

BrightLine

Commercial Innovation Digital Opportunities



NBCUniversal

Picture in Picture Interactive

Sponsored Interactivity

Provide advertisers a unique sponsorship opportunity around NBC's latest original series and enhance the picture in picture experience with an interactive content.

Picture in picture interactivity can include show-related:

- Trivia
- Polls
- Fun facts

Advertisers leverage the equity of the series to drive attention and engagement of their spots in a unique endemic way. Keep impressions fresh, but rotating new interactive content weekly.



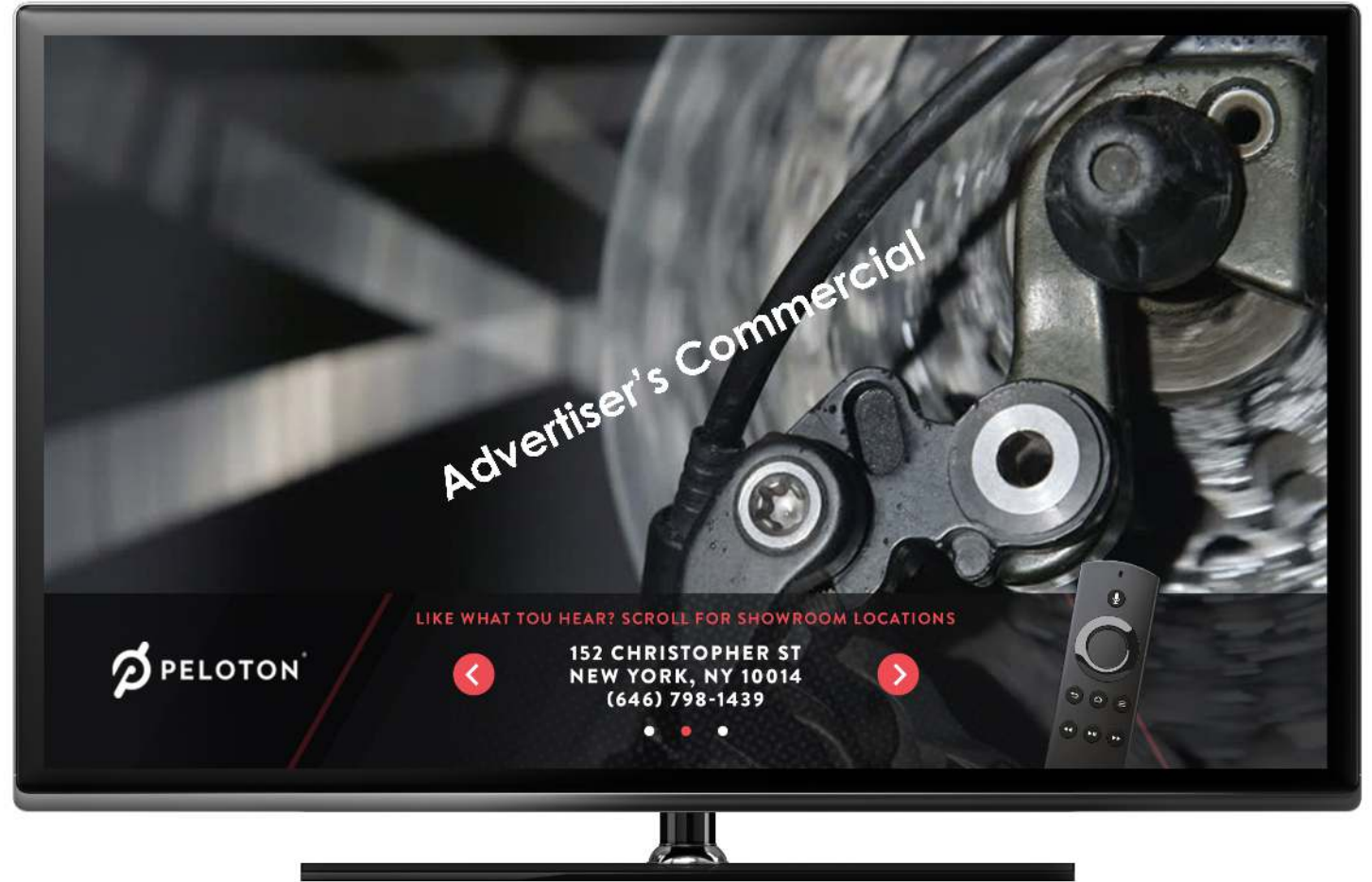
Must Hear TV

Sponsored “What Are You Watching” Store Locator

Bring advertisers a unique sponsorship opportunity through an auditory commercial pod using iconic sounds.

Personalize the experience by allowing viewers to listen to the spot and find their nearest store location as the commercial streams, making every impression smarter and relevant to the household.

Locations are populated in real-time based on the viewer's IP address and matching zip code.



Social Commercial

In-Stream Social Scroller

Enhanced social commercials allow viewers to scroll through real social commentary as the spot streams! Leverage this unique unit converging streaming TV and social to motivate viewers to participate in the dialogue themselves.

Social scroller features curated selection of social posts from select hashtags. Extended campaigns can even entice viewers with the prospect of seeing their own posts on TV in the future.

Thought starter includes pulling selection of running hashtag posts bi-weekly to display in overlay so each interaction is current and exciting.

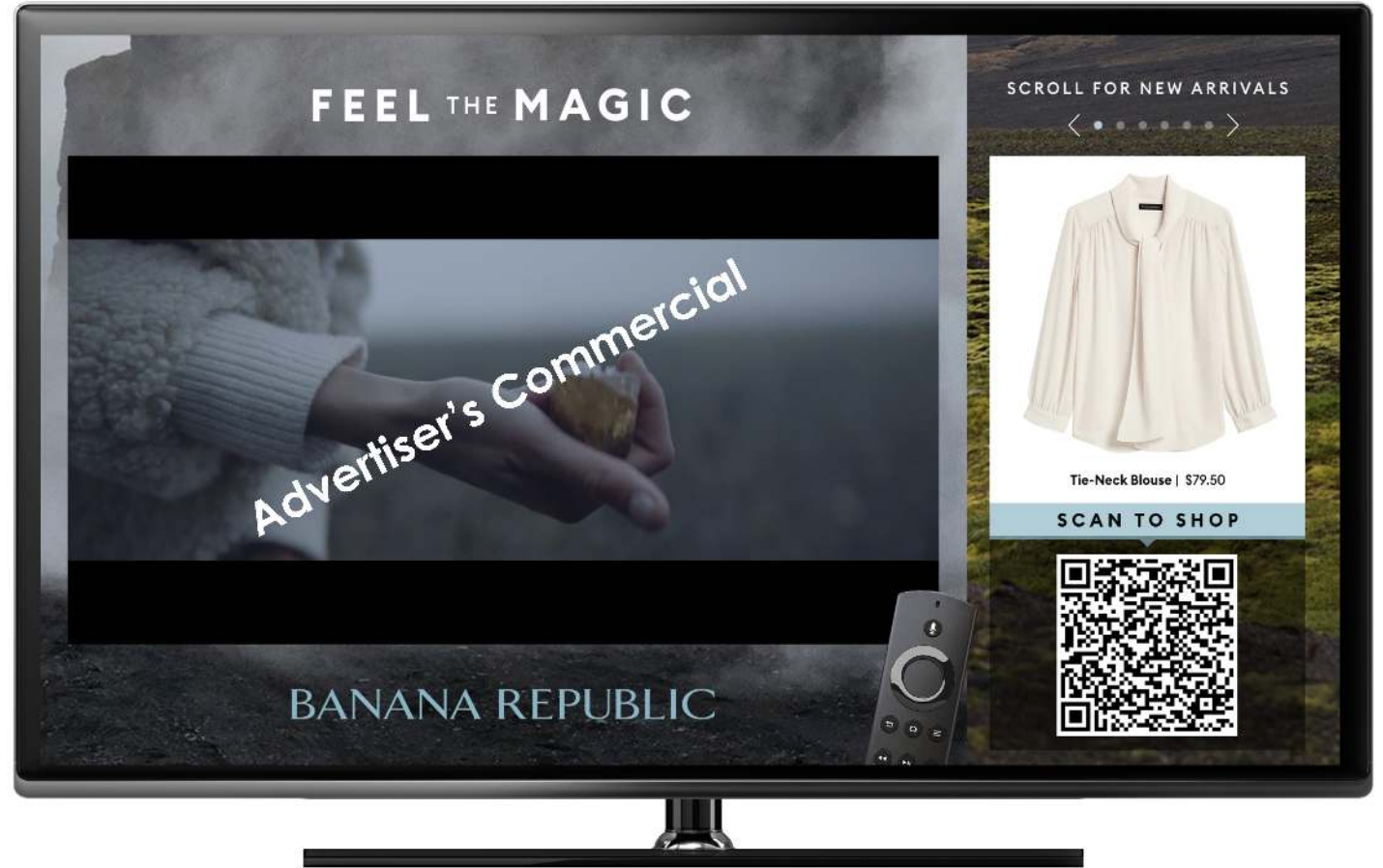


Shoppable TV

Shoppable Overlays

Interactive Branded Opportunity:

Take Shoppable TV to the next level, allowing viewers to browse and buy different products or looks. Multi-code overlays can run over branded content or commercials.



Show Within a Show

In-Stream Sponsored Show Within a Show Experience

Give advertisers the opportunity to compliment NBC's Show Within a Show experience, where viewers can scroll through an interactive overlay related to the branded content story line through out the show.

Interactive overlay is crafted to link the brand and their spot. For example, compliment NBC & Google content with Google Voice commands in the overlay!

A simple way to engage viewers through a relevant and useful experience.



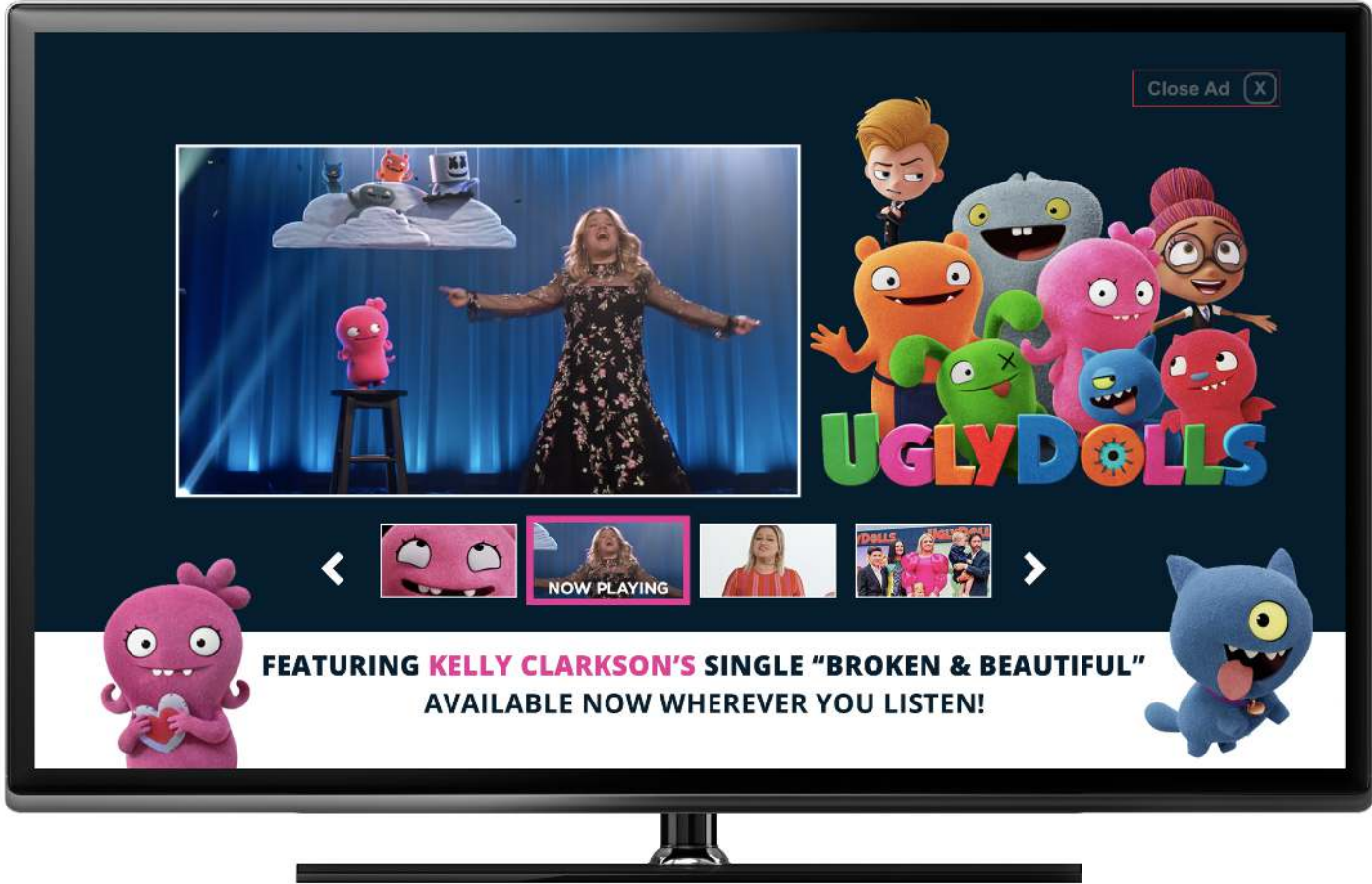
Talent As Influencers

Sponsored Talent as Influencers Video Gallery

During the streaming brand spot, NBC viewers are invited to engage with additional NBCU custom content.

NBCU Talent becomes influencers by creating an emotional connection for their brand. Viewers can enter a central brand destination where they can interact with additional NBCU custom video content in auto playing video gallery.

There is no limit to video length or quantity in gallery.



Social First Pod

In-Stream Scrollable Social Content

NBC viewers can engage deeper with brand-integrated social first content through an interactive experience that encourages viewers to engage further with the branded content.

This digital first opportunity is a unique way for advertisers to leverage formats from digital partners and utilize brand-integrated social first content with an interactive component that makes the experience more personal and enjoyable for the viewer.



Brightline Ecosystem Across NBCU

NBCU Properties

- NBC One App
 - NBC
 - Bravo
 - Oxygen
 - Syfy
 - USA
- NBC on Hulu
- NBC Sports
- Telemundo/Deportes
- CNBC

Devices

- Apple TV
- Amazon Fire TV
- iOS App
- Android App
- Desktop (Sports, Golf, & Deportes Only)