

# Peacock Curator Ad



Peacock's Curator Ads organically integrate brands into collections of the best titles across our library, all carefully curated by our editorial team based on specific moods, genres, events, or other themes. When a viewer browses Peacock, they see various rails of content, with curated collections featured among these.

Peacock Curator Ads appear as prominent sponsor branding with the title of the rail and in the header on the collection page. Additionally, the Curator Ad's sponsor would be featured as the first ad to run in a user's first four titles viewed in the collection (subject to frequency cap rules).

## Available On

- **Content** – Movies and TV Shows
- **Devices** – All Peacock-supported devices

## Best Used For

- Brand identity reinforcement

**For more information about our Peacock ad products, contact our Peacock sales team.**

Contact Our  
Team

