



NBCUniversal

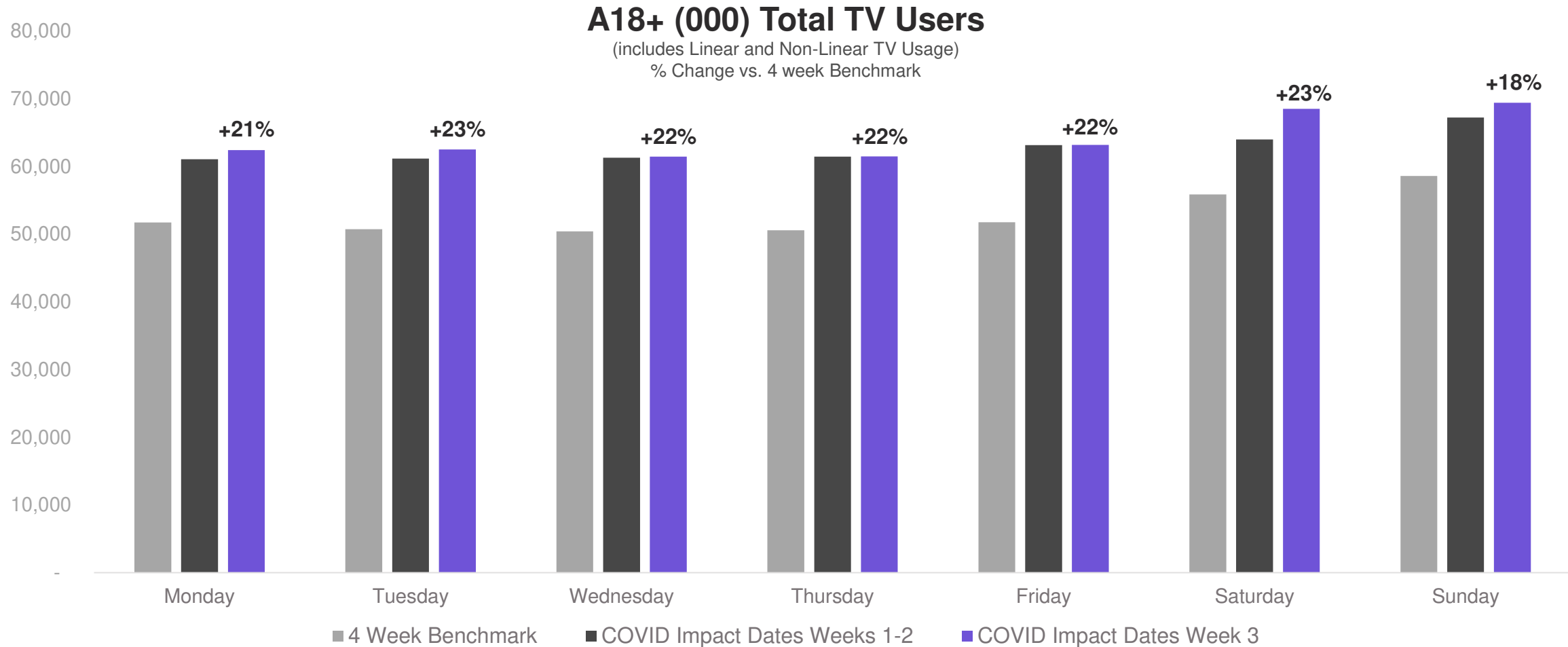


COVID-19 Impact on Media Habits & Ad Engagement

WEEK 3

APRIL 2020

Consumption Has Consistently Grown 18-23% Across Everyday of the Week for the Last 21 Days



COVID-19 CONSUMPTION INSIGHTS

And This Consumption Growth Is Across All Demos

Total TV Users % Change

A18-34

A35-49

A50+

COVID impact Vs.
Benchmark:

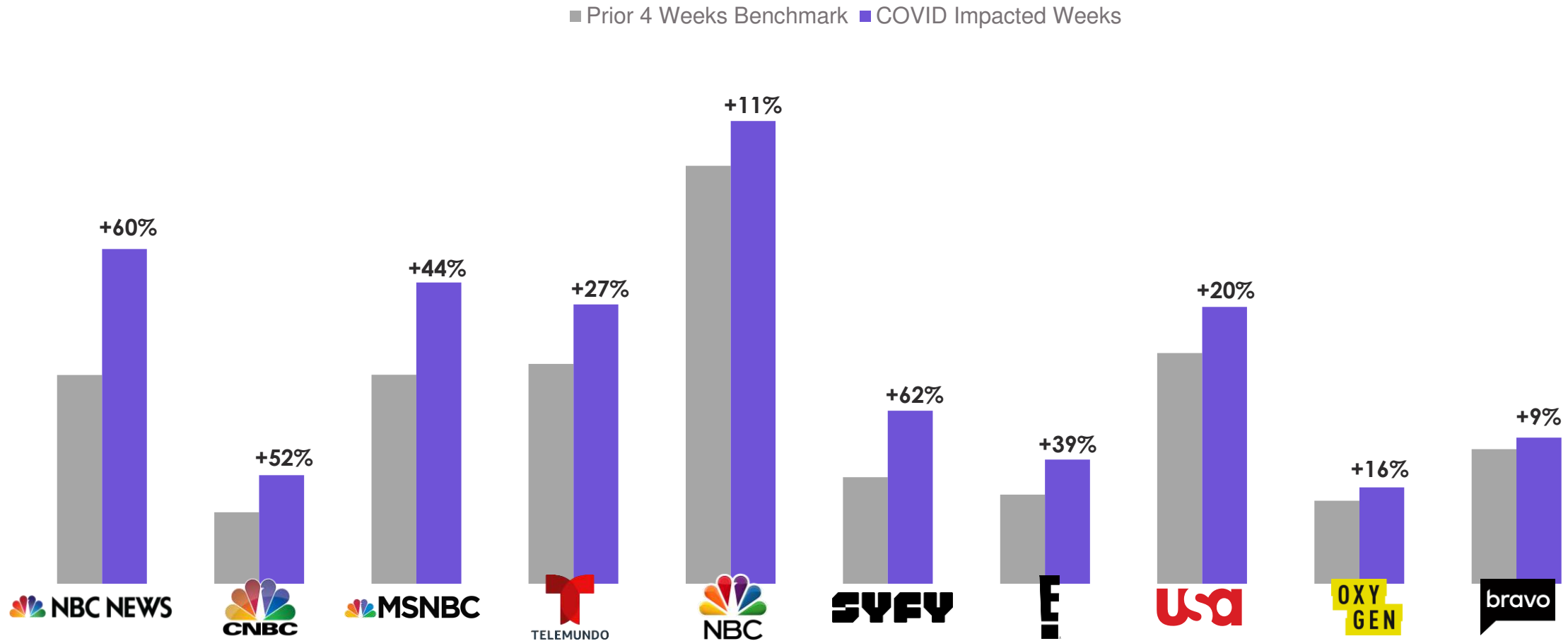


COVID-19 CONSUMPTION INSIGHTS



Every NBCU News & Entertainment Network Has Growth

A18-49 Total Minutes Viewed (Linear + Digital) %Change by Brand
 COVID Impact Weeks vs. Prior 4 Weeks Average



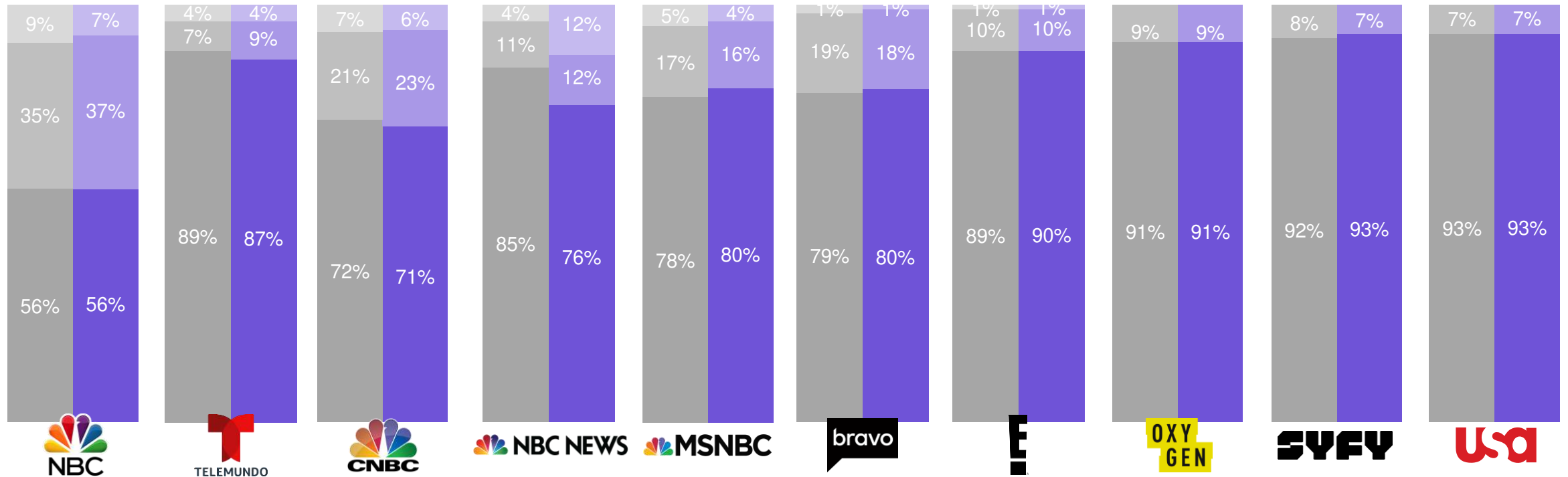
Source: Prior 4 Weeks = 2/15/2020 – 3/13/2020. Covid Impacted Dates = 3/14/2020 – 4/3/2020. Linear: Nielsen Media Research, A18-49, LSD, Time Spend Viewing TV = AA*Duration. Digital: DAVD. Includes short form and long form. Excludes STB VOD, Hulu Live, and News On Domain.

The Way Consumers Watch Is Not Changing

The exception of NBC News which is seeing increased Digital Consumption as people seek information and updates

P18-49 Percent of Linear vs. Long Form vs. Short Form

COVID Impacted Dates vs. Prior 4 Weeks Average



Prior 4 Week Benchmark

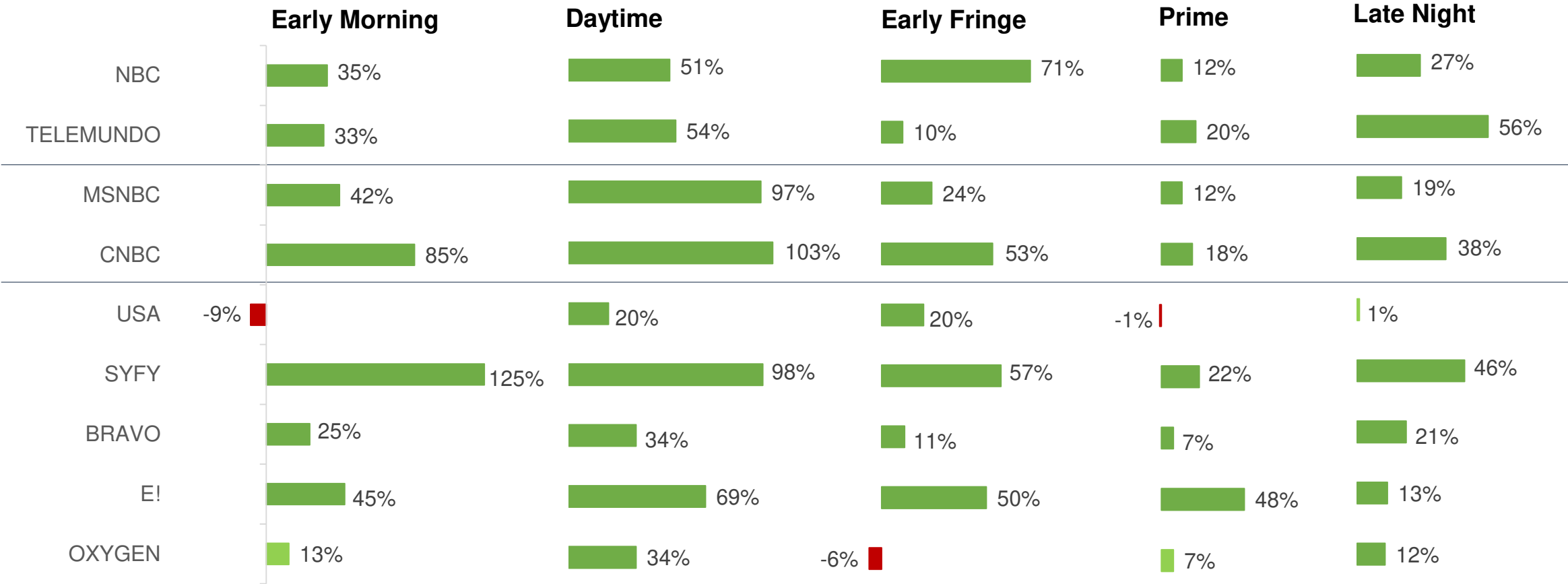
COVID Impacted Dates

Linear
 Long Form
 Short Form
 Linear
 Long Form
 Short Form

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Consumers are Watching More Content Throughout the Day

% Change by Weekday Daypart: A18-49 Average Audience
 COVID to Date (Week 1-3) vs. Prior 4 Weeks

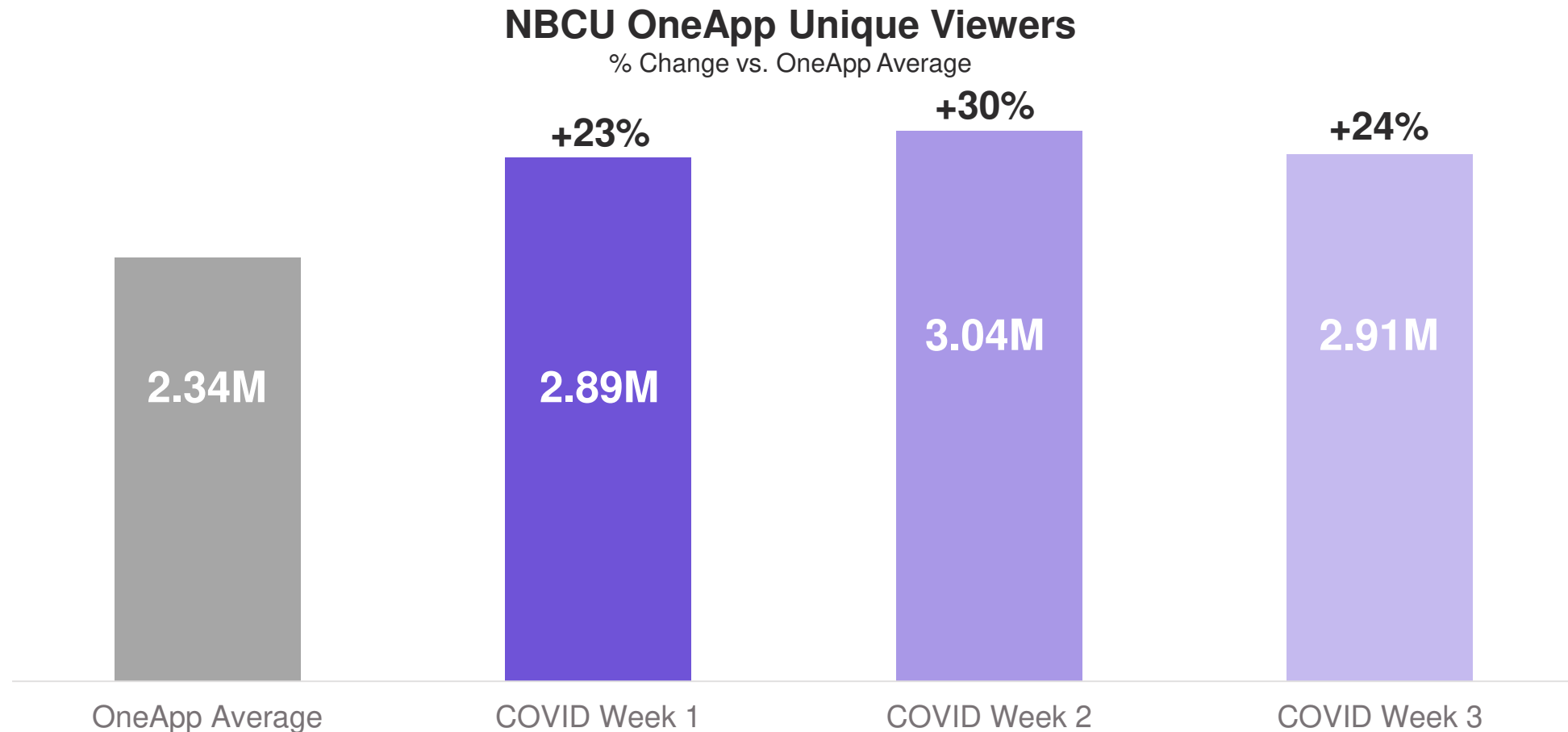


COVID-19 CONSUMPTION INSIGHTS



NBCU OneApp Viewership Is Also Increasing

NBCU OneApp is the one-stop-shop for our individual network apps created to leverage fans of some of our programs to drive them to other NBCU content, keeping them tuned in longer with more frequent visits.



NBCU OneApp Viewership Is Also Increasing

**+8% FEP
Hours**

(21 Million)
vs. Monthly Average

**+20% Live
Linear Hours**

(11 Million)
vs. Monthly Average

**+21% Active
Users**

(7 Million)
vs. Monthly Average

**+42%
Incremental
Starts**

(13 Million)
vs. Monthly Average

COVID-19 ONEAPP HIGHLIGHTS



NBCU One Platform Continues to Increase Share

% Share of total Linear TV Prime Consumption (Minutes)

P18+

NBCU Still #1

in A18+ Market Share

17% share

+1 pt.

overall market share
vs. prior 4 weeks

P18-34

NBCU Now #1

in A18-34 Market Share

16% share

+2 pts.

overall market share
vs. prior 4 weeks

P18-49

NBCU Now #1

in A18-49 Market Share

16% share

+1 pts.

overall market share
vs. prior 4 weeks

COVID-19 IMPACT ON MEDIA HABITS



Marketer Considerations

1.

Overall media consumption is up and increasing week over week – offering scale and engagement opportunities

2.

NBCU audiences are intently watching more content – allowing for marketers to keep their brand relevant

3.

In trying times innovations and actionable messaging drive increased interest from consumers



NBCUniversal