One Digital Video

- CONTENT
- DISTRIBUTION
- REACH AND TARGETING
- ACTIVATION AND MEASUREMENT

A One-Stop-Shop to Reach and Target Streamers at Scale

NBCUniversal has unified its portfolio of streaming content to create one of the largest premium digital video advertising offerings in the marketplace. Beloved shows from iconic brands deliver a highly-engaged audience for advertisers while allowing them to stay brand safe in the process.

Distribution

What makes One Digital Video unique is the unification of an otherwise fragmented distribution landscape. By retaining first or exclusive sales rights nearly everywhere our content is streamed, NBCU can activate advertisers everywhere our content is consumed. And across our more 300 digital endpoints, 77% of consumption happens on a TV screen.
All of this premium content streaming across all of these endpoints amounts to one of the largest streaming audiences in the marketplace – 161 million streamers a month. From geotargeting to device targeting to contextual targeting to advanced audience targeting using NBCU’s custom segments and even advertiser first-party segments, One Digital Video has all the tools marketers need to reach high-value audiences at scale.

**Activation and Measurement**

**Activation**

Advertisers can activate their One Digital Video campaigns however they prefer to buy—whether it’s through direct IOs, our exclusive private marketplace, or programmatic guaranteed.

**Measurement**

A full-funnel approach to measurement gives advertisers the ability to define success at the start of a campaign.
CAMPAIGN METRICS

- Impressions/Views
- Reach/Frequency
- Brand Awareness
- Advertising Recall

Consideration
- Brand Favorability
- Consideration/Affinity
- Purchase Intent
- Search/Social Engagement
- Site Visitations
- Foot Traffic

Attribution
- Incremental Sales
- Return on Ad Spend
- Cost Per Acquisition