

Peacock Binge Ad



Peacock's Binge Ads are exclusive sponsorships that reward viewers with an ad-free episode. When the user has watched two consecutive episodes in a row of the same show, a custom branded intro lets them know there will be no ads during the next episode, thanks to the advertiser's sponsorship.

Available on:

- **Content**—Select Peacock full-episode content?
- **Devices**—All Peacock-supported devices?

Best Used For

- Brand identity and awareness
- Leveraging content halo for brand affinity and recall

In Beta Testing (2022): The Harmonizer

This exciting new capability would leverage Peacock's first-party viewer data to make advertiser

For more information about our Peacock ad products

Contact our
Peacock Sales
Team

