How can you reach qualified participants efficiently?

Time Warner Cable Media
That's how.

Lynne Dallin-Conklin
Account Executive
lynne.dallin@twcable.com
919-654-7679
Agenda

Overview  Research Based Targeting  Geographical Coverage  Television  Multimedia: On Demand  Multimedia: Online  Summary
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
Zoning offers you a Geographical Advantage
Reaching All Cable Homes

**Raleigh Interconnect**

**Zones**

- **DUR zone**
- **WKN zone**
- **WKS zone**
The Addition of Satellite TV Lets You Reach Additional Subscribers
## Target Participants On TV By Demo

<table>
<thead>
<tr>
<th>Category</th>
<th>Networks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affluent Adults</td>
<td>A&amp;E, TNT, Bravo, Discovery, CNBC, Hallmark, Golf Channel</td>
</tr>
<tr>
<td>News Buffs</td>
<td>FOX News, CNN, MSNBC, HLN, TIME WARNER CABLE NEWS</td>
</tr>
<tr>
<td>Sports Fans</td>
<td>ESPN, ESPN 2, FS CAROLINAS, NBC Sports Network, NFL Network</td>
</tr>
<tr>
<td>Women</td>
<td>Food Network, HGTV, Lifetime, LMN, TLC</td>
</tr>
<tr>
<td>Men</td>
<td>HISTORY, Discovery, AMC, USA, FX, Spike</td>
</tr>
<tr>
<td>Kids/Families</td>
<td>ABC Family, Animal Planet, Nat Geo, tbs, TV Land, The Weather Channel</td>
</tr>
<tr>
<td>Gen X</td>
<td>SyFy, VH, E, MTV, Spike, BET</td>
</tr>
</tbody>
</table>
TWC Media uses proprietary data to identify the characteristics of a specific audience segment

<table>
<thead>
<tr>
<th>Female Diabetics</th>
<th>Adults 45+ with Cancer</th>
<th>Adults with Low HHI &amp; Small Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Limited education (58.1% never attended college)</td>
<td>- Moderate to High Household Income (63.6% have a HHI above $75,000)</td>
<td>- Renters (109% more likely to rent than to own)</td>
</tr>
<tr>
<td>- Low Household Income (73.2% have a HHI below $50k)</td>
<td>- Rely on internet for medical services/information (35% more likely than average respondent)</td>
<td>- Frequent Fast Food Diners (10% more likely to use a QSR 5+ times in one month)</td>
</tr>
<tr>
<td>- Low activity levels (25% more likely to garden or sew. 70% less likely to take part in sports)</td>
<td>- Investors - more likely to have all of the following:</td>
<td>- Online Users (7% more likely to have internet access)</td>
</tr>
<tr>
<td></td>
<td>- Certificates of deposit</td>
<td>They use the internet for:</td>
</tr>
<tr>
<td></td>
<td>- Home equity loan</td>
<td>- Casino-type games</td>
</tr>
<tr>
<td></td>
<td>- Money market account</td>
<td>- Fantasy sports</td>
</tr>
<tr>
<td></td>
<td>- IRA</td>
<td>- Job search</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Watch/download movies</td>
</tr>
</tbody>
</table>

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

![Network Logos](image)

Source: Scarborough October 2012-September 2013
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.”

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

Cameron D. Samuel-Hinds, Ph.D., M.S., RD
Research Assistant Professor
Carolina School of Public Health
Department of Nutrition
University of North Carolina at Chapel Hill
Customized Commercials

PROJECT ARCH
Adolescent Relationships, Coping, and Health

UNC DIABETES CARE CENTER
CLINICAL TRIALS PROGRAM

LOSE NOW
NORTH CAROLINA

UNC LINDBEIGER
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%*

Source **Nielsen Co. IAB Video Study 2012
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 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)

<table>
<thead>
<tr>
<th>DAYPART</th>
<th>May 12 (04/30/12-05/27/12)</th>
<th>% of Total</th>
<th>Total Views</th>
<th>% of Total</th>
<th>Total Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Morning (04:00am - 06:59am)</td>
<td>15</td>
<td>9%</td>
<td>48</td>
<td>11%</td>
<td>48</td>
</tr>
<tr>
<td>Daytime (07:00am - 13:59pm)</td>
<td>44</td>
<td>37%</td>
<td>119</td>
<td>30%</td>
<td>119</td>
</tr>
<tr>
<td>Afternoon (14:00pm - 15:59pm)</td>
<td>37</td>
<td>29%</td>
<td>48</td>
<td>11%</td>
<td>48</td>
</tr>
<tr>
<td>Prime Access (16:00pm - 17:59pm)</td>
<td>14</td>
<td>11%</td>
<td>29</td>
<td>7%</td>
<td>29</td>
</tr>
<tr>
<td>Prime Time (18:00pm - 19:59pm)</td>
<td>41</td>
<td>33%</td>
<td>48</td>
<td>11%</td>
<td>48</td>
</tr>
<tr>
<td>Late Night (20:00pm - 23:59pm)</td>
<td>6</td>
<td>5%</td>
<td>26</td>
<td>6%</td>
<td>26</td>
</tr>
<tr>
<td>Overnight (12:00am - 05:59am)</td>
<td>13</td>
<td>8%</td>
<td>40</td>
<td>9%</td>
<td>40</td>
</tr>
<tr>
<td>TOTAL</td>
<td>164</td>
<td>100%</td>
<td>428</td>
<td>100%</td>
<td>428</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DAY OF WEEK</th>
<th>May 12 (04/30/12-05/27/12)</th>
<th>% of Total</th>
<th>Total Views</th>
<th>% of Total</th>
<th>Total Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>27</td>
<td>11%</td>
<td>47</td>
<td>11%</td>
<td>47</td>
</tr>
<tr>
<td>Tuesday</td>
<td>24</td>
<td>11%</td>
<td>66</td>
<td>15%</td>
<td>66</td>
</tr>
<tr>
<td>Wednesday</td>
<td>33</td>
<td>13%</td>
<td>58</td>
<td>14%</td>
<td>58</td>
</tr>
<tr>
<td>Thursday</td>
<td>10</td>
<td>6%</td>
<td>40</td>
<td>6%</td>
<td>40</td>
</tr>
<tr>
<td>Friday</td>
<td>23</td>
<td>9%</td>
<td>55</td>
<td>9%</td>
<td>55</td>
</tr>
<tr>
<td>Saturday</td>
<td>26</td>
<td>10%</td>
<td>60</td>
<td>14%</td>
<td>60</td>
</tr>
<tr>
<td>Sunday</td>
<td>23</td>
<td>9%</td>
<td>72</td>
<td>17%</td>
<td>72</td>
</tr>
<tr>
<td>TOTAL</td>
<td>164</td>
<td>100%</td>
<td>428</td>
<td>100%</td>
<td>428</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BROADCAST MONTH</th>
<th>Total Views</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 12</td>
<td>7</td>
<td>0%</td>
</tr>
<tr>
<td>Feb 12</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Mar 12</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Apr 12</td>
<td>264</td>
<td>67%</td>
</tr>
<tr>
<td>May 12</td>
<td>124</td>
<td>33%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>428</td>
<td>100%</td>
</tr>
</tbody>
</table>
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)
How can you reach qualified participants efficiently?

By partnering with TWCM.

That's how.™

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
lynne.dallin@twcable.com