

2022 Contextual Intelligence New Digital Contextual Advertising Capabilities

Ensuring Alignment & Suitability
for Your Brand

2022
March

NBCUniversal

Contextual advertising delivers the connections consumers crave, in the environments they choose, for maximum engagement—and when done right, positively impacts the...

1

receptiveness of your ad

2

perception of your brand

3

memorability of your message

4

favorability over your competitor



Our solution: NBCU Contextual Intelligence



Brand alignment

Align your brand with the highly relevant premium video content your customers love—in the environments they choose

This means placing your message exactly where you need to be, when consumers are most receptive—and the moment you make an authentic connection.



Brand suitability

Ensure your brand messaging runs in suitable content without sacrificing valuable reach and scale

This means unlocking opportunities to connect with your customers in unexpected places, without compromising your brand values or customer trust.



Contextual brand alignment by IAB category



What it is

Relevant episodes of top shows aligned by industry category using the IAB Tech Lab's standardized content taxonomy



How it works

AI-powered proprietary technology scans episode-level video metadata, scripts, and closed captioning and categorizes content accordingly according to IAB taxonomy



Why it matters

Aligns your brand messaging with category-specific content to create a relevant, authentic, positive connection between consumers and your brand

Contextual brand suitability to unlock reach

Global Alliance
for Responsible
Media



What it is

AI-powered scene-level ranking based on industry standard GARM content categories to identify unsuitable episodes of shows on your DNA list and divert your ads from those episodes



How it works

Automated scan and tag layered taxonomies using machine learning technology to categorize episode content and unlock valuable inventory that would have been excluded otherwise



Why it matters

Ensures your messaging runs only where it's suitable for your brand without sacrificing the full scale and engagement NBCU's streaming portfolio has to offer

Consumer research shows...

Connections matter...

Consumers **value brand connections**, and those **connections drive action**.

Recommendation

68% more likely to recommend a brand

Conquering

76% more likely to buy over a competitor

Loyalty

64% more likely to be loyal to the brand

...and so does context

Consumers **prefer contextually relevant ads** and feel **more connected** to brands they see in the right context.

Engagement

69% more likely to watch an ad relevant to the content

Preference

74% like to see ads that match the content they are viewing

Perception

72% say surrounding content impacts their perception of ads