Navigating the Digital Landscape

NBCU One Platform Digital

NBCU’s One Platform digital portfolio combines premium content, flexible targeting, and valued partnerships to reach your customers at scale.
premieres and finales, or connect with the most avid Apple News users, we are your one-stop shop for reaching the consumers who matter most.

- One Digital Video
- Digital Sponsorships
video advertising inventory pools in the marketplace. Our cross-genre streaming solution unlocks access to all long-form and short-form streaming inventory across screens, with flexible data-driven managed and self-service activations on- and off-domain.

With One Digital Video, you can access the full scale of NBCU’s streaming audiences, plus extended reach through premium acquired streaming content, all in one place.

Key Benefits:
- Reach & scale
  - 78% of One Digital Video streaming takes place on a TV screen
  - Average reach of 161 million viewers per month
- Direct access to NBCU content, with first or exclusive sales rights
- Delivery on every screen, majority CTV

One Digital Video is

**Premium Shows**
- THIS IS US
- Keeping Up with the Kardashians
- Tactical Force
- SATURDAY NIGHT LIVE
- TOMMY'S WORST DAY
- THIS IS THE SH*T
- TOP CHEF
- BROOKLYN NINE-NINE
- NEW AMSTERDAM
- THE NIGHT MAN

**Iconic Brands**
- NBC
- E
- 20TH CTV
- NBCU
- UNIVERSO
- ACCESS!
- NBC GOLF
- SYFY
- OXYGEN
- UNIVERSE
- FANDANGO

AND MANY MORE!
Delivery across NBCU owned-and-operated inventory (streamed through NBCU’s apps and sites, MVPD set-top boxes, and vMVPD platforms), NBCU on Hulu, NBCU on YouTube, and premium VOD acquired from major TV & digital publishers

**Simplicity & efficiency**

- Robust targeting, from device to geo to advanced audiences
- Direct, PMP, and programmatic guaranteed buys
- First-look PMP positioning in the ad server waterfall
- Custom network lists and curated contextual packages

**Transparency**

- Brand-safe environment with full transparency into campaign delivery
- Billed on 100% complete, 100% viewable ads only
- Full-funnel solutions to measure impact

**How It Works:**

With contextual solutions, device/platform targeting, geotargeting, and precision audience targeting, as well as direct and programmatic buying options, One Digital Video offers you the flexibility to buy however you want to buy to reach the right customers through the right activation models for your business. Please see below for an example of our advanced audience targeting capabilities:
Digital Sponsorships

What It Is:

Leverage NBCU’s big events, cultural moments, and highly anticipated premieres and finales to capture consumer attention and drive them down the funnel. With new digital-first experiences, we’re creating opportunities to help you reach and connect with the next generation of customers through culturally relevant content.
Key Benefits:

- Full suite of digital and social advertising solutions that drive full-funnel impact
- Embeds your brand where the buzz is happening to ensure your sponsorship messaging is relevant from start to finish during your sponsorship—and beyond!
LIVE FROM

+88%
Lift In Aided Ad Recall

+11%
Lift In Consideration

+32%
More Likely To Search

+10%
Lift In Recommendation Intent

+12%
Lift In Purchase Intent

Source:
E! LRC Brand Impact: EPoll, Recruit to Participate. E! Live From the Red Carpet (2019 PCAs, 2020 Golden Globes, Grammys and Oscars) and/or Eonline and/or E! social. Control vs. Exposed study. Key Demos (F18-49, P25-54, P18-49, F25-54) EDO: average of 37 measured campaigns in NBCU award shows/LRC events, 9/25/17-5/28/20; SEV = total incremental volume of searches in five minutes following ads airing on NBCU vs. same brand competitive averages. SER Index = search engagement volume in five minutes following ads airing on NBCU vs. same brand competitive averages expressed as an index (132). Ad Multiplier = number of ad units brands need to run competitively to generate the same search volume as ads airing on NBCU.
How It Works:

1. **Pick** a moment that aligns with your brand
2. **Choose** your content spotlight
3. **Define** your audience
4. **Customize** your marketing and media plan
5. **Activate!**

Moments Include:

**Award Shows**
- Grammys
- Emmys
- Oscars
- Billboards

**Events & Specials**
- NY Fashion Week
- Met Gala
- Global Citizen Festival
- Macy’s Thanksgiving Parade

**Cultural Moments**
- Pride Month
- Nurses Week
- Friendsgiving
- Small Business Saturday

**Highly Anticipated Shows**
- Saturday Night Live
- The Voice
- Top Chef
- This Is Us

Apple News

What It Is:
Apple News is a personalized mobile content experience where you can reach your target.
audiences in a brand-safe environment with news curated from more than 300 publications. Fifteen million users consult Apple News at least three times a day to tap into viewpoints from hundreds of publishers all in one place.

As the exclusive U.S. reseller of advertising experiences across the entire Apple News and Stocks apps, NBCU is the only partner outside of Apple themselves who can help you unlock the full power of Apple data and advertising solutions for your brand across both apps.

**Key Benefits for Advertisers:**

- Huge reach among premium brand-safe content
- An unparalleled advertising experience, driving 1.3X awareness, 15X ad recall, and 4X consideration intent vs. digital norms
- Lift in lower-funnel performance results

**How It Works:**

- Choose from a suite of beautifully designed ad units
- Target your audience using Apple’s first-party data
- Surround specific content, events, or themes
- Create custom content to tell your brand story in a truly native experience
Continuing to reach audiences on every platform

With NBCU’s content on Twitter, we can help you can add valuable reach to your campaigns by positioning your ad in front of hand-picked, brand-safe clips.
As one of Snapchat’s largest content partners, we can drive brand awareness and increase your reach against younger audiences as they consume our popular Snap content.

Thanks to shows like Saturday Night Live and The Voice, NBCU on YouTube is the #1 entertainment network on YouTube’s platform, making it a premium and high-performing video ad solution for your brand.

As the largest publisher-led ad platform, Concert reaches more than half of the desktop and mobile users in the U.S., which means it can add massive scale to your NBCU campaigns.
NBCUniversal
SOCIAL SYNC
With Social Sync, we work with you to execute social campaigns that amplify your brand messaging across NBCU's one billion+ social followers
and beyond.