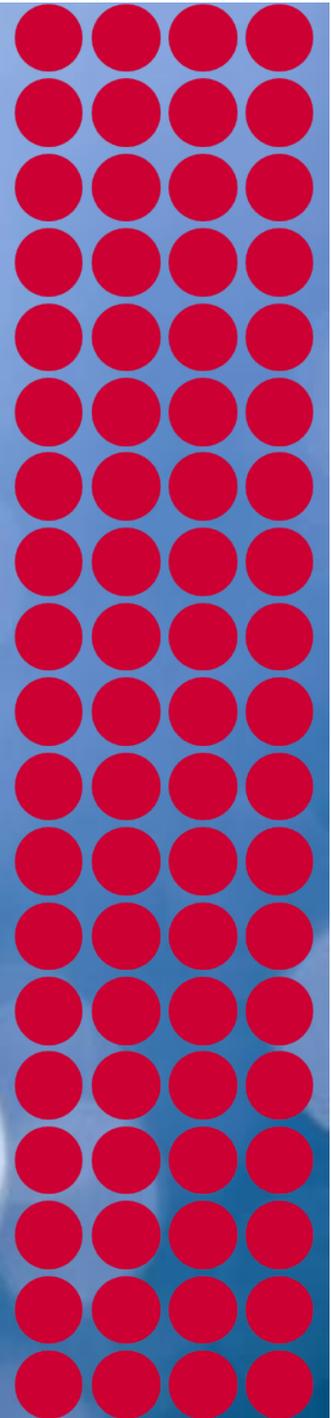


Targeting Qualified Hispanic Households

Fresno-Visalia DMA

 **comcast**
SPOTLIGHT[®]
Make a big impression.

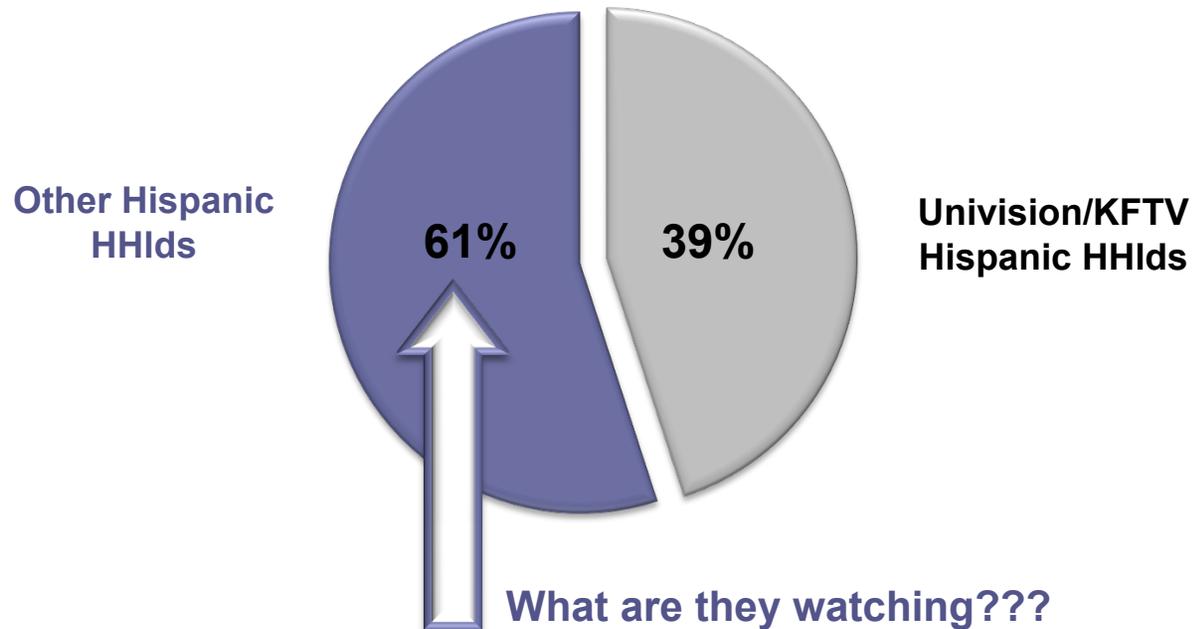


Univision is Not the Only Option!

Over 1/2 of Hispanic Households do Not Watch Univision!

235,709 Total Hispanic TV HHs
- 91,984 Univision Hispanic HHs (39%)

143,725 Hispanic HHs do NOT Tune into Univision (61%)



Source: Nielsen Media Research, Fresno-Visalia DMA, Jul 09

DISCLOSURES: The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NCC methodology which utilizes either Nielsen carriage & insertion Universe Estimates or adjusts internal carriage/insertion sub counts by the Nielsen full footprint Interconnect Universe Estimate. Zone estimates are generated by using Nielsen Interconnect Universe Estimates, adjusted on a pro rata basis by internal subscriber counts by zone. Nielsen Universe Estimates are derived: in Telephone Frame set-meter and diary-only markets, from a rolling average of the prior four major sweep periods of diary sample; in LPM and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These 4 periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November. Estimates may contain impressions outside the home DMA. [See also Nielsen VIP Report]. The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audience estimates for HD simulcast programming for non-insertion. The company may not have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive.

Fresno

Comcast
SPOTLIGHT[®]
Make a big impression.

Univision is Not the Only Option!

Over 1/2 of Hispanic Households do Not Watch Univision!

Fresno DMA Facts

- 574,900 Total TV Households
- 235,709 Total Hispanic TV Households (41%)

Univision / KFTV Facts

- 16% Cume: Sun-Sat 7am-1am
- 91,984 KFTV Households



**Where are the remaining
143,725 Hispanic HHlds???**

Cume = Total number of unduplicated households that viewed a specific station at least once for 15 minutes during the week

Source: Nielsen Media Research, Fresno-Visalia DMA, Jul 09

DISCLOSURES: The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NCC methodology which utilizes either Nielsen carriage & insertion Universe Estimates or adjusts internal carriage/insertion sub counts by the Nielsen full footprint Interconnect Universe Estimate. Zone estimates are generated by using Nielsen Interconnect Universe Estimates, adjusted on a pro rata basis by internal subscriber counts by zone. Nielsen Universe Estimates are derived: in Telephone Frame set-meter and diary-only markets, from a rolling average of the prior four major sweep periods of diary sample; in LPM and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These 4 periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November. Estimates may contain impressions outside the home DMA. [See also Nielsen VIP Report]. The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audience estimates for HD simulcast programming for non-insertion. The company may not have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive.



Fresno

Comcast
SPOTLIGHT
Make a big impression.

Univision ~ Point of Diminishing Return

If 1 spot is able to reach 33% of all Univision's Households, at what point are you over-saturating your target???

Univision/KFTV Facts

Cume (Su-Sa 7a-1a):
16%

of KFTV Hispanic HHlds:
91,984

Total Viewing HHlds
(Mon-Fri 9p-10p):
30,355

1 spot during KFTV primetime reaches 33% of their total viewing households.

Source: Nielsen Media Research, Fresno-Visalia DMA, Jul 09

DISCLOSURES: The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NCC methodology which utilizes either Nielsen carriage & insertion Universe Estimates or adjusts internal carriage/insertion sub counts by the Nielsen full footprint Interconnect Universe Estimate. Zone estimates are generated by using Nielsen Interconnect Universe Estimates, adjusted on a pro rata basis by internal subscriber counts by zone. Nielsen Universe Estimates are derived: in Telephone Frame set-meter and diary-only markets, from a rolling average of the prior four major sweep periods of diary sample; in LPM and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These 4 periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November. Estimates may contain impressions outside the home DMA. [See also Nielsen VIP Report]. The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audience estimates for HD simulcast programming for non-insertion. The company may not have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive.

Fresno

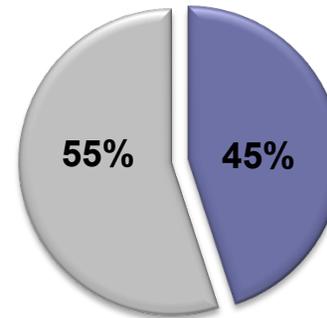
Comcast
SPOTLIGHT
Make a big impression.

Hispanic Households Subscribe to Comcast!

Don't Neglect this Important Segment of the Community!

- 41% of Fresno DMA households are Hispanic.
- 45% of Hispanic households in the Fresno DMA subscribe to cable.
- 45% of Comcast Cable subscribers in the Fresno DMA are Hispanic.

Other Cable
Subscribers



Hispanic Cable
Subscribers

Sources: Nielsen Media Research, Fresno-Visalia DMA, Jul 09; Scarborough, Fresno-Visalia DMA, Feb 08 – Jan 09

DISCLOSURES: The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NCC methodology which utilizes either Nielsen carriage & insertion Universe Estimates or adjusts internal carriage/insertion sub counts by the Nielsen full footprint Interconnect Universe Estimate. Zone estimates are generated by using Nielsen Interconnect Universe Estimates, adjusted on a pro rata basis by internal subscriber counts by zone. Nielsen Universe Estimates are derived: in Telephone Frame set-meter and diary-only markets, from a rolling average of the prior four major sweep periods of diary sample; in LPM and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These 4 periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November. Estimates may contain impressions outside the home DMA. [See also Nielsen VIP Report]. The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audience estimates for HD simulcast programming for non-insertion. The company may not have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive.

Fresno

Comcast
SPOTLIGHT
Make a big impression.

Hispanic Cable Subscribers are Qualified Consumers!

Hispanic Cable Subscribers are more qualified customers than Broadcast Only Hispanics!

Hispanic Broadcast		Hispanic Cable		Index
Demographic Characteristic	% Comp	Demographic Characteristic	% Comp	Cable vs Broadcast
Age of Respondent		Age of Respondent		
18-34	54.5	18-34	54.1	99
35-49	33.0	35-49	25.7	78
50-64	9.7	50-64	15.0	155
65+	2.8	65+	5.2	186
Education Of Respondent		Education Of Respondent		
College Graduate +	3.3	College Graduate +	8.6	261
Household Income		Household Income		
Less than \$50,000	89.5	Less than \$50,000	73.3	82
\$50,000 +	10.5	\$50,000 +	26.7	254
Own Residence		Own Residence		
Own Home	25.1	Own Home	48.2	192
Length of Residence in US		Length of Residence in US		
Less than 10 Years	25.4	Less than 10 Years	12.9	51
10+ Years	35.5	10+ Years	35.6	100
Born in US	39.1	Born in US	51.5	132
Dominant Language*		Dominant Language*		
Spanish	58.0	Spanish	30.9	53
English	27.8	English Dominant	49.6	178
Bilingual	8.4	Bilingual	13.2	157

Index – How to Read

Hispanic Cable Subscribers are **32% more likely** to be born in the US than Hispanics with Broadcast Only!



Source: Scarborough, Fresno-Visalia DMA, Feb 08 – Jan 09; *Aug 07 – Jul 08

Target ALL Qualified Hispanic Households on Comcast!

Target Hispanic Households on These Recommended Cable TV Networks...

Spanish Dominant Hispanics



Bilingual Hispanics



English Dominant Hispanics



Fresno

Source: Scarborough, Fresno-Visalia DMA, Aug 07 – Jul 08

Comcast
SPOTLIGHT.
Make a big impression.

For more information contact:

Matthew Betterton

Director of General Sales/GSM

(559) 455-4218

Matthew_Betterton@cable.comcast.com

Fresno

Comcast
SPOTLIGHT.
Make a big impression.