

Comcast Sports South Boosts Fall Football Viewership



Campaign

- ▶ CSS goal: Replicate the emotive power of its TV spots in online ads and drive awareness of its Fall football programming among Comcast customers surfing the web.
- ▶ Using the Mixpo platform, CSS converted existing TV ads to Xspots—interactive online video ads.
- ▶ Throughout the Fall 2009 football season, CSS ran a series of Xspots across Comcast.net inviting viewers to tune in to key SEC matchups as well as its Talkin' Football program.
- ▶ Seamless and easy-to-implement weekly updates enabled CSS to highlight new football games and tune-in times.

Client

Comcast Sports South (CSS), based in Atlanta, broadcasts a mix of live sports programming, news, and analysis geared towards the southeastern United States sports fan. During the Fall football season, popular broadcasts include coverage of Southeastern Conference (SEC) college games and Talkin' Football SEC Edition, which provides in-depth analysis and game previews.

To drive viewers to tune in and to reinforce the Comcast Sports South brand, CSS relies on both TV and online advertising across its cable TV network and its Comcast.net web portal. For the web, CSS wanted more than a static banner ad to showcase the personality and drama of its sports programming. Video ads were the natural choice to bring the promotions to life.

We are pleased with the results of the video initiative, and plan to utilize the video option in future efforts. The Spotlight team has proven to be an excellent partner – often having our videos and web ads up in less than a twenty-four hour period.

Phyllis Elliott
CSS - Comcast / Charter Sports Southeast

Outcome

- ▶ CSS more than met its objective as Comcast.net delivered over 400,000 impressions to its Comcast customers, with close to 13,000 viewers actively choosing to watch the ads. This 3 percent view rate is a significant improvement over the standard banner clickthrough rate (CTR) of .1 percent.
- ▶ Further, viewers were more likely to choose to watch CSS Xspots at a rate that exceeds that of other video ads. CSS ads outperformed the Tune In category average by 45 percent, and the overall industry average by 85 percent.
- ▶ Finally, CSS Xspots achieved engagement scores of nearly twice that of other video ads. More viewers demonstrated, by clicking on a variety of calls to action, not only an interest in watching the ad, but also in learning more about the broadcasts, schedules, and CSS.
- ▶ Buoyed by the success of this first campaign, CSS is planning similar Xspots to promote its college basketball matchup and Talkin' Hoops program starting in January 2010.

METRICS	COMCAST SPORTS SOUTH XSPOT	TUNE-IN CATEGORY AVERAGE	OVERALL XSPOT AVERAGE
Active View Rate (Views/Impressions)	3.05%	2.11%	1.67%
Engagement Rate	3.94%	2.53%	2.25%