

How can you reach qualified participants efficiently?



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Agenda



Connect with the right people, with the right message, using the right research

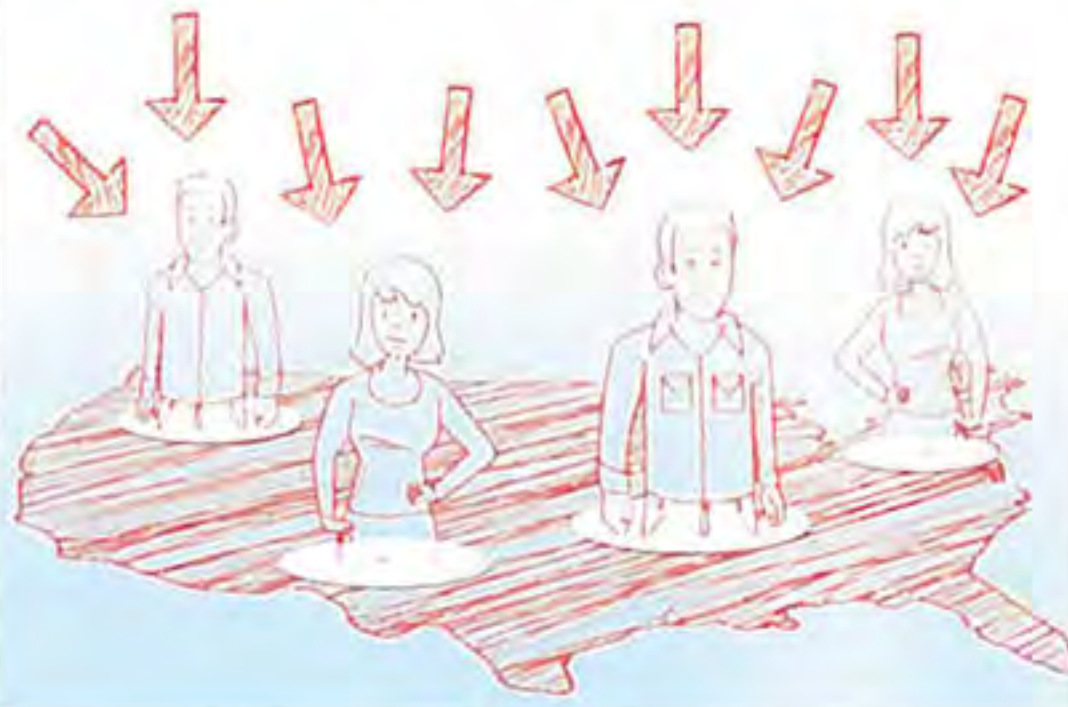


TWCM can help you find the optimal audience and target your message to the right consumer on TV and digital.

TWCM's zoning capabilities deliver your message to the right people near you -- demographically and geographically.



TWCM's use of research programs to find those most likely to participate in your study means less waste and more efficiency.



With access to programs such as Scarborough, Marketvision/SRC, AdMall, Mintel, etc., and partnerships with DirectTV, Dish Network, AT&T and national websites, TWCMedia makes sure we're putting the right message in front of a potential participant, no matter where they're consuming media!

Reach Multiple Audiences, All Targeted Efficiently



Sports Fanatics

ESPN Meri's Fitness NFL ESPN 2 FOX MLB.com NBC FLEX FS SOUTH

Hispanic Families

Golovision La vibra elágora Telemundo CNN Discovery ESPN DEPORTES



Road Tripping Nesters

Forbes bio TWC Central wikinvest travel TCM diy HISTORY GSN

African American Women

Billboard.com InStyle BET OPRAH.com Health BET.com VIBE VH1 OWN

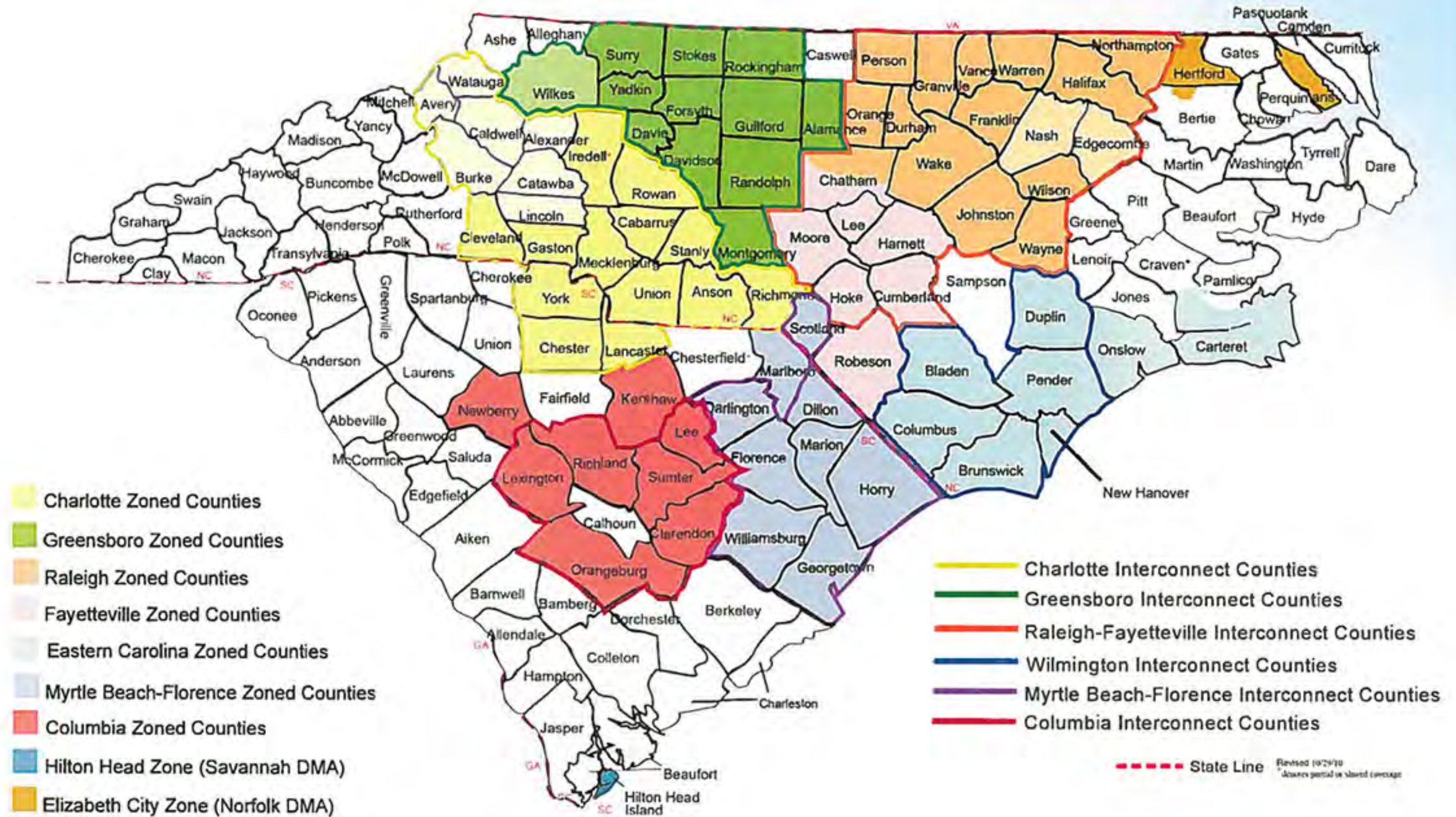
Mothers

HGTV SHAPE babycenter TWC Central People OWN allrecipes.com nicolodeon COOKING CHANNEL

College Students

FX FANDANGO Answers.com Career spark Billboard.com Teen.com [adult swim] MTV 2

Coverage across the Carolinas

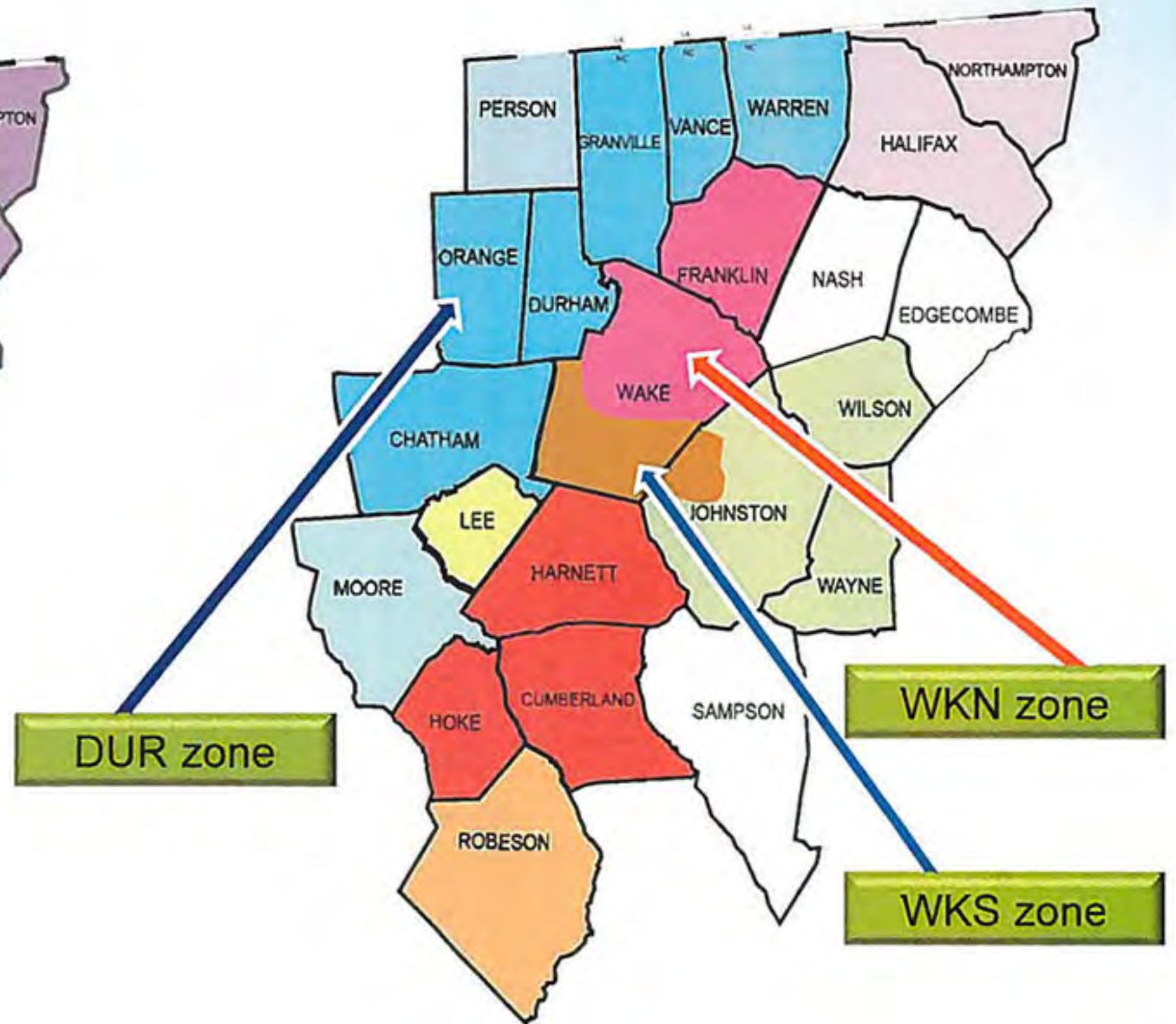


Zoning offers you a Geographical Advantage Reaching All Cable Homes



Raleigh Interconnect

Zones



The Addition of Satellite TV Lets You Reach Additional Subscribers



Target Participants On TV By Demo



Affluent Adults:	
News Buffs:	
Sports Fans:	
Women:	
Men	
Kids/Families:	
Gen X:	

TWC Media uses proprietary data to identify the characteristics of a specific audience segment



Female Diabetics	Adults 45+ with Cancer	Adults with Low HHI & Small Children
<ul style="list-style-type: none"> • Limited education (58.1% never attended college) • Low Household Income (73.2% have a HHI below \$50k) • Low activity levels (25% more likely to garden or sew. 70% less likely to take part in sports) 	<ul style="list-style-type: none"> • Moderate to High Household Income (63.6% have a HHI above \$75,000) • Rely on internet for medical services/information (35% more likely than average respondent) • Investors - more likely to have all of the following: <ul style="list-style-type: none"> • Certificates of deposit • Home equity loan • Money market account • IRA 	<ul style="list-style-type: none"> • Renters (109% more likely to rent than to own) • Frequent Fast Food Diners (10% more likely to use a QSR 5+ times in one month) • Online Users (7% more likely to have internet access) They use the internet for: <ul style="list-style-type: none"> • Casino-type games • Fantasy sports • Job search • Watch/download movies

These audience segments are more likely to watch the following networks:

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UNC PALS put TWCM to work



UNC PALS (Partners In Lifestyle Support) needed to increase participants for their study - specifically African American females in the Chapel Hill/Durham area with diabetes. How did they do it?

The Research:

Scarborough data showed the media habits and which networks their target was most likely to be watching:

Female
African American
Lives in Durham or Orange County
Has bought diabetes medicine in the last 12 months



The Tactic:



The Result:

...of the almost 90 contacts, we enrolled 70 (that's with the ad airing from 12/16/11 to 1/7/12). These outcomes are so much better than with our previous efforts."

Carmen D. Samuel-Hodge, PhD, MS, RD
Research Assistant Professor
Dilange School of Global Public Health
Department of Nutrition
University of North Carolina at Chapel Hill

"The ads have worked like magic!...Have you billed us for your service? While I would love to hold on to that money, TWC has earned it."

Customized Commercials



Multimedia advertising is “stickier”



TWCM consumers are more **digitally savvy** than broadcast viewers. TWCM subscribers are 18% more likely to have multiple devices in their home.



TV + Online Increases Ad Recall by **20%**, Brand Recall/Look-Up by **25%**, Message Recall by **40%** and Likeability by **27%***

How can TWCM's digital solutions help you drive awareness?



Pre-Roll/Post-Roll Ads

- Connect you to interested consumers watching established Video On Demand content

Custom Content

- Detail your product, service and expertise with customized long-form messages



Audience Network

- **Display ads** broaden the reach of your message and simultaneously target the same audience, on-air and off
- **Pre-Roll Video** lifts message recall and awareness of marketing message
- **Targetability** allows you to reach the most likely research participant and eliminate waste

TWCcentral.com

- **Display ads** deliver a targeted local audience similar to your TV viewer at an affordable CPM
- **High Impact and Webmail units** deliver reach and awareness
- **In Banner Video ads** continue the story from TV
- **Sponsorships** on TWCcentral.com, local sports and news sites provide brands high visibility

Local On Demand: Engaged and Self-Selected

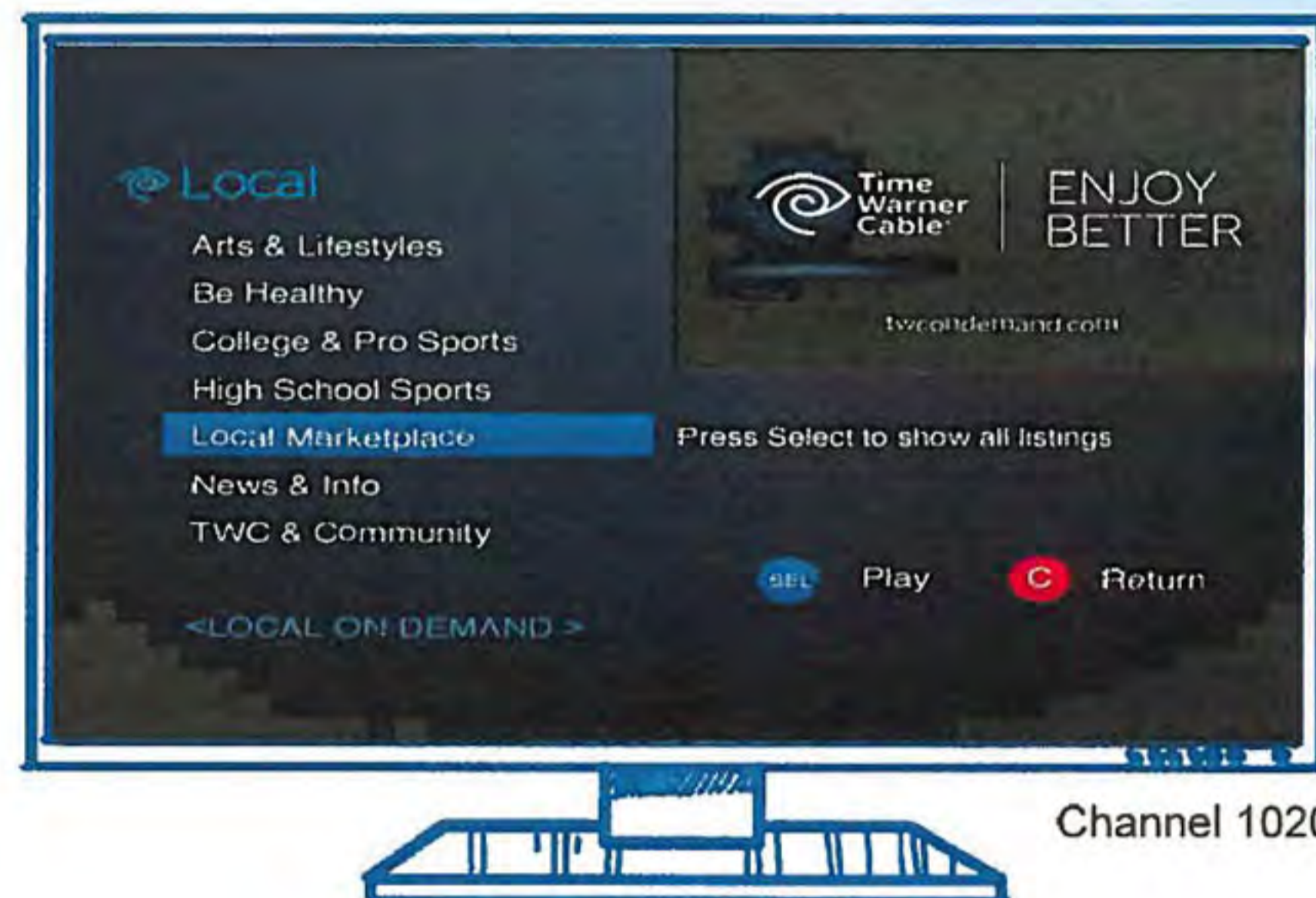


Benefits

- Extend your story beyond the traditional :30-second commercial in an uncluttered, safe environment
- Target qualified viewers who self-select to view the channel's content
- Increase engagement and effectiveness by aligning your message with professionally produced content your consumers seek out

Results

- **64%** increase in brand interest compared to linear TV long-form ads



Promote Your Video!

- Drive viewership to your video via your :30 commercial



Paid Placement

- Exclusive long-form video placement in the **Be Healthy** section, under **My Local Health**

Pre-roll & Post-roll

- Exclusive :15 pre & :30 or :60 post roll messaging in the **Be Healthy** section



Source: Advanced Media Project (AAMP) study

Video On Demand Reporting



UNC - Lineberger/School of Public Health Broadcast Month Dashboard - VOD

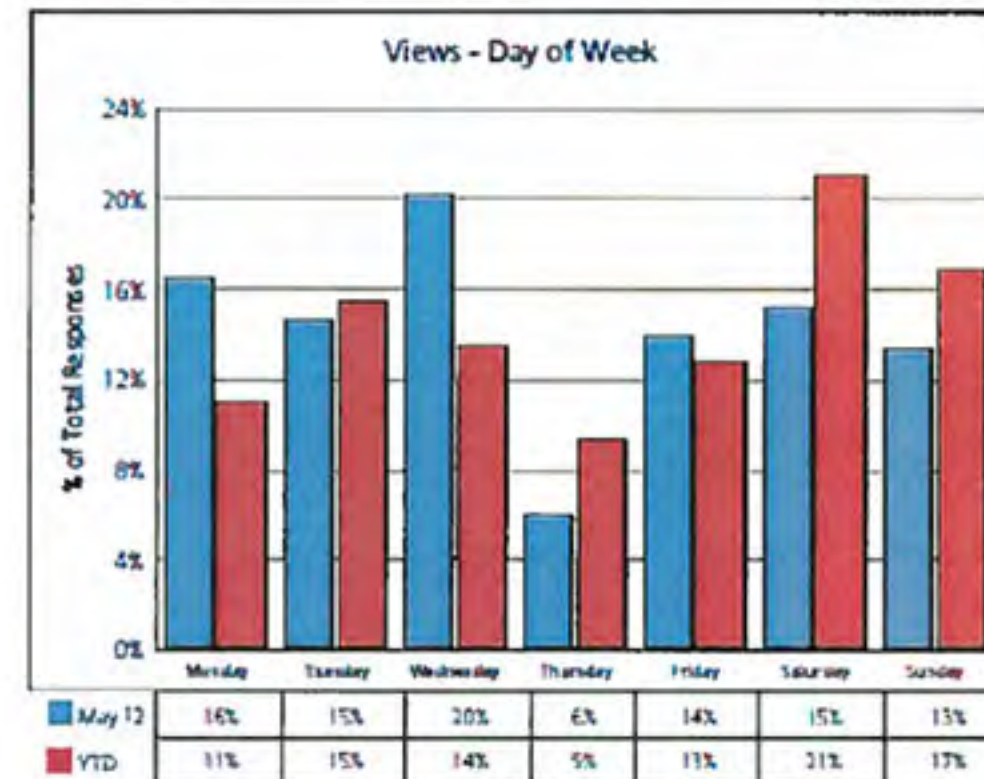
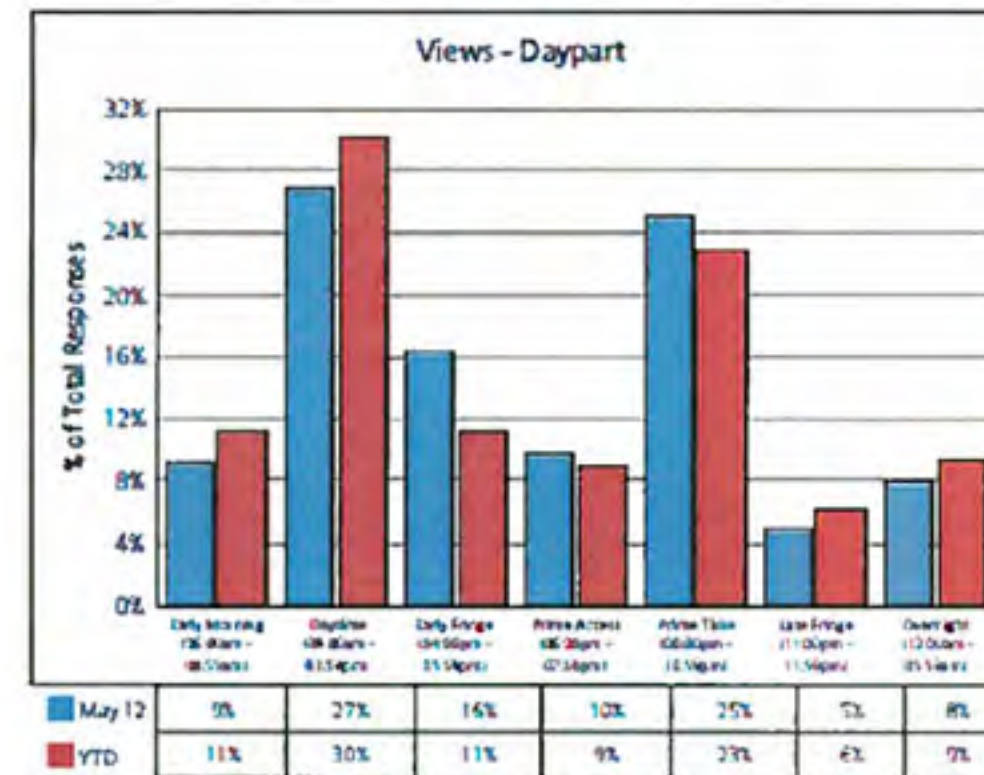
May 12 (04/30/12-05/27/12)



DAYPART	May 12 (04/30/12-05/27/12)		YTD (12/26/11-05/27/12)	
	Total Views	% of total	Total Views	% of total
Early Morning (06:00am - 06:59am)	15	9%	48	11%
Daytime (07:00am - 03:59pm)	44	27%	129	30%
Early Fringe (04:00pm - 05:59pm)	27	16%	48	11%
Prime Access (06:00pm - 07:59pm)	16	10%	39	9%
Prime Time (08:00pm - 10:59pm)	41	25%	98	23%
Late Fringe (11:00pm - 11:59pm)	8	5%	26	6%
Overnight (12:00am - 05:59am)	13	8%	40	9%
TOTAL	164	100%	428	100%

DAY OF WEEK	May 12 (04/30/12-05/27/12)		YTD (12/26/11-05/27/12)	
	Total Views	% of total	Total Views	% of total
Monday	27	16%	47	11%
Tuesday	24	15%	66	15%
Wednesday	31	20%	58	14%
Thursday	10	6%	40	9%
Friday	23	14%	55	13%
Saturday	25	15%	90	21%
Sunday	22	13%	72	17%
TOTAL	164	100%	428	100%

BROADCAST MONTH	YTD (12/26/11-05/27/12)	
	Total Views	% of total
Jan 12	0	0%
Feb 12	0	0%
Mar 12	0	0%
Apr 12	264	62%
May 12	164	38%
TOTAL	428	100%



Online Audience Network: Reach an expanded audience

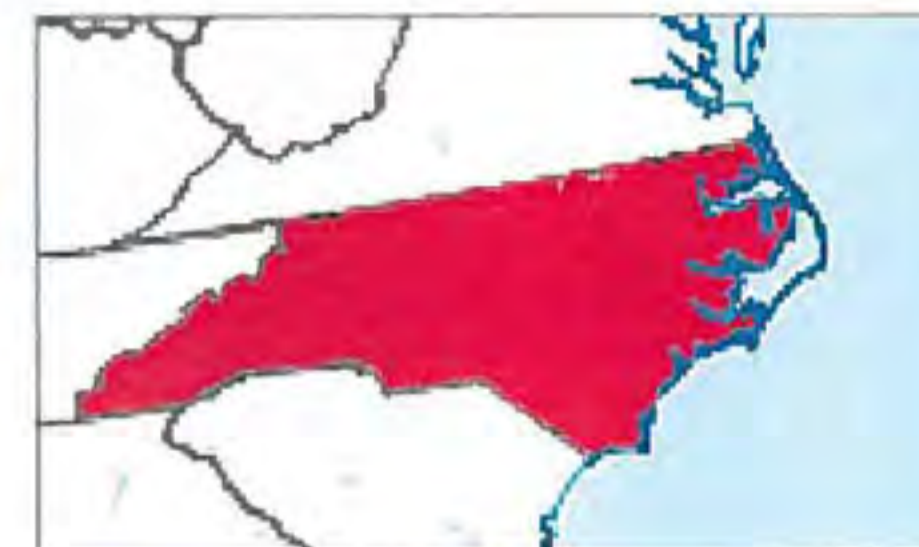


Benefits

- Target your consumer living in your market on premium national sites (reaching **75%** of US internet users every week)
- Efficiently reach your target through over 36 different demographic, lifestyle and interest segments
- Align your campaign with cross platform solutions targeted to your audience with one dedicated sales team

Results

- **40%** increase in message recall for TV and Online ads together vs. TV-only
- Rich media boosts site visits three-fold; with video, increases **six-fold****



* Source: Nielsen (IAB)
** Source: MediaMind 2011

Audience Network Targeting – 5 Methods



Geo-Targeting: Target your patients where they live

Keyword Targeting: Track and target your customer based on their search queries



Content Targeting: Reach your customers on their favorite sites



Behavioral Targeting: Track and target your customer precisely based on their online behavior

Context Targeting: Reach your customers as they read relevant articles online



Online Audience Network: Pre-roll



Benefits

- Utilize the power of video to extend your message online on premium sites proven to lift message recall and awareness
- Target your consumer living in your markets on premium national sites where they are watching premium content online
- Efficiently reach a captivated and engaged target audience through different demographic, lifestyle and interest segments
- Differentiate your campaign and stand out from the competitive through cross platform video centric solution, targeted to your audience with one dedicated sales team

Results

- Ad performance with pre-roll has an average completion rate of **79%**
- Video pre-roll has the power to increase brand recall and likeability by over **30%**



Source: IAB Online Video Study, 2012
Videology Jan 2012 – Video Convergence: Balancing the Equation: Performance + Scale + Cost
A Brand Marketer's Guide to Online Video™ – Collective
For TWCM Audience Network insertion list, please contact the Digital Planning Team

TWCcentral.com: National content served locally



Benefits

- Uncluttered ad environment reaching local cable consumers in your area
- First exposure online - best in class portal for local, regional and national information
- Extend your television message through high-impact ad units (including webmail), contextual placement, and sponsorships

Results

- High income audience with a superior cable internet speed
- Daytime is primetime online

6.09M Total Unique Visitors

822K Avg. Daily Visitors

8.2 Avg. Monthly Visits/Visitor

4.9 Avg. Minutes per Visit



Source: comScore, July 2013

TWCcentral.com: Get their attention!

High Impact Units

Homepage Peel Back



Homepage Pushdown



Email Log-in Sponsorship



Homepage Wallpaper



We work with you to improve your campaign with clear insights that make us accountable



- We work with you to leverage existing creative or develop new creative
- We do all the planning, buying, and trafficking for your campaign
- You'll receive monthly performance reports (below)
- Tear sheet provided at launch (right)

Advertiser: UNC Health Care Aortic Disease
 Order: RE 117 UNC Health Care Aortic Disease Q311 - 385517
 Placement: Women 25+, Head of Household, Healthcare Decision Maker (Male/Female), Physical Therapy, Health Rehabilitation, Sports Rehabilitation, Health Insurance, Zip Targeted

Screen Shot:

Advertisement:

Click Through URL:

Advertiser Campaign-To-Date Delivery Report

About this Report

Advertiser: UNC Diabetes Clinical Trial
 Order: UNC Diabetes Clinical Trial on RR & Audience Network (7.A.11 - 12.25.11) - 267964
 Date/Time Generated: 12/25/11 11:56 AM EST
 Reporting Period: 7/4/11 - 12/25/11

Campaign Summary

Advertiser	Order	Campaign Start	Campaign End	Impressions Booked (To Date)	Impressions Delivered (To Date)	Clicks Recorded (To Date)	Click Rate (To Date)
UNC Diabetes Clinical Trial	UNC Diabetes Clinical Trial on RR & Audience Network (7.A.11 - 12.25.11) - 267964	7/4/11	12/25/11	1,260,200	1,195,281	534	0.04%

Ad / Line Item Information by Order

Order	Ad Name	Ad Start Time	Ad End Time	Impressions Booked (To Date)	Ad OS	Impressions Delivered (To Date)	Clicks Recorded (To Date)	Click Rate (To Date)
UNC Diabetes Clinical Trial on RR & Audience Network (7.A.11 - 12.25.11) - 267964	Raleigh RR 300x250 805	7/4/11	7/31/11	25,000	100	25,000	12	0.13%
UNC Diabetes Clinical Trial on RR & Audience Network (7.A.11 - 12.25.11) - 267964	Raleigh RR 728x90 805	7/4/11	7/31/11	25,000	100	25,078	18	0.07%
UNC Diabetes Clinical Trial on RR & Audience Network (7.A.11 - 12.25.11) - 267964	Raleigh TWC Audience Network 300x250 805	7/11/11	12/25/11	450,000	100	447,398	146	0.03%
UNC Diabetes Clinical Trial on RR & Audience Network (7.A.11 - 12.25.11) - 267964	Raleigh TWC Audience Network 728x90 805	7/11/11	12/25/11	450,000	100	450,403	177	0.04%
UNC Diabetes Clinical Trial on RR & Audience Network (7.A.11 - 12.25.11) - 267964	Raleigh RR 300x250 805	8/1/11	8/28/11	25,000	100	25,042	26	0.10%
UNC Diabetes Clinical Trial on RR & Audience Network (7.A.11 - 12.25.11) - 267964	Raleigh RR 728x90 805	8/1/11	8/28/11	25,000	100	25,145	12	0.05%
UNC Diabetes Clinical Trial on RR & Audience Network (7.A.11 - 12.25.11) - 267964	Raleigh RR 300x250 805	8/29/11	9/25/11	25,000	100	25,042	18	0.07%
UNC Diabetes Clinical Trial on RR & Audience Network (7.A.11 - 12.25.11) - 267964	Raleigh RR 728x90 805	8/29/11	9/25/11	25,000	100	25,084	11	0.04%



MythBusters
Discovery

How can you reach qualified participants efficiently?



Our Promise:

Deliver premium client & consultative services to exceed your expectations with effective marketing solutions.



The ability to reach your target audience in a cost-effective manner is just a click away...

I look forward to working with you!

Lynne

919-654-7679

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