

A hand is shown pointing towards a futuristic digital interface. The interface features several circular icons: a dollar sign, a family silhouette, a house, and an airplane. The word "INSURANCE" is faintly visible in the background of the interface. The overall scene is set against a dark blue, glowing background with a grid pattern.

Insurance: Capitalizing on Streaming Growth

NBCUniversal

Purpose

As the Insurance business model evolves to encourage consumer use of digital tools and services, we also see significant increases in streaming video consumption

NBCU can help Insurers maximize reach against prospects and existing customers by evolving their plan to capitalize on these consumption changes



Evolving Your Mix to Include More Streaming is Important for 2 Key Reasons:

1

As consumers increasingly engage with insurance brands through digital channels, it's important to **show up in these environments**

2

As viewership evolves to reflect greater streaming consumption, it's important to **reach audiences on their platforms of choice**



Digital Consumer Engagement with Insurance Products is Evolving...

51%

of U.S. P&C Insurance consumers use **digital channels** to shop

84%

increase in **smartphone visits** to insurance company websites

28%

of auto insurance policy **sign ups made online** in 2020

2.5x

likelihood of **millennials** to contact insurers through **social/mobile** compared to older consumers

...and COVID has Only Accelerated These Existing Trends

90%

of a major P&C insurer's auto claims in April 2020 were made via **digital tools**

90%

of insurers agree that COVID will be a catalyst for **digital transformation**

27%

of insurers have launched **new digital initiatives** since COVID began

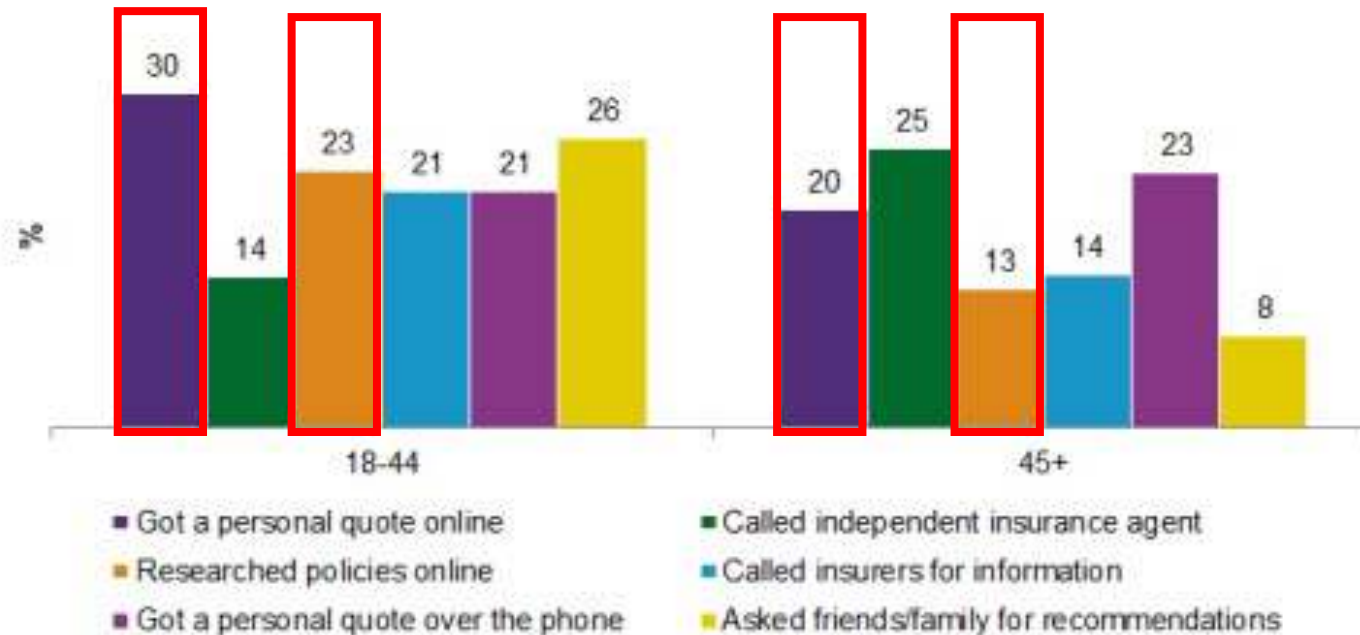


The Path to Purchase Often Begins Online, Especially Among Younger Audiences

More than one third of consumers ages 45+ also initiate their insurance discovery process online

Purchase Behaviors – Auto Insurance, By Age:

“Which of the following steps did you take when purchasing your most recent auto insurance policy?”



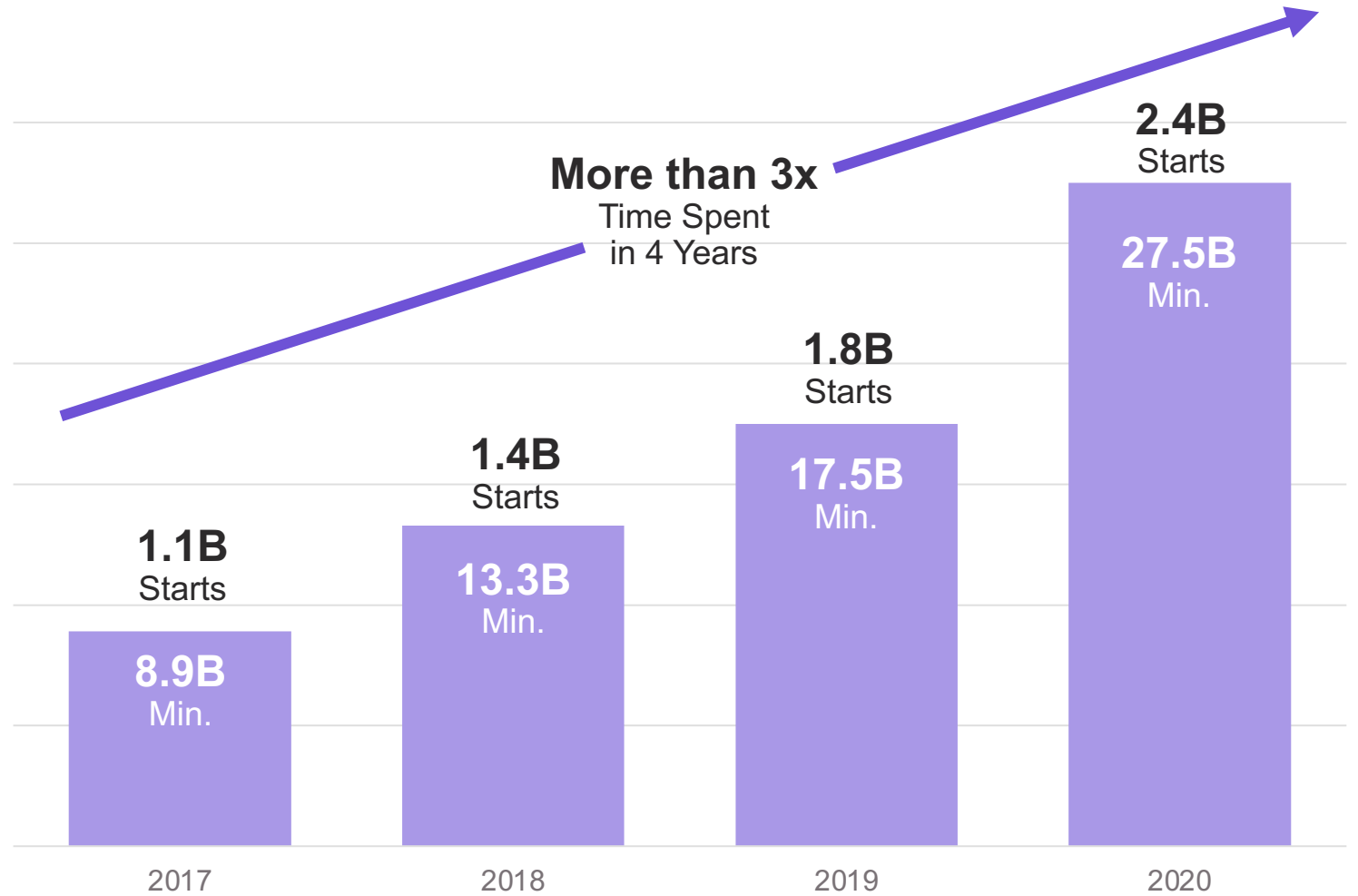
Researched policies or got quotes online...

- **53%** of 18-44
- **33%** of 45+

In Parallel,
Digital Video
Consumption
Continues to
Rapidly
Accelerate
Within NBCU

Average Monthly Consumption

Jan – Oct | Total NBCU Data

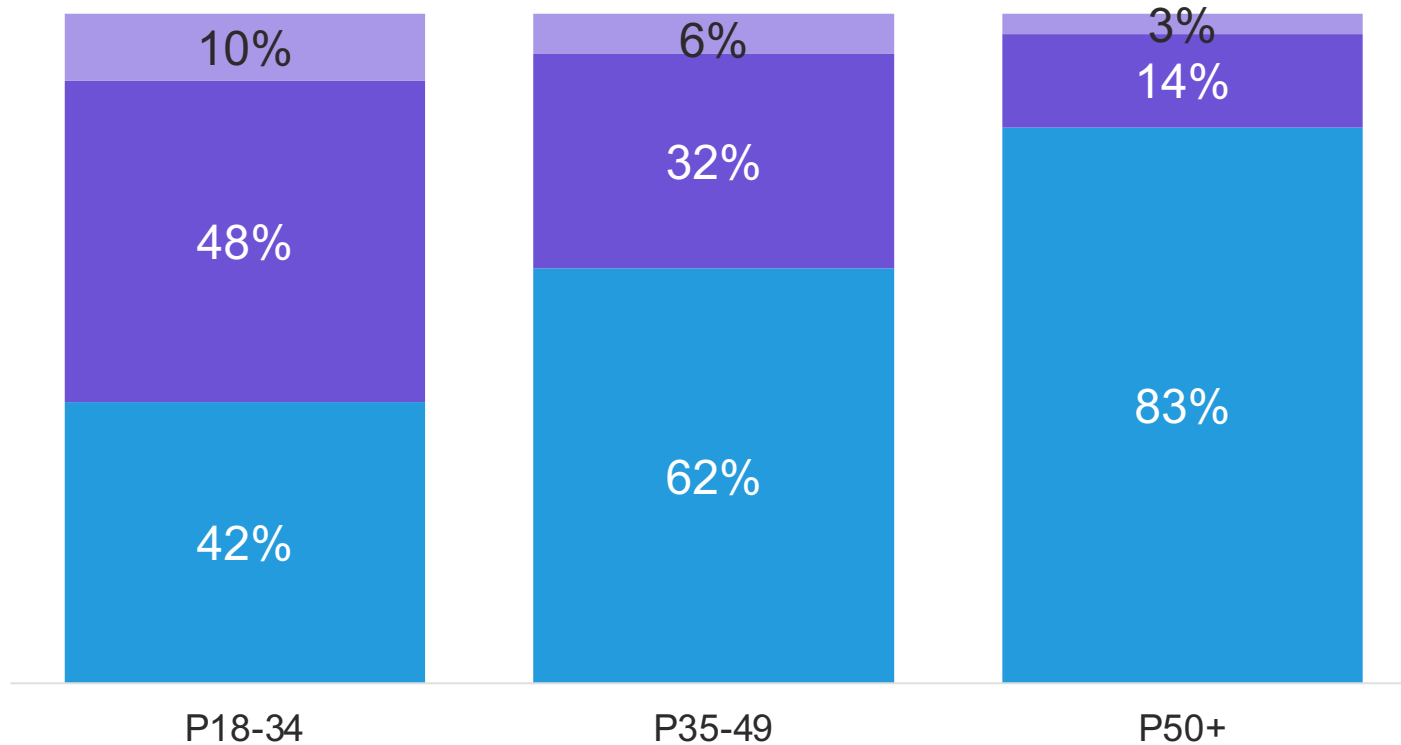


Source: NBCU Internal Data (full detail in source notes)

Different Rates of Digital Consumption Across Age Ranges, with Highest Share in Younger Audiences

Watch Time Across NBCU Properties

(P18-34, P35-49, P50+) ■ Linear ■ Digital Longform ■ Digital Shortform



Linear remains strong for all ages, but **Digital commands an increasingly important share of viewership**, making a cross-platform execution approach critical



Insurers Have Many Different Priority Audiences, Which Consume Linear vs. Digital at Different Rates

Linear
Consumption

Digital
Consumption

*Many younger, high value insurance audiences
are increasingly consuming digital*

Example Audiences:

Boomers


New Homeowners

First Time
Auto Buyers

Digitally Savvy
Millennials

Insurance Policy Bundlers



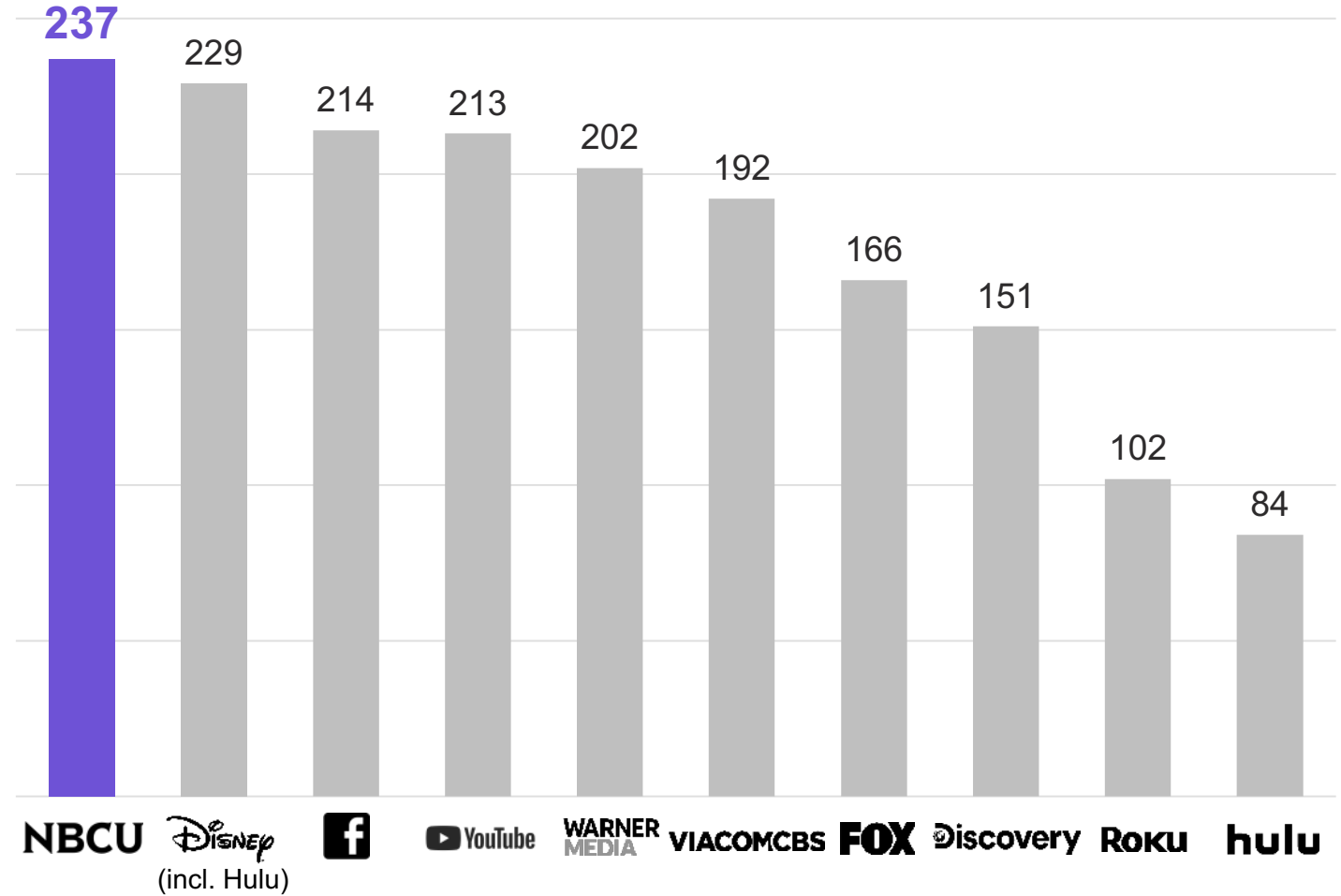
A person with short dark hair, wearing a grey and black striped sweater, is seen from behind, looking at a wall covered in various social media posts and images. The scene is dimly lit, with the person's back and the wall of posts being the primary focus. The text is overlaid in white on the person's back.

**You need to be on all platforms
to reach all potential audiences**

NBCU One Platform reaches 237M P18+ per month...

Cross-Platform Video Reach – P18+ (Millions)

July 2019 – Jun 2020 – Average Monthly



% Ch. = NBCUniversal vs. each competitor

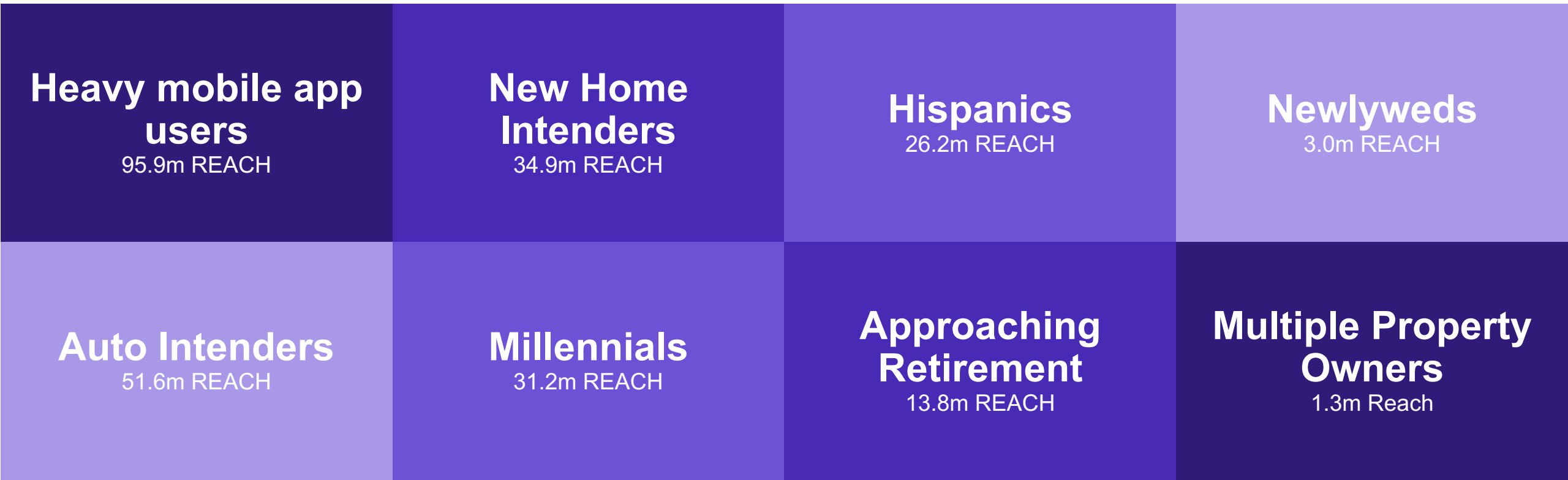
Source: July 2019 – June 2020, P18+, TV- Nielsen. C3, Total Day, Reach %, 1 minute qualifier; Digital- comScore Video Metrix: Media Metrix. Multi-Platform Data; STB VOD-Canoe Reach and HHs; SNL Kagan using Nielsen VPVH. NBCU Connect based on FW Markets in comScore OTT Intelligence (May-June 2020). CODE = Apple News Only. Tubi based on comScore Video Metrix. Pluto included in CBS/Viacom comScore Data. Facebook Digital Video Estimates based on comScore Media Metrix. YouTube Digital Video Estimates based on comScore Media Metrix. Hulu Digital Video Estimates based on comScore Video Metrix. Roku Reach Estimates based on Hulu Subscribers to Reach Factor. Peacock based on comScore VMX P18+ Aug 2020.



With the scale of One Platform

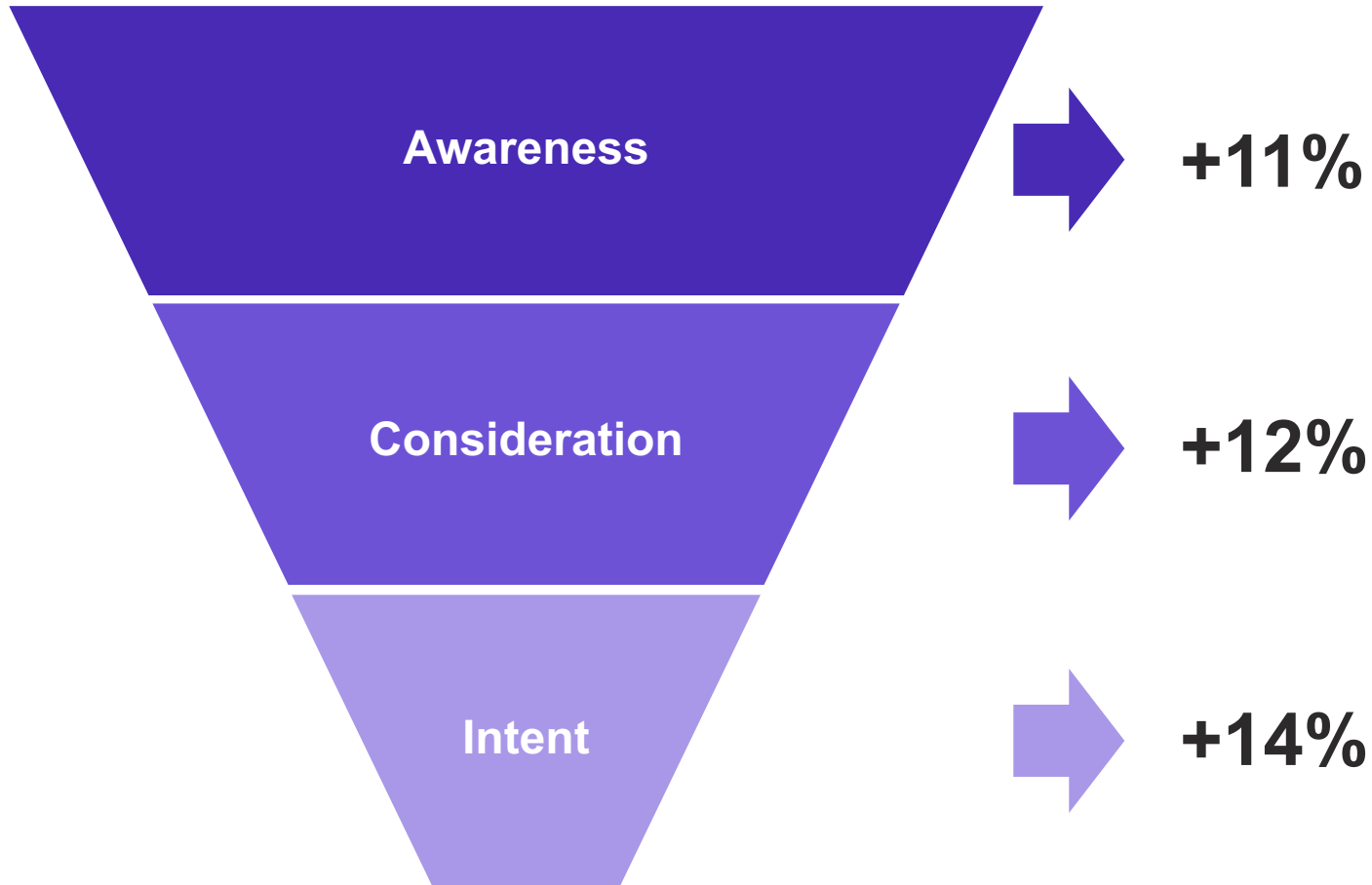
NBCU can Facilitate Relevant Reach Against any Priority Audience...

No matter how broad or targeted



In Addition to Incremental Reach,

Cross-Platform Execution Can Also Drive Stronger Results Across All KPIs

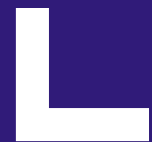


Audiences exposed on multiple platforms drive **Higher Brand Impact, Across All Vital KPIs**, compared to audiences exposed on only one platform



NBCU Streaming addresses Insurance advertisers' key digital challenges

	Insurance Challenges	NBCU Streaming Benefits
BUSINESS CHALLENGES	<ul style="list-style-type: none">Fragmentation <i>Audience Reach / Measurement & Reporting</i>Consideration <i>Significant fall off from awareness to consideration</i>	<ul style="list-style-type: none">Single Publisher Advantage <i>Seamless cross-platform execution through a singular campaign architecture</i>Full Funnel Emphasis <i>Scale + precision to drive impact across the entire funnel</i>
MEDIA CHALLENGES	<ul style="list-style-type: none">Scale <i>Maximizing reach against key audiences</i>Trusted Content <i>Relevant and transparent placements</i>	<ul style="list-style-type: none">Higher Reach vs Roku or Hulu <i>Includes NBCU long and short-form content, inclusive of Roku, YouTube, Hulu & NBCU network apps on all mobile + digital platforms</i>Brand Safety via Content Transparency <i>Premium 100% viewable content and transparency reporting</i>



Thank you!

