NBCU Drives Business

NBCUniversal
What we are seeing and hearing from B2B technology marketers

COVID acted as an accelerator
The pandemic and shifts to remote working have increased the digitization of businesses

Democratized decision making
The decision makers has extended well beyond the C-suite as companies need to ensure their investments in tech are best for productivity

Customers are central to strategy
B2B is facing an 'experience revolution' as today's consumer increasingly expects superior customer service and DTC like experiences

Brand purpose no longer an option
In today's political and social climate, consumers expect companies to have a stance on important issues, causing brands to stand for something beyond their solutions

*Flexera 2021 State of the Cloud Report*
How B2B Tech brands are evolving their partnerships with NBCU

**It’s time to build the brand**
As their customer prospects and sales strategies expand, market leaders AND challengers are realizing the benefits of investing in broader brand marketing.

**Showcase the product use case**
Cloud and tech providers are increasingly seeking ways to showcase their latest product or service and differentiate themselves from the competition.

**Activate across all touchpoints**
Advertisers are reacting to evolving consumption habits and modernizing their mix to include all screens, platforms, and devices where their target consumes media.

**Content marketing remains vital**
When prospects are ready to buy, they rely on detailed information via sales collateral to help guide their final decision, making branded content a key differentiator.
NBCU has proven solutions for the modern B2B brand

<table>
<thead>
<tr>
<th></th>
<th>1. Trusted News Sources</th>
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<tr>
<td></td>
<td>CNBC is the number one business &amp; financial news brand in the world</td>
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<td>Advanced Cross-Platform Targeting</td>
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<td>The NBCU portfolio reaches 233MM adults every month, and we have the tools to target any audience</td>
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<td>3. Passion Points Outside of the Office</td>
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<td>Engage your B2B target outside of the workplace and within their favorite entertainment content</td>
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<td>4. Measurement Against Business Outcomes</td>
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<td>We are focused on delivering business outcomes, for any client KPI, across all layers of the purchase funnel</td>
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</table>
TRUSTED NEWS SOURCES

The world’s #1 source of business and financial news provides the content your consumers LEAN ON daily.
THE WORLD’S #1 SOURCE OF BUSINESS AND FINANCIAL NEWS

ENGAGED AUDIENCES

UNRIVALED ACCESS

EDITORIAL EXCELLENCE
CNBC: THE HOME OF AFFLUENCE AND INFLUENCE

- **7.4M - 21% Reach**
  - B2B purchase Decision makers
  - Business Decision Makers defined as involved in Procurement of products/services in course of work (NET).

- **4.2M - 25% Reach**
  - C-Level Executives
  - C-Level Executives defined as: Any Chief Officer (Chief Officer Function (NET)).

- **1.6M - 26% Reach**
  - Affluent Small Business Owners
  - Small Business Owners defined as Owner/Partner in own Business and LT 100 employees.

- **4.3M - 24% Reach**
  - Tech Decision Makers
  - Involved in Procurement in course of work: Computer Hardware/Software/IT Services.

Source: Ipsos Affluent Survey US Fall 2020 (Adults 18+ w/ HHI $125K+). Viewed CNBC total day on television in past 30 days.
ENGAAGE BDMs WITH ENGAGING, UNIQUE BRANDED CONTENT

WE MAKE BRANDS NEWSWORTHY

Branded content works:

- 62% More positive reaction
- 67% Found branded content more influential
- 17% Lift in “very likely” to buy featured brand
CREATING HIGH TOUCH EXPERIENCES FOR B2B TARGETS & OPPORTUNITIES TO SHOWCASE THOUGHT LEADERSHIP
EVERYTHING BDM’s WANT TO READ IN ONE PLACE

BDM’s turn to Apple News because everything is here. We collaborate with premium Business News publishers on their channels to create a simple yet dynamic environment that’s more than just an aggregation tool.

100+ PUBLISHERS  86MM MONTHLY UNIQUES
ACTIVATING AUDIENCES

NBCU’s portfolio reaches 233MM adults monthly, and we have the tools to target any consumer and business audience
EACH MONTH, NBCU PROPERTIES REACH MORE THAN 75% OF ALL BUSINESS DECISION MAKERS IN THE UNITED STATES

Source: 2020 GfK Custom Cable Study, Weighted to U.S. A18+ population.
We have advanced targeting solutions to maximize efficiency and scale
Strategic audience targeting to connect with the right consumers through the best premium content on every screen

Guaranteed across all screens and platforms:

- National Linear TV
- STB VOD
- CTV OTT
- Desktop
- Mobile
TARGETING BDM’S AT SCALE

We Construct a Data-Fueled Plan that Delivers Any Target and KPI and Proves Effectiveness

DATA COLLECTION

1st
- Fandango
- NBC
- Golf
- CNBC

BRING YOUR OWN DATA

2nd
- Axiom
- Experian
- Crossix
- Dun & Bradstreet

SEGMENTATION

Business Decision Makers

C-Suites

Business Owners

IT Decision Makers

ACTIVATION

Sequential Messaging
Re-Targeting
Optimization

MEASUREMENT

NBCUniversal Insights & Measurement
LEVERAGING PASSIONS

Engage your B2B target outside of the workplace and within their favorite entertainment content
DELIVERING INFLUENTIAL BDMs

273
Job Title: VP

191
Top Management

143
C-Suite

180
B2B Total Purchase of $1M+

(P18+ Index)
NBC Sports Elevates Brand Sentiment among BDMs

Brand Sentiment

- Is committed to providing customer focused solutions: 35% (In-Market Control) vs. 47% (In-Market Exposed)
- Is a leader in its category: 36% (In-Market Control) vs. 51% (In-Market Exposed)
- Provides a wide range of services and capabilities to meet my needs: 34% (In-Market Control) vs. 56% (In-Market Exposed)
- Is a brand I trust: 32% (In-Market Control) vs. 54% (In-Market Exposed)

Significant improvement vs. control at the 90% confidence interval
Not all sports deliver the same results: Context and audience composition are key


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<tr>
<th></th>
<th>+58%</th>
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<td>Message Memorability</td>
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<td>Likeability</td>
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Over the next 24 Months NBCU owns the World’s Biggest Sports Events

2021


2022


Rio Paralympic Games 7/23-8/8 Tokyo Olympic Games 7/24-9/5 World Cup Qualifiers 8/30-Dec Tokyo Paralympic Games Aug-May Premier League 9/5-11/7 NASCAR Playoffs 9/9 NFL Kickoff 9/11-11/20 ND Football 9/12-Jan SNF 11/24 Thanksgiving Prime Game

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MEASURING OUTCOMES

We measure and deliver B2B outcomes for any client KPI, across all layers of the purchase funnel
### NBCU Full Funnel Measurement Priorities

*Brand impact, site traffic, & foot traffic partners the same across brands; sales impact partners selected from the best available per category*

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<th>Auto</th>
<th>CPG</th>
<th>Finance</th>
<th>Insurance</th>
<th>Healthcare &amp; Pharma</th>
<th>Movie Studios</th>
<th>QSR &amp; food Services</th>
<th>Retail</th>
<th>Wireless</th>
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<td>Numerator</td>
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<td>Crossix</td>
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* Sample list of partners
Thank you

Want to hear more about NBCU’s solutions?
Contact Us!

Thank you