

# NBCUniversal One Platform™

NBCUniversal's One Platform is founded on trust, transparency and collaboration to help all partners leverage first-party data, activate impactful campaigns across all screens, and finally measure what matters. Read below to learn how our NBCUniversal One Platform™ strategy is helping to transform the industry:?

- DATA & IDENTITY
- ACTIVATION & AUTOMATION
- AD EXPERIENCE
- MEASUREMENT

## Our stories shape culture...

Content is foundational to **NBCUniversal One Platform™** because our stories make emotional connections with audiences around the world and shape culture with moments, shared experiences, and a common language around our content. By offering a diversity of premium programming, we're able to engage a diversity of audiences on any and every screen.

meeting consumers wherever they are so you can home in on the audiences that matter most for your business objectives.

**Wherever those audiences are, One Platform reaches them.**

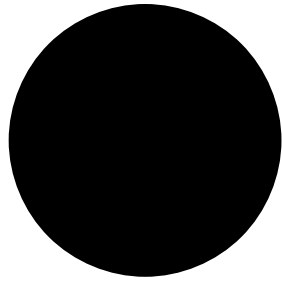
## **Investing in technology to make reaching your audiences easier than ever...**

One Platform is NBCU's **audience-first approach to modern media** and **our proprietary technology stack**, designed to remove the complexity of traditional media buying to help you **reach your preferred audiences at scale** across linear and digital.

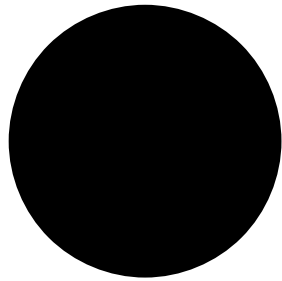
With **automation and interoperability** built into every step of the campaign process—from building your audiences to cross-platform media planning and activation to measurement, we're making it **easier and more efficient** than ever for you to **transact the way that works the best for your business**.

And this year, we're bringing you enhancements across four core pillars:

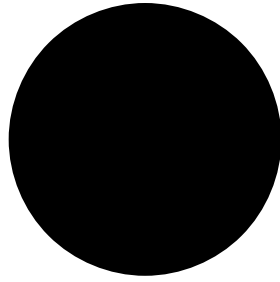




- **Activation & Automation**



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- Measurement

## Data & Identity

In the near future, identity fueled by first-party data will become the new currency, and we're building that future now. Last year, we announced the NBCU ID, and this year we're delivering on that and more, with **NBCUnified, our 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, and it's supercharging the first step of your One Platform campaigns: your

purchase data from across the NBCUniverse—answering the question, what do we know about the consumer?

- **Partner Integrations** – Interoperable integrations with critical technology partners, which will make our NBCU ID actionable so you can leverage NBCU IDs to plan, activate, and measure campaigns across One Platform
- For audience activation, you'll have multiple options:
  - Through **NBCUnified Audiences**, you'll be able to choose from a **wide range of NBCU-sourced attributes and segments, all appended to NBCU IDs**, available for activation through programmatic guaranteed buys as well as direct buys.
  - Through our **NBCUnified Consumer Match** offering, you'll be able to match your own first-party and third-party segments to our NBCU IDs.
  - You'll be able to **combine NBCUnified Audiences and NBCUnified Consumer Match** to build even bigger and smarter segments that meet your specific objectives.
- NBCUnified will roll out in phases. Our **first release launched in Q2 with 200 million unique person-level NBCU IDs mapped to 80 million households**—and growing!

## Activation & Automation

Once you've established your audience, the next step is to **activate, optimize, and deliver your campaign**. Traditionally, you'd have to build linear and digital campaigns separately. But One Platform

- **More scale in streaming** – With our new **Peacock Audience Extension (Peacock AX)** offering, we're bringing together the full power of our streaming footprint—including Peacock, our NBCU OneApp, and more—into **one massive high-fidelity, addressable pool**, giving you access to **unparalleled scale on a single plan at a single price**.
- **More scale across platforms** – We're **integrating iSpot's household-level data set into our AdSmart advanced audience optimizer**, which will enable you to **activate cross-platform campaigns using iSpot viewership**, a trusted data source already adopted by leading advertisers and agencies.
- **More scale across programmers** – We're **integrating NBCUnified with OpenAP's OpenID**, making it even easier to plan and execute your **advanced audiences across the entire premium media ecosystem**.
- **Full Peacock programmatic enablement** – After enabling programmatic guaranteed access to Peacock on-demand inventory in October 2021, we're now fully enabling Peacock programmatic buying in 2022. Specifically, we're:
  - Integrating Peacock with **additional DSPs**, including with Adobe, Amazon, Amobee, Beeswax, Samsung DSP, Viant, and Xandr
  - Launching Peacock **private marketplace deals**
  - Opening up programmatic access to Peacock **linear channels and premium live events**
- **Cross-platform RFP automation** – Mediaocean's Prisma and Salesforce's Media Cloud are coming together, thanks to NBCU's APIs, enabling you to **submit a single RFP across linear and digital**, which will be **automatically added into NBCU's One Platform proposal pipeline**, increasing response time, and enabling faster, more efficient fulfillment.

And coming soon, NBCU Checkout will be integrated into Comcast's global video platform – a major development for the future of content and commerce!

**Expand to see what's new for 2022:**

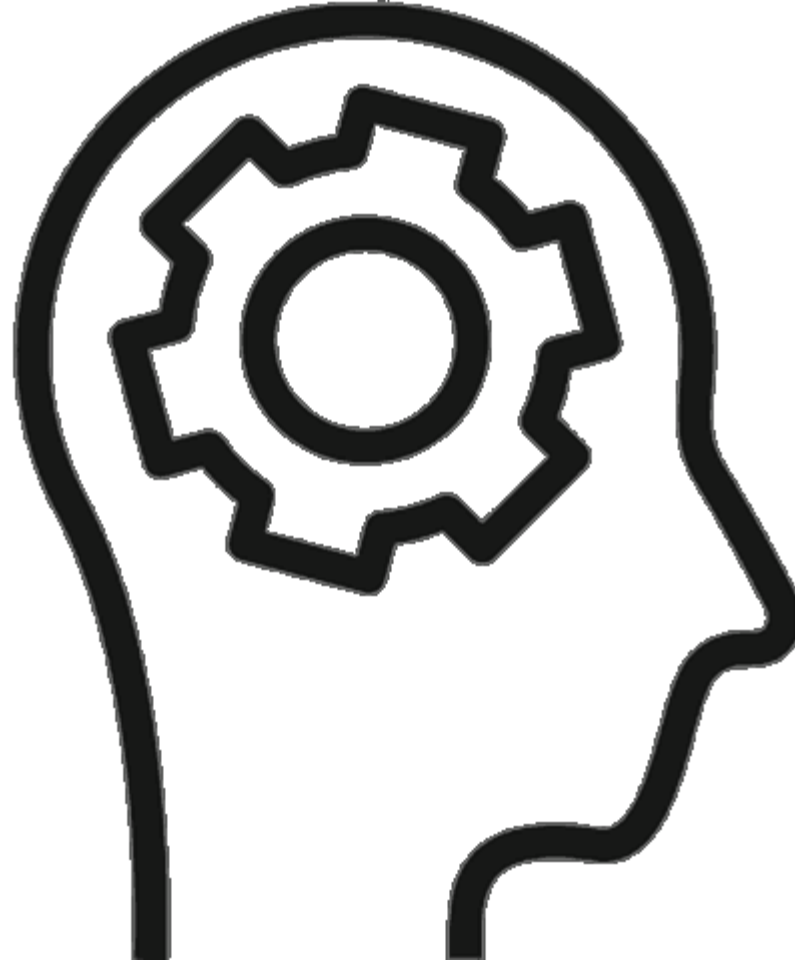
- Last year, we extended Contextual Intelligence to our streaming properties, with the introduction of **brand alignment using the IAB Tech Lab's standardized content taxonomy**. New this year, we're introducing a **new brand suitability offering** that leverages standards set by the Global Alliance for Responsible Media to **automatically steer your brand away from specific episodes** you want to avoid and **toward specific episodes that reinforce your values**.
- With our new **Harmonizer tool**, we make it easy for you to take everything Peacock tells us about our viewers and their preferences to help determine which creative will resonate most.
- **Sequential Storytelling** will enable targeting of a precise set of customers, and through exposure data, present them with a compelling story of specifically designed custom creative to retain their interest down the entire purchase funnel.
- We're making it even easier for people to shop by **integrating NBCU Checkout into Comcast's global video platform**.

, and introduced the **first-ever comprehensive measurement framework**. In 2022, we're officially rolling out our **NBCU Certified Measurement Partner Program**, the first of its kind from a major media company.

### **Expand to see what's new for 2022:**

- In January, we announced **iSpot as our first certified partner for audience measurement**. And in **this year's Upfront**, we'll offer **iSpot as an alternative currency** for your cross-platform advanced audience buys, enabling precise measurement of your ads across all screens.
- On March 22, we announced **certification of seven additional partners** for audience measurement and audience verification, as well as **the launch of our measurement certification website**, a first for a major media company, where you can learn more about our measurement framework, keep up to date with our certified partners, gain visibility into our rigorous evaluation criteria, and even apply for certification.
- In Q3 and Q4, we'll roll out **certifications across brand measurement, sales impact measurement, and multi-touch attribution**.
- We're continuing to work with **individual partners, including our first agency partner, OMG, to integrate with the NBCU Audience Insights Hub** to enable self-service measurement capabilities.

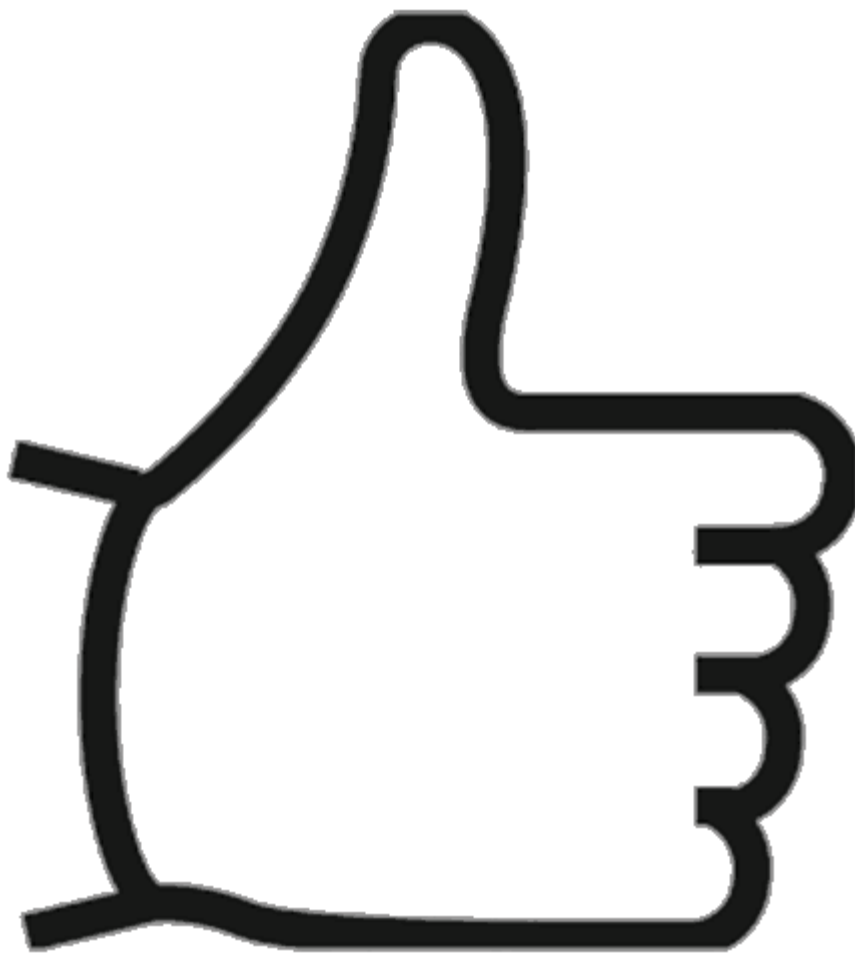




+31%

- Ad

- ..



+22%

- Brand

- . . . .



+23%

- Purchase

metrics available for all campaigns.

**To browse our full library of case studies, click here.**

Everything we've built as part of **ONE Platform is for YOU**: from the content that fills hearts and screens, the experiences people trust and crave, the creativity and insights that turn consumers into communities, and the advanced technology you can use to activate quickly, engage effectively, and inspire people globally. The Future is here.

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**Interested in learning more?**

Get in Touch

