

AT NBCU TRUST MAKES THE DIFFERENCE

FOR RELIABLE INVESTMENT DECISIONS



HOW DO WE FACILITATE BRAND STRENGTH FOR OUR CLIENTS?

Here at NBCUniversal, we create impactful relationships by centering on **trust**.

TRUST

Partners Trust NBCU:



86%

FEEL NBCU BUILDS TRUST WITH CUSTOMERS



+18%

AGAINST KEY TECH PLATFORMS

COMMUNITY

Decision Makers agree NBCU:



86%

BUILDS RELEVANCE



2 in 3

CULTIVATES COMMUNITY CONNECTION

ACCOUNTABILITY

Decision Makers agree NBCU:



85%

IMPROVES BUSINESS STRENGTH



9 in 10

WOULD RECOMMEND NBCU ADVERTISING TO OTHER DMS

IMPACT

Decision Makers agree NBCU:



87%

REACHES NEW CUSTOMERS



88%

FACILITATES COMPANY GROWTH

EVERY COMPANY NEEDS PARTNERS WHO SHARE ITS VALUES AND PASSION FOR GENERATING SHARED VALUE; WHO UNDERSTAND THAT WHEN WE HELP BUSINESSES GROW, THE IMPACT LIFTS UP FAMILIES, COMMUNITIES, AND THE ENTIRE ECONOMY.

BECAUSE WHEN WE BUILD TRUST, THE BENEFITS MULTIPLY FOR EVERYONE.