

Even The Edge Of Your Seat Will Be On Edge

- Audience Connection
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NBCUniversal brings the drama. We know all about the heart-pounding, gut-wrenching, palm-sweating moments that keep audiences engaged and coming back for more. When you have stories that are this captivating, audiences feel that emotion and keep their eyes glued to the screen.

Connect With Us

See how it all comes to life with our vast portfolio of original, engaging dramatic programming.

How NBCU Connects With Audiences

We activate these audiences with solutions that drive real business outcomes for clients. Click on the tiles below to learn from our impactful case studies around drama.

See More Audience Connection

No matter the brand or the audience, NBCU has the tools to create engaging campaigns that convert.

how we will continue to set new standards for our audiences, our partners, ourselves, and the industry.

Set New Standards with NBCU

Audience Connection Sources

Media Channels: YouTube (10.2%), Facebook (9.2%), Instagram (8.2%), Twitter (7.2%), LinkedIn (6.2%), Email (5.2%), Podcasts (4.2%), Influencers (3.2%), Referrals (2.2%), Direct (1.2%).

Demographics: 18-24 (12%), 25-34 (18%), 35-44 (22%), 45-54 (15%), 55-64 (10%), 65+ (8%).

Geography: North America (45%), Europe (30%), Asia (15%), South America (8%), Africa (5%), Australia (3%).

Interests: Technology (15%), Business (12%), Health (10%), Education (8%), Entertainment (7%), Sports (5%), Travel (4%), Art (3%).

Behavior: Frequent (15%), Occasional (30%), Infrequent (45%), New (10%).

Engagement: High (10%), Medium (25%), Low (45%), No (20%).

Conversion: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Retention: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Churn: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Feedback: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Support: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Complaints: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Reviews: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Testimonials: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Case Studies: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Whitepapers: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Ebooks: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Webinars: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Podcasts: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Newsletters: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Social Media: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Referrals: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Direct: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Search: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Organic: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Paid: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Partnerships: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Sponsorships: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Events: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Conferences: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Trade Shows: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Workshops: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Webinars: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

Podcasts: 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%, 55%.

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