

COMMERCIAL
INNOVATION
2022



INTERACTIVE COUNTDOWN CLOCK

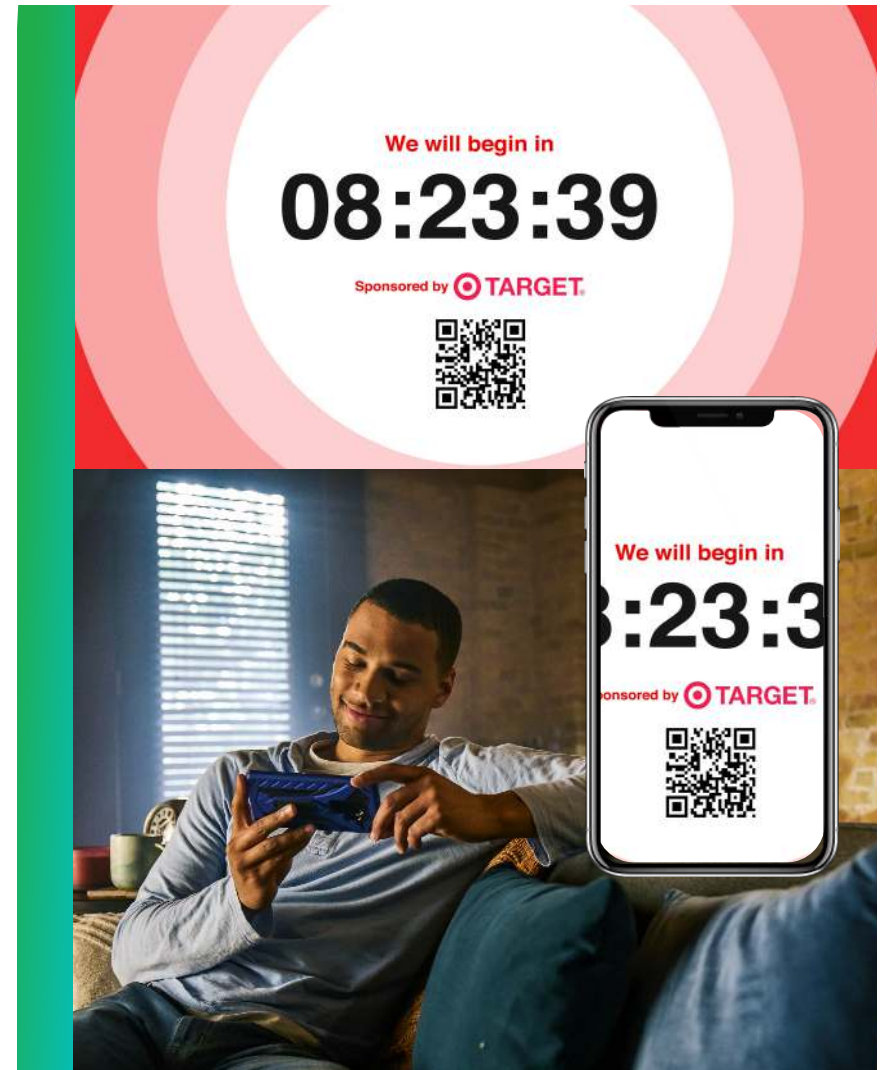


INTERACTIVE COUNTDOWN CLOCK

Leading up to the most anticipated events, NBCU will create a co-branded countdown clock.

The interactive graphic will contain an NBCU code that not only builds hype for the program launch, but also allows viewers to unlock exclusive content from our sponsor.

The countdown clock can be activated a week leading into a big premiere or tentpole event.



INTERACTIVE COUNTDOWN CLOCK

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SAMPLE ACTIVATIONS:

The Real Housewives Reunion Special

E! People's Choice Awards

WWE RAW



Interactive Countdown Clock NETWORKS & PROPERTIES

