

COMMERCIAL
INNOVATION
2022



NBCU SOCIAL STUDIO

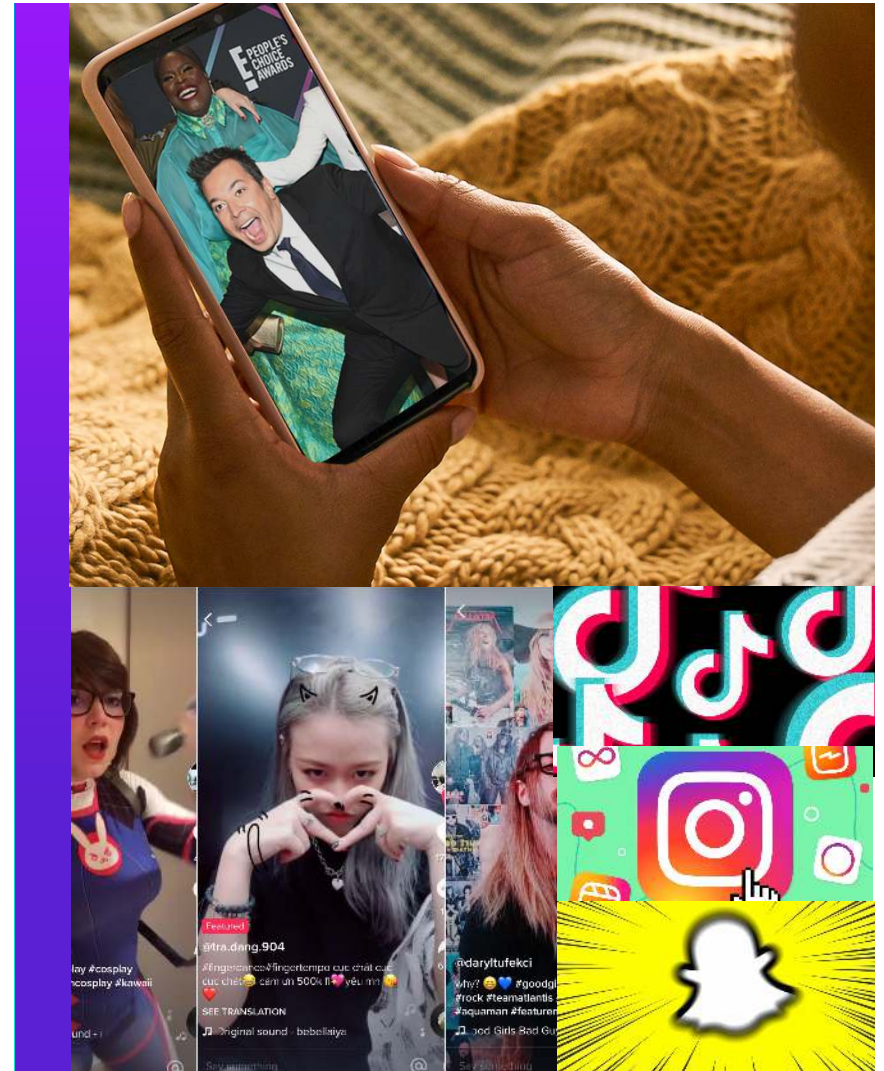


NBCU SOCIAL STUDIO

NBCU's all new Social Studio will tap into organic social trends to create meaningful moments for the brand and the consumer.

During our highest watched content, we will inspire social activity on our handles, capitalizing on social's most viral formats.

NBCU's Social Studio will choreograph, curate and produce multi-platform custom social content, driving brand affinity with our fans.



EXAMPLE ACTIVATIONS

Telemundo :10 duet as a prelude to a spot

E! Hashtag Challenge or use this 'sound*' with In-Show
Bumper to join the conversation

NBC Sports Fan reaction Picture-in-Picture



NBCU Social Studio NETWORKS & PROPERTIES

