# Peacock 2022 Premium Content

## HOW TO ACTIVATE

1. **ROS Media**  
   Pristine ad environment featuring one third of the linear ad load

2. **Ad Innovations**  
   Leverage Peacock’s suite of ad innovations to drive brand impact

3. **Content Alignment**  
   Align with Peacock’s robust content slate across originals, current shows, library content, and tentpoles

---

**Originals**

- *Bel-Air*
- *Peacock Originals*
- *Below Deck Down Under*
- *Killing It*
- *Rutherford Falls*
- *Girls5eva*

**Sports**

- *Beijing 2022*
- *WrestleMania*
- *Grand Crew*
- *Peacock Originals*
- *American Song Contest*

**Prime**

- *Saturday Night Live*
- *Cops Shop*
- *The 355*
- *Parks & Recreation*
- *Downton Abbey*

**Acquisitions**

- *The Office*
- *Yellowstone*

*Assets are not final and are for illustrative purposes only*