Peacock

- Content
- Growth and Engagement
- Advertising

Peacock is Soaring with 58M Monthly Active Users

Peacock is a premium ad-supported streaming service with subscription tiers offering thousands of hours of popular movies and shows, as well as compelling live and on-demand content across news, sports, late night, and reality.

With Thousands of Hours of Content, Peacock has Something for Everyone

Growth and Engagement

Growing in audience members and engagement, Peacock is becoming one of the largest AVODs in the market. When you watch on Peacock, you stay on Peacock and keep coming back for more.
Advertising on Peacock

Peacock signals a new era in the consumer advertising experience and the next phase of NBCUniversal’s strategy to build out a single advertising platform to reach all audiences and offer marketers massive scale. Peacock and its innovative advertising experience is better connecting consumers with both content and brands, driving impact.

Peacock Premier

Peacock Premier is the only way to harness the full power of Peacock—with exclusive content and ad innovations—to drive maximum impact for your business. Peacock Premier has the perfect formula for advertiser success: culture-defining content + cutting-edge ad innovation + one of the lowest ad loads in streaming = engagement, enjoyment, and impact—all at a scale you can’t achieve anywhere else.

Key Benefits
Maximizing Impact

We can take your brand even further:

- In-show integrations
- Cross-platform, custom creative
- IP-infused, contextual ad innovations
Peacock AX

With hundreds of digital endpoints, Peacock AX brings together one of the largest premium digital video advertising inventory pools in the marketplace. Peacock AX provides the full scale of NBCU’s streaming audiences, plus extended reach through premium acquired streaming content, all in one place.
For more information about our Peacock ad products
Contact Our Peacock Sales Team