One Platform Reaches All Audiences Live

- Unmatched Scale
- Diverse, Engaged Audiences
- Ad Dollars Work Harder

February 7th, 2020

Some moments are just meant to be watched live. Seeing iconic events play out in real time — the excitement, the suspense, the elation — and experiencing it with the rest of the world creates a unique viewing opportunity for both fans and marketers. These audiences are tuning in, participating on social, and constantly engaged. No other media portfolio can deliver this audience or boasts the breadth of live entertainment and sports like NBCUniversal.

NBCUNIVERSAL DELIVERS THE BEST IN LIVE EVENTS

On the field, and on the stage, NBCUniversal provides viewers a front-row seat and creates a premium environment for consumer engagement and advertising that goes beyond any screen. From the Olympics to the FIFA World Cup™ to Sunday Night Football to the People’s Choice Awards, the Latin Billboards, beloved Holiday Specials, and global sports on Sky, NBCUniversal’s One Platform
With 5,000 hours of live coverage, the Tokyo 2020 Olympics will be one of the biggest events of the year and NBCUniversal is bringing it to viewers in exciting new ways. This summer, Peacock will give fans the chance to stream The Opening and Closing Ceremonies from Tokyo before they air on broadcast, plus three daily live shows directly from the Games. Peacock will also extend live viewing

Projected Reach

200M+
DELIVERING SCALE AND ACCESS TO DIVERSE, ENGAGED AUDIENCES

The excitement surrounding NBCUniversal’s live events draws broad and enthusiastic audiences. Live sports on NBCUniversal are anticipated to lead all other networks in 2020 and beyond with properties such as Sunday Night Football, the Tokyo 2020 Olympic Games and the Road to the World Cup Qatar.

Sports are just the beginning of Live events that thrill audiences. From the red carpet and awards shows to exclusive specials, our live events own:
• #1 Awards and Red Carpet Portfolio
• #1 Show in Primetime for 9 Consecutive Years
#1 Spanish Language Network in Primetime on the Night of the Show
• Deliver a Tech-Savvy, Affluent Educated Audience
• Delivers Young, Affluent Millennials
• Delivers a Highly Engaged and Passionate U.S. Hispanic Audience
• #1 Most Tweeted Sporting Event of 2018
• #1 Social Engagements on Awards Day
#1 Most Social Program of the Day
Regardless of Language AD DOLLARS WORK HARDER IN NBCU'S BIGGEST EVENTS Across the entirety of NBCU's portfolio, our live programming resonates with viewers beyond just broadcast, delivering scale, diverse and engaged audiences.
Connecting your brand to NBCUniversal's Live events super-charges your ad dollars. Our live events out-deliver all competitive primetime programming in key brand metrics.

Viewers were +201% more likely to search for brands online
+25%

- Brand Recall
Ad Message Recall

+16%
Ad Likeability

+30%

- Ad Likeability
<table>
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<tr>
<th>Q1</th>
<th>NFL Playoffs</th>
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<tr>
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<td>Latin American Music</td>
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88 of the top 100 most-watched programs

https://adage.com/article/media/nfl-games-account-nearly-three-quarters-years-top-100-broadcasts/2225851

#1 Awards & Red Carpet Portfolio in Reach
L5M using Nielsen. 5/24/18-5/26/19. P18-49 & P2+ C3. 6 min qualifier/75% Unficatin. Total Day excludes repeats. NBCU Selected

#1 Primetime Show for 9 Consecutive Years
Nielsen; Live+SD Data Stream; Primetime programs on broadcast/cable (1/1/19 – 12/29/19); P2+; Excludes programs with fewer than 5 telecasts and duration under 25 mins.

#1 in Reaching US Hispanic Audiences
Nielsen, L+SD, unduplicated audience cume 6/14/18-7/15/18 based on 6 minute qualifier.

Stanley Cup Finals
Nielsen; Live Data Stream; 2019 NHL Playoffs/Finals on NBC/NBCSN/CNBC/USA

People's Choice Awards

#1 Spanish Language Network in Primetime on the Night of the Show (A18-49 & P2+)
Nielsen, C3, All SL Nets, 4/25/19, 8-11pm.

WC Russia Most Tweeted Sporting Event of 2018
Twitter, Nielsen Social

#1 for Social Engagements on Awards Day
Source: (1) TV Rocs. C3. 5/28/18-/26/19. NBCU Programs (Awards, Red Carpet, LRC, Premios) excludes repeats. Total Day. (2) Nielsen Social Guide. 9/24/18-/26/19. Linear. Facebook, Twitter, Instagram. Total Interactions ranked – by episode or program. Specific dayparts/genre where noted.

Latin AMAs: #1 Most Social Program of the Day Regardless of Language
Nielsen Social Content Ratings, US Only, Latin Billboards 4/25/19 (ranked by linear program-level interactions)

Our live events out-deliver all competitive primetime

Sports Search Engagment
EDO: average of NBC measured campaigns, Jun 18 – Jun 19; SEV = total incremental volume of people searching in five minutes