

# Global Content Innovation

Global Content Innovation is harnessing the collective cultural currency to rally around messages that matter, fueling global movements that can authentically connect with consumers through the NBCUniversal + Sky portfolio.

Designed to spark conversations, celebrate progress, and create meaningful moments, all while driving deeper brand relevancy and delivering impact for brands. In fact, NBCU Custom Content campaigns garner:



+35%

- Brand

-- .....>



+31%

- **Brand**

.....



+31%

- Positive

5.10.11

**Interested in learning more?**

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