One Platform Reaches All Audiences on the Issues

- Reach With Trust
- Engaging News Viewers
- Decision 2020

February 4th, 2020

From Super Tuesday to the Conventions and the Debates, the news conversation remains critical in keeping viewers informed. News will capture our collective attention, both here and abroad, as this crucial election unfolds. Its outcome will impact a rapidly changing electorate that is younger and more diverse. News empowers these voters with information before election day and gives them a voice on the issues that matter to them.

WE LEAD ELECTION COVERAGE BY CONNECTING WITH EVERY AUDIENCE

NBCUniversal meets the diverse electorate with the greatest cross-platform reach of any news
portfolio. Every day we lead as the largest global news organization, reaching and engaging viewers with trusted coverage on the important decision-making moments leading to the election.

4-in-5 Americans reached every month by the NBCU News Portfolio
Altogether, our roster of diverse journalists has an established **trust with viewers**. Every moment is covered across our platform with leading properties in broadcast, cable, digital, and social channels, which has now expanded internationally through a partnership with **Sky News**. With the launch of **Peacock**, we’re bringing Decision 2020 coverage to streaming audiences through live news, same-day
The NBCU News Portfolio is #1 in viewer trust.
programming – which has grown in viewership by over 40% the past 3 years. Viewers across our networks and competitors shared a passion for “getting informed” and shaping their worldview through these shows.

These audiences are constantly engaged, paying deeper attention to news programming as they’re motivated to stay informed. Our study found that in this state of decision making, viewers also show higher engagement with ads.

This engagement is brand-safe because news content does not negatively impact the perception of brand association. Brands benefit more from news audiences leaning into their viewing experience. For advertisers, this presents an even more impactful environment for their message.

REACH OUR ENGAGED, INFLUENTIAL AUDIENCES WITH DECISION 2020

Decision 2020 is a prime opportunity for advertisers to engage audiences through our platform. The Election will take center stage for the millions of people we reach every day with the NBCUniversal News Portfolio. These audiences have shown trust in our platform with election coverage, which has translated into positive effects on brand attention. Additionally, 98% of US Hispanics feel better or equal about brands that advertise in Telemundo Election coverage.
These engaged viewers are valuable for brands. Compared to the general population, viewers following the Election are more likely to be planning a major purchase across numerous categories in the next 12 months. These potential buyers turn to NBCU as a leading destination for Election news. With Decision 2020, advertisers can drive greater attention and brand perception at scale.

Viewers pay more attention to ads during NBCU News Portfolio Election coverage over any other network.
Click here to learn more about opportunities from the NBCU News Portfolio.

Stay tuned to learn more about News from NBCU

Sources

“The NBCUniversal News Portfolio is #1 among all news organizations in VIEWER TRUST”
Source: Brand Keys Bi-Annual Tracking Survey,

“… the greatest cross-platform reach of any news portfolio”
Source: comScore Xmedia Total View Audience Analysis.

“[D&D programming] has grown in viewership by over 40% the past 3 years”
Source: Nielsen Media Research, L+SD data. 18-19 STD (9/24/18-7/21/19). Total Day (M-Su, 6A-6A). Based on P25-54. Debate & Discussion programs

“… [news] viewers show higher engagement with ads.”
Source: Why News 1.0
“viewers following the Election are more likely to be planning a major purchase…”