

You Want The Scoop. We've Got Your Fix

- Audience Connection
- Programming
- Case Studies

When it comes to entertainment, NBCUniversal knows best. We give audiences an inside look at their favorite moments and get closer than ever to their favorite stars. We're the ultimate destination for that much-needed fix of all things pop culture.

Connect With Us

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

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

