

NBCUniversal Global

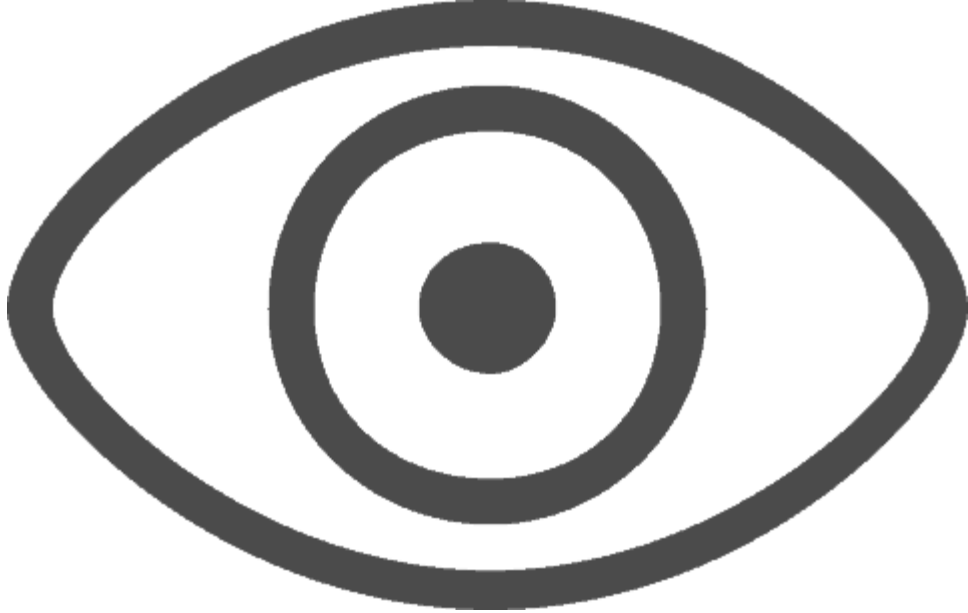
Your partner in activating global marketing strategy at a local level

We're taking NBCUniversal's One Platform global, allowing our clients and partners to **unlock scaled global advertising opportunities in a brand-safe, premium environment.**

Our Global Partnerships team gives our clients access to **the full breadth of our capabilities**—premium content, best-in-class creative solutions, data-enabled advanced advertising capabilities, and industry-leading measurement—**with one point of contact, one point of insight, and one global strategy activated locally.**

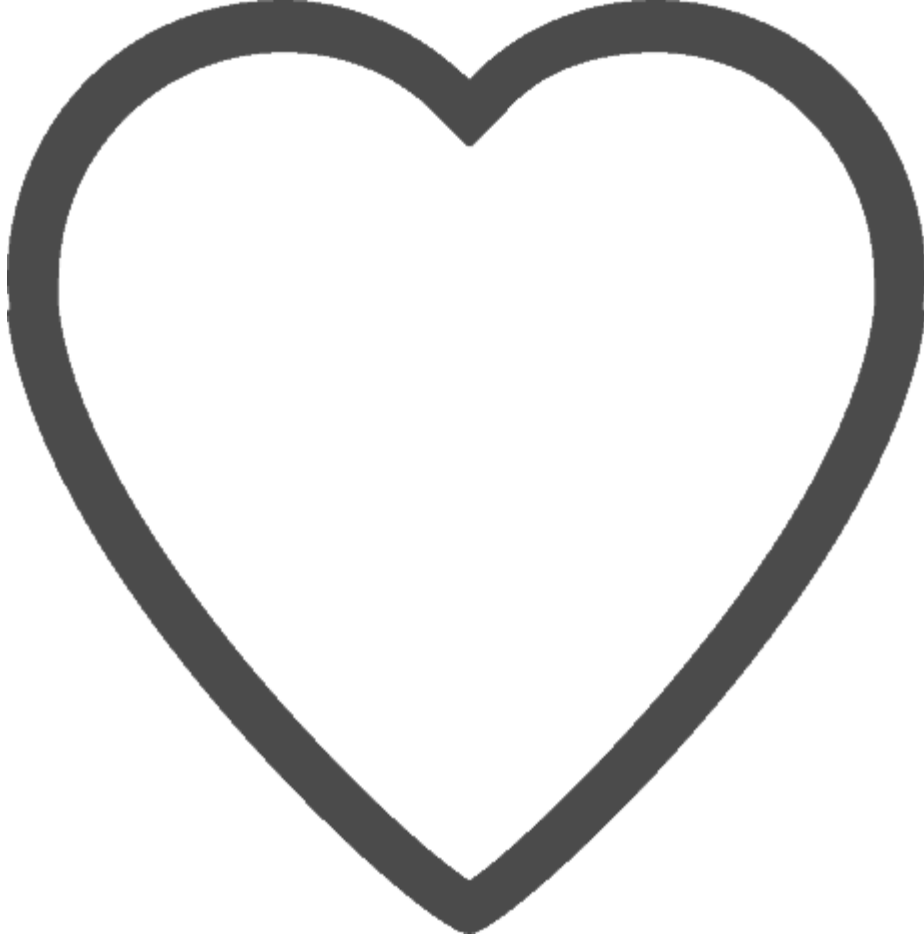
OUR GLOBAL OFFERING

The core global offering available through One Platform includes:



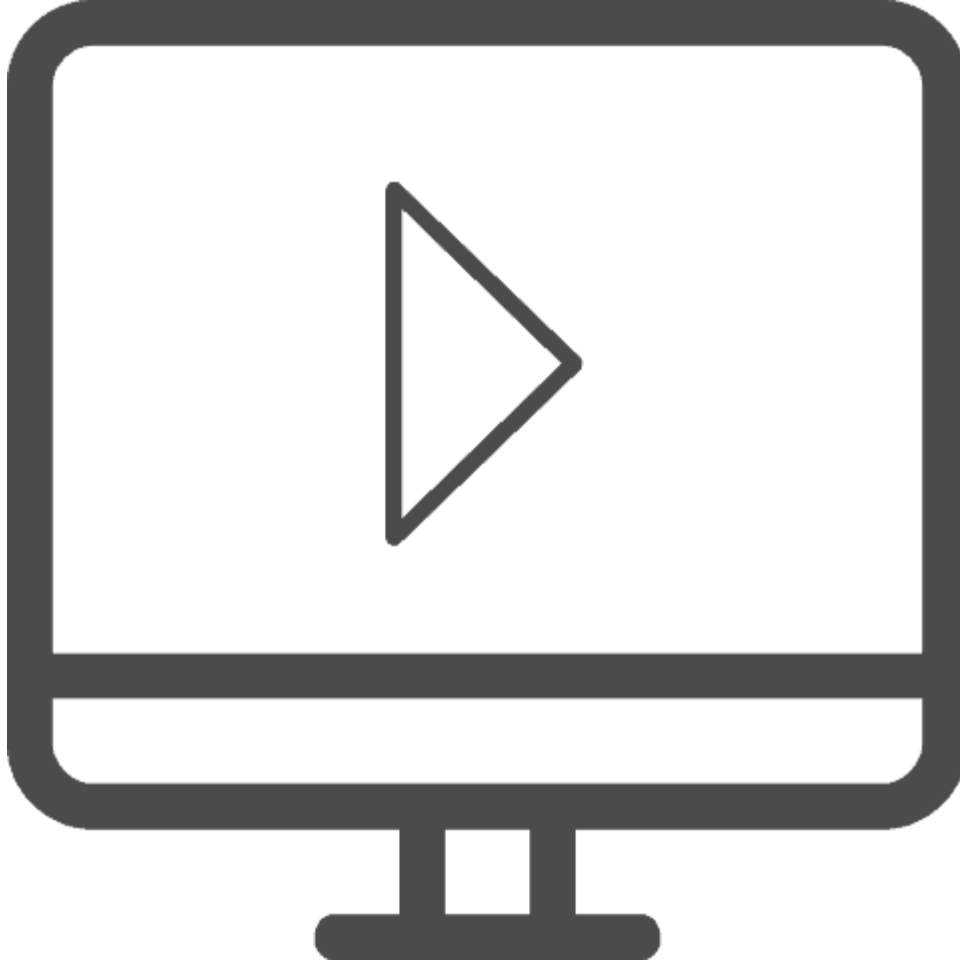
World-class content

It all starts with the unmatched power of our premium content assets on every screen, with live and on demand programming from NBCUniversal and our partners at Sky and RTL Ad Connect that reaches over 700 million people every month across more than 150 countries.



Passion point environments

From award-winning entertainment to unforgettable sports to trusted news, our premium, brand-safe environments ensure meaningful engagement with your brand by tapping into the universal passions that unite consumers everywhere.



Custom creative solutions

Our creative teams work with the best in the business—in front of the camera, behind the camera, and around the world—and will help you produce locally relevant original creative, adapt and localize existing creative, and connect your brand with the right local talent.



Data-driven audience targeting

Our industry-leading AdSmart platform enables you to target the right consumers for your business objectives—across screens and across international markets—to build meaningful connections and drive measurable impact for your brand.

Industry-leading measurement

With our joint measurement solutions, we provide full-funnel outcome-based measurement, as well as complete transparency into the delivery.

Interested in learning more?

Get in Touch

