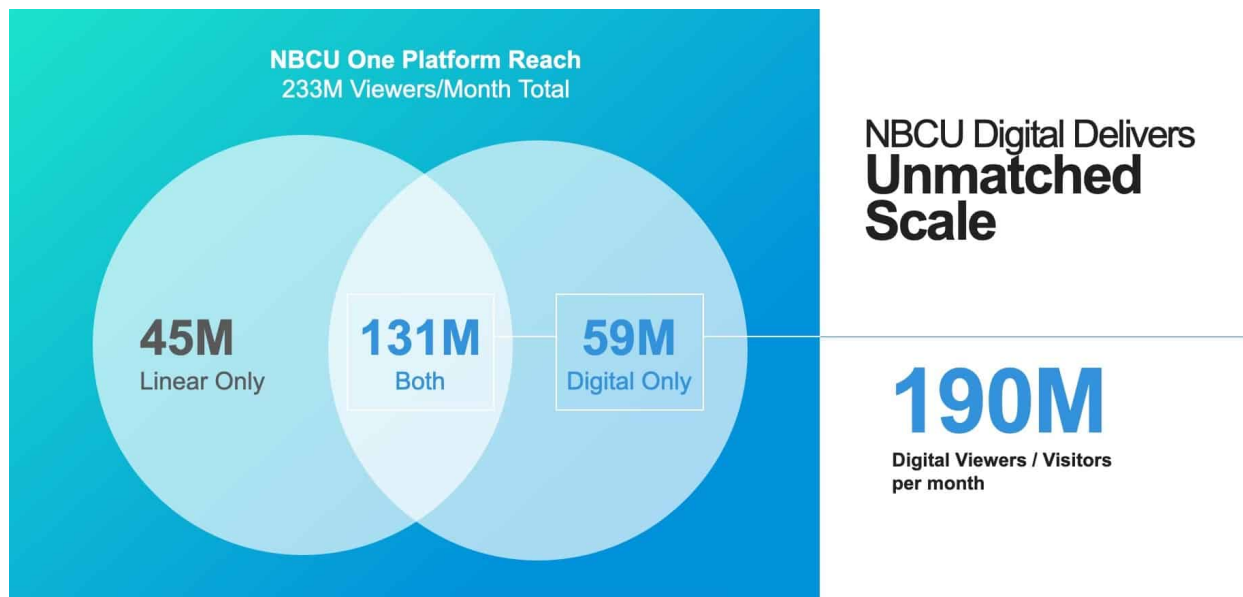


Navigating the Digital Landscape

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 Sponsorship

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**.

One Digital Video is

Premium Shows

THIS IS US		 morning joe
APPEARING AS WITH THE KARDASHIANS		 SHARK TANK
SATURDAY NIGHT LIVE		CHICAGO MED WORLD OF DANCE
BRavo TOP CHEF		!Real Housewives HILION DOLLAR LISTING
NEW AMSTERDAM		CASO CERRADO 

AND MANY MORE!

Iconic Brands

			
			ACCESS/*
			USA
			

- 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:

<p>Demographics</p> <p>In addition to a full spectrum of age/gender-based segments</p> <p>Household Income</p> <ul style="list-style-type: none"> ✓ HHI <\$30K ✓ HHI <\$75K ✓ HHI <\$150K ✓ HHI \$30K+ ✓ HHI \$50K+ ✓ HHI \$100K+ ✓ HHI \$250K+ <p>Ethnicity</p> <ul style="list-style-type: none"> ✓ Hispanic ✓ Black / African American ✓ Asian American 	<p>Auto</p> <ul style="list-style-type: none"> ✓ Auto Intenders ✓ Luxury Auto Intenders ✓ In-Market for Alt Fuel Vehicle ✓ In-Market for SUV ✓ In-Market for Truck 	<p>B2B</p> <ul style="list-style-type: none"> ✓ Business/IT Decision-Makers ✓ Small Business Owners ✓ C-Suite Execs ✓ Company Size 100+ Employees 	<p>Consumer Demos</p> <ul style="list-style-type: none"> ✓ Homeowners ✓ Parents ✓ Moms ✓ Pet Owners ✓ Empty Nesters 	<p>Entertainment</p> <ul style="list-style-type: none"> ✓ CNBC Fans ✓ Telemundo Fans ✓ Late Night Comedy Fans ✓ Frequent Moviegoers ✓ Movie Fans by Genre
	<p>Finance</p> <ul style="list-style-type: none"> ✓ High Net Worth Investors ✓ Institutional Investors ✓ Financial Advisors ✓ Seeking Financial Advice ✓ Mobile Banking App Users 	<p>Interests</p> <ul style="list-style-type: none"> ✓ Sports Fans ✓ Interior Design Enthusiasts ✓ Home Improvement/DIY ✓ Foodies ✓ Museum Visitors 	<p>Lifestyle</p> <ul style="list-style-type: none"> ✓ Outdoor Enthusiasts ✓ Health & Fitness Interest ✓ Nightlife & Entertainment ✓ Cooking Enthusiast ✓ Gym Members 	<p>Political</p> <ul style="list-style-type: none"> ✓ MSNBC Fans ✓ Democrats ✓ Republicans ✓ Independents ✓ Swing Voters
	<p>Retail / Shopping</p> <ul style="list-style-type: none"> ✓ Online Shoppers ✓ Coupon Users ✓ Luxury Shoppers ✓ Impulse Buyers 	<p>Travel</p> <ul style="list-style-type: none"> ✓ Vacationers ✓ Luxury Travelers ✓ International Travelers ✓ Domestic Travelers ✓ Business Travelers 	<p>Tech</p> <ul style="list-style-type: none"> ✓ Tech Enthusiasts ✓ In-Market for Laptop ✓ Online Gamers ✓ Console Gamers 	<p>Viewership</p> <ul style="list-style-type: none"> ✓ Cord Cutters ✓ Heavy Sports Viewers ✓ Family Friendly Viewers ✓ Spanish Language Content Viewers

...and many more segments for advertisers to target

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.

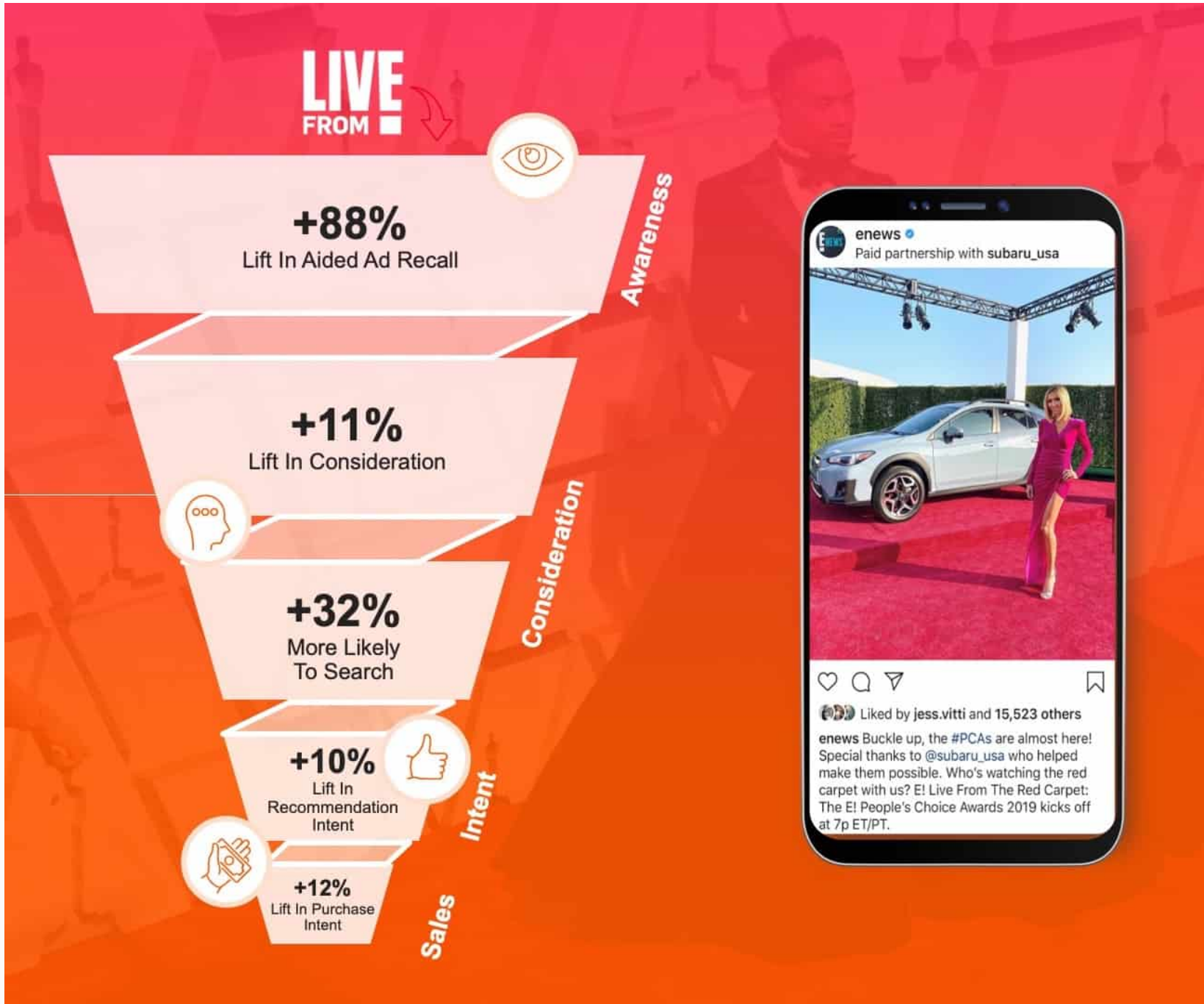
Live Events • Cultural Moments • Shows & I.P.

The image displays a variety of digital content across different platforms. At the top, a large TV screen shows a man in a colorful jacket sitting in a red chair with his arms raised. Below it, a laptop screen features a 'WEEKEND TICKET' advertisement presented by DQ. To the left, two smartphones show a woman speaking into a microphone and a 'BLACK HISTORY EVERYWHERE MUSIC' video. To the right, another smartphone displays a Twitter post about R&B artist Jazmine Sullivan. Further right, a smartphone shows an 'APPLE NEWS SPOTLIGHT' article about the NFL Championship Sunday, and another shows a 'NIE & JOE' article. Below the collage, five categories are listed in white boxes on a yellow background:

- Snapchat Shows:** Includes logos for NBC NEWS STAY TUNED, SATURDAY NIGHT LIVE, and FOX RUNDOWN.
- Twitter Livestreams:** Includes logos for WATCH WHAT HAPPENS LIVE, LATINX NOW!, LIVE FROM, and NIGHTLY POP.
- NBCU on YouTube:** Includes logos for SNL, THE TONIGHT SHOW WITH JIMMY FALLON, E NEWS, TELEMUNDO, LATE JULY WITH BETH BEYERS, and FANDANGO.
- O.T.T. Streaming:** Includes logos for VOICE, KARDASHIANS, TODAY, BEAUS TOP CHEF, RECORD BREAKERS, and American Idol. Below the logos is the text 'And Many More!'.
- News Features:** Includes logos for Spotlights and Top Stories.

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!



Source:

Source: <https://www.instagram.com/enews>

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	Events & Specials	Cultural Moments	Highly Anticipated Shows
			
Grammys Emmys Oscars Billboards	NY Fashion Week Met Gala Global Citizen Festival Macy's Thanksgiving Parade	Pride Month Nurses Week Friendsgiving Small Business Saturday	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.


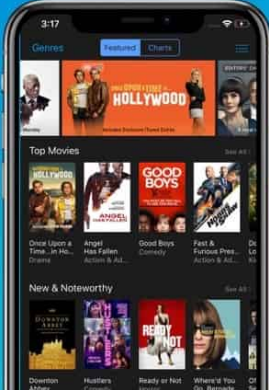
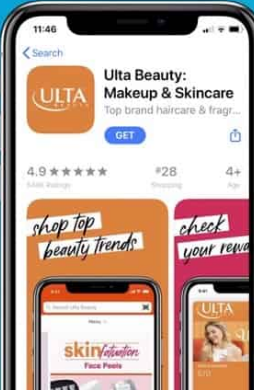
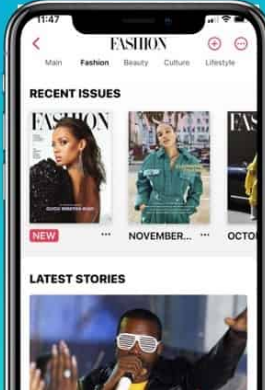

As the exclusive U.S. reseller of advertising experiences across the entire Apple News and Stocks apps, NBCU is the only partner outside of Apple themselves who can help you unlock the full power of Apple data and advertising solutions for your brand across both apps.

Key Benefits for Advertisers:

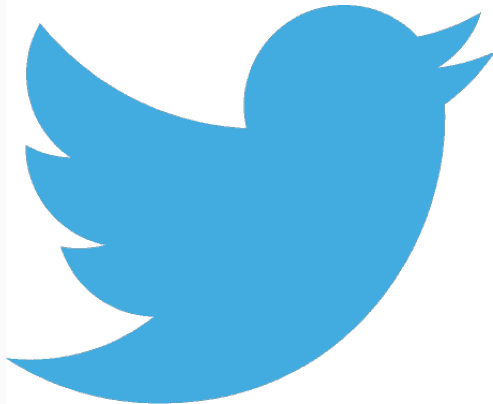
- Huge reach among premium brand-safe content
- An unparalleled advertising experience, driving 1.3X awareness, 15X ad recall, and 4X consideration intent vs. digital norms
- Lift in lower-funnel performance results

How It Works:

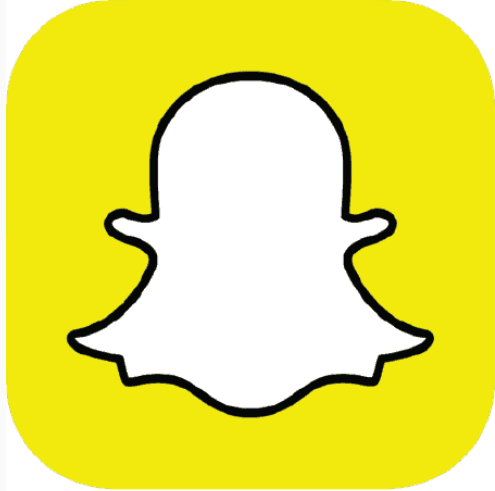
- Choose from a suite of beautifully designed ad units
- Target your audience using Apple's first-party data
- Surround specific content, events, or themes
- Create custom content to tell your brand story in a truly native experience

<p>Registration Data</p> <p>Age Gender Location</p> 	<p>iTunes Purchase Data</p> <p>Movies TV Shows Music</p> 	<p>App Store Downloads</p> <p>Custom App Download Segments, +/- App Targeting</p> 	<p>Apple News</p> <p>Contextual Targeting</p> 	 <p>Your Target Fashionista</p>
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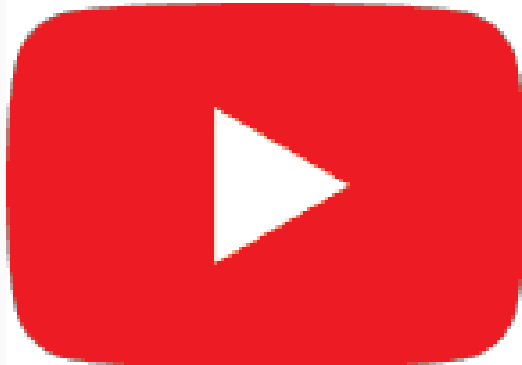
Continuing to reach audiences on every platform



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.



YouTube

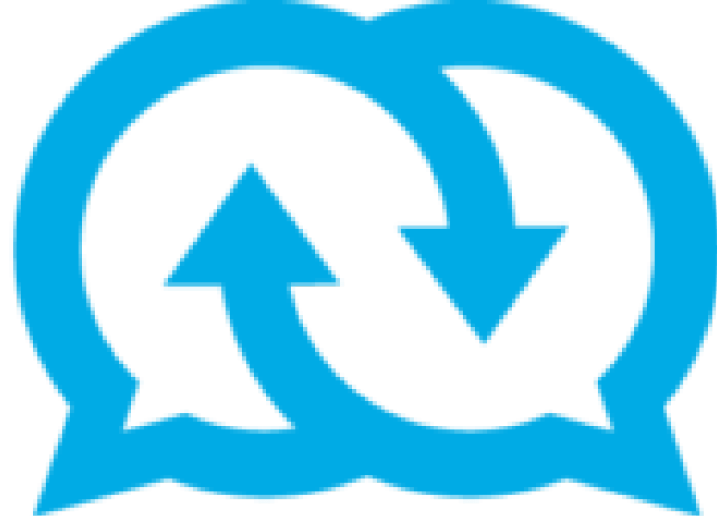
Thanks to shows like Saturday Night Live and The Voice, NBCU on YouTube is the #1 entertainment network on YouTube's platform, making it a premium and high-performing video ad solution for your brand.



CONCERT

A BETTER FUTURE FOR ADVERTISING

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.