

# PVOD Studio Strategy

NBCUniversal





# We Are In This Together



## Entertain Viewers in Today's Reality

Movie Theater attendance has been impacted in light of the Covid-19 Crisis, forcing the shift of premium releases to PVOD.



## Distinguish Films as Premium Entertainment

Important to distinguish feature films from the day-to-day streaming. Eventize the release to elevate content as a premium experience.



## Focus on Driving Transactions

With our own transactional at-home platforms, we have aligned business objectives to get everyone back to the movies... even if it's at home.

Better Together

xfinity

VUDU

Apple tv

FANDANGO  
NOW

Comcast /  
NBCUniversal  
Platforms

deliver nearly

50%

of the U.S. PVID  
Marketplace



bravo



Rotten  
Tomatoes



SYFY

Comcast /  
NBCUniversal  
Platforms

alone reaches

83%

of the U.S.  
Moviegoing Audience



MSNBC

NBCSN



OXY  
GEN





# Changing Attitudes & Behaviors

About 1/3 of people are picking up new hobbies<sup>1</sup>

42% are avoiding public transportation

50% are trying new brands/products<sup>1</sup>



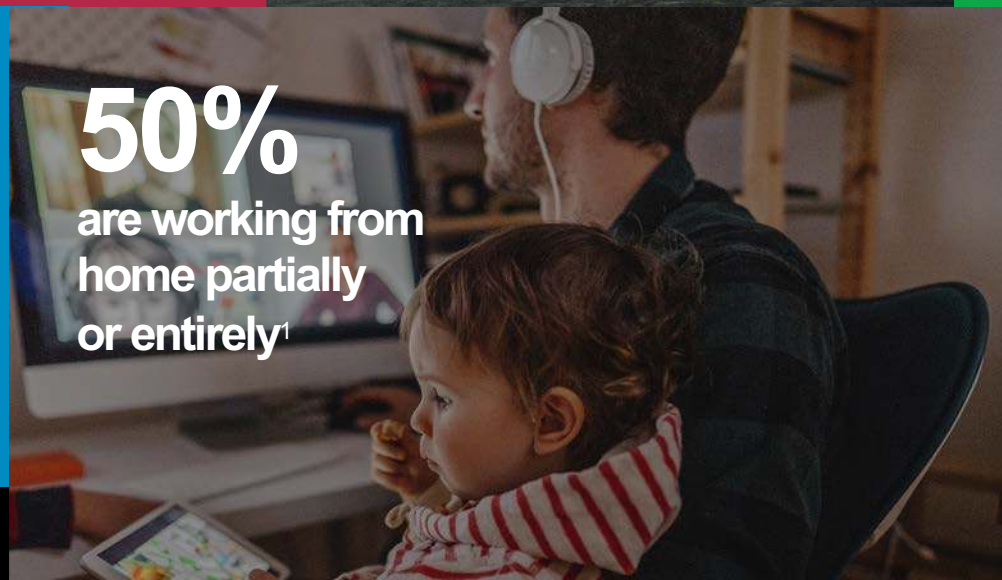
58% of Gen Z as well as Millennials are watching more shows/films on streaming services<sup>2</sup>

50% are working from home partially or entirely<sup>1</sup>

48% intent to maintain newly acquired health and wellness habits over the long term<sup>1</sup>

51% spend significantly more time watching media/entertainment<sup>1</sup>

56% have a more invigorated approach to life<sup>1</sup>



# The Impacted Movie Decision Journey

## The Change

## Why It Matters

## Implications

### Initial Influence

The way we hear about movie releases (e.g., the trailer and WOM) is shifting to digital.



Less awareness, excitement & anticipation



Make the release an experience

### Perception of Premium

A theatrical release is no longer the only indication of the investment, quality, or weight of a movie.



Viewers can choose less expensive or free content options



Differentiate your film from other content options

### Viewing Time

From planned nights and weekends to on-demand gratification.



Time shift in decision making and viewing



Meet the expectation for immediate entertainment

# A Reimagined Approach

BROADEN  
REACH

## Capitalize On Demand

Inspiring those who are ready and open for new content to take immediate action and make the purchase.

## Establish Premiumization

Convince content consumers that the premium price. Distinguish Premium Content from other storytelling options.

## Redefine Movie Night

Connect with those who long for shared viewing moments. Ignite interest and curiosity by eventizing the PVOD purchase release.

# A Reimagined Approach

## THREE STRATEGIES FOR PVOD RELEASES

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### Partner Solutions



Targeted Media



Addressable Media



High Impact Takeovers



Customized Branded Placements



Editorial Spotlight



Curated Content Lists



O&O Native Placements



Social Posts



Email Blasts



Special Look Stunts



Shoot-based Content



Editorial Linear Coverage



Clip-based Vignettes



Co-Branded Graphics



Talent Social Posts



Integrated Content



Trailer/Long-Lead Stunts



Tentpole Moments



Commercial Innovation

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# A Deeper Look





# Capitalize on Demand

Surround Distribution Point

**xfinity**

Addressable media opportunities based on Comcast STB viewership data & Fandango 360 segmentation

Targeted media across Linear TV, VOD, Digital and IPG inventory

Comcast X1 Editorial placements & custom X1 voice remote integrations

X1 in-grid banners link to PVOD title purchase

**VUDU**

Targeted video ad inventory

Editorial and programming placements within e-commerce platform

Targeted media across One Digital focused on TVOD and PVOD transactors

**FANDANGO  
NOW**

Roku Native Storefront

High Impact placements across FNOW web, Roku and smart TVs

Editorial across the Fandango Entertainment Network

Targeted media across One Digital focused on PVOD transactors

**apple tv**

Apple News targeted media with iTunes data

Brand Channel immersive sponsorships

**NBCUniversal**

Data-driven One Digital Video across O&O and 3rd party video partners leveraging Fandango360

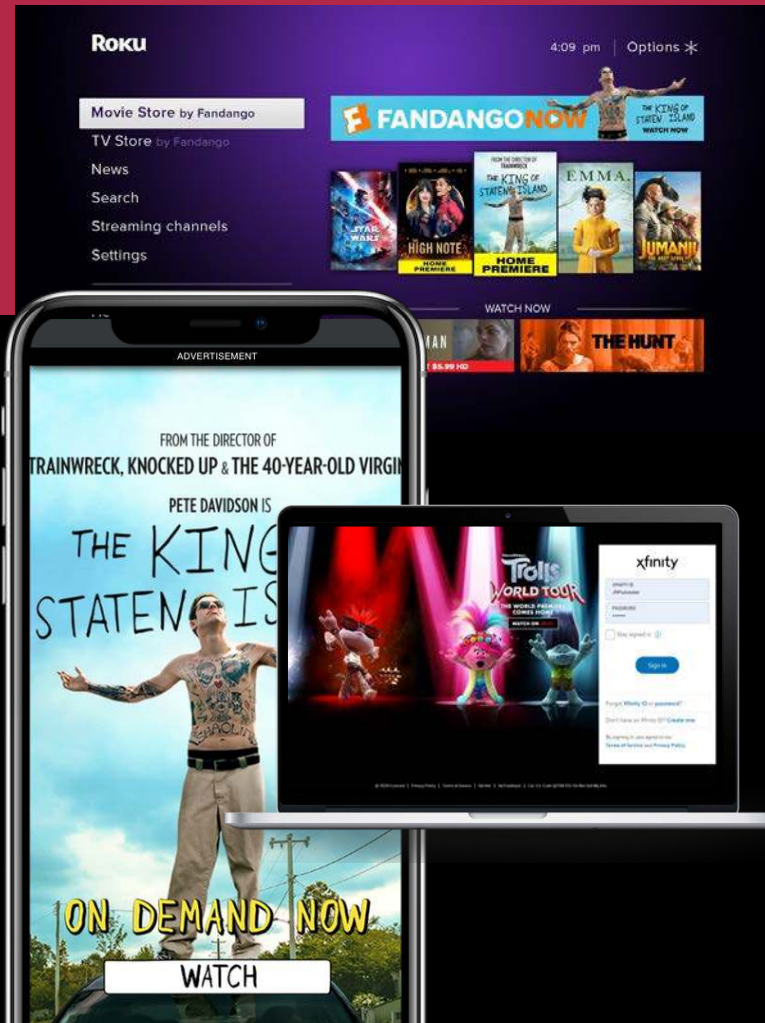
AdSmart Optimized linear with Fandango360

Custom editorial placements and sponsorship within NBCUone video platform

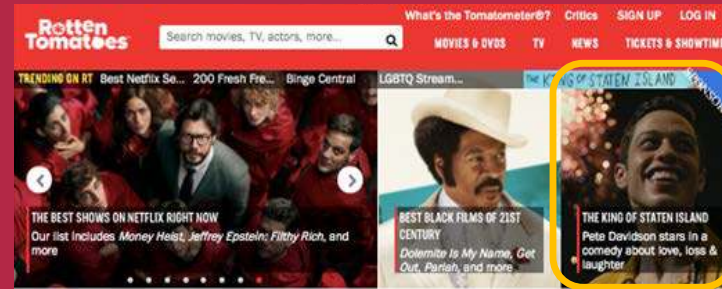


# Capitalize on Demand Partner Solutions

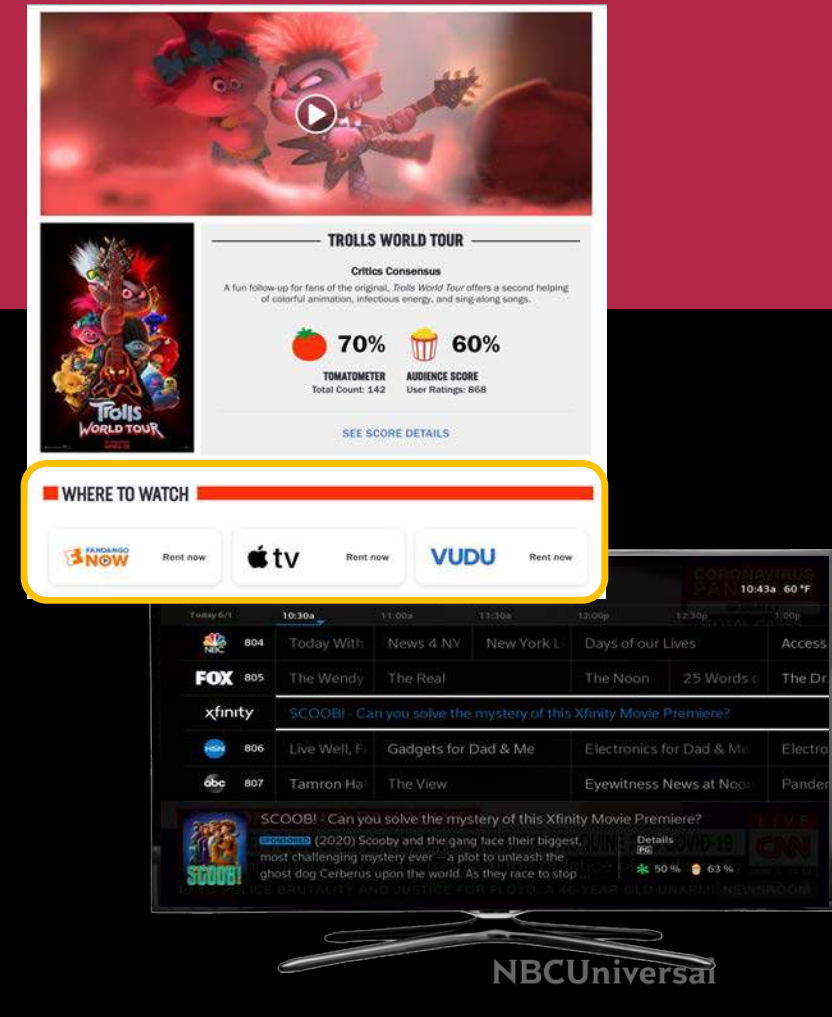
High Impact Takeovers



Editorial Spotlights

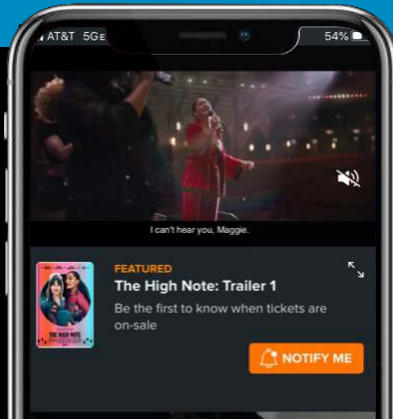
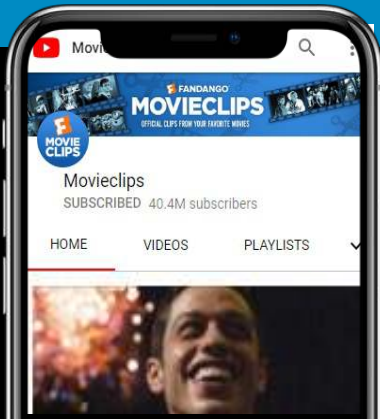


Exclusive O&O Native Placements

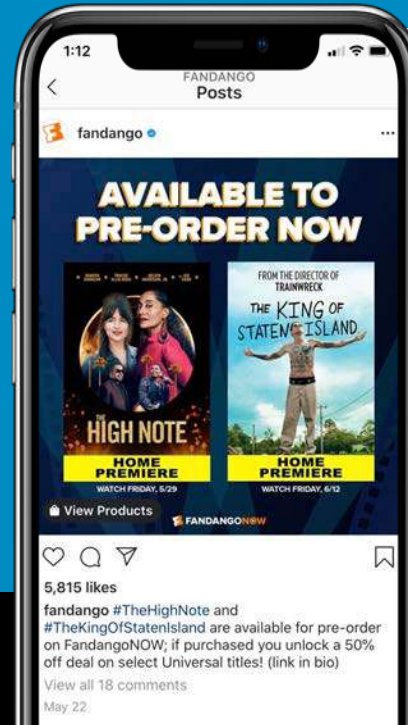


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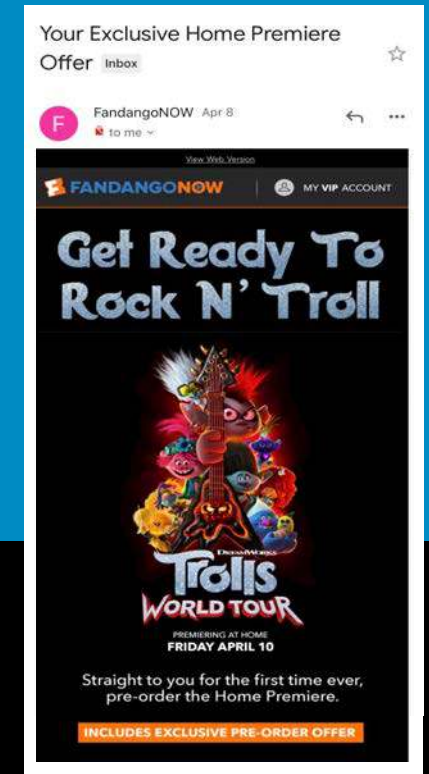
## Trailers



## Social Promotion



## Email Blasts

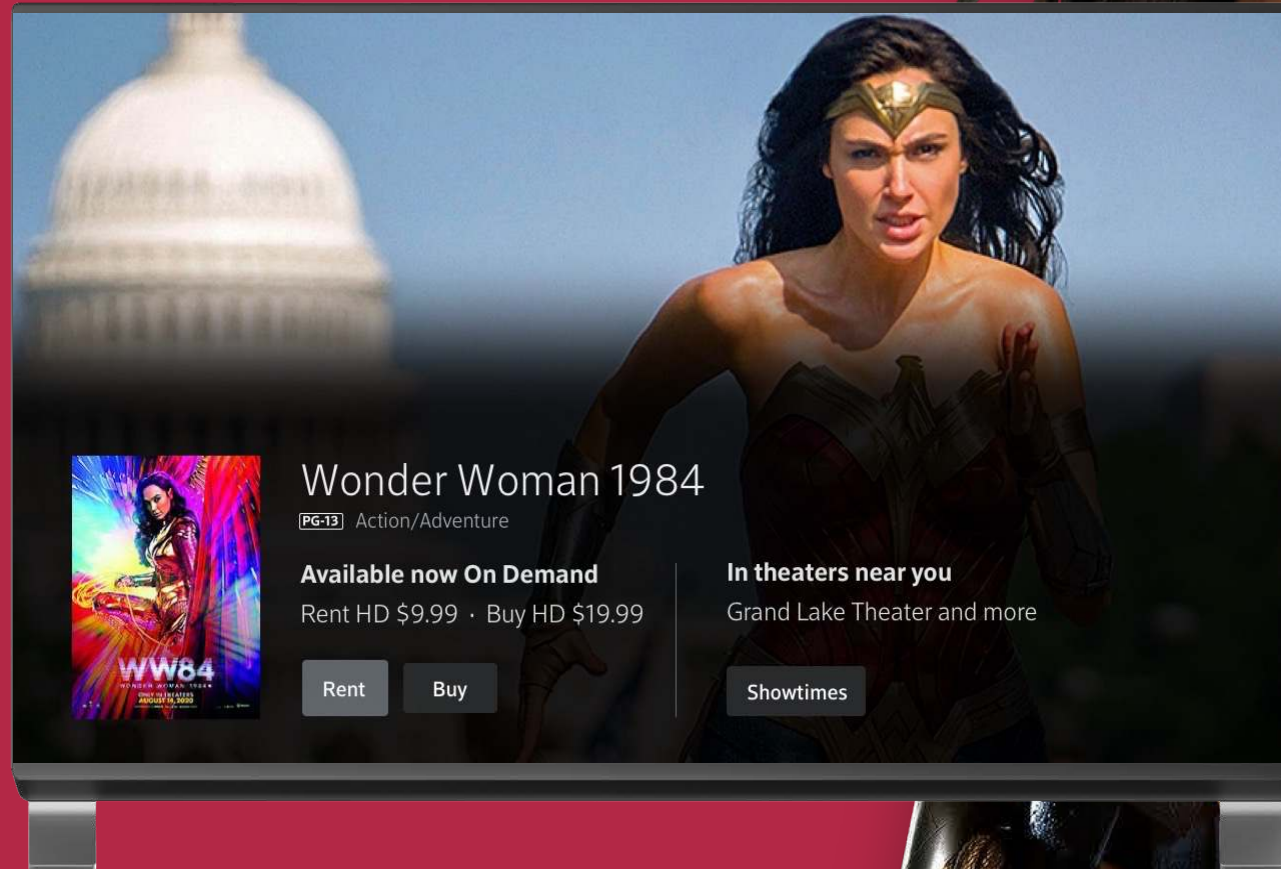




# Capitalize on Demand

## Unique Partner Solutions

### Xfinity/Comcast X1 Voice Plus Activation



xfinity

NBCUniversal

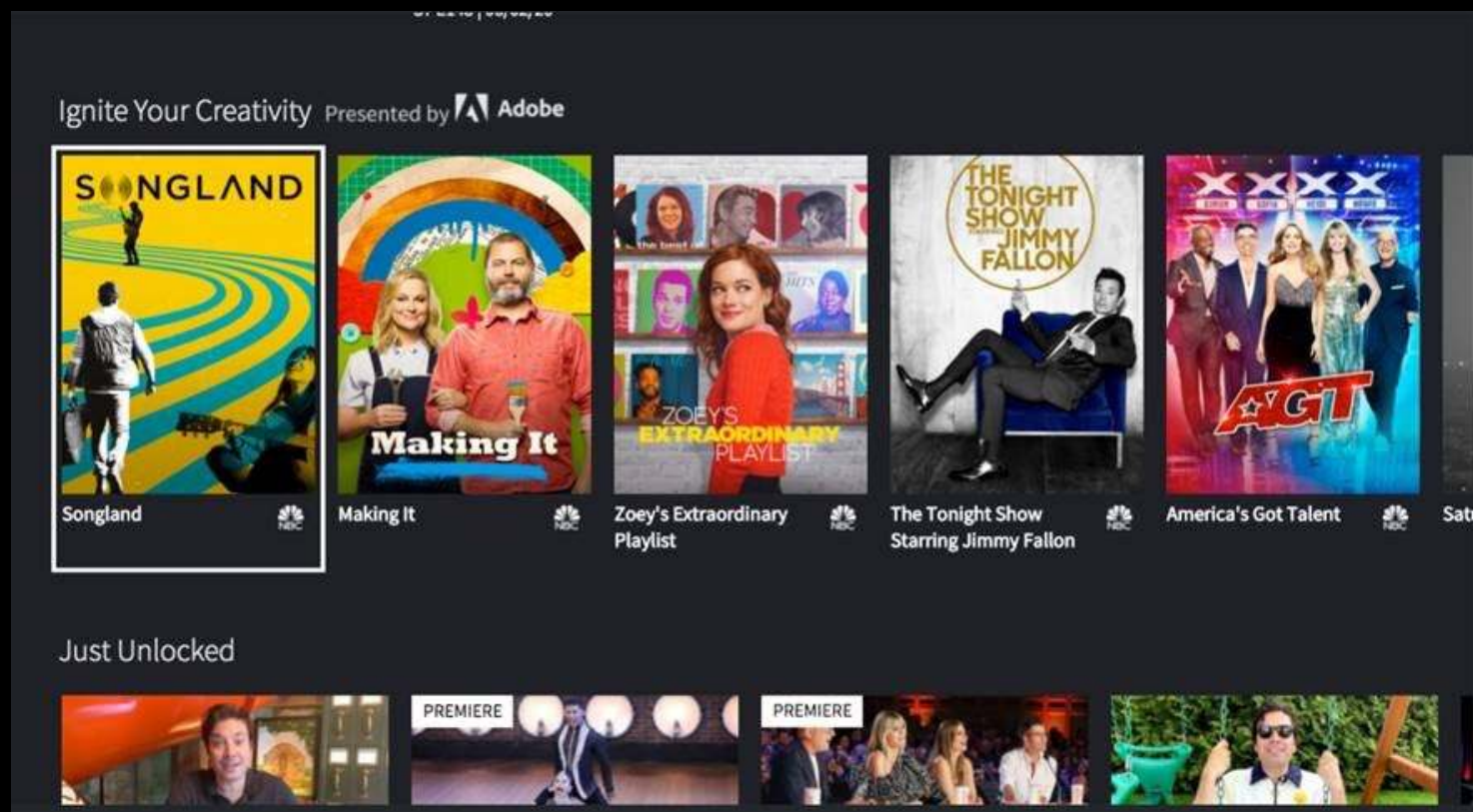


# Capitalize on Demand

## Unique Partner Solutions

### NBCUone Video Platform Branded Shelf

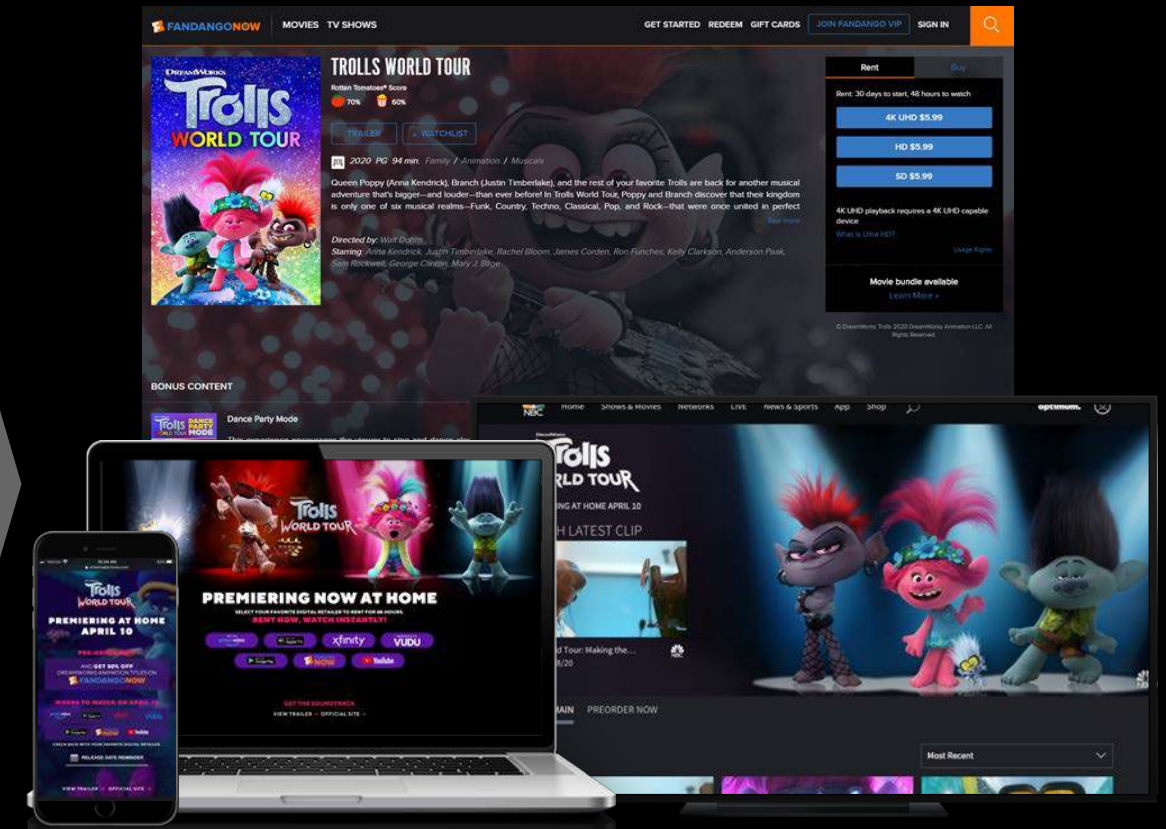
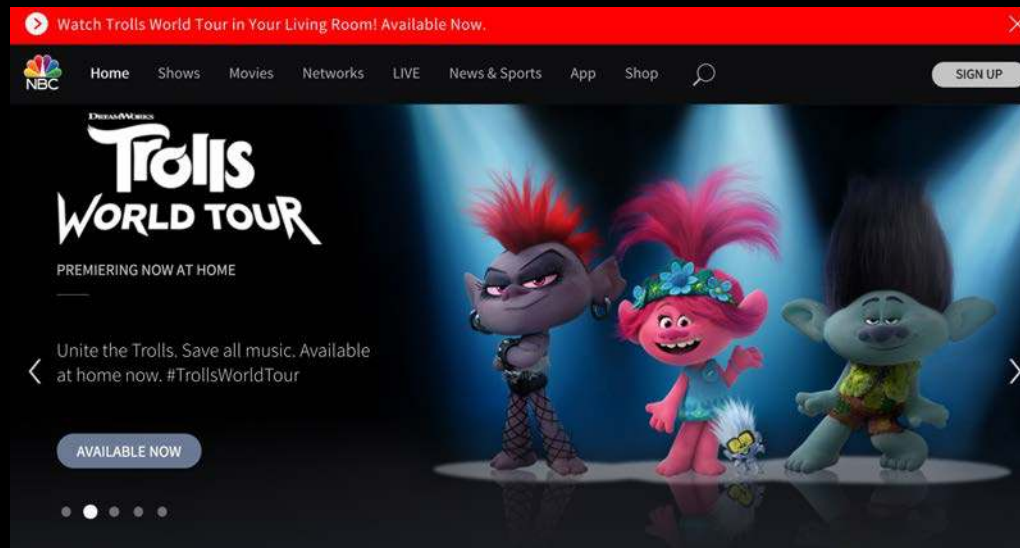
- Curated to align with campaign themes, genre, or key times of year
- Opportunity to feature film trailer, content and layer additional high-impact elements



# Capitalize on Demand Unique Partner Solutions

NBCUniversal

## NBCUone App Sponsored Hub



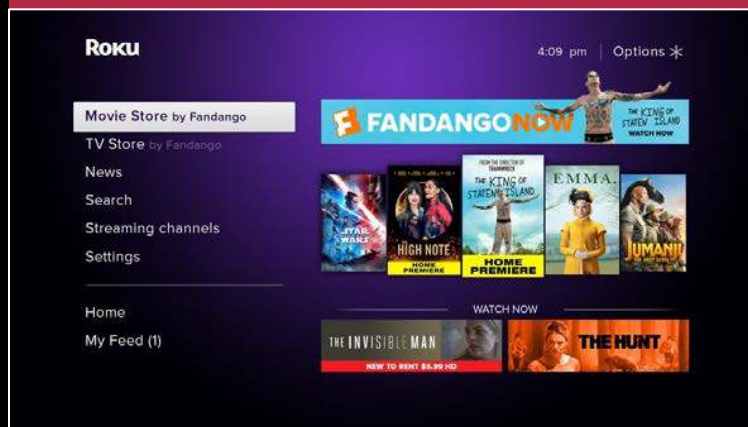
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# Capitalize on Demand Unique Partner Solutions



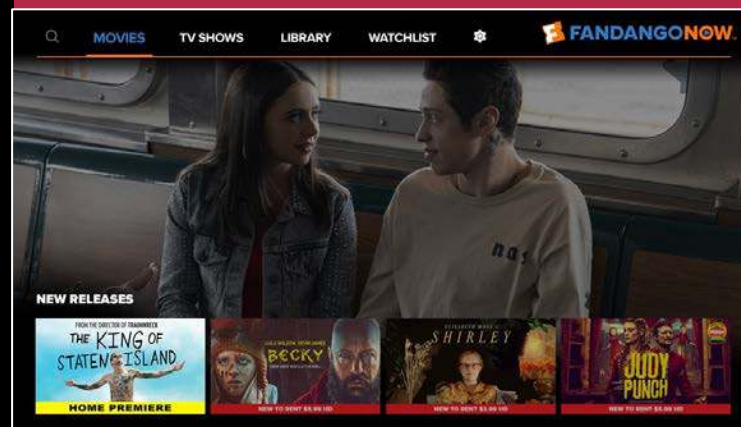
## FANDANGONOW CROSS-PLATFORM SPONSORSHIP

### Roku



Customized branded background on the highly trafficked Roku Native Storefront + poster placement [1 week]

### Smart TVs



Placements within the “New Releases” List & “New to Buy” List on the Livingroom homepage [1 week]

### Web



Homepage on desktop & mobile featured placements within the Hero Carousel (1<sup>st</sup> position), 4x Panel Super tout + poster placement [1 week]

Across all platforms, impressions reached over 10MM for a 1 week flight

\*Average views, June 2020

NBCUniversal



# Capitalize on Demand Unique Partner Solutions



## FANDANGO'S WEEKLY TICKET VIDEO SPONSORSHIP

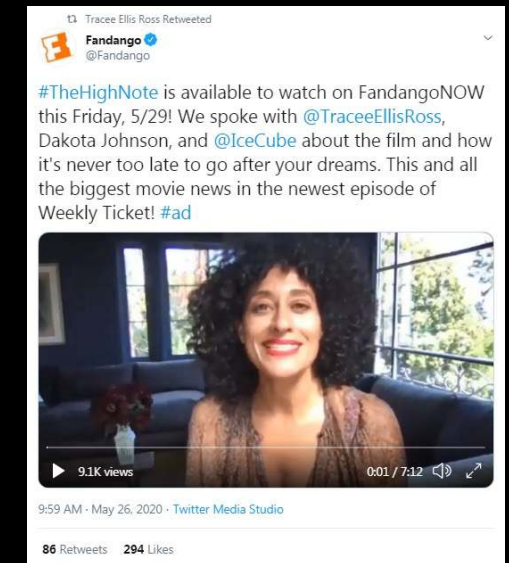
### Weekly Ticket Video Destination



### Fandango Instagram Post



### Fandango Twitter Post Retweet by @TraceeEllisRoss



# Establish Premiumization

## Adding NBCUniversal Co-Branded Solutions

### Special Look Stunts



### Shoot-based Content



### Talent Social Posts



### Clip-based Vignettes



### Co-branded Graphics



### Editorial Linear Coverage





# Redefine Movie Night

## Enhance with High-Impact Moments for Broad Reach

Tentpole Moments



Trailer or Long-Lead Stunts



Integrated Content



Commercial Innovation





# The Big Picture

## Consumer Journey

LONG LEAD

PRE-RELEASE

WEEK OF  
RELEASE

POST  
RELEASE

NBCUniversal



**MOVIECLIPS**

Trailer or  
Long-Lead Launch

NBCUniversal  
Special Look

NBCUniversal  
Co-Branded Vignette

NBCUniversal  
Show Integration

NBCUniversal  
Primetime Stunt



Editorial Coverage

NBCUniversal  
One Digital Video  
Branded Shelf

NBCUniversal  
O&O Native Placements

NBCUniversal



High Impact Takeovers



Sponsorship

NBCUniversal  
Commercial  
Innovation Stunt

NBCUniversal



High Impact Takeovers

NBCUniversal  
Shoot-Based Content



Network Takeovers

NBCUniversal

NBCUniversal  
Rotten  
Tomatoes  
Editorial Spotlights

E! NEWS  
**!RUNDOWN**  
Snap Integration

NBCUniversal



# Expanding with Global

NBCUniversal + sky

World-class TV  
content on every  
screen, live & on  
demand

Passion point  
environments across  
entertainment, sports,  
& news

Custom cross-  
market creative  
solutions

Industry-leading cross-platform measurement

**615M+**  
adults reached per month

**150+**  
countries

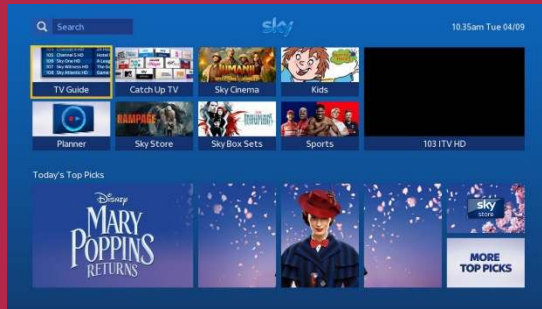
**\$24B**  
a year in content

Data-driven  
cross-market  
audience  
targeting

# Global Branded Solutions

NBCUniversal + sky

## EPG Takeover



Take over our EPG for a predetermined launch period to promote blockbuster releases

## Continuity Announcer



Key characters from your film will serve as announcers across Sky-owned channels

## Sky Red Button



Red Button trigger overlaid on any trailer directs viewers to a bespoke category of content

## Bespoke Editorial Content



Sky Cinema will showcase the film pre-release using cast interviews & behind-the-scenes content

## Pop-up Sponsorship



Sky Cinema's dedicated pop-up channel will help reach your desired target market pre-release

## Trailer Launch



Starting with a branded intro and continuity announcer VO, we'll go right into your film's latest trailer.



A full-body image of the character Shazam, played by Zachary Levi. He is wearing his iconic red suit with gold accents and a yellow lightning bolt on the chest. He is blowing a large pink bubble and holding a black smartphone in his right hand. The background is dark with a subtle light effect behind him.

# Replay & Next Steps

## Better Together

With access to four of the largest PVOD transactors and our extensive audience reach, we're geared up to catapult your future PVOD releases

## Smart Solutions

Whether it's targeted media opportunities or custom solutions, we offer a variety of tools to effectively and efficiently reach the right target for your releases

## Strategic Storytellers

To drive anticipation and ultimately purchase, our experienced team of storytellers will leverage NBCU IP or talent to differentiate PVOD release as premium content event

## Streamlined Partnership

NBCUniversal offers a portfolio point of contact to streamline direction and execution across the five different properties

