NBCUniversal

NBCU Studio Playbook
Studio Category Trends
What We’re Seeing & Hearing in the Industry

COVID-19 is Accelerating Changes to Distribution
Widespread theater closures caused by COVID-19 necessitated experimentation with distribution and windowing. Now, theatrical openings with fast-follow PVOD releases are quickly becoming the new norm.

Streamers Generate Increased Competition
Studios face increased competition for consumer mindshare, as audiences enjoy an unprecedented level of choice when it comes to the what, where, when & how to consume premium content.

Franchise Films Dominate the Box Office
The highest-grossing films are reliably tied to established franchises. With box office success as the ultimate north star, many studios’ slates depend on existing IP and beloved characters.

A Resolute Commitment to the Big Screen
Although they are experimenting with new distribution windows and rollout, Studios remain committed to the theatrical moviegoing experience and business, despite the challenges presented by COVID and shifts to in-home viewing.
Studio Category Trends
How Studios Are Evolving Their Marketing Approach

Big Reach in a Tight Timeframe
Studios must achieve big reach in a tight timeframe in order to ignite social chatter for their film. A singular moment – or several moments in close proximity – that garner huge audiences are essential.

Marriage of Show IP + Movie IP
Integrated marketing remains key in generating excitement for a film. Custom, authentic marketing activations that blend film IP with show IP create the perfect marriage to inspire audiences to want to see the film.

Data-Informed Targeting
With more moviegoer data available than ever, studios are in a unique position to eliminate waste and speak directly to key persuadable audiences and drive ticket purchase.

Cobranded Marketing
Studios are piggybacking off their subscription services to provide exclusive access to new titles, and in turn bringing the movie going experience to living rooms while driving subscription growth as well.
Despite these evolutions, there has been a consistent media strategy Studio marketers have deployed in terms of planning, flighting and allocating budgets for title releases
## The Historic Studio GTM Strategy

### Theatrical Releases

<table>
<thead>
<tr>
<th></th>
<th>LONG LEAD</th>
<th>MOMENTUM</th>
<th>PUSH TO OPEN</th>
<th>POST-RELEASE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Trailer Launch</strong> (Awareness)</td>
<td>• Long lead</td>
<td>• Pre-release momentum building up to week of open</td>
<td>• Push to open</td>
<td>• “Chase weeks” sustain conversion 1-2 weeks post-opening wknd</td>
</tr>
<tr>
<td></td>
<td>• 4-6 months out</td>
<td>• 4-6 weeks out</td>
<td>• 7-10 days out</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Big-reach media event with large audience in tight timeframe</td>
<td>• Targeted media and marketing to drive awareness of and intent to see the film once it is available in theaters</td>
<td>• Integrated marketing stunts &amp; digital targeting to drive ticket sales</td>
<td></td>
</tr>
</tbody>
</table>

### % of Ad Spend

- **10%**
- **10%**
- **70%**
- **10%**
The Modern Purchase Journey of Moviegoers (Pre-COVID)

**DISCOVERY**
Moviegoers tend to learn about new films by seeing trailers on TV and online and by word of mouth from friends
- 58% discover new films online
- 44% hear about new films through in-person conversations

**EVALUATION**
Several factors play into a guest’s decision to see a particular film in theaters, especially the genre
- 68% of moviegoers decide to see a film before the day of viewing
- 67% say genre is influential, with action and comedy being the most popular to see in theaters

**PURCHASE**
Despite in mobile and digital purchase pathways, the majority of moviegoers buy tickets in person at the box office
- 78% purchase tickets at the theater
- 23% buy tickets online
- 21% buy tickets on mobile

Source: Facebook IQ, Understanding the Journey of the Connected Moviegoer, January 2019
NBCU’s Theatrical Release Playbook
How Brands Can Partner with NBCU Across One Platform

**STUDIOS OBJECTIVE**

- **Launch trailer and generate buzz around forthcoming film**
- **Spark interest in the film and excitement for its release**
- **Drive ticket sales on opening weekend and beyond**

**NBCU SOLUTIONS**

- **AWARENESS**
  - Tentpoles, Sponsorships, and Big Moments
- **CONSIDERATION**
  - Creative Partnerships & Commercial Innovation
- **PURCHASE DECISION**
  - Advanced Targeting & Digital Partnerships

NBCUniversal
Tentpoles, Sponsorships, & BIG Moments
**CHALLENGE**

In a noisy category where marquee films tend to release around the same time, film advertisers compete fiercely for media attention and seek a big-reach moment to break through the clutter and achieve mass awareness in a tight timeframe.

**SOLUTION**

NBCU’s platform is home to countless tentpoles and culturally relevant moments that drum up excitement around your trailer and make your film memorable.
Studios Lean into Splashy, Memorable Moments for Trailer Premieres

Disney Mulan

Universal Hobbs & Shaw

Warner Brothers Tenet

Disney Aladdin
NBCU owns the biggest moments of 2021
And those big moments extend into 2022
The trailer launch creative was showcased in *Sunday Night Football*, *The Voice*, and other NBCU programs the week of 12/8/19.

- **AWARENESS**
  - Reached 32.7M Viewers P2+
  - 35% Title Memorability Lift vs. Action Movie Norms

- **CONSIDERATION**
  - Drove 392K Searches after trailer launch across NBCU properties

- **DECISION**
  - 21.5X Increase in Fandango Site Page Views w/o trailer launch vs. prior week

**Drove Impact for Wonder Woman Throughout the Purchase Funnel**
Creative Partnerships & Commercial Innovation
**CHALLENGE**

While trailers are a huge piece of the film marketing puzzle, they aren’t everything. Studios are seeking creative ways to build excitement around their films without giving too much away.

**SOLUTION**

NBCU’s full suite of marketing and integration capabilities leverage contextual relevance and creative storytelling to elevate your film and help viewers think of it through the lens of the stories and characters they love.
Paramount and NBCU partnered on a custom branded *Rocketman* challenge, highlighting Elton John as a musical prodigy and a glam rock idol. The episode also featured a "special look" at the upcoming theatrical release.

### A Project Runway Integration Drove Impact for Rocketman Throughout the Purchase Funnel

- **Awareness**
  - +2.5X Title Memorability Lift vs. Movie Norms

- **Consideration**
  - +44% More Likely to Search for Rocketman after seeing the *Project Runway* integration than ads airing elsewhere across cable properties

- **Decision**
  - +358% Intent to View Lift vs. Movie Norms
Advanced Targeting & Digital Partnerships
**CHALLENGE**

Not all films are intended for every audience. To maximize ticket sales, studios are looking to minimize waste by targeting a precise swath of high potential viewers.

**SOLUTION**

NBCU’s in-dept understanding of the moviegoer consumer journey combined with its advanced targeting capabilities and digital partnerships has proven success in driving ticket sales.
NBCU’s Unique Pulse on the Movie Industry
Introducing Fandango 360

Fandango 360 is a self-service platform which allows marketing teams to create & distribute custom audience leveraging Fandango’s data network.

- **72%** of all US moviegoers visit Fandango properties
- **35-50%** of ALL US box office reaches Fandango’s Ticket Quantity Page (TQP)
- **15-25%** of all US ticket purchases happen on Fandango
The Fandango 360 Foundation

EXCLUSIVE first-party insights & targeting data, built from 140MM+ users who browse & buy across Fandango network, providing a complete 360 view of the movie user.

Transactions
- Movie Ticket Purchases
- EST/VOD Purchases

Mobile/Location
- POI Visits
- Dwell-Time
- Device Usage

Psychographic
- Topics
- Brands
- Publishers
- Interests

Demographic
- Personal Profile
- Household Profile
- Income & Credit

Behavioral
- Clickstream Data

CRM Activity
- Email Activity
- Push Activity
- Preferences
Combining the Power of Fandango’s Data with NBCU’s Scale to Drive Box Office Success

**FANDANGO 360 DATA**
**CUSTOM SEGMENT**

Tap into the Fandango network’s rich database of 140MM customers + millions of consumer touchpoints across to create targetable custom segments for your film.

**NBCU ONE PLATFORM**
**PREMIUM VIDEO SUPPLY AT SCALE**

Activate your custom Fandango 360 segment across NBCU’s O&O and digital partnership (i.e. Apple News, Youtube, etc.) supply channels.

**ATTRIBUTION & REPORTING**
**DELIVERING RESULTS**

As a brand-new capability, NBCU has onboarded iSpot.tv to provide turn-key attribution results for studio campaigns.
## Results by Genre

**Theatrical**

FANDANGO 360 Scored Segments Compared to Facebook Demo & Interest Targeting

<table>
<thead>
<tr>
<th>Genre</th>
<th>Lift in TQP Browsing CVR</th>
<th>Lift in Ticket Purchase CVR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action/Adventure</td>
<td>+129%</td>
<td>+178%</td>
</tr>
<tr>
<td>Animated</td>
<td>+210%</td>
<td>+264%</td>
</tr>
<tr>
<td>Comedy</td>
<td>+469%</td>
<td>+638%</td>
</tr>
<tr>
<td>Drama</td>
<td>+286%</td>
<td>+273%</td>
</tr>
<tr>
<td>Horror</td>
<td>+413%</td>
<td>+594%</td>
</tr>
<tr>
<td>Superhero</td>
<td>+368%</td>
<td>+425%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>+356%</strong></td>
<td><strong>+421%</strong></td>
</tr>
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122% More Tickets Sold
Want to learn more or review a case study? Contact Your NBCU Studio team

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Thank You!