

COMMERCIAL  
INNOVATION  
2022



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# PIP: EXTENDED STORYTELLING

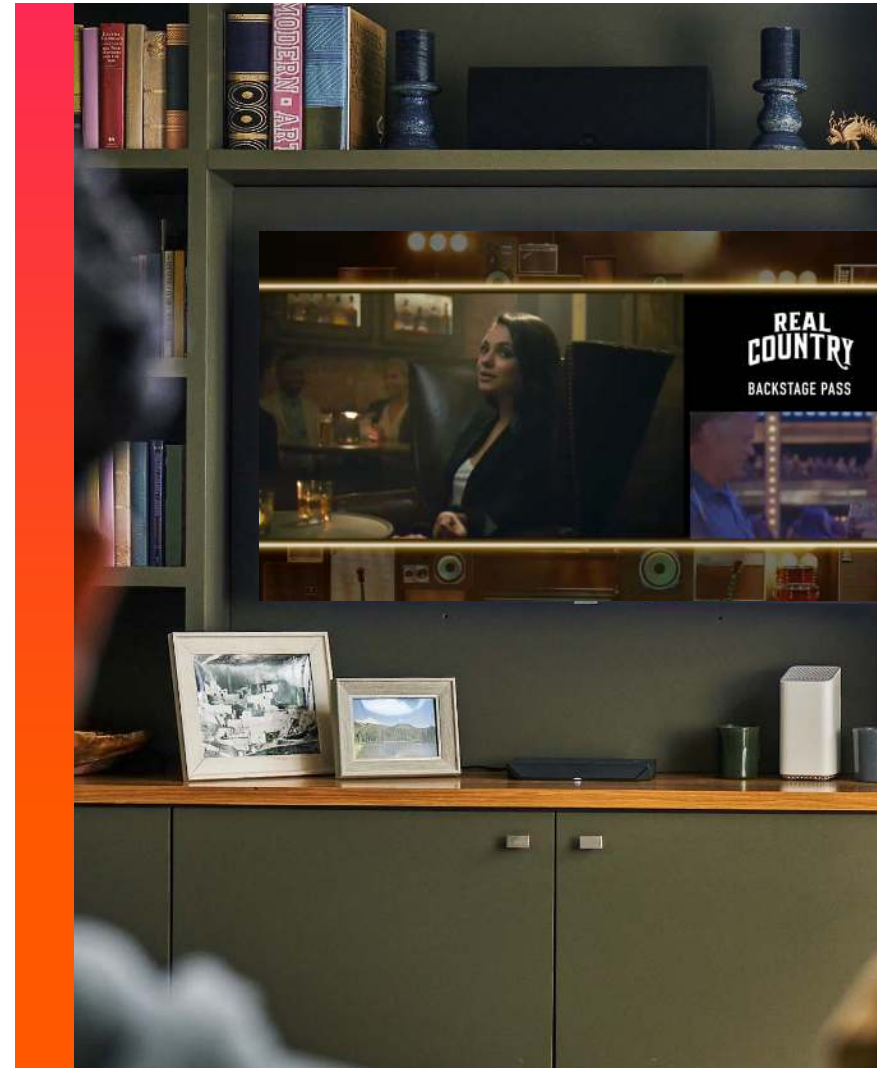


# PIP: Extended Storytelling

By evolving our Picture-in-Picture format, we will direct viewers to the ultimate expanded storytelling experience.

Together, we will invite consumers to go to a branded digital or social destination where they'll discover exclusive auxiliary content.

We are giving viewers a "Golden Ticket" to see more via an NBCU code embedded in a Picture-in-Picture commercial innovation format.



## PIP: EXTENDED STORYTELLING

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### SAMPLE ELEMENTS:

Telemundo  
IGTV Series

E! Tik-Tok Videos /  
Challenges

NBC Twitter Moments  
and Watch Parties

SCAN WITH YOUR PHONE AND  
JOIN THE CONVERSATION  
AND GET EXCLUSIVE CONTENT

pepsi. BACKSTAGE PASS

PREMIOS  
billboard  
DE LA MÚSICA LATINA

PIP: Extended Storytelling  
NETWORKS & PROPERTIES

