One Platform Commerce @ NBCUniversal

WHERE CONTENT INSPIRES COMMERCE

Over the last few years, NBCUniversal has revolutionized the commerce experience for our fans within our premium content environment – while delivering unmatched scale and driving real impact for our brand partners. And now we are excited to launch One Platform Commerce @ NBCUniversal, our suite of products designed to seamlessly make your brand shoppable within NBCUniversal premium programming and platforms.

We have evolved to create meaningful commerce activations across all platforms, dual languages, in editorial and in branded content, with new strategic deals across multiple brand partners and talent – all powered by ShoppableTV and NBCUniversal Checkout. We remain steadfast in our commitment to innovation founded on improving the audience experience and, soon we will roll out our shoppable digital units featuring commerce within the content experience. All activations to date have shown double digit growth for our partners social followers. Our fans lean into the unique commerce experiences we intricately weave into our storytelling. And, our fans have purchasing power.

One Platform Commerce @ NBCUniversal hosts 60+ retail partners, including Pour Les Femmes, Paravel, Koio, Our Place, The Detox Market, and Sewing Down South from Southern Charm's Craig Conover. These retailers will all tell their story alongside NBCUniversal's premium content. NBCUniversal Checkout is the commerce engine behind our One Platform, and One Platform Commerce
60+
Retail Partners

NBCUniversal
@ NBCUniversal is the fuel, offering a diversity of brands—including those that don’t normally advertise on television—the depth and scale that only NBCUniversal has to offer. In fact, 94 percent of brands featured in One Platform Commerce @ NBCUniversal have never advertised on television before.

All people engage in commerce. Now, with One Platform Commerce @ NBCUniversal, NBCUniversal is creating experiences that ensure consumers are engaged by commerce. By converging unexpected, energizing experiences within a premium brand-safe environment, we’re not only changing the way our company does business, we are inviting marketers to become part of the experience.

CHECK OUT ONE PLATFORM COMMERCE @ NBCUNIVERSAL IN ACTION

Across our premium content explore how One Platform Commerce @ NBCUniversal can drive full funnel metrics for your brand. See a few examples in the links below:
• For your friend who must geek, drink, and be merry
• For the person whose bookshelf is looking lean
• For the gamer who already has everything
Sample Social Promotion

SYFY.COM
For your friend who must geek, drink, and be merry

SHOP NOW
• E! Daily Pop ShoppableTV integration
• 17 Holiday Gifts to Make Your Home a Sanctuary

Sample Social Promotion

EONLINE.COM
17 Holiday Gifts to Make Your Home a Sanctuary - E! Online
SHOP NOW
• Gizelle Bryant’s Holiday Gift Guide
Un Nueva Dia: Los 17 productos para hacer que estas fiestas en casa sean absolutamente memorables

En Casa Con Telemundo: Los 17 productos para lucir de lo mejor esta temporada de fiestas

Sample Social Promotion.

These gifts will give you a home hygge.

Perfect presents for pooch parents.

Statement gifts for women who live loud.

Sample Social Promotion.

Great Gifts For Sports Fans.

Sample Social Promotion.