

Concert, Powered by Vox Media and NBCU

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

The NBCUniversal and Vox Media partnership joins two like-minded premium media portfolios, offering marketers extensive reach across its sophisticated editorial platforms. Through its authority in key areas, sports, news, tech and lifestyle, NBCU and Vox Media connect with consumer passions, driving impact and engagement with 211 million uniques and 99% of millennials every month. Leveraging its advanced technology, NBCU and Vox Media launched the largest mobile-first content-led ad, Concert, enabling brands to reach valuable audiences through innovative ad experiences that truly perform.

The NBCU and Vox Media partnership offers many benefits for marketers:

- Deliver impactful marketing opportunities across premier tentpole sports properties, Super Bowl, Olympics and World Cup, offering partners meaningful cross-platform activations tied to the largest viewing events.
- Access the only publisher-led platform alternative smart enough to deliver real engagement for mobile video and branded content consumption, driving industry-setting performance of 48% video completion rate.
- Align with iconic, premium brands across NBCU, Vox Media and Conde Nast properties, reaching the right audience through advanced targeting capabilities and real-time optimization on data-driven creative