

# NBCUniversal + Sky

## Global Partnerships

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Your partner in activating global marketing strategy at a local level

### ABOUT

NBCUniversal and **Sky** are teaming up to take NBCUniversal's One Platform global, with the launch of a new joint **Global Partnerships** group to **unlock scaled global advertising opportunities through a single, brand-safe partner**. This new advertising solution gives global marketers access to **the full breadth of our combined capabilities**—premium content, best-in-class creative solutions, data-enabled advanced advertising capabilities, and industry-leading measurement—**with one point of contact, one point of insight, and one global strategy activated locally**.

700M

- People Reached
- Per Month

150+

- Countries

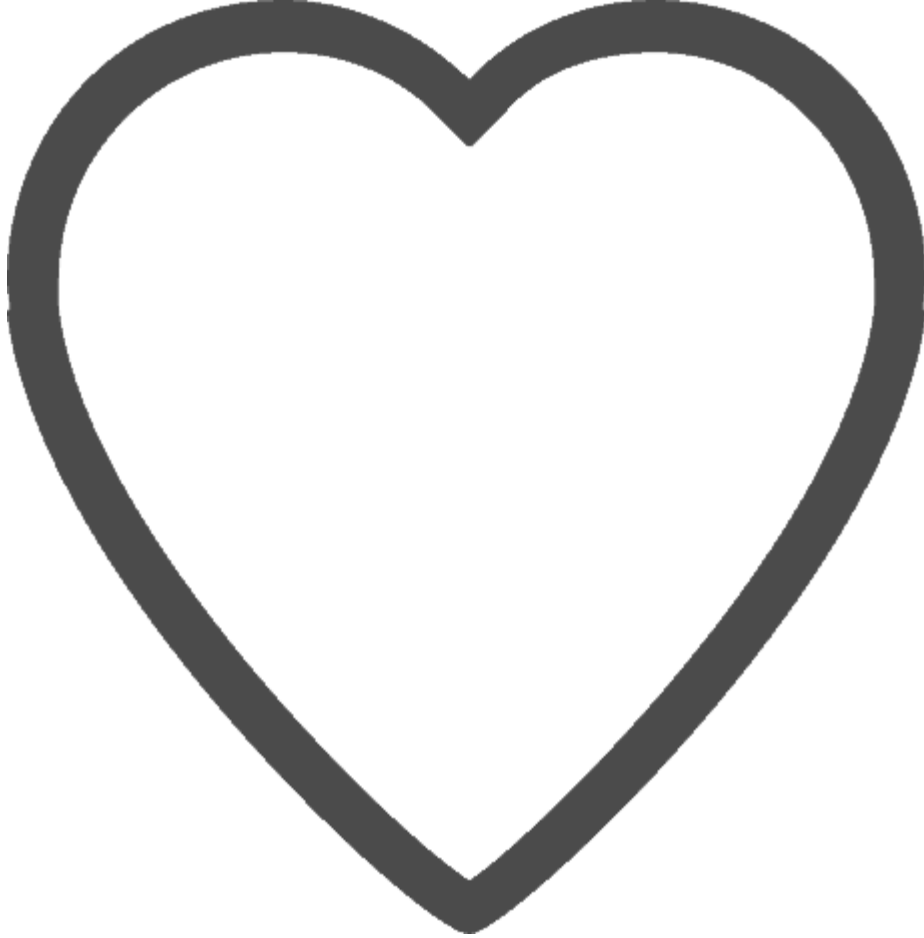
\$24B

- Invested In
- Content Annually

## **OUR GLOBAL OFFERING**

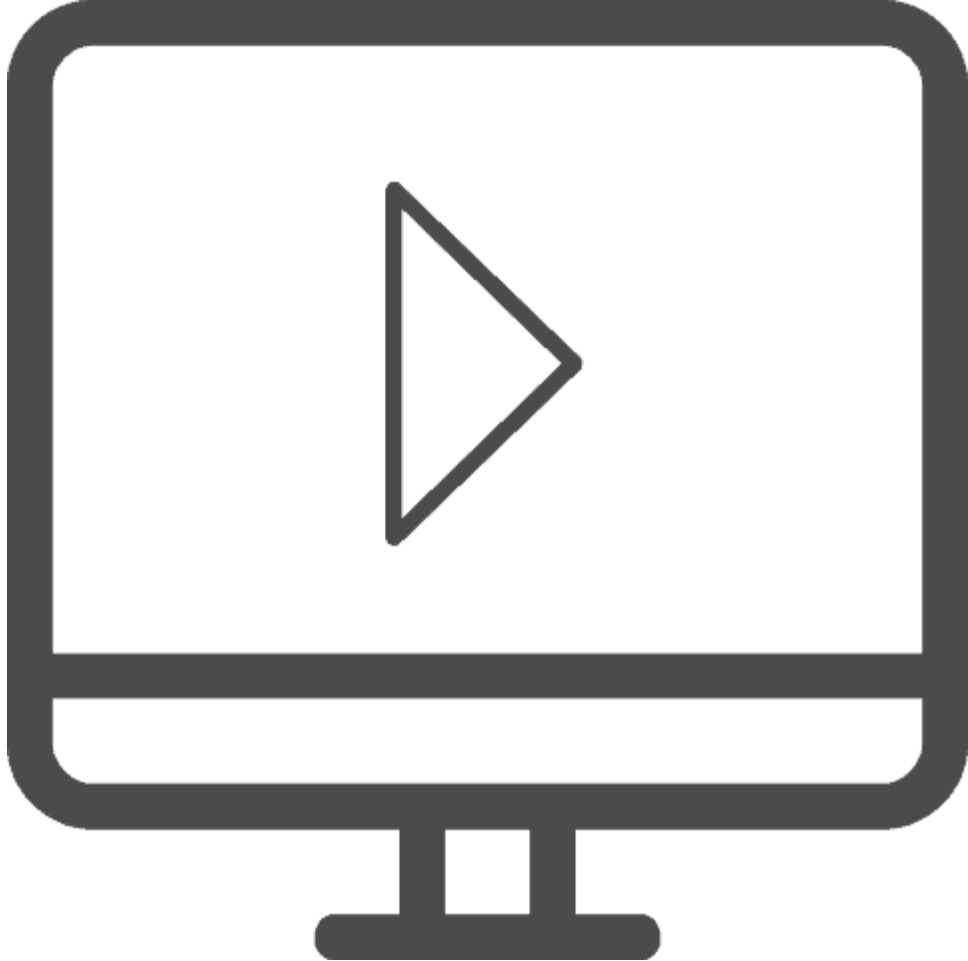
The core NBCUniversal + Sky global offering available through One Platform includes:





**Passion point environments**

From award-winning entertainment to unforgettable sports to trusted news, **our premium, brand-safe environments ensure premium engagement** with your brand by **tapping into the global passions that unite consumers.**



### **Custom creative solutions**

Our creative teams work with the best in the business—in front of the camera, behind the camera, and around the world—and we'll help you produce locally relevant original creative, adapt and localize existing creative, and integrate your brand with the right local



**Data-driven audience targeting**

Our industry-leading AdSmart platform enables you to **target the right consumers for your business objectives**—across screens and across international markets—**to build meaningful connections and drive measurable impact for your brand.**

### **Industry-leading measurement**

With our joint measurement solutions, we provide **full-funnel outcome-based measurement, as well as complete transparency into the delivery of your buys** across screens and across markets through CFlight.







## Contact Our Team

