ShoppableTV

Combines the engagement of TV with the immediacy of mobile commerce

WHAT IT IS

ShoppableTV is a new, seamless shopping experience that gives viewers the opportunity to purchase products within the environment of their favorite TV show. This new capability redefines the purchase funnel for NBCUniversal partners, and allows viewers to shop in new, innovative ways.

“With ShoppableTV, NBCUniversal is transcending the legacy business practices of television and driving business outcomes by creating an on-air real-time commerce experience. By pairing brands with our premium content, owning every stage of the purchase funnel and removing the barriers consumers traditionally encounter between seeing a product and making a purchase, we’re giving marketers a direct sales channel to millions of viewers across the country.”

-Josh Feldman, Executive Vice President, Head of Marketing and Advertising Creative, NBCUniversal

ShoppableTV is available across the entire NBCU portfolio for both in-show integrations and through
KEY SUCCESSES & LEARNINGS

Since launch, we’ve rolled out ShoppableTV across four different properties: The French Open + Lacoste; Walmart + TODAY; Zwift + Tour de France; and Roli + Songland. Across the board, ShoppableTV has let us, and the brands we work with, impact every layer of the funnel from awareness to consideration to purchasing. We’ve seen preliminary results from our initial launch:

HOW IT WORKS

Activating ShoppableTV during NBCUniversal programming is as easy as 1-2-3:

1. Open your camera
Viewers will be alerted to hold their phone cameras up to the code on screen during an “On-Air Shoppable Moment.”

2. Scan the code
A NBCU host or a message appearing in the lower third of the screen will prompt fans to scan the code to shop. Consumers will be taken directly to a marketer's site for purchase.

Check out the videos below for examples of ShoppableTV in action: