Global Content and Commercial Innovation

A BETTER VIEWING EXPERIENCE FOR BETTER AD PERFORMANCE

Global Content and Commercial Innovation is a suite of concepts that reimagine the traditional commercial viewing experience, seamlessly blending advertising and content to smartly engage the consumer and drive impact for marketers. To date, NBCUniversal has introduced over 30 new ad formats that create personalized experiences through innovative formats, content and products. We prioritized serving consumers first, giving them the best experiences while making authentic connections between brands and our audiences.
CHECK OUT OUR NEW SUITE OF GLOBAL CONTENT & COMMERCIAL INNOVATIONS FOR 2021/22 BELOW:

GLOBAL CONTENT & COMMERCIAL INNOVATIONS HAVE PROVEN HIGHER BRAND KPIS FOR PARTNERS
- Greater Viewer
- Appreciation
88%

- Better Brand
We work with you to combine technology and creativity, making your brand message break through with audiences. With each concept, we empower partners to tap the full capabilities of One Platform, creating opportunities to drive **full-funnel impact** for your brand at scale.

Hover to see full-funnel impact

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<th>Awareness</th>
<th>GRAB ATTENTION</th>
<th>BOOSTED UNAIDED RECALL</th>
<th>REINFORCE BRAND RELEVANCY</th>
<th>LIFT LIKELIHOOD TO SHARE</th>
<th>SEEK MORE INFORMATION</th>
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Here are some of the ways One Platform is **opening the door** for your brand to better ad performance:

- **Collapsing the Funnel** – We unite content and commerce in strategic ways to seamlessly enable consumers shop your products across our entire One Platform, with units 1.7x more effective than standard ad units.
• **Maximizing Brand Presence** – With our team of expert storytellers, backed by One Platform’s best-in-class creative and technology resources, we tell brand stories with **breakthrough content** that have driven +35% lift in brand memorability, +31% in ad likeability

• **Contextual Relevance** – We authentically weave brand creative into our innovations with **sensory experiences** that have shown **5x the search impact** for brands when compared to a single commercial

**See an example:** Must Hear Case Study

CLICK HERE to view the full suite of Global Content and Commercial Innovations from prior years.

**COMMERCIAL INNOVATION:**
**REINVENTING THE CONSUMER AND BRAND EXPERIENCE**
GLOBAL CONTENT AND COMMERCIAL INNOVATION IN ACTION