

Man in the Spotlight

John Haslam
Shines the Light on
Comcast Spotlight's
On-Demand Classifieds

CHRISTINE AUDA

There are many car enthusiasts in Seattle, some sporting the latest hot rod or vintage muscle car. On any given day you'll find a rainbow of metal cruising the wet roads, burning rubber. Sounds like a blast! Not necessarily to John Haslam. While not particularly interested in cars, Haslam, Comcast Spotlight's Business Development Manager, is nevertheless something of a car enthusiast. He just gets there in a different way.

Haslam's enthusiasm for cars comes to life in his marketing talents and services at the three-and-a-half-year-old Comcast Spotlight that includes advertising for – you guessed it – cars. And that



enthusiasm is giving car dealers a dynamic and effective medium to reach customers right in their own living rooms. Comcast Spotlight, a division of Comcast Cable, offers spot television advertising opportunities to local, regional and national advertisers. Haslam is responsible for all the interactive On Demand services, as well as the marketing and research departments. In September 2006 Comcast Spotlight launched video classifieds for used cars with a service called Auto Classifieds On Demand. This service gives pre-owned cars individual television exposure via the On Demand service.

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Haslam stepped into his current position in June 2006 with 20 years of media sales under his belt. He spent the past 14 years at the Seattle Times Company. "I loved the projects I was involved in at the Times, which included new product developments and start-ups," Haslam says.

Later, Haslam got a taste of the On Demand and interactive products at Comcast, and he was hooked. He ended up heading the effort in Seattle. Haslam states, "These products are quite similar to print and direct mail, so it was a natural fit based on my prior experience."

Spotlight advertising is generating positive buzz, as more people are walking into dealerships, and dealerships' phones are ringing more frequently. The advertising appears to be working, because a stable base of car dealers has stayed with the Auto Classifieds On Demand, and the dealership list is growing every month.



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Haslam explains that what is both challenging as well as satisfying about the job is building the business from the ground up. He finds it extremely rewarding to hear about dealers selling cars or realtors selling houses as a result of Comcast Spotlight's marketing efforts.

When asked what makes his day, Haslam replies like an excited teen, "Boy that's a great question. We work with so many different elements here in developing these products. When you look at all these different moving parts – when it all comes together – you really have a business and you really start to deliver results to the client. You're making consumers aware that they can access this information for free, 24/7, and you're making money

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Also gratifying to Haslam is that video On Demand advertising is measurable, like Internet advertising. His team can tell how many viewers have watched the On

Demand content, just as it did after launching a recent promotion giving away a family trip to San Diego. From the moment the promotion was launched with a 30-second television spot, the results could be monitored. In an industry where measuring performance can be difficult, Haslam

says he finds it satisfying to show concrete results to advertisers. Spotlight advertising is generating positive buzz, as more people

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"We've had, I would say, remarkable stability among our customers," Haslam says. "In the advertising environment, and as tough as the car business is out there right now, car dealers are not going to stick with a medium that's not working for them."

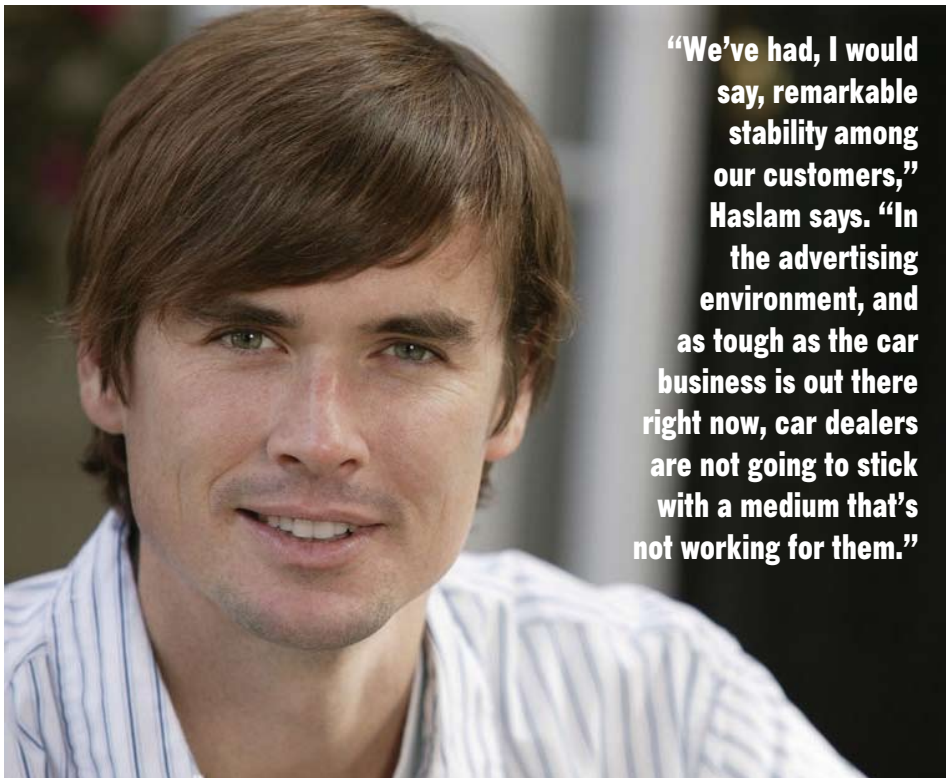
The most unique thing about the On Demand service is that, unlike traditional television, information is delivered whenever the customer wants it—literally, on demand. All the content is available all day long, every day. The viewer can fast-forward, pause, rewind and easily search for a vehicle, a house or even check out a college campus on the TV. "They can do all of that in the comfort of their own living rooms, and I think that's the unique aspect to what we're doing," says Haslam.

The On Demand platform offers 10,000 hours of programming, and it's growing all the time. There are free and pay movies, guitar lessons, dating on demand, pet adoptions, city council

meetings – a cornucopia of video entertainment and information that is available whenever the viewer wants it. On average, the service gains 10,000 new subscribers every month, and existing subscribers are watching more.

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Haslam gets enthusiastic discussing the next interesting development, called "telescoping," which Comcast is testing in some markets. This technology will allow consumers to view a commercial spot more in depth. For example, while you are watching a program and see a typical 30-second commercial for a car, "telescoping" will show you a button or icon that will ask if you want to know more. If you click on the icon, you'll temporarily leave your program and can view about a five-minute video brochure offering more details about that particular model. When the video is over, you can resume watching your show right where you left off.



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