

BuzzFeed + NBCUniversal

<https://together.nbcuni.com/capabilities/buzzfeed-nbcu/>

The NBCUniversal and BuzzFeed partnership offers marketers innovative, holistic solutions driven by its combined scale, storytelling expertise and advanced suite of data products. The partnership has created new digital customer experiences by allowing NBCU brands, talent and premium content to extend onto a new platform through BuzzFeed's unique voice, reaching a younger, socially engaged audience.

The NBCU and BuzzFeed partnership offers many benefits for marketers:

- Extend reach to more audiences across more platforms; 192M uniques, 97% of millennials, 500 social touchpoints
- Hyper target key audiences by layering BuzzFeed data on to NBCU distribution, driving reach and impact at scale
- Shape the future of storytelling by integrating into first-to-market cross-platform editorial sponsorships surrounding the biggest cultural moments; from the red carpet to the Olympics, combining talent and new content formats to deliver a reinvented consumer experiences
- Align with NBCUniversal and BuzzFeed premium video, reaching a mobile-first millennial audience across YouTube, Snapchat and AOL, garnering over 1.5 billion views a month