Navigating the Digital Landscape

NBCU One Platform Digital

NBCU’s One Platform Digital portfolio combines premium content, flexible targeting, and valued partnerships to reach your customers at scale.

Whether you’re looking to reach streamers at scale, create immersive experiences within our can’t-miss premieres and finales, or connect with the most avid Apple News users, we are your one-stop shop for reaching the consumers who matter most.
Peacock

Digital Sponsorships

Apple News

- Peacock
- Digital Sponsorships
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Digital Sponsorships

What It Is:

Leverage NBCU’s big events, cultural moments, and highly anticipated premieres and finales to capture consumer attention and drive them down the funnel. With new digital-first experiences, we’re creating opportunities to help you reach and connect with the next generation of customers through culturally
Key Benefits for Advertisers:

- Full suite of digital and social advertising solutions that drive full-funnel impact
- Embeds your brand where the buzz is happening to ensure your sponsorship messaging is relevant from start to finish during your sponsorship—and beyond!
How It Works:

- **+88%** Lift in Aided Ad Recall
- **+11%** Lift in Consideration
- **+32%** More Likely To Search
- **+10%** Lift in Recommendation Intent
- **+12%** Lift in Purchase Intent

**Sev** = Total incremental volume of searches in 5 minutes following ads airing on NBCU vs. same brand competitive averages.

**SER Index** = Search engagement volume in 5 minutes following ads airing on NBCU vs. same brand competitive averages expressed as an index (132).

**Ad Multiplier** = Number of ad units brands need to run competitively to generate the same search volume as ads airing on NBCU.
1. **Pick** a moment that aligns with your brand
2. **Choose** your content spotlight
3. **Define** your audience
4. **Customize** your marketing and media plan
5. **Activate!**

**Moments Include:**

- **Award Shows**
  - Grammys
  - Emmys
  - Oscars
  - Billboards

- **Events & Specials**
  - NY Fashion Week
  - Met Gala
  - Global Citizen Festival
  - Macy’s Thanksgiving Parade

- **Cultural Moments**
  - Pride Month
  - Nurses Week
  - Friendsgiving
  - Small Business Saturday

- **Highly Anticipated Shows**
  - Saturday Night Live
  - The Voice
  - Top Chef
  - This Is Us
With NBCU’s content on Twitter, we can help you add valuable reach to your campaigns by positioning your ad in front of hand-picked, brand-safe clips.

As one of Snapchat’s largest content partners, we can drive brand awareness and increase your reach against younger audiences as they consume our popular Snap content.

Thanks to shows like Saturday Night Live and The Voice, NBCU on YouTube is the #1 entertainment network on YouTube’s platform, making it a premium and high-performing video ad solution for your brand.

As the largest publisher-led ad platform, Concert reaches more than half of the desktop and mobile users in the U.S.
, which means it can **add massive scale to your NBCU campaigns.**
NBCUniversal SOCIAL SYNC
With Social Sync, we work with you to execute social campaigns that amplify your brand messaging across NBCU’s one billion+ social followers.
and beyond.