CFlight

Unified measurement that captures all advertising exposures across all screens and all platforms

WHAT IT IS

CFlight is the industry’s first cross-platform, unified advertising currency metric. It delivers the most comprehensive representation of ad campaign exposures across all platforms and screens, allowing advertisers a more holistic view into cross platform consumption. As an open-source measurement methodology metric, CFlight has the ability to scale not just across NBCU, but across the industry. Below are a few key things to know about Cflight:

- **Measures across all screens**
  Learn More
  CFlight measures linear and digital platforms, incorporating all live, on-demand and time-shifted commercial impressions, while using the best measurement by platform

- **Implements a uniform, impressions-based metric**
  Learn More
  CFlight creates comparability across linear and digital measurement, equalizing commercial impressions, across all screens
CFlight raises the bar for the industry by only counting your ad if it is viewed to completion. CFlight transcends viewability and other metrics that only measure part of your ad, directly addressing marketers’ objective of holding digital to the same high standards as television.

- **Provides co-viewing on OTT measurement-enabled platforms**
  Learn More
  CFlight includes NBCUniversal’s apps on Roku and NBCU’s content on Hulu. OTT now represents one third of NBCU’s long-form digital video consumption. Additionally, as the shift in video consumption continues, NBCUniversal is committed to working with measurement partners and publishers to drive future innovation around delivering an accurate cross-platform measurement solution for the industry.

- **Creates consistent post-campaign reporting**
  Learn More
  CFlight metrics combine both linear and digital delivery across all platforms.

### KEY SUCCESSES & LEARNINGS

The industry is embracing change:
All agencies have agreed to transact off of CFlight.

CFlight taps into a younger and more affluent audience without losing reach:
93% of total prime time viewing happens on a TV screen (across live linear, DVR, OTT, and STB VOD)

**NBCU content is highly co-viewed across all platforms:**
NBCU is scaling CFlight across the entire portfolio. CFlight will also continue evolving in an effort to improve STB VOD and OTT measurement to for the entire industry. In addition we are exploring measurement solutions on other platforms, to make sure we are keeping up with understanding ad
exposures wherever they may occur.