One Platform Reaches All Audiences

- STORIES.
- SCALE.
- IMPACT.

NBCUniversal’s powerful storytelling moves people across the globe, turning culture into connection, attention into engagement, and passion into purchase. At NBCUniversal, the scale of our audiences is matched only by the scale of their impact.

OUR STORIES SHAPE CULTURE

Recently, we announced One Platform, a strategy to reach all audiences across every screen. Foundational to this strategy is the power of our content to move people. Our stories are unmatched in making connections with the world, informing what we talk about, and influencing how we interact with others. These stories create shared experiences and a common language for audiences everywhere.

“The future of our business is simple: it’s our audience. People are the center of everything we do. We know that viewers do not differentiate content by network, time or screen; instead, our fans see NBCUniversal as one giant home to the best stories”
superior consumer experience, and safe technology to achieve scale that is more meaningful to marketers. In 2020 alone, NBCUniversal and Sky will invest $24b in new original premium content. By offering a diversity of premium content, we’re able to cultivate a vast array of audiences across every platform.

110K+ hours of premium content
CONNECT WITH SCALED AUDIENCES

Our diversity of content brings a diversity of audiences, watching at all times and across multiple screens. That’s why we are evolving our offerings for new consumption patterns. With One Platform, marketers can achieve unrivaled scale and reach ALL audiences that matter – regardless of how they’re watching. From home remodelers to car buyers and beyond, we can deliver the audiences that will drive the greatest impact for your brand.
One Platform provides our partners with multiple new ways to target consumers:

97% reach of all people in the US and over half a billion reached globally with Sky
**Demo Target Audiences**
We will find your demo target across the NBCU platform
Broad Based Audiences
For those advertisers who want to take advantage of the unmatched total reach of our content ecosystem, we will have a product that will be broad based across the platform
Advanced Target Audiences
Using our diverse data sets, we will target across the NBCU Platform to find new car shoppers, heavy QSR users or whatever the desired target is for your brand to ensure your media dollars are hitting your target audience.
Our goal is to create a more relevant advertising experience for viewers and greater impact for brands. With **One Platform**, we see the opportunity for a better premium video marketplace that helps advertisers **reach the audiences they need** to **drive better business results**.

This **simplification of the buying process** allows advertisers to deliver better campaigns across all video distribution points. We’ve already seen how NBCUniversal has tapped the full scale of our networks, distribution, and audiences to drive impact for brands. Campaigns across NBCU properties have driven **higher brand KPIs** down the purchase funnel:
+41%

- Brand Consideration
+23%

- **Purchase**
Stay tuned to NBCUniversal’s News to learn more about how our stories bring together audiences.
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Nielsen C3 Total Day; comScore Video Metrics, NBCU Media Metrix, Multi-Platform Data

Cross-platform campaigns drive higher brand KPIs…

Source: Custom Research. Avg of NBCU measured campaign test cells, portfolio (2+ NBCU properties) vs. single property; Jun