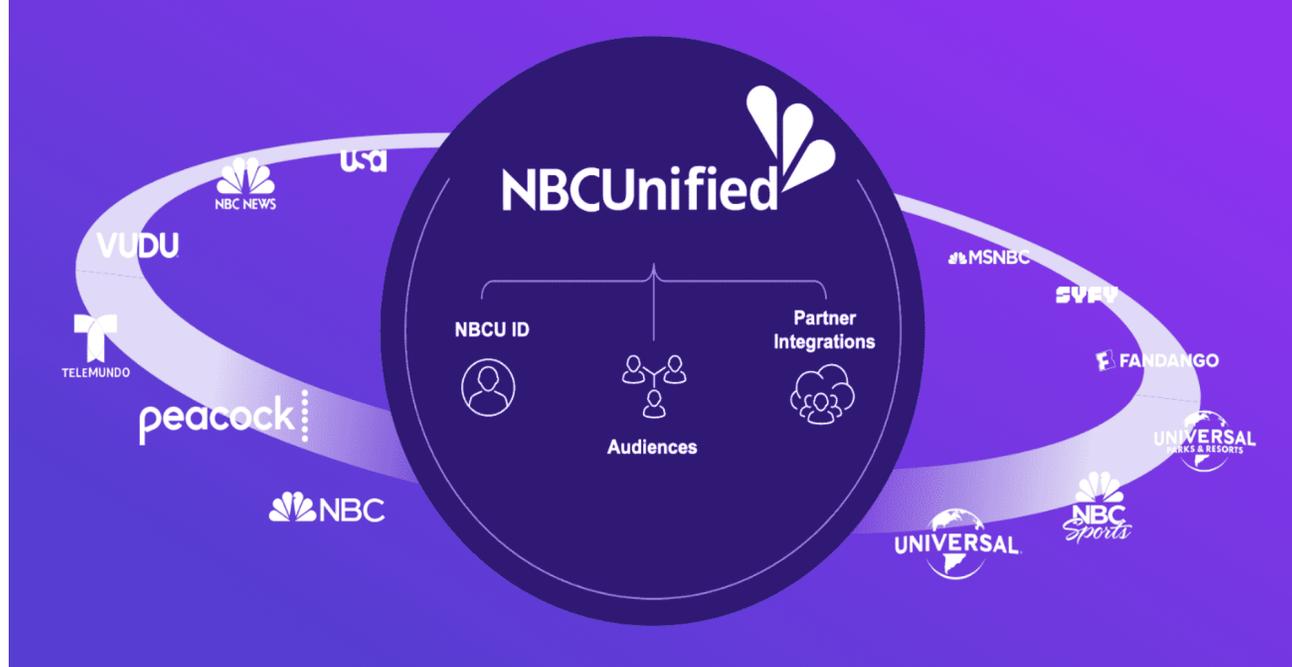# NBCUnified

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**.

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?

Contact our team