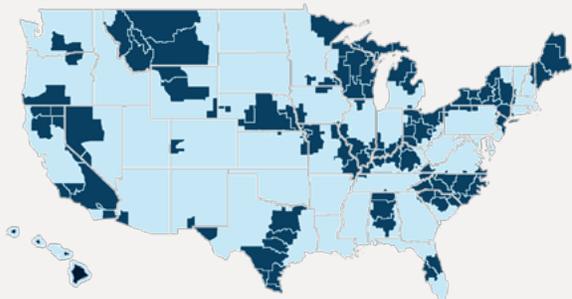
3 Local Expertise Matters

Spectrum Reach doesn't just meet the standard—we set it.

Experience matters. With our long history in the video business and our superior viewership data insights, we can both protect your brand and our local experts will provide the best recommendations for your advertising goals.



Local Support and National Scale



640+
Account Executives

85
Advanced Advertising

55
Local Research

220
Kernel

40+
Category Managers

1,760+
Support

2,800 + Local Experts in 90+ Markets



TAG Platinum Member
Certified Against Fraud, Malware, Piracy, and Brand Safety Certified



Kernel
Award-Winning Creative Team
42 Telly and Addy Awards won in 2020 alone



Myers 2020 MOST TRUSTED Media Partner Award!

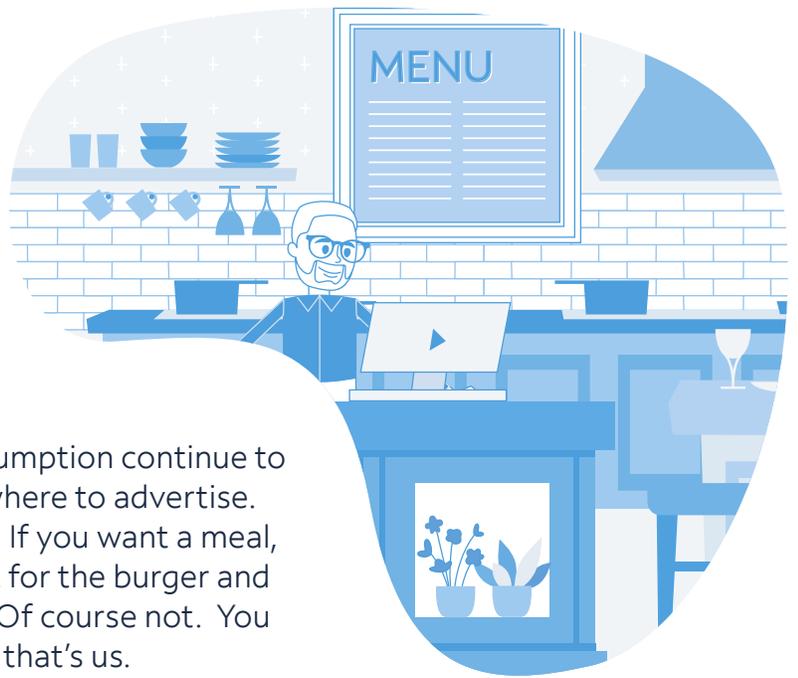
Ensuring your ads are seen in brand-safe content across TV, Streaming TV, On Demand, and Online is our highest priority. And we deliver what we say we will.

Source: 1.) The Myers Report 2020, Survey of 700 Advertiser and Agency Executives on Perceptions of 80 Media Organizations. <https://www.mediavillage.com/article/which-media-sales-organizations-are-most-trusted-to-deliver-on-promises/>



Multiscreen One-Stop Shop

As the options for media consumption continue to expand, so do the choices of where to advertise. We provide access to them all. If you want a meal, you don't go to one restaurant for the burger and another for the fries, do you? Of course not. You look for a one-stop shop. And that's us.



Spectrum Reach delivers consumer connections through:

1 Reach Without Limits

You can achieve optimal reach and scale on over 450+ TV and Streaming networks, premium Online websites, and Search, to increase your reach to almost 100% in any market, across any screen because of our industry relationships and direct agreements.

2 Unrivaled First-Party Data

Our insights from tens of millions of set-top boxes allows us to accurately target your best customers across all screens, anywhere, and maximize your budget to give you a competitive edge.

3 Local Expertise

Let our local experts help you spend smarter by creating efficient campaigns with creative strategies to connect you with the right consumers in a brand-safe environment across all screens.

Tell us **who** you want to reach, and we'll take care of the **how**.

We are your one-stop shop delivering a simplified experience and superior customer value to be seen on every screen.

Contact your Spectrum Reach Account Executive today.

Let's Talk