

NBCU CODE

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

Welcome to NBCU CODE, a team of collaborative, easy-to-work-with digital experts who **curate the best digital content and platforms for you**. NBCU CODE is made up of all of NBCUniversal's existing digital partnerships: **Apple News, Snapchat, BuzzFeed, Vox Media, Concert, YouTube, Kargo**, and of course, **NBCUniversal Digital**.

PARTNERSHIPS WITH A PURPOSE

To give you an idea of who we work with and why, here are a few of the filters we use to help us decide. Our partners...

- **Expand our depth and variety of audiences**
 - Reach Millennials through Snapchat
- **Extend much loved NBCU content on popular platforms**
 - Find fans of Jimmy Fallon on Youtube and Saturday Night Live sketches on Apple News
- **Develop cutting-edge, digital-only content**
 - Get hooked on our NBCUniversal Snap Shows E! The Rundown and NBC News Stay Tuned
- **Create custom content solutions with highly engaging brands**
 - Build concepts with BuzzFeed's food-focused Tasty and Vox Media's SBNation
- **Generate attention-getting ad solutions**
 - Engage with customers through Vox Concert's immersive Athena unit and Apple News' native Tap to Technology

THE MOBILE AUDIENCE YOU NEED TO REACH

We're committed to helping our partners engage with highly sought-after audiences by **handpicking premium digital experiences**. At NBCU CODE, we can connect you with over **179 million smartphone users** across the US, including: parents, high-income executives, millennials, and Gen Xers.

HOW NBCU CODE WORKS

We craft solutions based entirely on what will help you achieve your goals – across **multiple platforms OR just one platform** if that's what works best. For more information, please reach out to your contact to see how NBCU CODE can be a power player in your business success.