

# One Platform Reaches All Audiences Beyond The Screen

- Stories that Resonate
- Beyond the Moment of View
- Cross Platform Campaigns Deliver

February 5th, 2020

The best premium content has the power to **captivate audiences, drive conversation, and ultimately shape culture**. How, when, and where viewers decide to join a conversation is changing, but **what starts that conversation** isn't. **Gripping stories, relatable characters, and memorable moments** continue to **keep viewers invested** and remain at the heart of NBCUniversal.

## NBCU STORIES SPARK CONVERSATION

Our content **creates conversations** that keep growing. Whether it's the twists and turns of *This Is Us*, the family drama on *Keeping Up With The Kardashians*, or Kodi Lee performing on *America's Got Talent*, our content creates viral moments that extend far beyond the broadcast. Our viewers aren't just watching their favorites—they're following, discussing, debating and creating ripples of conversation that spread across social media. Kodi Lee's "Golden Buzzer" performance on *America's Got Talent* is a great example.

**NBCU has the highest  
social engagement  
of any media portfolio**



This **social buzz is already surrounding the new originals coming to Peacock**. At its recent Investor Day, NBCU and Peacock announced upcoming content with talent such as Tina Fey, Mindy Kaling, Mike Schur, Kevin Hart, Sam Esmail, Emmy Rossum, Christian Slater, Jamie Dornan, and more, plus reboots of famous titles like *Punky Brewster*, *Battlestar Gallactica*, and *Saved By The Bell*. These announcements have already begun to drive social conversation.

## **BEYOND CONVERSATION ARE EXPERIENCES**

Viewers' passion for our content now goes beyond social. Our **viewers are so invested in our shows and their characters** that they actively look to experience more of it **beyond the TV screen**. This desire has sparked the development of new outlets for fans to absorb more of their favorite content. This includes in-depth podcasts, behind-the-scenes Instagram stories, show recaps, YouTube clips of their favorite moments, and more.

*"We recognize in today's world, having the opportunity to transcend screens to bring consumers experiential and bring our marketers into this is a really unbelievable opportunity for all of us,"*

-Laura Molen, President of Advertising Sales and Partnerships.

Fans have also created a demand for **real-life experiences**. The rousing success of live events like



31MM

- **Multi-Platform Interactions**

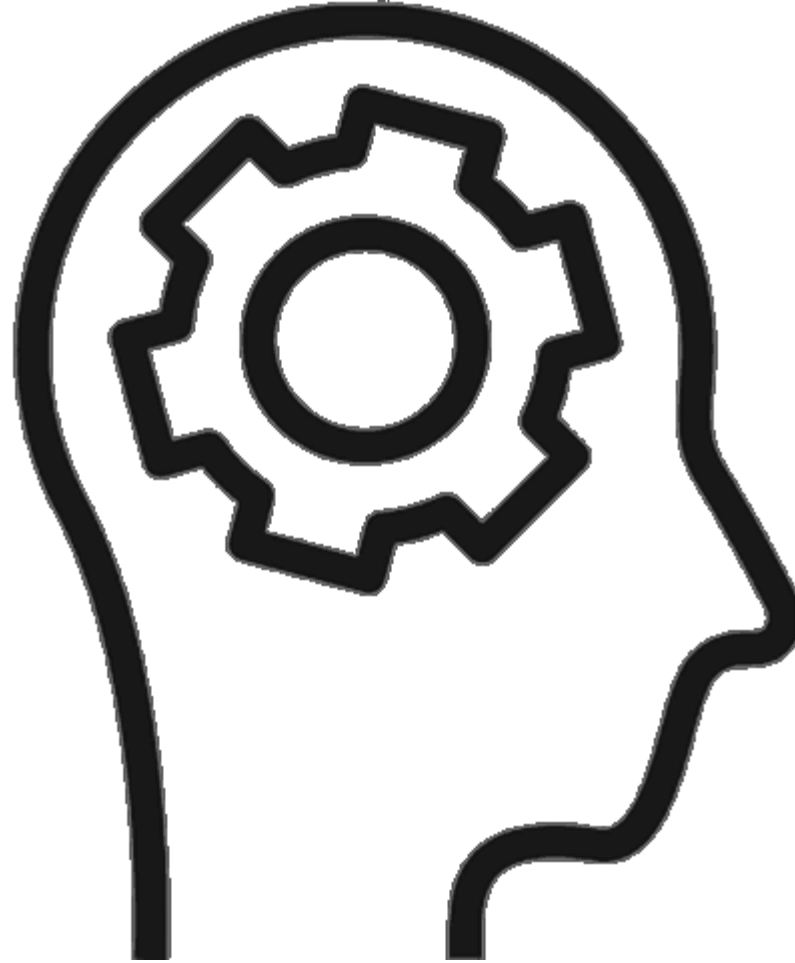
57MM

- **Social Impressions**

## CROSS PLATFORM CAMPAIGNS DELIVER FOR MARKETERS

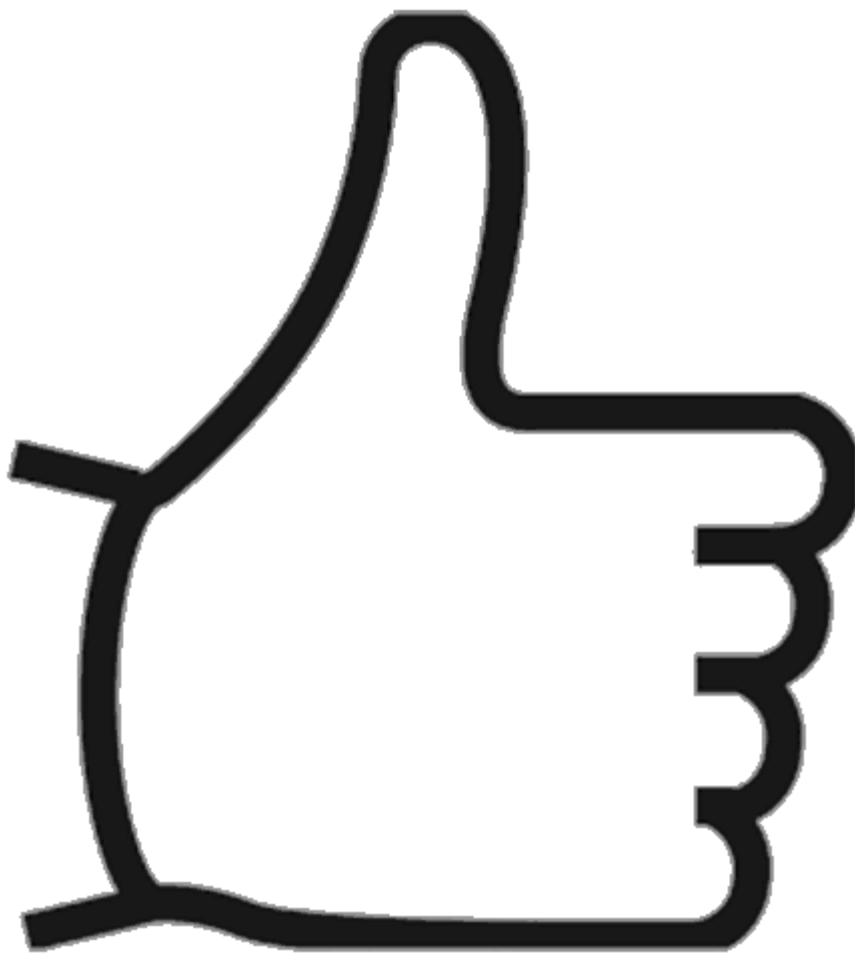
**Viewer engagement** goes beyond our programming. Fans are beginning to **lean in** and demand experiences that go further than the content itself. Passion and desire for our networks has proven to translate to appreciation for the advertiser. Not only is this more effective for marketers, it also **puts the brand at the center of fan conversation, driving purchases and brand loyalty.**

**In fact, reaching viewers over multiple touchpoints** across NBCUniversal has proven to be **more effective** than single platform campaigns in key brand metrics:



+26%

- Recall



+14%

- Favorability





+20%

- Intent



+10%

- **Recommendation**

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