

@HOME SHOPPING

INSIGHT

For the viewer, the time from seeing something that they want to buy can be too long (and they can forget all about it).



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IDEA

Couch surfing becomes **couch shopping** with our **In-Home Shopping network**. Via stunning **AR technology**, our stars can appear right at the viewers' homes to give them a **personal showing** of our partner's newest products.



THOUGHT STARTERS



Lisa Rinna brings Nordstrom's fantastic collection of bags right to your couch, while showing you what they would look like in your own closet



Thinking about getting a new car? The Miz can give you all the features while (virtually) standing in your driveway next to the VR car!



Possible inclusion of a dialogue tree where different questions are provided to the user, each one eliciting a different response by the virtual NBCU Star.

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IMPACT

**Drive higher conversion for brands
where viewers easily have access
to the items that they want to buy.**

NETWORKS & PROPERTIES



Reality,
alternative,
special
programming



NFL, NHL,
Notre Dame,
Deportes,
Premier
League, Tour
de France,
GOLF



Latin AMAs
Premios Billboard,
Exatlon,
Money Dome,
Prime Reality