What is NBCUnified?

NBCUnified is NBCUniversal’s enterprise data and identity platform that does exactly what the name implies: it unifies the vast first-party consumer data sets from across NBCU to enable best-in-class targeted and personalized consumer experiences. It’s how we know who our consumers are, what they want, and how to best serve them.

Every month, more than 237 million U.S. adults choose to share their time and attention with NBCUniversal through our expansive network of consumer touchpoints across movies, entertainment, news, sports, ecommerce, subscriptions, theme parks, and more—generating more than a billion entertainment data points. With NBCUnified, we’re bringing all this data together—and making it available to you—for the first time ever.
Core components

NBCUnified comprises three core components: NBCU ID, Audiences, and Partner Integrations.
NBCU ID – The NBCU ID is the foundation of NBCUnified and provides a persistent indicator of who a consumer is to us over time and across touchpoints. To date, we have 200 million unique person-level NBCU IDs mapped to 80 million households. And these numbers are growing daily.
Audiences – NBCUnified Audiences will house granular, person-level media consumption, preference, and purchase data from across the NBCUniverse—answering the question, what do we know about the consumer? It will offer a wide range of off-the-shelf segments—from simple age and gender demographics, to purchase and intent signals, to proprietary attributes on how consumers interact with NBCU media—all of which will be appended to our NBCU IDs.
Partner Integrations – NBCUnified Partner Integrations is how we’ll make our NBCU ID actionable. It will be interoperable with critical technology partners such as OpenAP and FreeWheel, measurement partners such as iSpot, as well as our own Audience Insights Hub, so you can leverage NBCU IDs to plan, activate, and measure campaigns across One Platform. And because our ID is cookie-less and not reliant on other third-party identifiers, our interoperability will remain stable and scaled well into the future.

What NBCUnified means for you
With NBCUnified, you’ll be able to reach and better understand your audiences—sourced from millions of individual consumers and households—effectively and efficiently. Specifically, you’ll be able to:

- Use our NBCUnified Consumer Match capabilities to match your first-party and third-party audiences to our 200 million NBCU IDs to find more of the consumers you want to reach across our footprint
- Tap into our NBCUnified Audiences database to build custom audiences using NBCU first-party data and extract actionable audience insights
- Transact on advanced demographic audiences using 200 million NBCU IDs and proprietary demo data
- Activate your audiences—demo or custom—on 200 million NBCU IDs for maximum match rates and forecast accuracy
- Leverage individual ad exposure data to run scaled alternative measurement against 200 million NBCU IDs to run scaled alternative measurement

NBCUnified offers our partners interoperable access to first-party data and identity at scale, unlocking unmatched precision targeting, person-level insights, and more transparent measurement and attribution.
Interested in learning more?