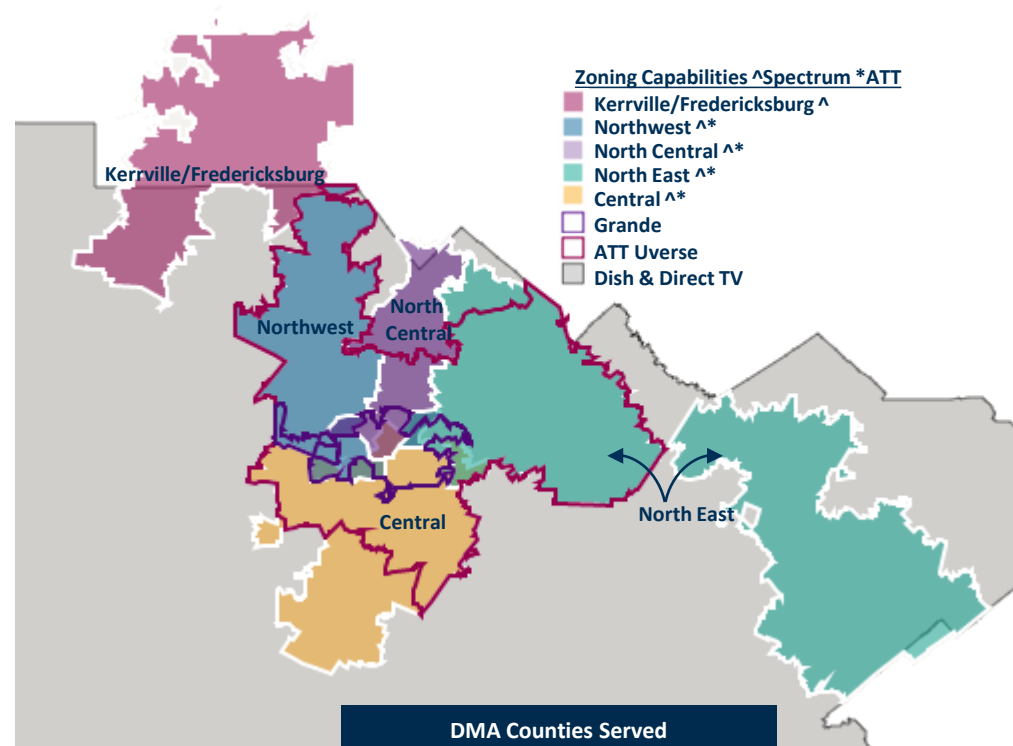
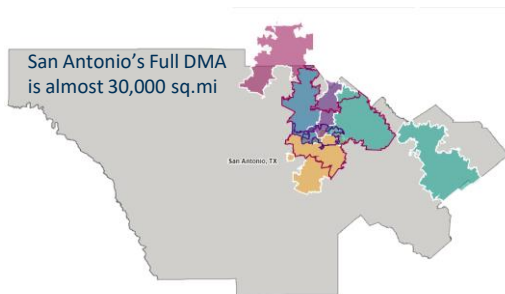


San Antonio – DMA 31

In a DMA that is larger than the state of Maine, zone advertising is essential to avoid waste
80% of the population lives within Spectrum’s Zone Coverage

Spectrum Reach 2Q 2021					
ZONES	Syscodes		Universe Estimates		Combined
	Sp	ATT	SP Ues	ATT Ues	
Central	963	1700	102,545	16,740	119,285
North Central	8956	1703	61,566	13,531	75,097
North East	8955	1706	62,909	11,621	74,530
North West	8954	1707	56,665	15,160	71,825
Kerrville/Gonzales	3139	N/A	12,317	—	12,317
SR/ATT Cable Footprint			296,002	57,052	353,054
Grande (Sys: 2355)					4,350
Total Cable: SR/ATT/Grande					357,404
Direct TV - Full DMA (Sys: 9833)			172,316		172,316
Spectrum Interconnect			8239		529,720
Dish Network - Full DMA (Sys: 2122)		58,962	Not part of Interconnect		58,962
TOTAL Spectrum Reach (SP/ATT/DTV/DISH/GRANDE)					588,682

Want to get access to 96% of the market?
Add Spectrum’s Audience Extensions



Zoning Capabilities ^Spectrum *ATT

- Kerrville/Fredericksburg ^
- Northwest ^*
- North Central ^*
- North East ^*
- Central ^*
- Grande
- ATT Uverse
- Dish & Direct TV

DMA Counties Served			
Atascosa	Edwards	Kendall	Medina
Bandera	Frio	Kerr	Real
Bexar *	Gillespie	Kinney	Uvalde
Comal *	Goliad	La Salle	Val Verde
DeWitt	Gonzales	Lavaca	Wilson
Dimmit	Guadalupe *	Maverick	Zavala
	Karnes	McMullen	
*80% of the market live in these 3 counties, which are Spectrum's Core Zones			

Source: Nielsen HH Estimates 2021 2Q
Scarborough’s DMA Spectrum’s Digital/Streaming Access Capabilities

San Antonio - DMA 31 - Central Zone

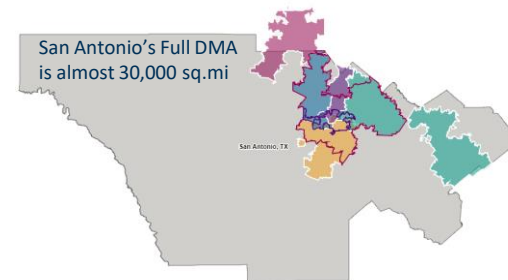
In a DMA that is larger than the state of Maine, zone advertising is essential to avoid waste
80% of the population lives within Spectrum's Zone Coverage

Spectrum Reach	AT&T	Spectrum Reach	AT&T
78039	—	78219	78219
78065	—	78220	78220
78069	—	78221	78221
78073	—	78222	78222
78109	78109	78223	78223
78112	78112	78224	78224
78201	78201	78225	78225
78202	78202	78226	—
78203	78203	78227	78227
78204	78204	78228	78228
78205	78205	78234	78234
78207	78207	78235	—
78208	78208	78236	—
78209	78209	78237	78237
78210	78210	78242	78242
78211	78211	78244	78244
78212	78212	78245	78245
78213	78213	78251	78251
78214	78214	78252	78252
78215	78215	78253	78253
78216	78216	78263	78263
78218	78218	78264	—



Counties Served in Zone
Atascosa ^{^*}
Bexar ^{^*}
Medina ^{^*}

Spectrum	AT&T
Sys #0963	Sys #1700
UEs 102,545	UEs 16,740
119,285	

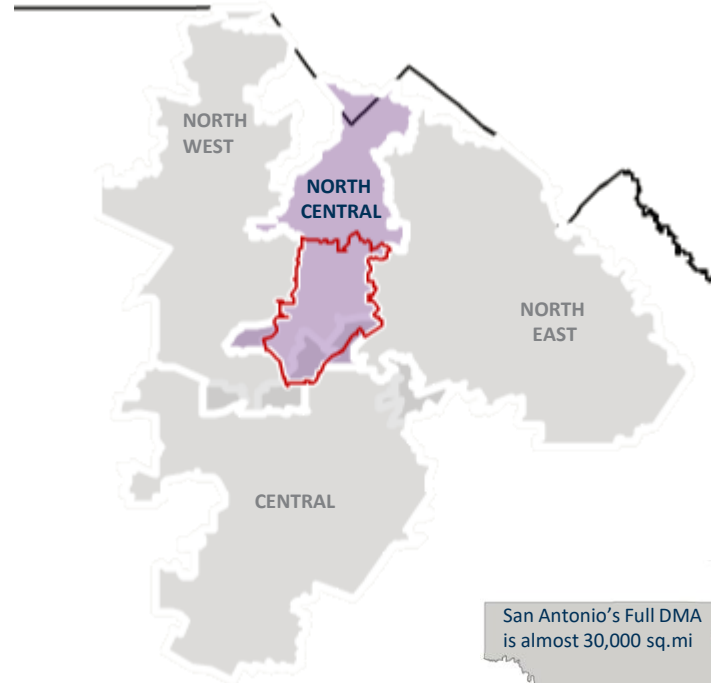


Source: Nielsen HH Estimates 2021 2Q
Scarborough's DMA Spectrum's Digital/Streaming Access Capabilities

San Antonio - DMA 31 - North Central Zone

In a DMA that is larger than the state of Maine, zone advertising is essential to avoid waste
80% of the population lives within Spectrum's Zone Coverage

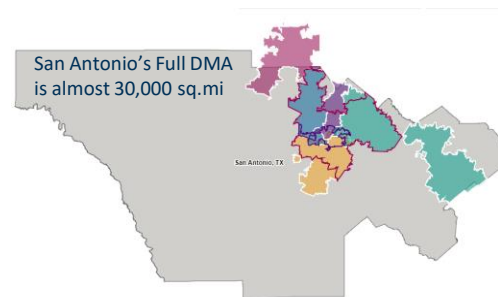
Spectrum Reach	AT&T
78070	—
78163	—
78213	78213
78216	78216
78217	78217
78230	78230
78231	78231
78232	78232
78247	78247
78248	78248
78249	78249
78258	78258
78259	78259
78260	78260
78261	78261



Zoning Capabilities: ^Spectrum * AT&T

Counties Served in Zone
Bexar ^*
Comal ^*

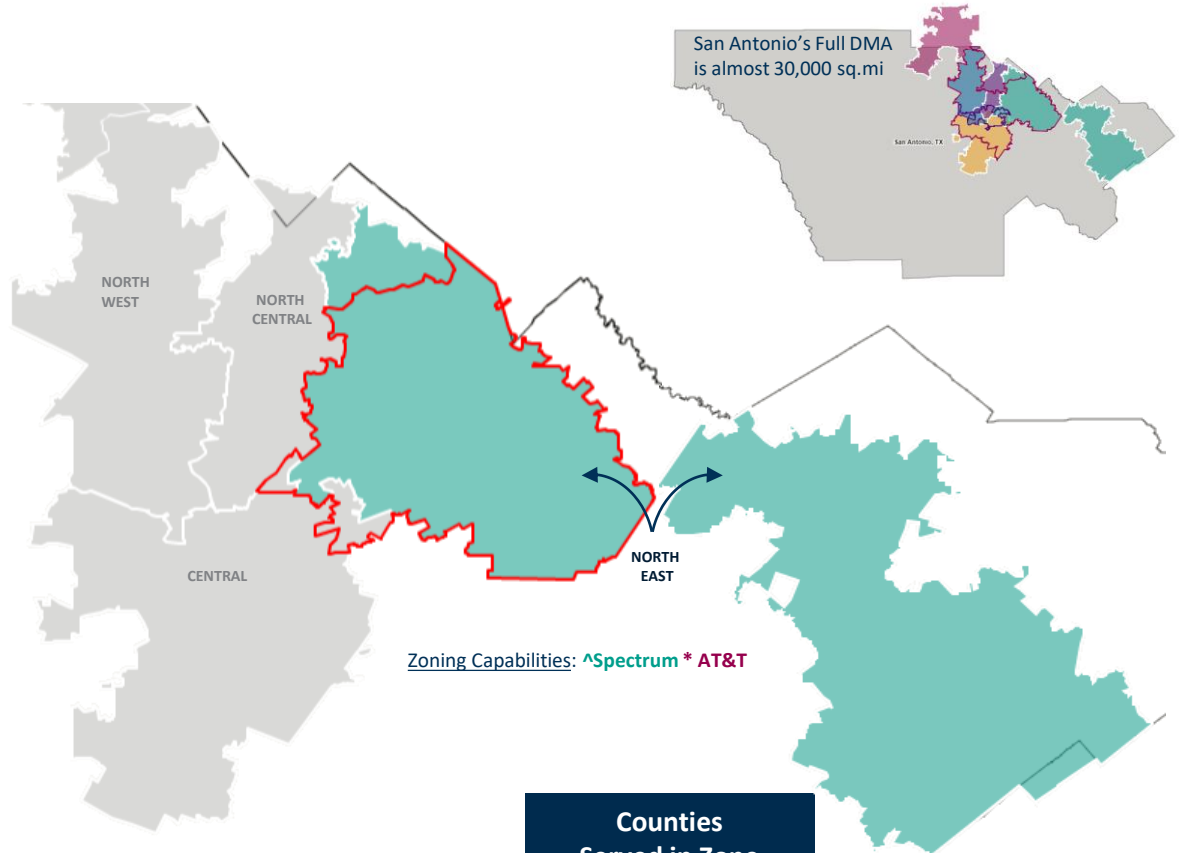
Spectrum	AT&T
Sys #8956	Sys #1703
UEs 61,566	UEs 13,531
75,097	



San Antonio - DMA 31 - North East Zone

In a DMA that is larger than the state of Maine, zone advertising is essential to avoid waste
80% of the population lives within Spectrum's Zone Coverage

Spectrum Reach	AT&T
78108	78108
78109	78109
78123	—
78124	78124
78130	78130
78132	78132
78133	—
78148	78148
78150	—
78154	78154
78155	78155
78217	78217
78233	78233
78239	78239
78247	78247
78266	78266
77954	—
77995	—
78629	—



Spectrum		AT&T	
Sys #8955	Sys #1706		
UEs 62,909	UEs 11,621		
74,530			

Counties Served in Zone
Bexar ^{^*}
Comal ^{^*}
Guadalupe ^{^*}
<small>* 80% live in these 3 counties which are in Spectrum Zones</small>

Source: Nielsen HH Estimates 2021 2Q
Scarborough's DMA Spectrum's Digital/Streaming Access Capabilities

San Antonio – DMA 31 – Northwest Zones

In a DMA that is larger than the state of Maine, zone advertising is essential to avoid waste
80% of the population lives within Spectrum’s Zone Coverage

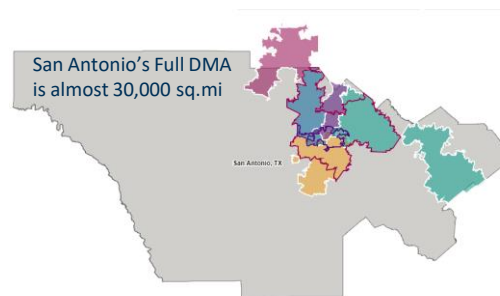
Spectrum Reach	AT&T
78006	78006
78015	78015
78023	78023
78201	78201
78228	78228
78229	78229
78238	78238
78240	78240
78249	78249
78250	78250
78251	78251
78254	78254
78255	78255
78256	78256
78257	78257



Zoning Capabilities: ^Spectrum * AT&T

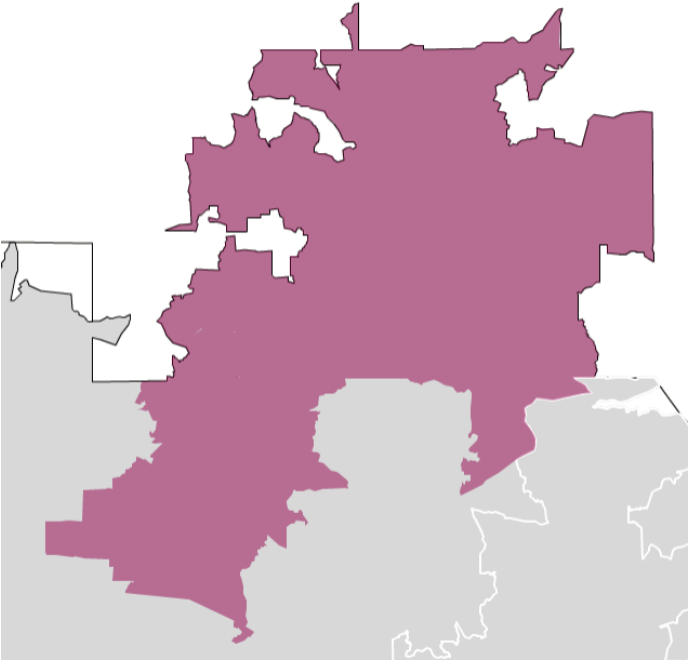
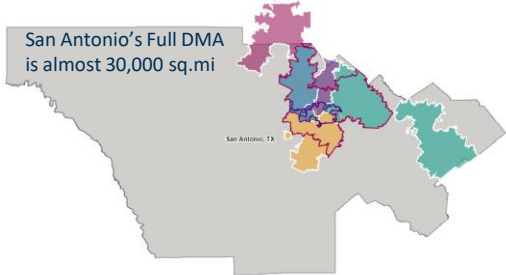
Counties Served in Zone
Bexar ^*
Kendall ^*

Spectrum	AT&T
Sys #8954	Sys #1707
UEs 56,665	UEs 15,160
71,825	



San Antonio-DMA 31-Kerrville/Fredericksburg

In a DMA that is larger than the state of Maine, zone advertising is essential to avoid waste
80% of the population lives within Spectrum's Zone Coverage



Total HH Reached
KF Zone: 12,317

Zoning Capabilities: **Spectrum**

Spectrum Reach
78028 (K)
78624 (F)

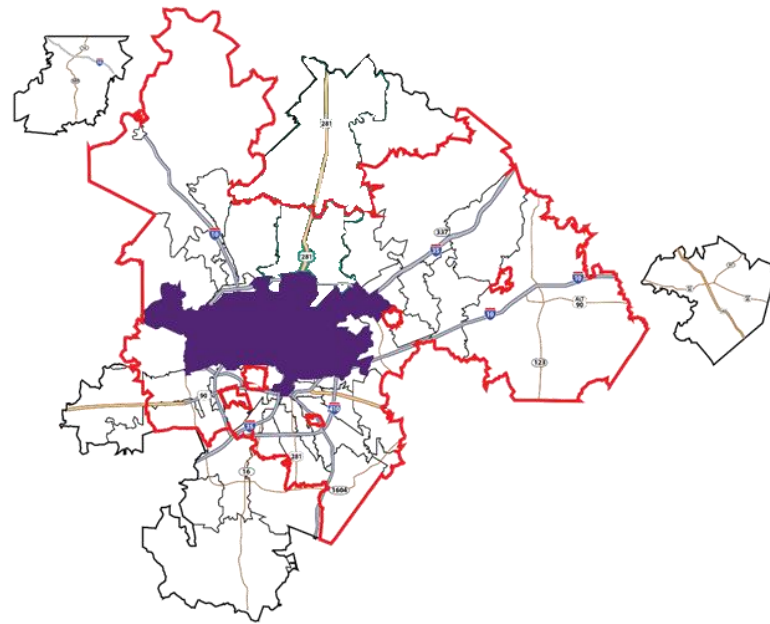
Counties Served in Zone
Kerr (Kerrville)
Gillespie (Fred'burg)

Source: Nielsen HH Estimates 2021 2Q
Scarborough's DMA Spectrum's Digital/Streaming Access Capabilities

San Antonio – DMA 31 – Grande Coverage

In a DMA that is larger than the state of Maine, zone advertising is essential to avoid waste
80% of the population lives within Spectrum's Zone Coverage

Grande	Spectrum Reach Zone
78202	CENTRAL
78204	CENTRAL
78205	CENTRAL
78208	CENTRAL
78209	CENTRAL
78212	CENTRAL
78215	CENTRAL
78218	CENTRAL
78219	CENTRAL
78244	CENTRAL
78213	NORTH CENTRAL
78216	NORTH CENTRAL
78217	NORTH CENTRAL
78230	NORTH CENTRAL
78231	NORTH CENTRAL
78232	NORTH CENTRAL
78148	NORTH EAST
78233	NORTH EAST
78201	NORTH WEST
78229	NORTH WEST
78238	NORTH WEST
78240	NORTH WEST
78251	NORTH WEST
78254	NORTH WEST



Counties Served in Zone

Bexar

Grande

Sys #2355

UEs 4,350

