



# NBCUniversal

The Pharma RX Streaming Opportunity with  
NBCUniversal

2021

# Purpose

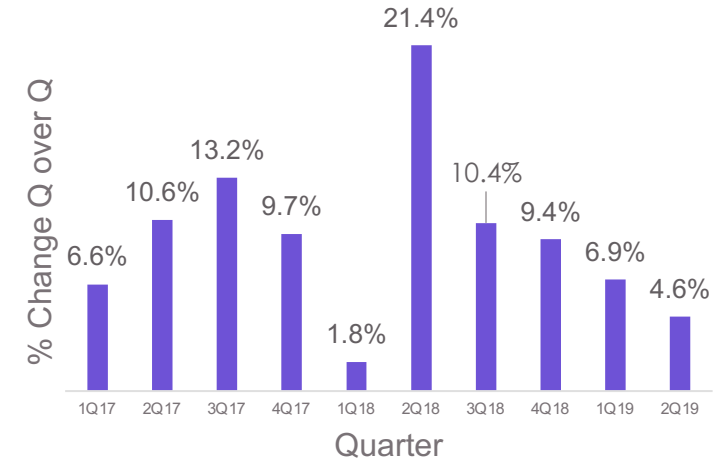
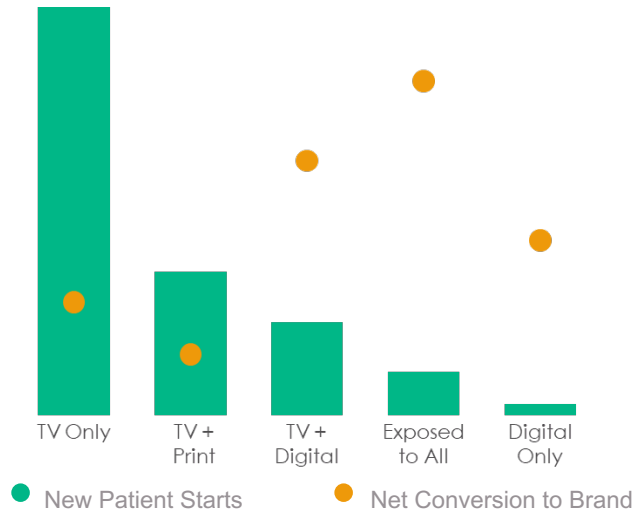
- 1 Share consumer viewership changes and Pharma Rx digital challenges
- 2 Demonstrate NBCU's streaming benefits for Pharma advertisers
- 3 Highlight our approach across the marketing funnel

A person with short hair, wearing a striped sweater, is seen from behind, looking at a wall of multiple television screens. The scene is dimly lit, with a blue tint. The screens display various images, possibly news or sports. The overall atmosphere is professional and focused.

# TV is Evolving



# TV Has Proven Successful for Pharma



## Industry ROI Measurement

Crossix study showed the power of TV to drive new patients and improve all channels

## Campaign Effectiveness Studies

Tresiba's DTC TV campaign led to 2X unaided awareness and +65% brand consideration

## Media Spend

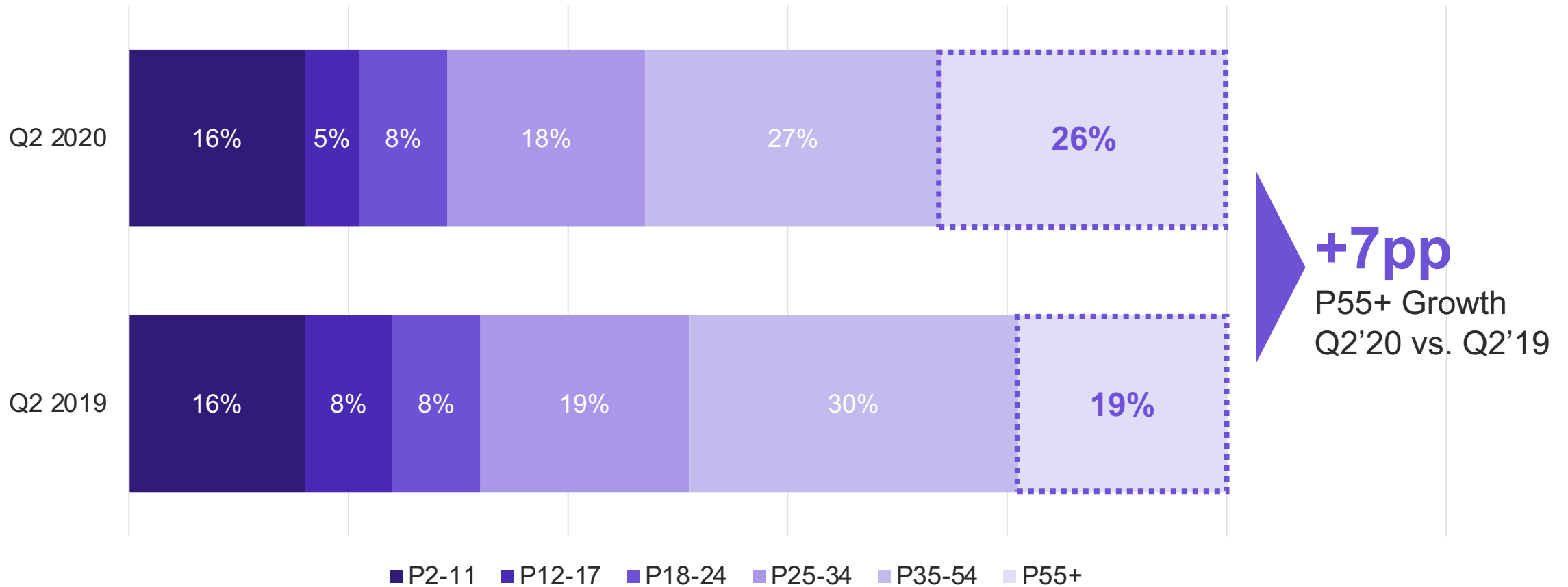
Pharma National TV spend has grown an average of 9.5% a quarter since 1Q17

Sources:

1. Crossix Client study: <https://www.pm360online.com/the-power-of-tv-in-pharma/> digital includes Video and display; 2. Tresiba Client Presentation at 2019 DTC National Conference; 3. Magna Industry Report Fall 2019

# Consumer Behavior is Changing and P55+ are Increasingly Streaming

## Streaming Video Share of Time Spent by Age



# Aligning With This Shift in Viewership Requires Overcoming Legacy Digital Obstacles

## Legacy Digital Obstacle

## NBCU Solution

### Content Length

Short-form content does not work with longer Pharma ad formats

80% of NBCU non-linear content is longform

### Brand Safety

Little transparency leading to uncertainty on where your content runs

Premium 100% viewable content & transparent reporting

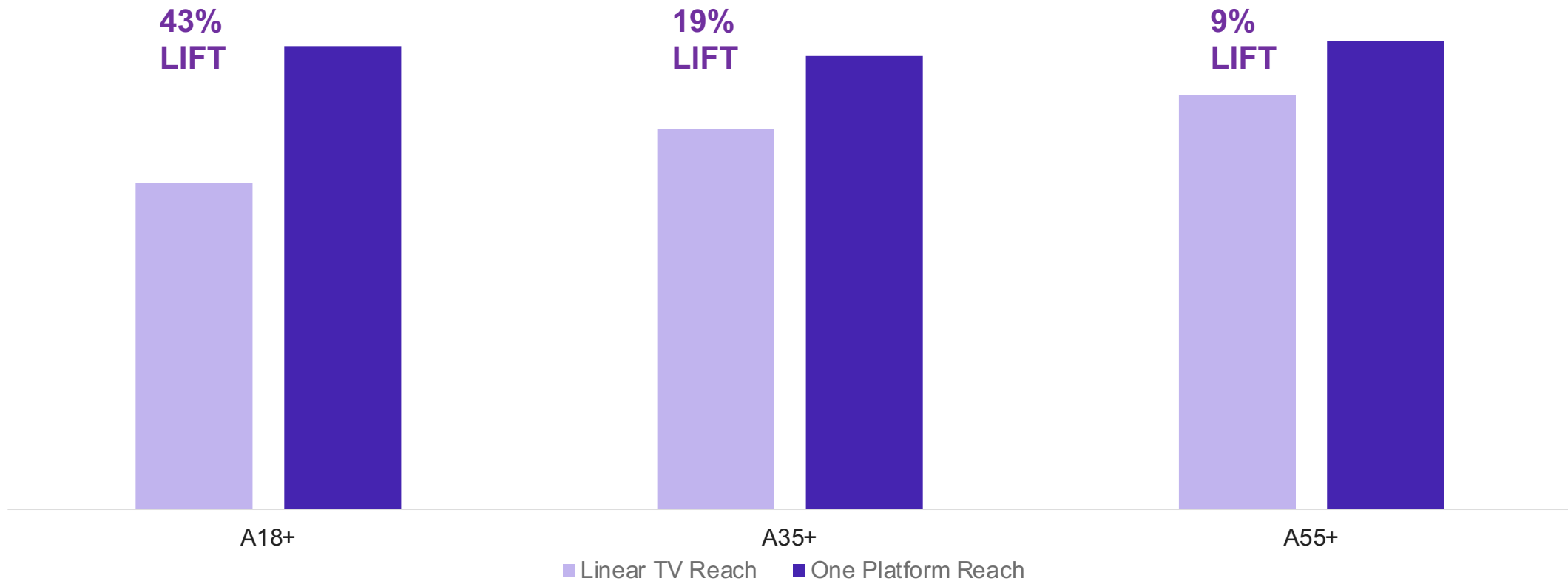
### Scale

Struggle to achieve scale similar to TV

Reaching 161M P2+ per month

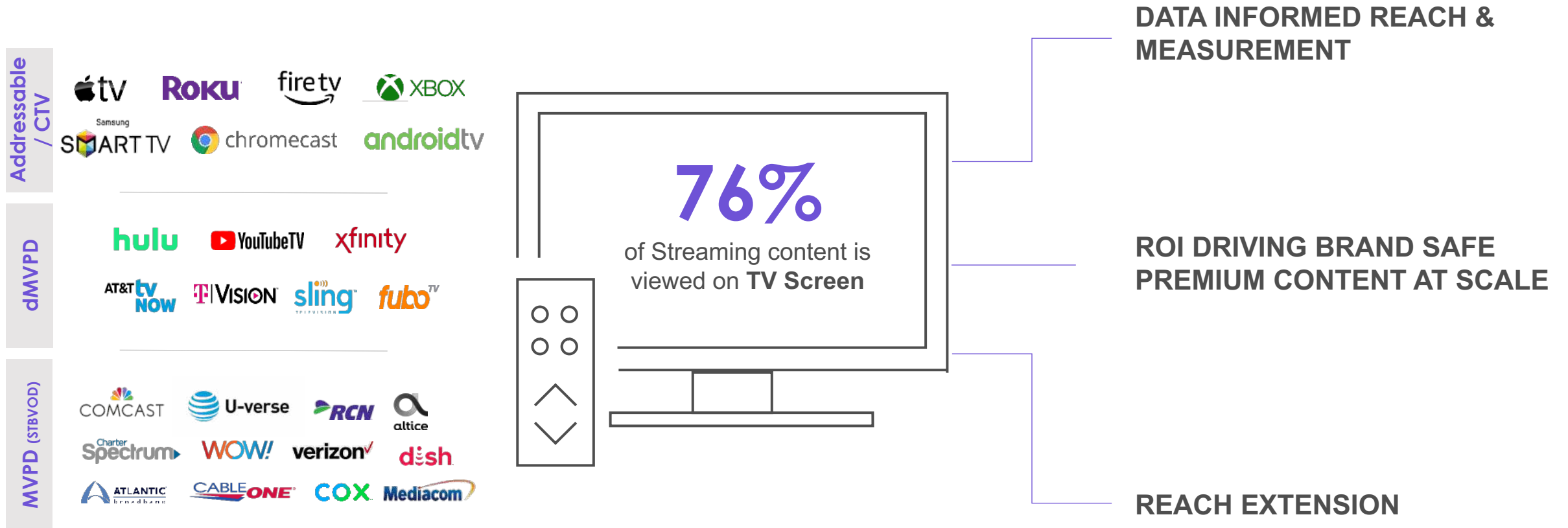


# NBCU Has the Potential to Increase Your Audience Reach



# With NBCU, Pharma Can Now have the Best of Both Worlds

Viewing is Still on the TV Screen, it's Just **How** You Engage





# NBCU Streaming Advantages for Pharma



**Superior Scale,**  
offering **Incremental**  
**Reach** to Linear

+26% incremental reach,  
Linear to Linear + Streaming  
(P35+)



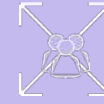
**Opportunity to Run**  
**Longform, in**  
**Premium Content**

Ability to run :60s and :90s



**Brand Safety via**  
**Content**  
**Transparency**

Premium 100%  
viewable content and  
transparent reporting



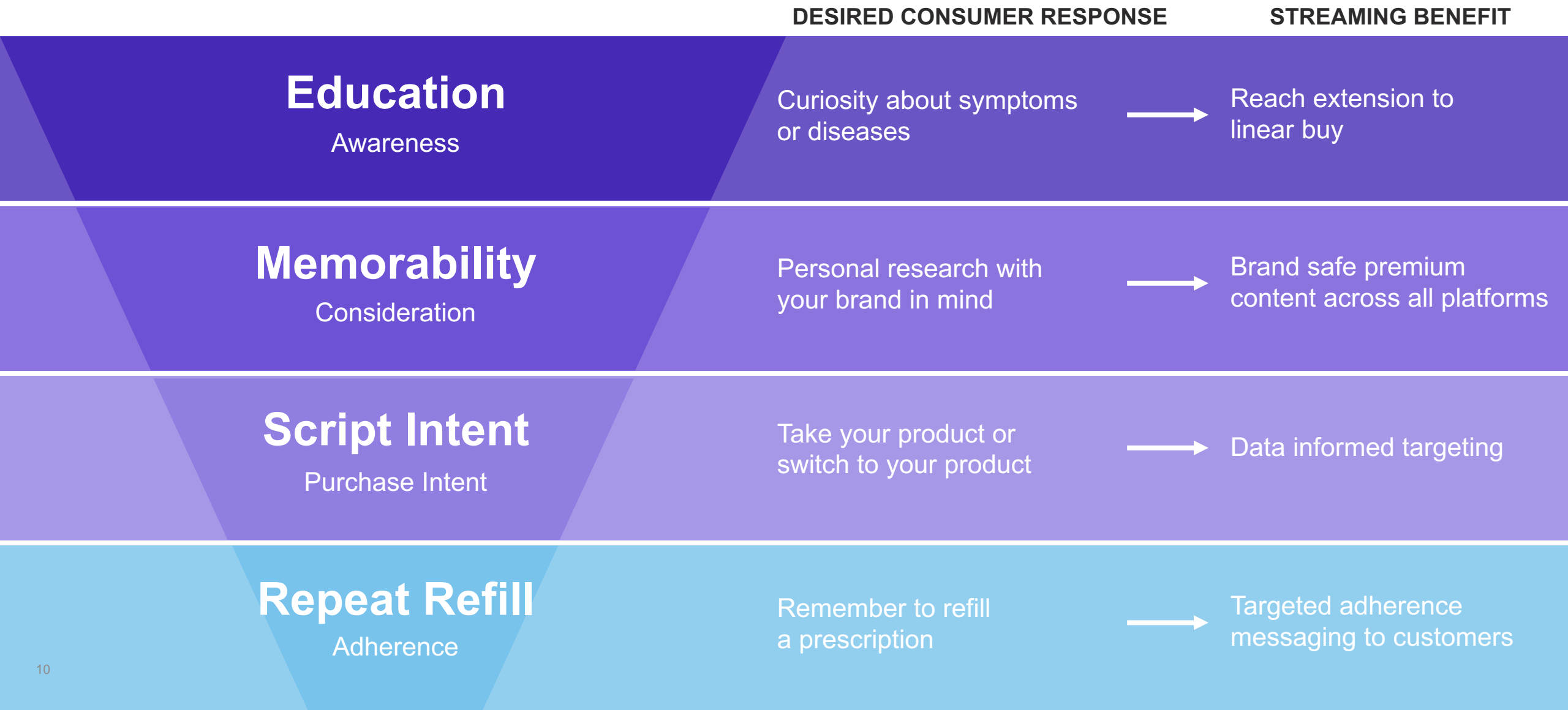
**Measurement**

Learning and adjusting,  
against audiences that  
matter to you



# Our Approach to Streaming for Pharma

Objective Based Approach



# NBCU Streaming Engages the Right Audience at Scale Based on Your Objective

## OBJECTIVE

## AUDIENCE

### Education

Awareness

Reach a **broad audience** such as P18+ or P35+ and reach key demographics like **Hispanics** or **P25-54**

### Memorability

Consideration

Engage **key potential audiences** based on **behavioral signals** indicative of the condition/disease and audiences such as **caregivers** and **HCPs**

### Script Intent

Purchase Intent

Connect with those with a **higher likelihood** of having the disease\*

### Repeat Refill

Adherence

Connect with **Current Patients**\*



# Thank You

**NBCUniversal**

2021