

Peacock Solo Ad



Peacock's Solo Ad experience is an *exclusive sponsorship* that limits advertising to exactly what it sounds like: a single ad within an episode of a show. When the viewer selects to play a Solo Ad-sponsored episode, a custom branded intro lets them know there will be only one ad, thanks to the advertiser's sponsorship. Then, the episode plays, and the sponsor's Solo Ad is served in a mid-roll break.

Available On

- **Content** – Select Peacock full-episode content: Peacock Originals and family-friendly fan favorites
- **Devices** – All Peacock-supported devices

Best Used For

- High-impact brand awareness at scale
 - Closely aligning a brand with specific show content
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