



# (This) Matters

Ownable franchises in white spaces, contextually published.

# (This) Matters

Health. Tech. Style. The Journey.

**Bold new editorial-style content franchises that serve as trusted sources for healthcare, tech, style & personal travel.**

Hosted by expert correspondents who curate the conversation around cultural pillars that are meaningful to a range of core audiences, from parents and GenZ to travelers and techies.

## Framework:

Fully immersive 360 distribution across digital, linear & experiential platforms

- Video: 90-second episodes to run in commercial time within contextually relevant NBCU programming, as well as on the digital (This) Matters channel
- Articles, infographics, listicles, quizzes and galleries also run on the (This) Matters channel
- Content promoted across NBCU properties and social channels
- Opportunity to activate through events in strategic markets throughout the U.S.
- Regular frequency over an extended period for consistent and steady messaging

**Multi-year sustained marketing potential**



# The Journey Matters

Every corner of the earth is more accessible than ever before, and there is intense global demand for travel experiences.

These experiences are sought by all generations as a path toward self-discovery.

*The Journey Matters* will provide an opportunity to connect with travelers looking for incredible places and the best means and gear for getting there.

## THE JOURNEY MATTERS



GLOBAL CONTENT INNOVATION





# Style Matters

*Style Matters* explores the intersection of society & style, how it effects current cultural moments and what the future might hold.

*Style Matters* will provide viewers with a deep dive into the most influential moments that have impacted society and the changes we are witnessing on the runway & on the streets.

Created specifically for social audiences, *Style Matters* will provide a unique opportunity to connect with fashion and style audiences through a unique lens.

## STYLE MATTERS



Jason Wu talks new Eloqui collab and the importance of celebrating plus-size bodies through design



# Health Matters

Wearable diagnostics, groundbreaking treatments, an abundance of preventive modalities — there have been few more promising times for our personal health than right now.

*Health Matters* examines the latest developments in health and wellness, uncovers advances in prevention, patient-powered treatment, changes in healthcare administration and the kinds of breakthrough research that could change our lives forever.

*Health Matters* is an opportunity to connect with audiences looking to live healthier, longer lives.



## HEALTHMATTERS



# Tech Matters

Tech has become so integral to our lives that it's hard to remember a time without it. Yet the pace at which it is evolving will soon have us living in the age of the Internet of Everything and with capabilities we never could have imagined.

*Tech Matters* is an opportunity to connect with audiences who want to know about the advances in technology that are shaping their lives every day, from the advent of 5G to new uses for AR and VR, and how tech is also changing the world around them.



## TECH MATTERS

**TODAY**

TECH MATTERS

BRANDSTUDIO

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HOW 5G could be powering your home in the very near future

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Imagine coming home after a long day's work and starting dinner before you even take off your coat. This

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