

Peacock

- Content
- Growth and Engagement
- Advertising

Peacock is Soaring with 66M 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 Engagment

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 keeping coming back for more.

points, based on U.S. Only.; Sign-ups via Antenna. Engagement: MAAs by Account Entitlement, AVOD: Free + Premium; Time Spent: Internal Peacock Data, Based on Usage: Tenured Account: 31+ Days vs. <30 Days. All Entitlements, March 2022. TVision CTV analytics app ranker 4Q '21

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

Premium Content

Peacock Premier advertisers get **access to all our premium content including content you can only find on Peacock**.

Blockbuster
Movies



Live
Sports



Buzzworthy
Originals



Live
Events



Maximizing Impact

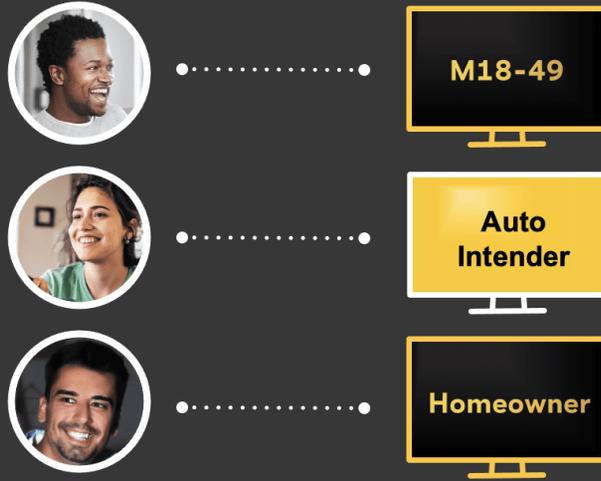
We can take your brand even further:

- In-show integrations
- Cross-platform, custom creative
- IP-infused, contextual ad innovations
- And even in-person, experiential activations

Finding Your Audience

Advertisers can target specific audiences or take over the entire platform

From One-to-One Targeting...



...To One-to-Many Takeovers



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**.

Peacock



NBCU OneApp



vMVPDs



Set-Top Box
VOD



NBCU on
YouTube



NBCU on
hulu



NBCU
Connect



For more information about our Peacock ad products

Contact Our Peacock Sales Team