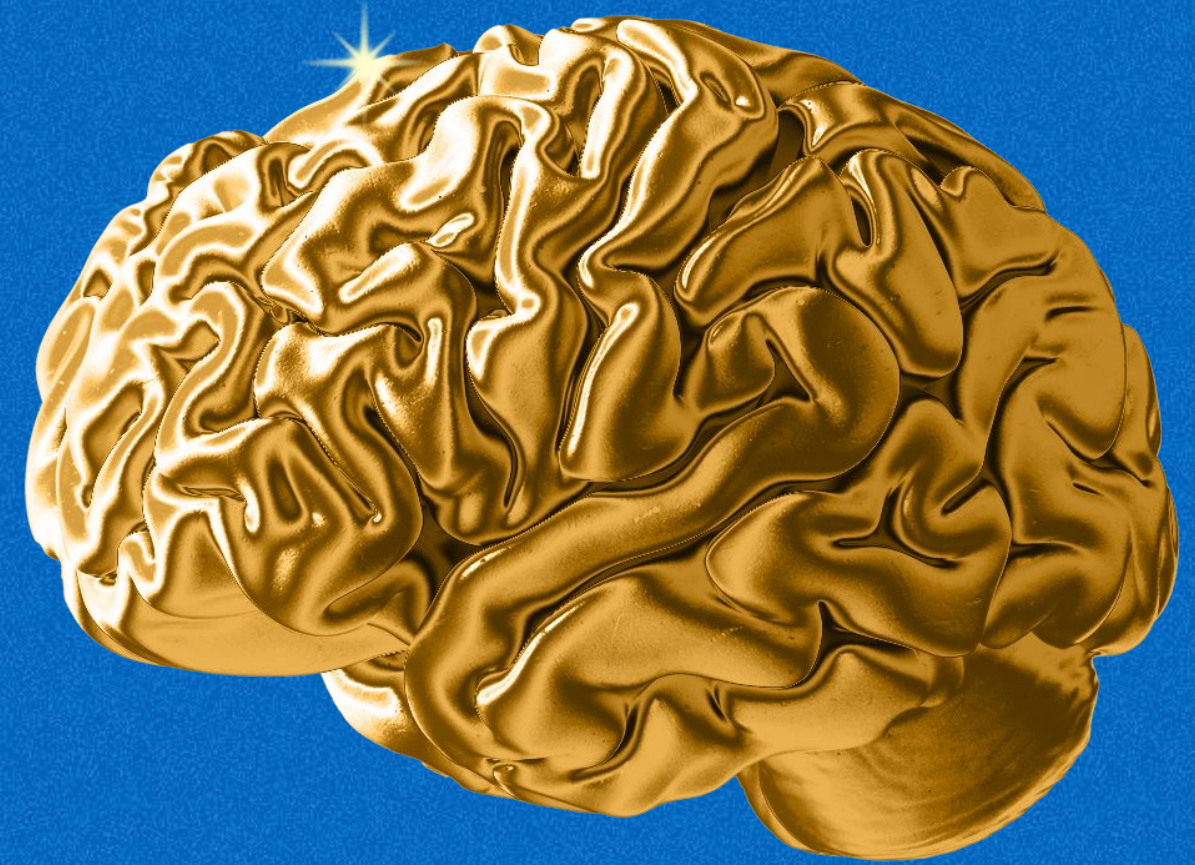


2022

Big Ideas



AXIOS

 **COMCAST**

September 17, 2021

Contents

Flashback: Axios + Comcast in 2021

What's next: Gearing up for 2022

- Custom Content
- Outside Opportunity
- Events
- Local

The bottom line: Pricing and timeline

Appendix

- Case Studies
- Newsletters
- Axios Pro
- What's Next Summit

Flashback

Celebrating 2021's campaign successes

Over a year into our expanded partnership, Comcast has widened its sphere of influence year over year, from branded content and newsletters to events and new launches.

Why it matters: This year's campaign has demonstrated the power in leveraging new opportunities, increasing Comcast's reach and engagement with our powerful audience.

What's working: Here are 3 successful strategies to keep in mind as we build on this momentum:

1. **A diversified media mix** allows multiple opportunities for readers to experience Comcast's messaging.
2. **Reaching Mike Allen's** powerful audience through AM, PM, and Deep Dives position Comcast as a leader where it matters.
3. **Smart content alignment** allows Comcast to capitalize on the buzz of new launch products (Local) and tentpole moments (Olympics).



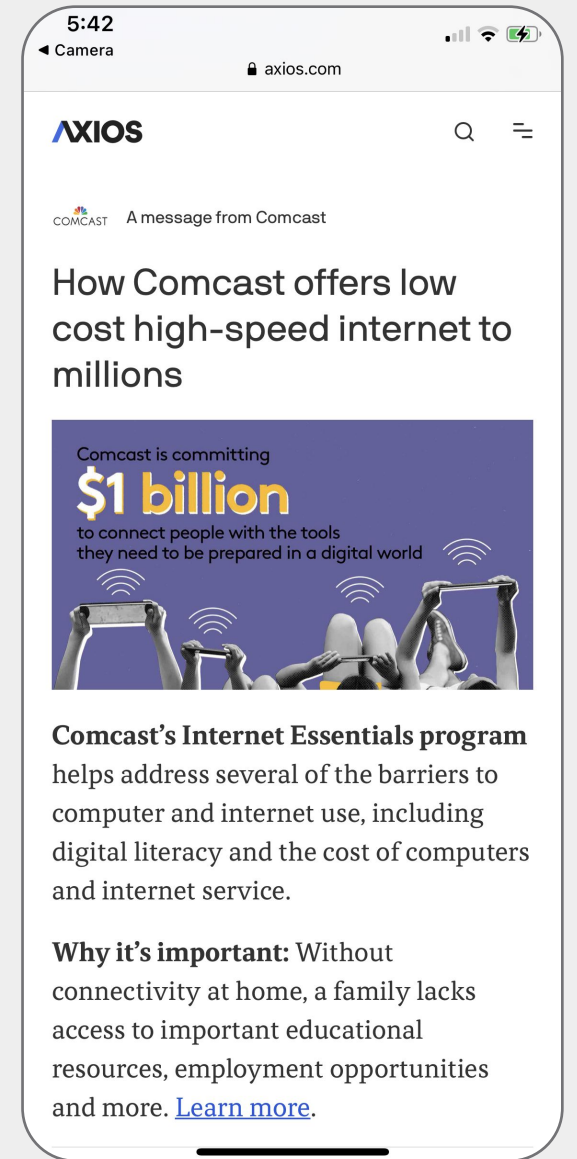
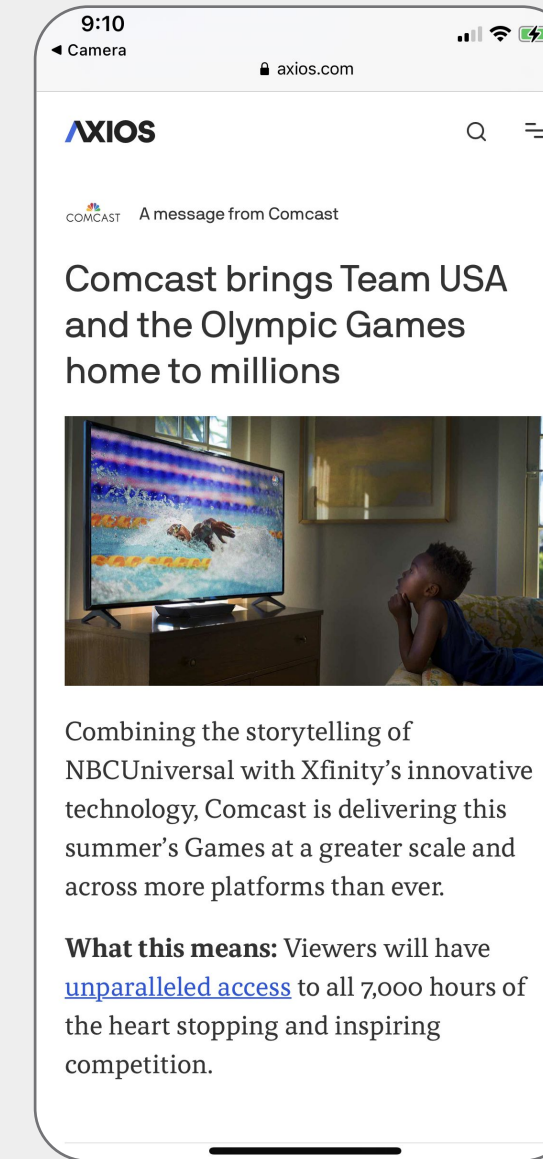
By the numbers: 2021 highlights

Axios x Comcast 2021 partnership to date...

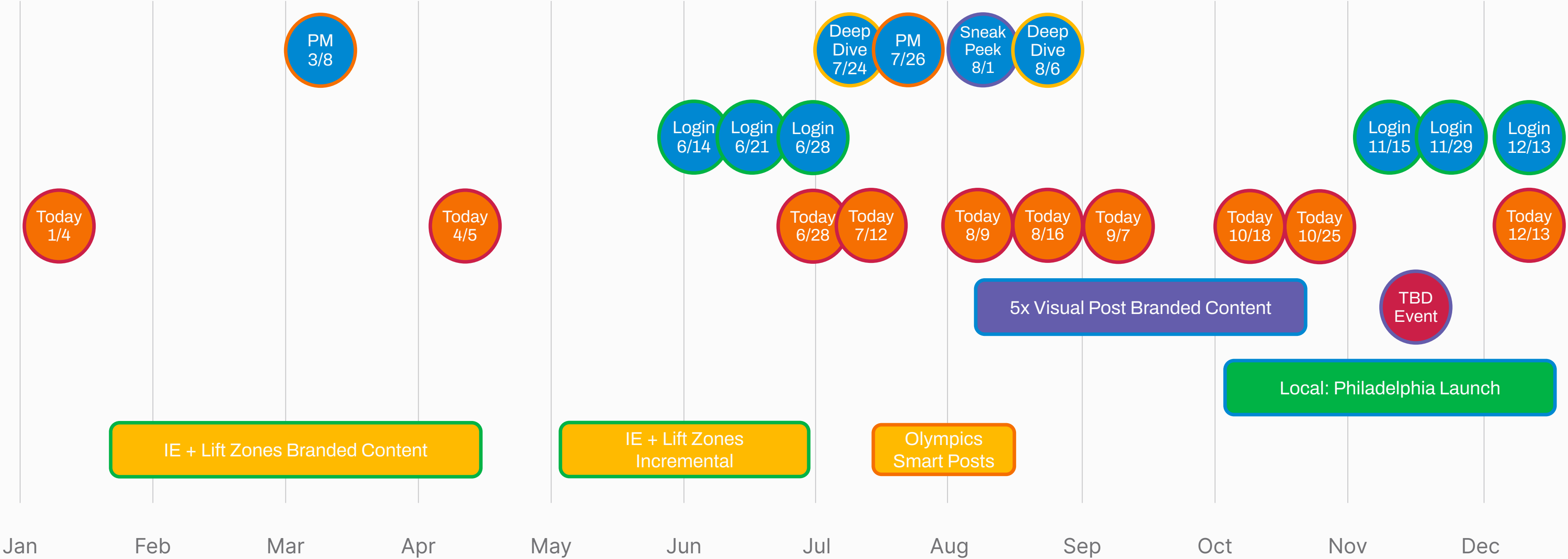
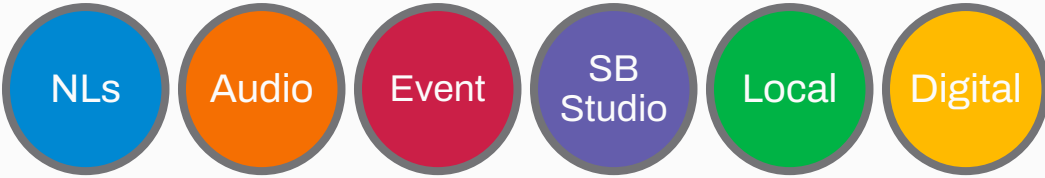
- 7x weeks of Axios Today (+3x upcoming)
- 2x weeks of Axios PM (+ 1x week of Axios Re:Cap)
- 2x Olympic Deep Dives + branded content
- 5x Visual Posts with our Smart Brevity Studio
- 3x weeks of Axios Login (+3x upcoming)
- IE + Lift Zones video branded content
- 1x send of Axios Sneak Peek (as added value!)
- 1x NEW launch: Local Philadelphia partnership

Performance highlights:

- Over 9.8MM impressions served to date across multiple Axios products +4.3MM podcast impressions
- 6.5X over Axios benchmark for best performing video post (26.04% VCR)
- 2.2x over Axios benchmark for best performing visual post (0.26% CTR)
- 1.4X over CTR benchmark in Login



At a glance: 2021 partnership



Gearing up for 2022

What's next

Comcast Partnership '22

Crafting compelling content

The big picture:

Building on our success in 2021, we're looking to create an integrated program that not only drives awareness around Comcast's impact initiatives, but also positions the brand as a leader at the center of the digital divide conversation.

How it works:

We'll pair our high-impact media partnerships with our custom content storytelling and best-in-class event sponsorships.

By having multiple meaningful touchpoints with Axios' high-level audiences, we'll ensure our custom content and events work in tandem to drive value for the Comcast brand.

Go deeper:

- Smart Brevity storytelling will distill the vision and impact of Internet Essentials through a trusted messaging hub.
- Our event sponsorships will integrate Comcast into credible and newsworthy conversations across the calendar year.



Go deeper

Why Expert Voices?

Since Axios' launch, we've convened nearly 30 roundtables across the US tackling worthy conversations on everything from housing and homelessness to early education, national health policy to AI and what's next for the roll-out of 5G.

In an hour-long, editorially curated discussion, our Expert Voices event format gives 20-25 C-suite executives, local and state leaders, and industry experts a true seat at the table for a future-oriented conversation around what matters and what's next for consequential topics.

Through smart programming and engaging in-room creative, our guests leave with a clear 'why it matters' -- a deeper understanding of news-driven topics and new perspectives to mobilize solutions.



Axios Hard Truths

Virtual Events

Awarded “Hottest in Virtual Events” (AdWeek 2020), Axios stays true to our Smart Brevity format with efficient, on-the-record conversations that deliver reliable news in the most illuminating way possible.

How it works:

- Split-screen displays during each segment.
- Livestream on Axios, Twitter, Facebook, and YouTube.
- Logo integration on invites and social promotion.
- Lower third “Presented by” logo bug.
- 2x 45-second sponsor videos between segments OR 1x 5-min. "View from the top" segment with partner CEO and Axios executive talent (pending Axios approval).

2-3

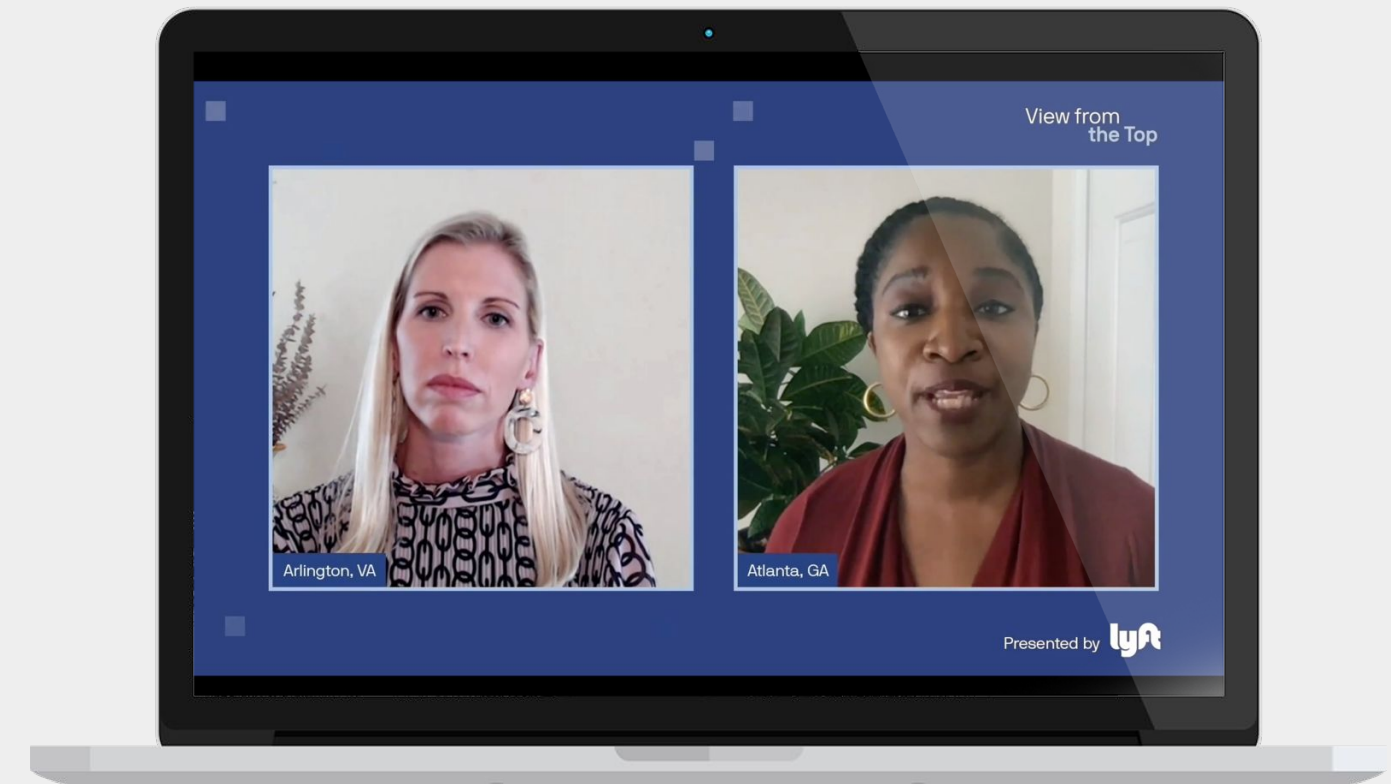
Speaker segments

30-45

Minute run time

15-20K

Avg. engagements



[Watch an example](#)

Bringing Broadband Connectivity Center Stage

Axios x Comcast Event Concept

The big picture:

As the coronavirus forced a nationwide experiment in remote education and work for families across the country and across all socioeconomic backgrounds, clear disparities in who was receiving the best access to broadband connections became clear. The crisis has underscored the importance of closing the digital divide, with broadband innovations as a potential solution.

Driving the news:

President Biden's infrastructure bill would devote funding to both broadband deployment and adoption, with \$42.45 billion allocated in grants to states to be used for broadband projects to be first spent in locations without high-speed internet and \$14.2 billion to provide a voucher to low-income Americans to pay for internet service.



Go deeper:

In partnership with Comcast, Axios will host a virtual event featuring one-on-one conversations with policymakers and experts in broadband innovation. Over the course of these segments, we will explore network connectivity, digital equity, and the importance of working at all levels to connect all Americans. Editorial guests could include policymakers at the forefront of investments in broadband infrastructure and service providers leading the way in bringing high-speed internet access to communities left behind.

Custom Content

Smart Brevity Studio

Our Approach

The big picture:

We're leaning into the tactics that were high-performing in 2021 for Comcast — and adding additional creative touchpoints to make our content work even harder.

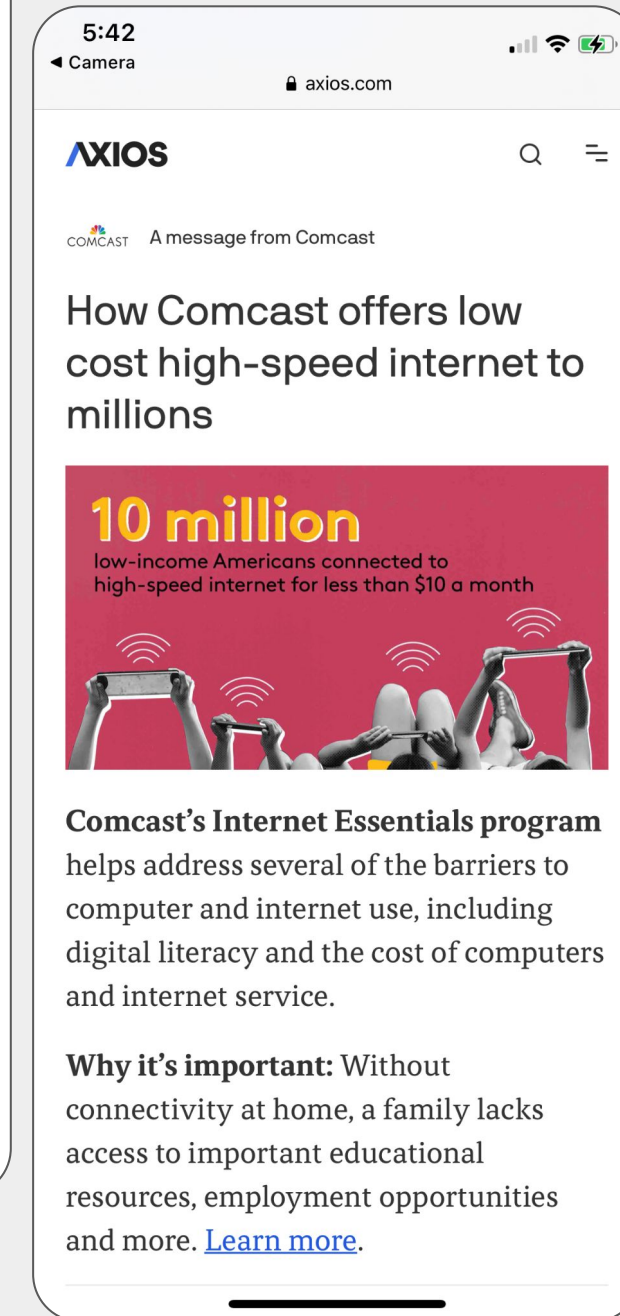
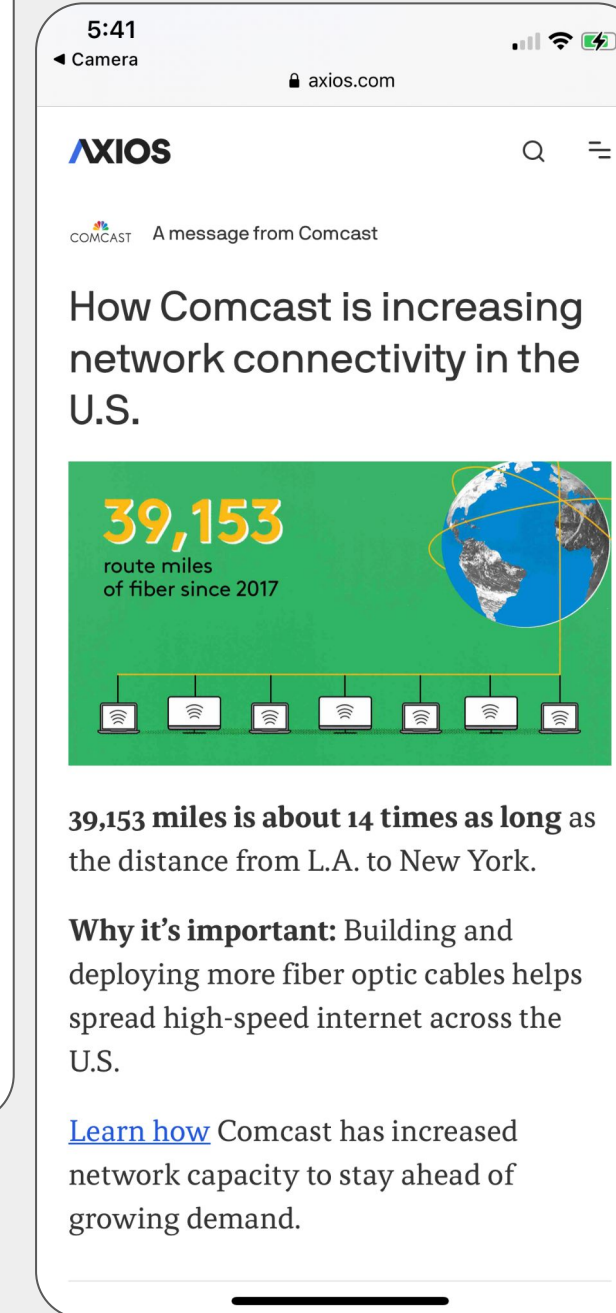
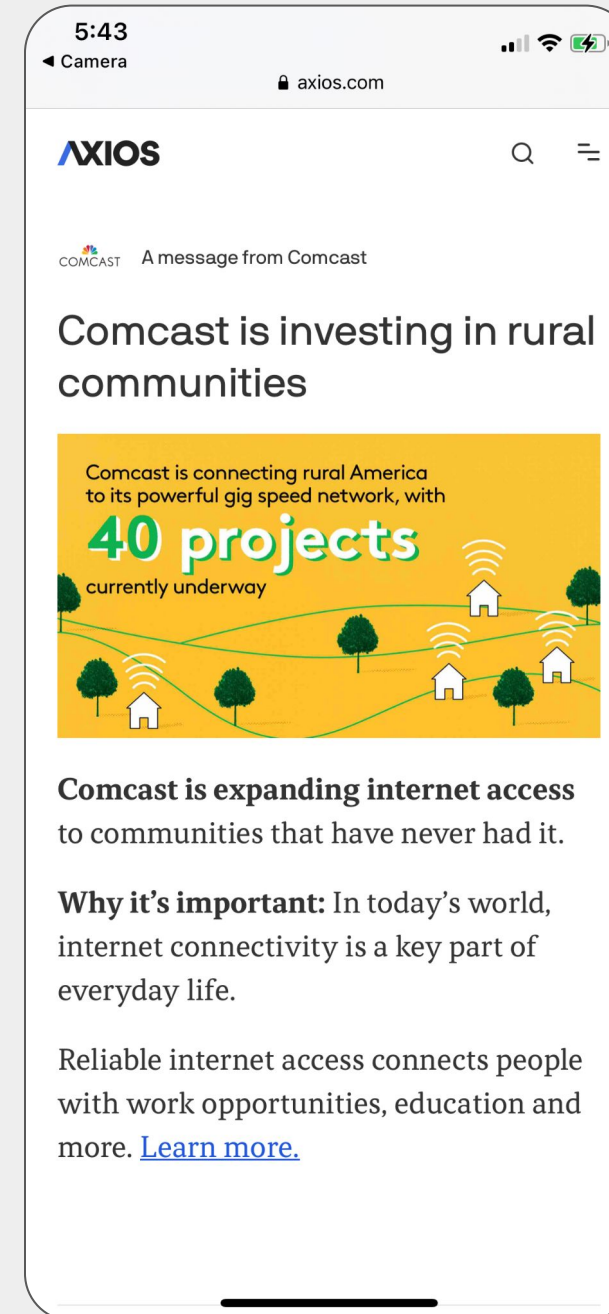
Go deeper:

Balancing turn-key creative with bespoke builds, we'll ensure that Comcast's key audience is inspired, informed, and educated around the brand's work in digital equity.

Bottom line:

We're proposing two unique creative activations that offer unique approaches to showing up boldly in 2022.

1. A **Branded Newsroom** that creates a steady drumbeat for Comcast messaging to get in front of target Axios audiences elegantly and efficiently.
1. A **Custom Web Experience** that unpacks and contextualizes the Internet Essentials Program, highlighting its impact over the past decade and vision moving forward.



Branded Newsroom

Custom Content

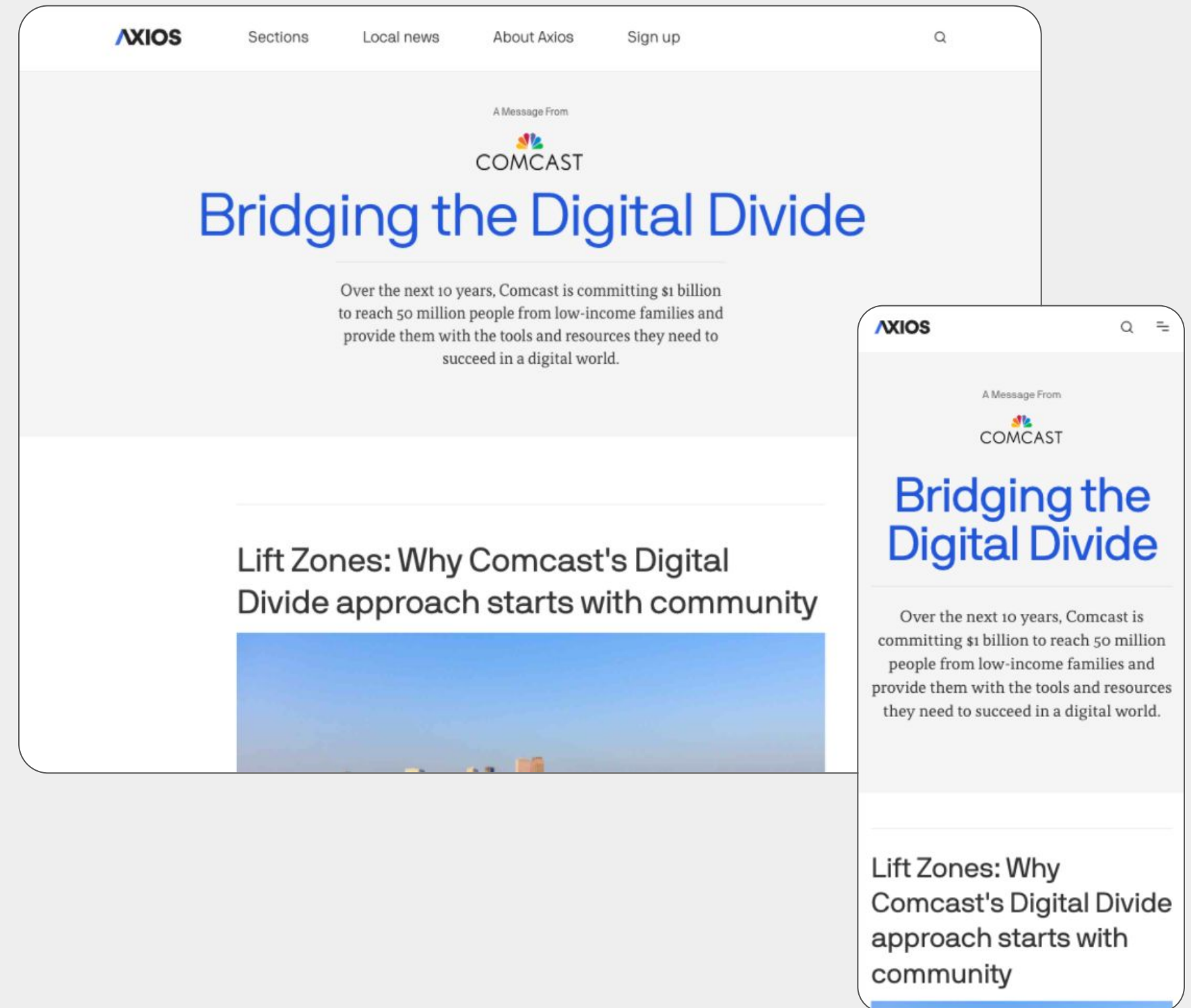
The big picture:

As Comcast continues to grow the Internet Essentials program, Smart Brevity Studio can provide a **fresh perspective** and ensure that key audiences are aware of Comcast's expanding **leadership on closing the digital divide**.

The idea:

Smart Brevity Studio will create a **branded newsroom** on Axios.com that will act as a central platform for Comcast to communicate with our influential readers, fostering greater trust with brand messaging.

- **On a dedicated landing page**, we will house stories, visuals, and campaign assets that will evolve and grow across the calendar year to create a hub of content all around Comcast's impactful initiatives.
- **We'll start by centralizing our past work** on the branded destination — and will then complement that content with a series of stories and custom visuals launched during key tentpole moments.



*Mocks for illustrative purposes

Custom Web Experience

Custom Content

The big picture:

Standing out and cutting through as a brand today requires radical transparency and storytelling that contextualizes brand impact and social responsibility.

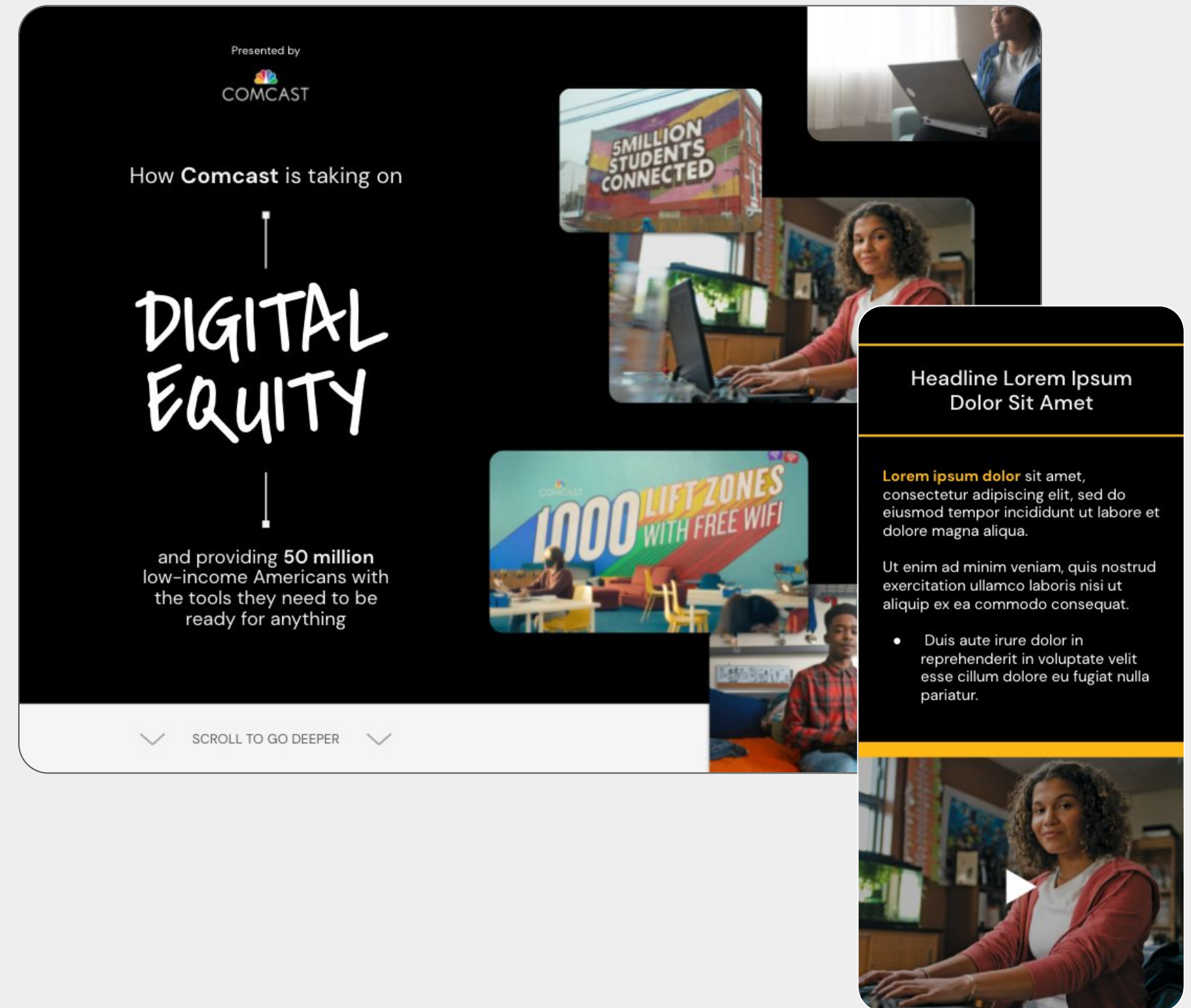
The idea:

Now ten years into the Internet Essentials program, we can tell the full story of the commitment and showcase the progress that's been made — and what's to come.

How it works:

We'll co-create a custom web experience on Axios.com that connects the work that Comcast has already done with how the brand aims to move the needle moving forward.

- **Leveraging existing Comcast assets** complemented with new Smart Brevity style storytelling, we'll unpack digital equity for Axios audiences in a visually stunning branded destination — creating an impactful moment for Comcast that highlights the power of the IE program.



*Mocks for illustrative purposes

New tactic to get more eyes on your brand.

Outside

Opportunity

Axios Moments in Tech

Outfront x Axios sponsorship

Situational awareness:

Axios has been partnering with Outfront to bring quality journalistic storytelling out-of-home with our our “Moments in Tech” series.

Why it matters:

Axios + Outfront presents an opportunity to take our Comcast partnership beyond Axios’ digital channels.

The idea:

Comcast can align with Axios tech coverage to drive awareness of the issues — and connect it back to the Internet Essentials program that the brand is investing in.

How it works:

- Comcast logo integrated on the Axios editorial “cards” (seen to the right).
- Smart Post-style branded card from Comcast between editorial cards.
- Brand messaging and visuals developed by Smart Brevity Studio.

Editorial Post

Satellites bring new era of environmental accountability

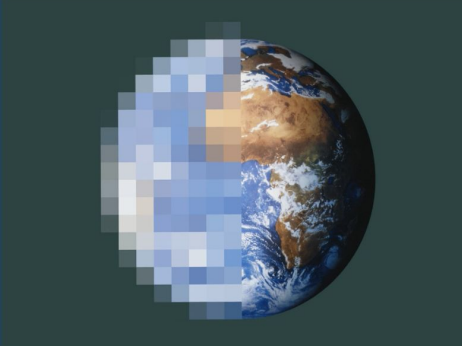


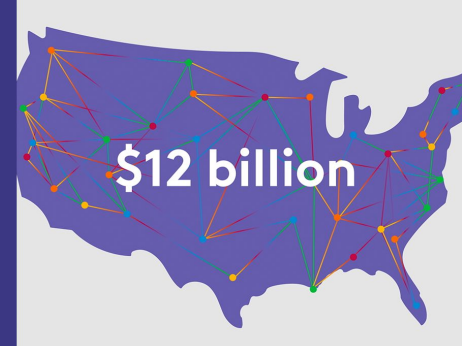
Illustration: Shoshana Gordon

Satellites are helping to hold governments and corporations accountable for their environmental impacts.

MOMENTS IN TECH by OUTFRONT AXIOS

Branded Post

How Comcast keeps millions of people connected



The goal: As the technology advances, this network will become even more resilient, faster and more secure.

COMCAST AXIOS

Editorial Post

Remote work is making long-distance relationships disappear




Illustration: Shoshana Gordon

For a long time, relationships were remote to prioritize in-person work. Now that dynamic is reversing.

MOMENTS IN TECH by OUTFRONT AXIOS

*Mocks for illustrative purposes

Align with Axios Hard Truths on center stage.

Events

Axios Hard Truths

Series Overview

The big picture:

In 2020, Axios committed to a year-long series on systemic racism in the US to unpack 12 issues of systemic racism in our society across multiple platforms, shining a spotlight on emerging voices and having conversations of consequence.

But we're just getting started.

What's next:

There are harder conversations to have and bigger solutions to uncover in the next year and beyond.

We'll convene a wider net of voices and perspectives to expand on the hard truths and realities of systemic racism across industries — and highlight ideas and experiments to break down barriers.



Axios Hard Truths

Where we're going in 2022

In 2022, we'll relaunch the next phase of Hard Truths to go deeper on where race and inequality are holding us back.

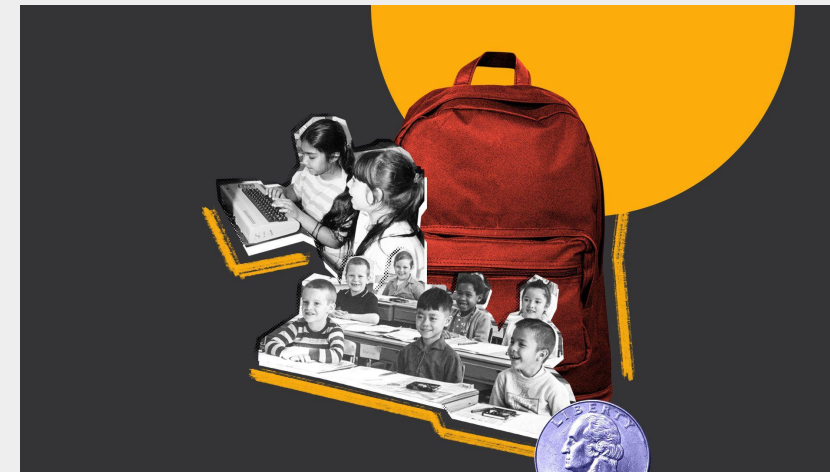
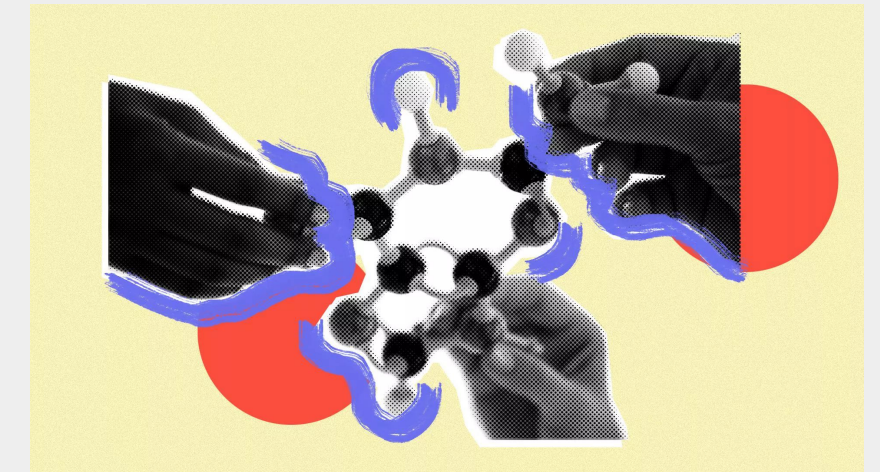
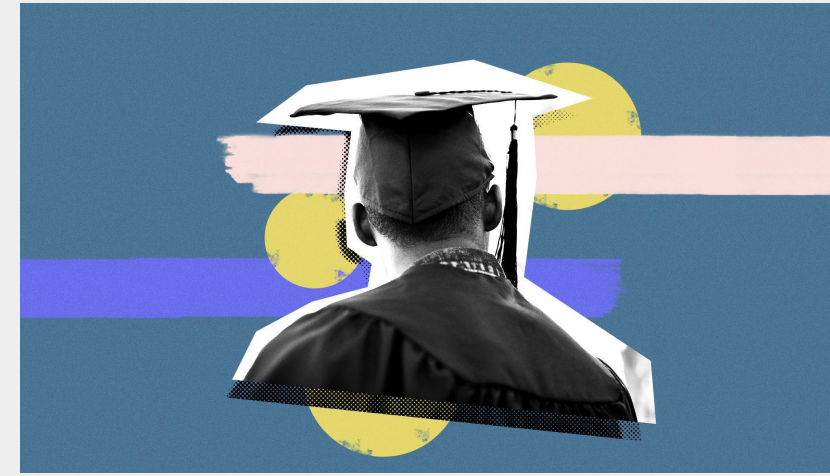
- **We'll pivot our series** from monthly Deep Dives to focus on events and conversations, convening leaders to discuss steps they are taking and whether they are resulting in meaningful change.
- **The events** will be a combination of public events with leaders across government and industry, and expert voice conversations in smaller venues with more detailed discourse, led by Axios journalists.
- **These conversations** will amplify our reporting that will come in a quarterly series of Hard Truths deep dives.
- **We'll also create Hard Truths podcast** episodes based on the solutions theme.



Axios Hard Truths

Potential Editorial Topics in 2022

- **DEI:** A fresh approach to DEI in hiring, retaining and talking about race and allyship in companies; rethinking what job requirements really are; and rethinking industry approaches where hiring is now hard: restaurants, retail, fast food.
- **Education:** What the pandemic has taught us about inequities in school and what's here to stay from our online year.
- **Housing Inequality:** How cities are addressing affordability and infrastructure to ensure that the redlining of the past doesn't create barriers today.
- **Voting:** New barriers to voting -- bills in state legislatures that would impose more voting restrictions and impact people of color.
- **Police Reform:** Update on police reforms and how cities and unions and local politics are responding to grassroots calls for change.



The city's most plugged in influencers.

Local

Axios Local

Catch up quick

1 big thing:

Axios Local readers trust Axios to get them smarter, faster about the city where they live.

- **Monday-Friday** newsletters cover the most important stories of the day.
- **Local web stories** circulate on Axios.com, driving traffic from our local DMAs.
- **Comcast will own 100%** of our Philadelphia launch.

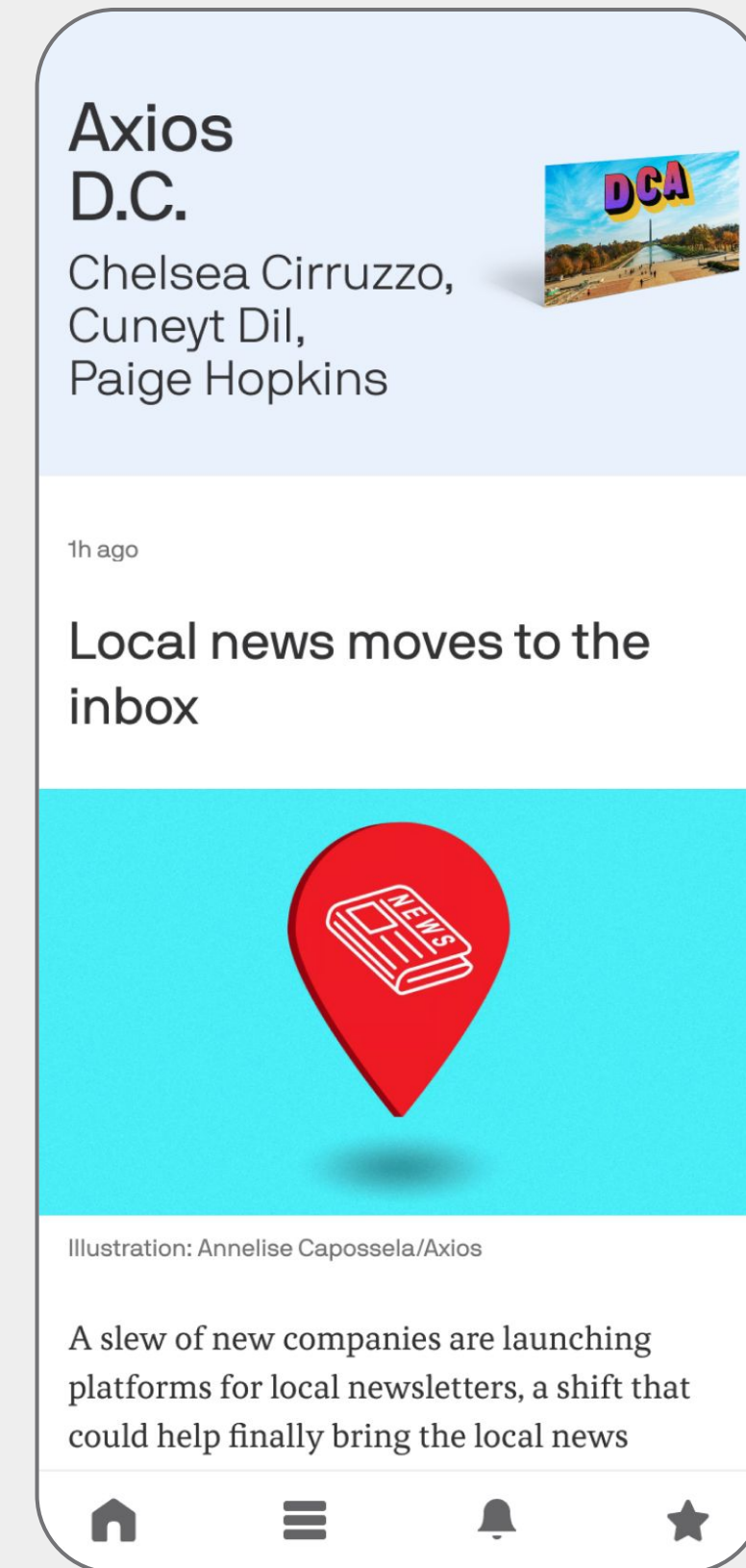
The results:

High participation from an excited audience.

- **30-38%** open rates.
- **3x CTR** performance *

The bottom line: Local advertisers win big.

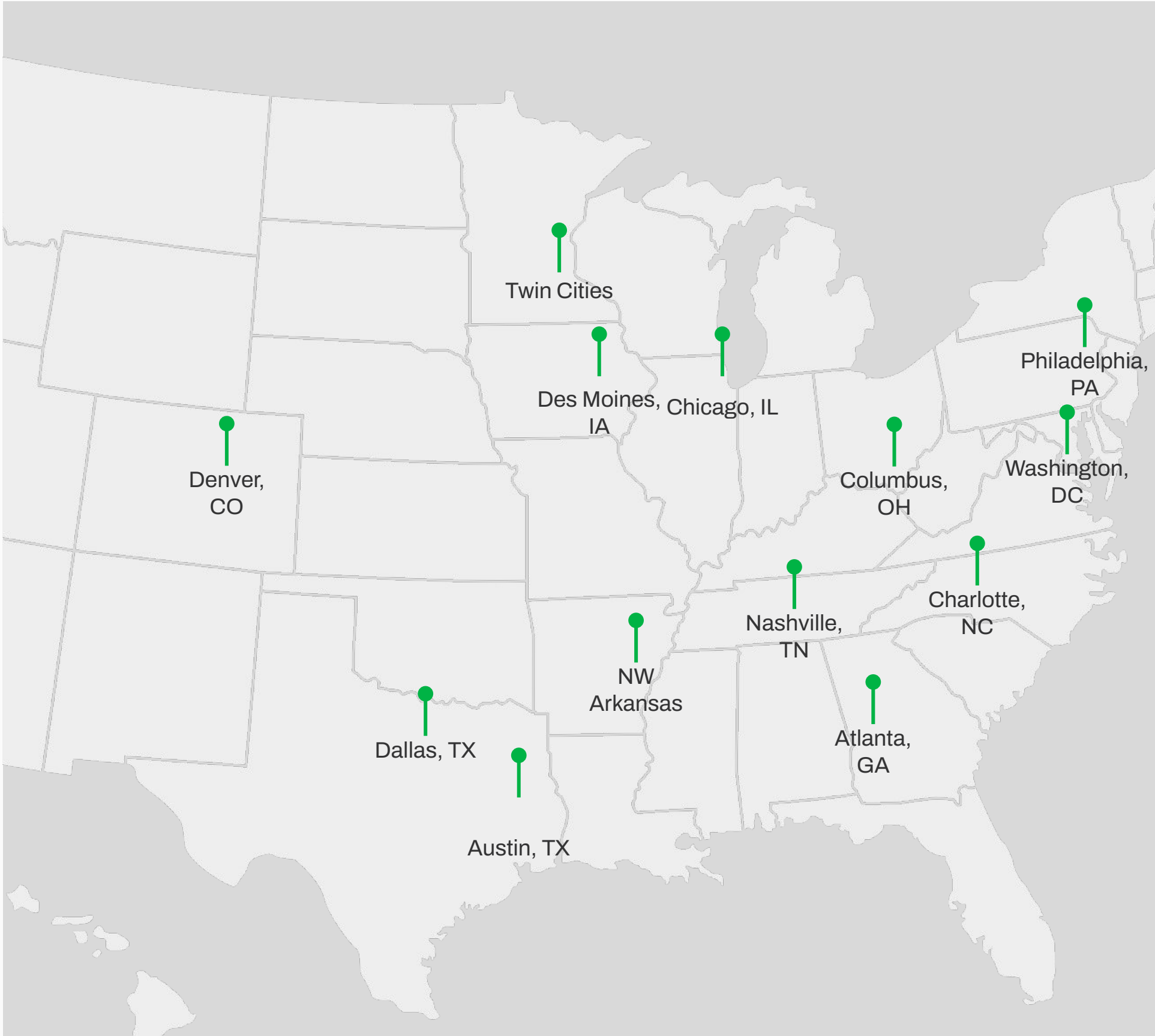
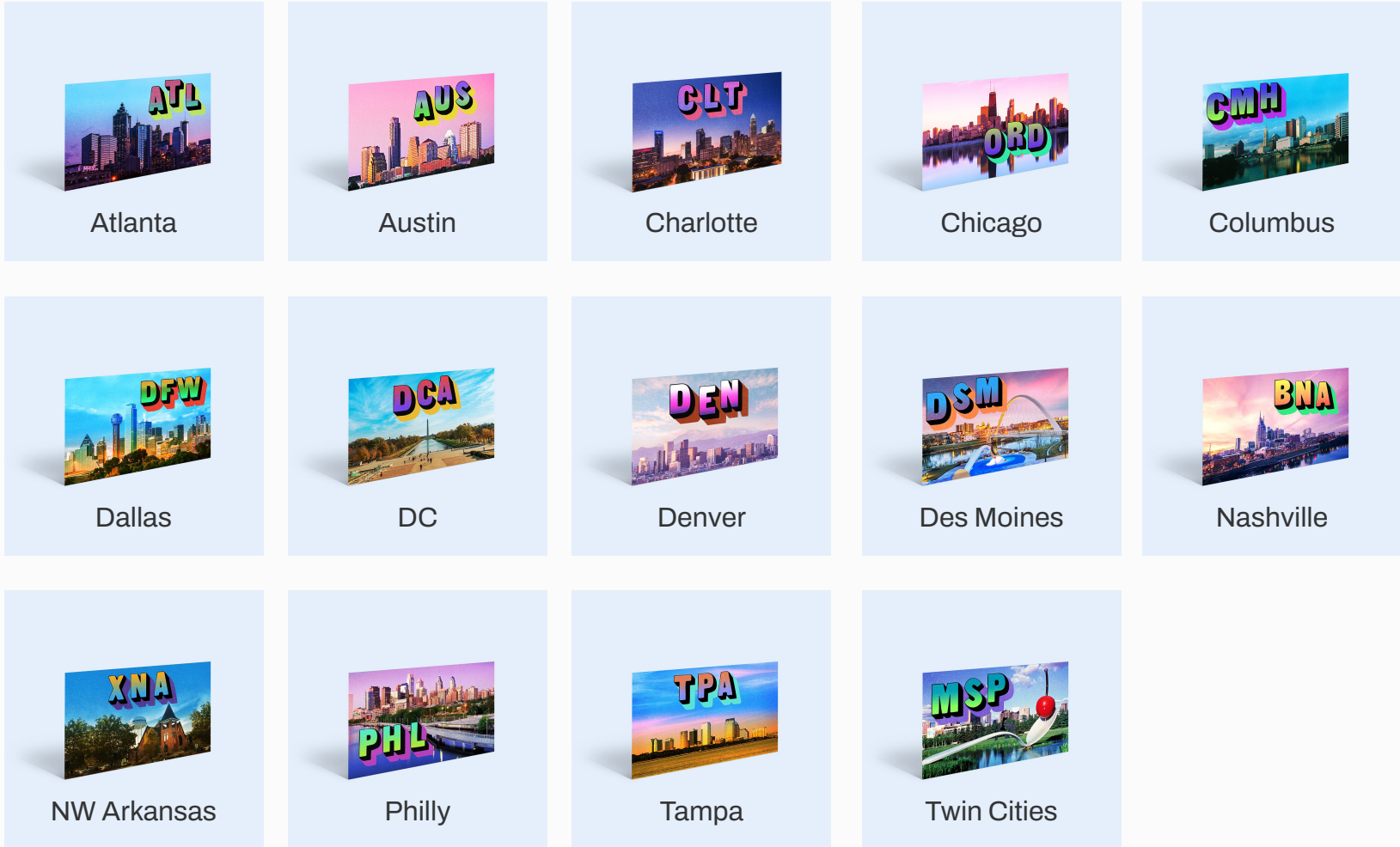
**compared with Axios national standard*



Axios Local

Our Cities

14 cities will be live in 2021, with Atlanta, Austin, Chicago, Columbus, Dallas, Nashville, and Philly launching this fall. We anticipate expanding to 25 cities in 2022.



Axios X Comcast in Philadelphia

What's Next

1 big thing:

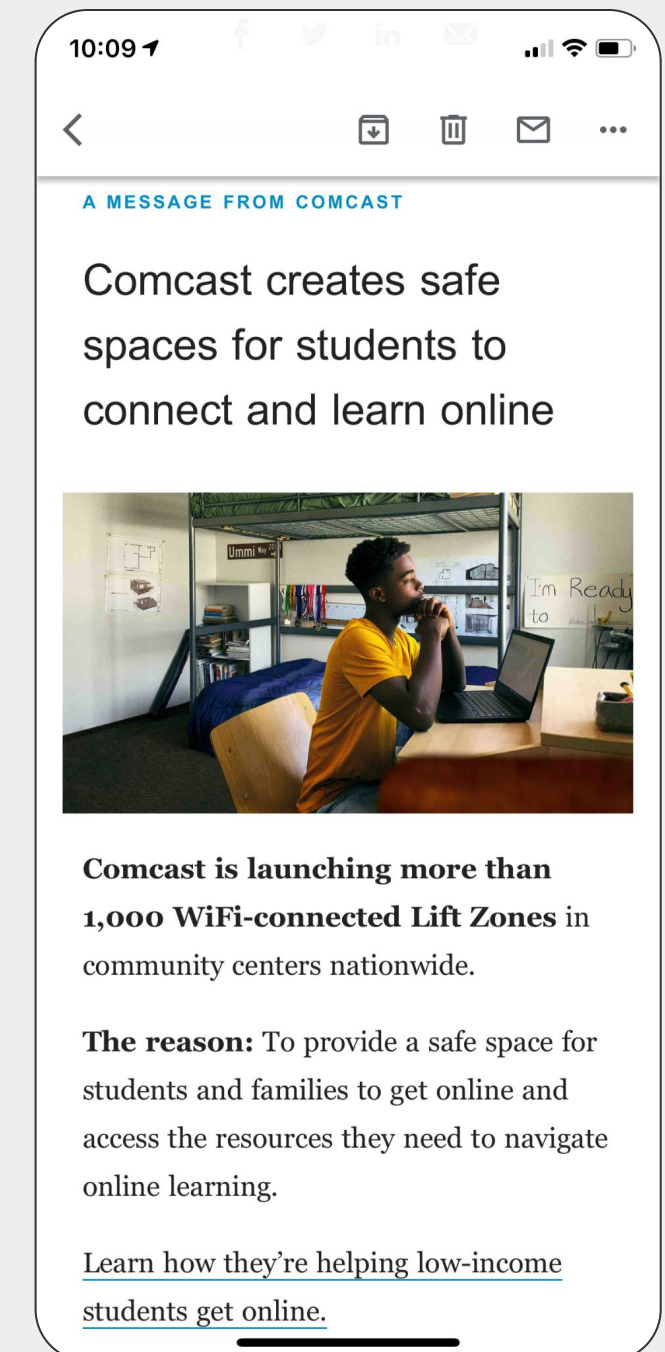
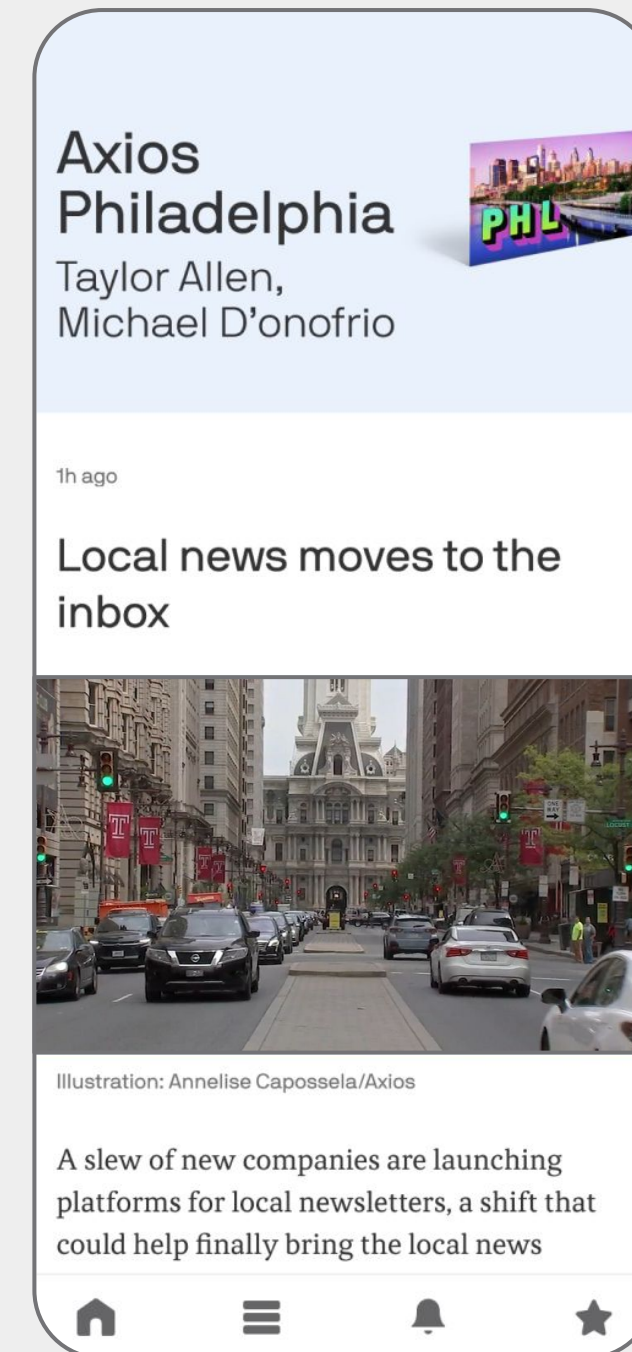
We're excited to launch Axios Philadelphia in partnership with Comcast very soon.

By the numbers, growth targets include:

- 40K subscribers by 2021.
- 100K subscribers by the end of the first year in market.

Go deeper: Comcast's 100% share of voice launch sponsorship includes:

- 10 weeks of the Axios Philadelphia newsletter.
- 500k in-stream and onsite impressions.
- Right of first refusal on Philadelphia inventory in 2022.



Axios Local

What they're saying

“Axios is taking the city by storm. It’s a top media topic among clients and the overwhelming sentiment is that people love it!”

– Axios Local Reader

“Axios reaches the dialed-in audience we were looking for.”

– Axios Local Advertiser

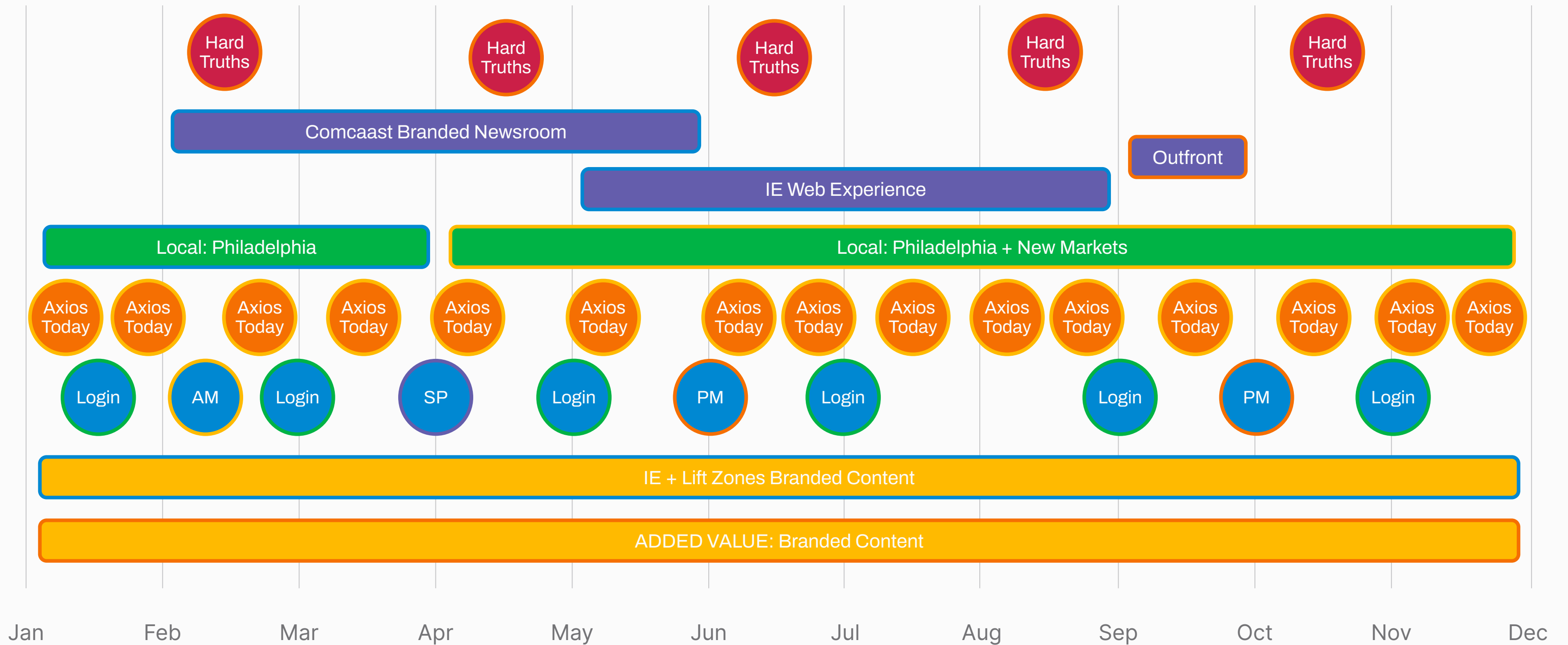
“Fun, quick and just about everything I need to know that's driving the day in my town.”

– Axios Local Reader

The benefits of an annual plan in 2022.

The bottom line

2022 Timeline



*Timeline for illustrative purposes and subject to change based on editorial calendars + Comcast announcements.

Case Studies

Axios + AT&T

The Digital Divide

The big picture:

AT&T partnered with Smart Brevity Studio to create a Digital Divide experience curating Axios' clinical editorial coverage with AT&T's thought leadership to highlight the reality of affordable, accessible and sustainable high-speed internet across the country.

How it worked:

- A 500-word 'Story' amplifying AT&T's dedication to bring affordability and educational resources to the families who lack broadband connectivity.
- Newsletter placements in our flagship AM + PM newsletters.
- Native ads on Axios.com to reach influencers across tech, business & policy.

By the numbers:

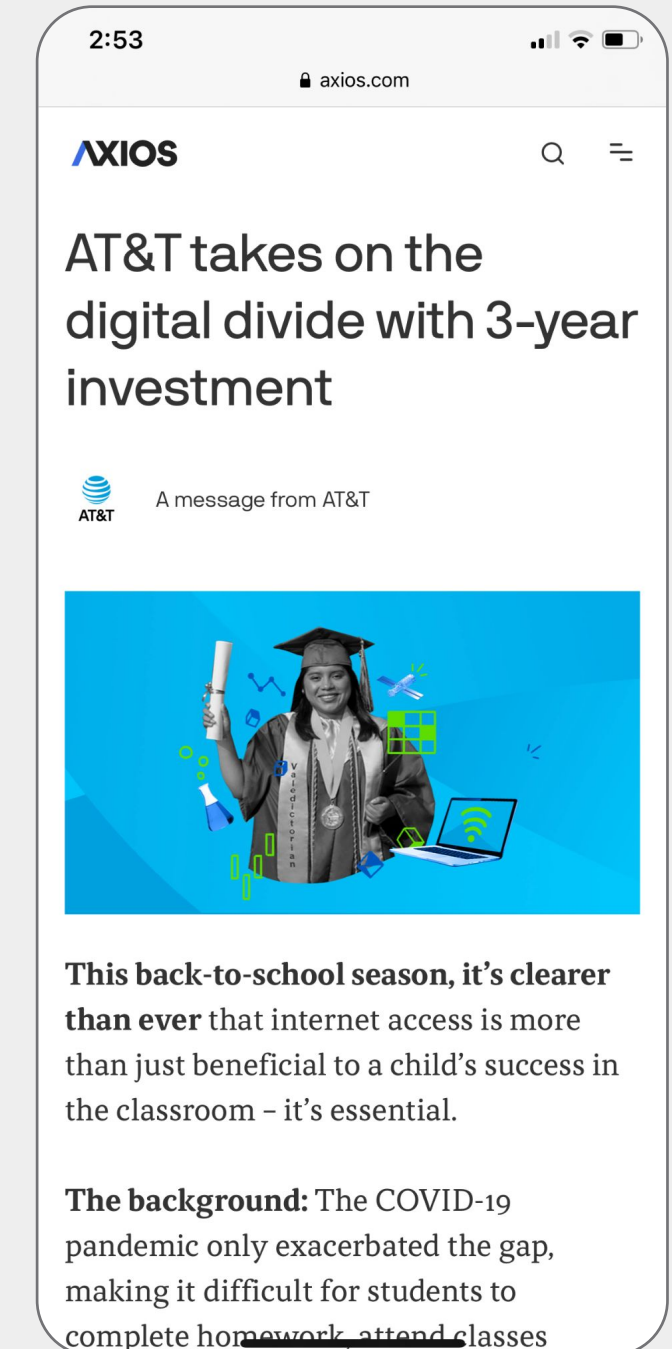
1.7X

Industry average time spent on page

1.6X

Industry CTR benchmark

[Read](#) the Story



Axios + Qualcomm

Understanding 5G

The big picture:

Qualcomm partnered with Smart Brevity Studio to tell the story of 5G innovation and disruption across industries and facets of everyday life.

How it worked:

- A series of 5X 0:15 videos demonstrated the impact of 5G as it related to Telemedicine, Education, Remote Work, Manufacturing, and Agriculture.
- A 500-word 'Story' highlighted each video and summarized the industry impact in a cohesive format.
- Native ads on Axios.com directed Axios readers to the Story across a 6-week flight.

By the numbers:

5X

Industry average time spent on page

4.6X

Axios VCR benchmark

[Watch](#) one of the videos

[Read](#) the Story

9:41

AXIOS

A message from Qualcomm

How 5G could make smarter remote learning possible

enable remote learning

Imagine a world where students collaborate on complex projects in near-real time **without stepping into a physical classroom.**

Why it's possible: Qualcomm's 5G breakthroughs are paving the way for inventions that can transform industries, including education.

[The details.](#)

9:41

AXIOS

A message from Qualcomm

How 5G can help you connect to health care when you need it most

5G will help doctors and patients stay connected.

Here's how: Superior, security-rich 5G connectivity will make it possible for doctors to perform more complex tasks, including virtual diagnosis and heart monitoring - all remotely.

[See how Qualcomm's 5G breakthroughs are helping.](#)

Axios + JPMorgan Chase

Content-driven brand lift

The big picture:

JPMorgan Chase partnered with Axios on an integrated, 'Read, Watch, Listen' campaign that used custom CSR narratives to improve brand favorability.

How it worked:

- **Smart Brevity Studio** produced custom videos, visuals, short-form, and long-form creative - unpacking JPMC's social policy efforts across American cities.
- **Custom content** was tagged with a custom, native brand lift study that measured audience favorability in real time – allowing us to segment what content mediums worked best for their messaging.

By the numbers:

3X

Axios VCR benchmark

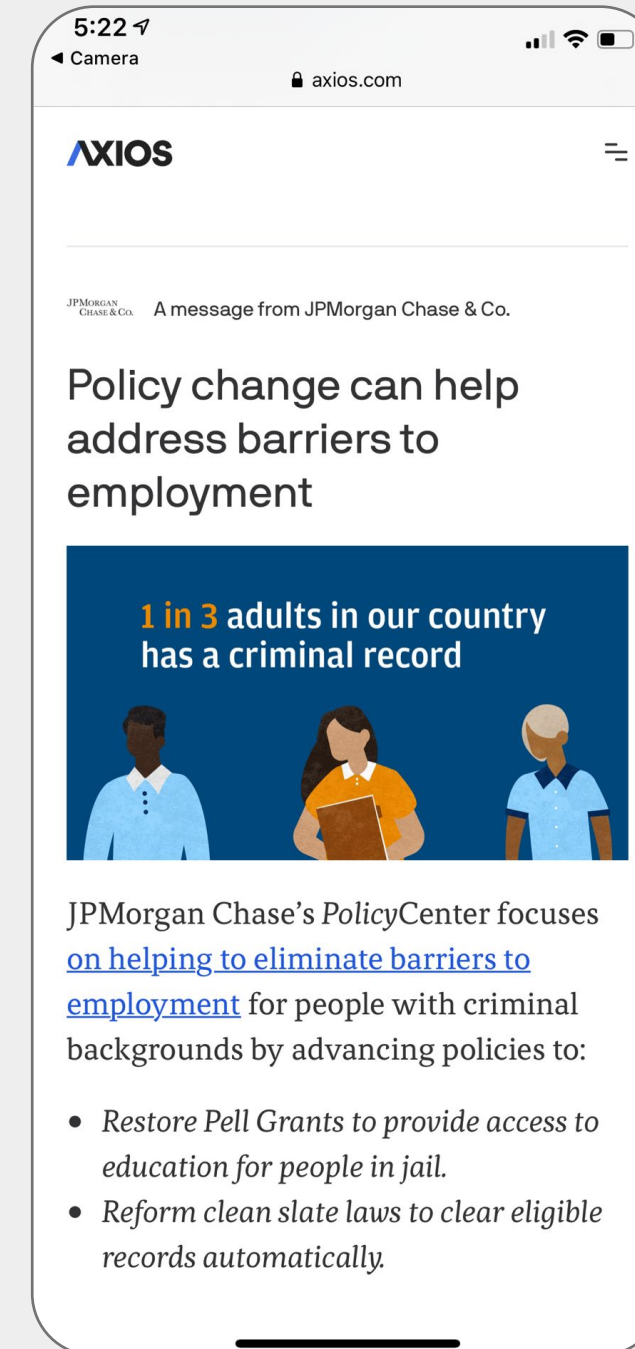
11X

Axios CTR benchmark

2X

Industry standard brand lift

[Watch](#) one of the videos



[Read](#) one of the Stories

