

One Platform Reaches All Audiences Their Way

- A Complete Catalog
- Personalization of Viewing
- Audiences Value AVOD
- Peacock & One Platform

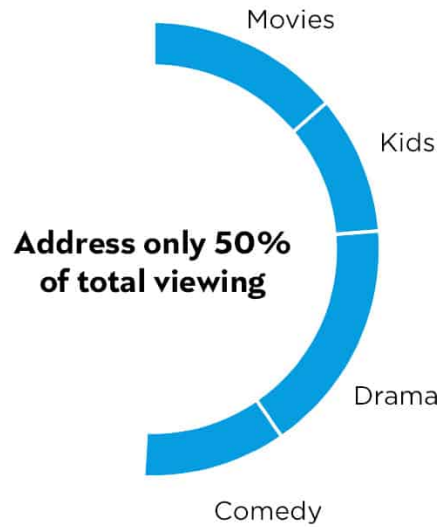
February 6th, 2020

Audiences today face an abundance of choice in their viewing experience, and they're watching **more premium video every day**. Much of this behavior is driven by **on-demand library content**, as we've seen significant audience growth in streaming platforms. In 2019, three in four households were accessing a streaming platform and 190 billion hours of on-demand video was streamed. Audiences are now empowered to program what, when, and how they watch content.

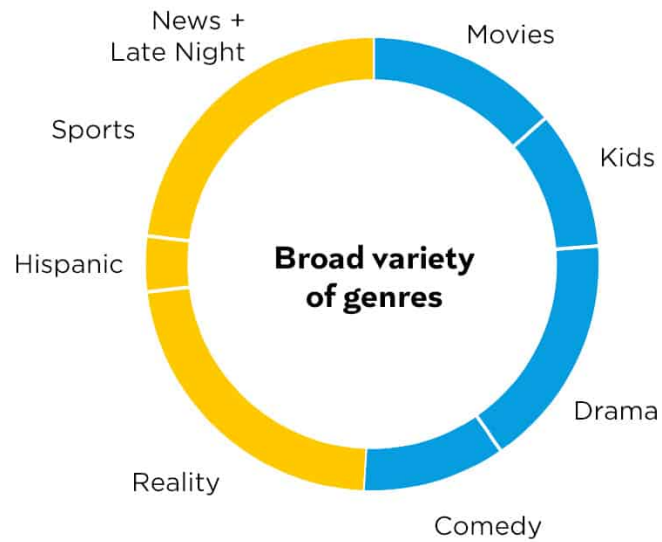
WE BRING TOGETHER STORIES THAT SHAPE CULTURE

The launch of **Peacock** will meet these audiences where they are with something for everyone. Streaming services can be narrow in their genre focus, but Peacock's extensive library at launch will

Most streaming services can be narrow...



Peacock will focus on...



By connecting with broader audiences, Peacock builds on NBCUniversal's legacy of shaping shared culture. For anything from quotable comedies to gripping dramas and enduring blockbusters, audiences have come to our platform to watch and rewatch the stories that define who we are. Peacock will bring together the best **culture-defining content** of the past, present, and future.



15,000+



**hours of
content available
at launch**

Our broad catalog allows audiences to **personalize** what they watch, while streaming enables them to watch at their desired time and platform. This behavior has multiplied our audiences. They want to catch up with timely content to participate in larger cultural conversations that keep them more **connected** with others. Many also turn to repeating familiar experiences, with 4 in 5 people saying they **regularly rewatch** TV shows or movies. Audiences will rewatch for the comfort, convenience, and nostalgia for a timeless story. Peacock meets this behavior with the **stories that audiences return to most on streaming**.

the office

on Netflix

BROOKLYN NINE-NINE

SNL



2 of Top 3

- **Most-Watched**

audiences to stream Peacock content across platforms on both Free and Premium tiers.

PEACOCK'S NEW ADVERTISING PLAYBOOK

Peacock marks the next phase of our One Platform offering – reaching all audiences in one place with a **premium content experience at massive scale**. Audiences value advertising in this context because it gives them the premium content they want. When this advertising is delivered with the industry's **lightest ad load**, a new standard in **frequency caps**, and it's **relevant** to the viewer's favorite content, brands can benefit from audiences' engagement.



No more than
5 MIN/HR
the lightest ad load
in the industry

[Click here to learn more about the ad experience with Peacock.](#)

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