Mature Audiences & Streaming

Insights into the Viewing Habits of the Older Generation

NBCUniversal
THE PHARMA & HEALTHCARE INDUSTRY IS
Transforming
WITH PATIENTS AT THE CORE

Positive Consumer Perception
The industry is experiencing historical high consumer approvals

50-60% consumer approval in 2021 vs. 32% pre-pandemic

People-First Approach
Exploring new ways to engage and new audiences to connect with

Marketing efforts supporting the brand and products (Olympics, Celebrities, & Integrations)
Spanish-language TV (+290%)
Audience targeting (+18%)

Accelerated Digital Transformation
Evolving to meet the expectations of patients, their networks, and consumers

In November 2021, 55% of patients were more satisfied with telehealth/virtual care visits than with in-person appointments

Constantly Evolving

The media landscape is constantly evolving with consumers' expectations.
More Than Half Our Day is Spent With Media

In 2022, it is estimated we will spend an average of 13.10 hours per day with media

+6% or 43 minutes vs. 2019

Source: eMarketer, April 2021. Details in notes.
Time Spent With Media is Being Driven by Video Consumption
Even by mature audiences

Source: Linear: Nielsen Media Research, P2+ & P50+. LSD, Time Spend Viewing TV = AA*Duration. Digital: DAVD. Includes all available and measured consumption across the portfolio, where data is available. Exceptions include some News and Sports On Domain. 21/22: 9/20/21 – 10/3/21
Pharma Advertisers are Lagging in their Adoption of OTT

% Streaming Spend for Heavy TV Industries* | 2021

Source: SMI 2021 Calendar year. Streaming = TV Network – Digital & Pureplay Video. Linear = Television Broadcast, Cable, Local, Spot, and Syndicated

* Heavy TV Industry is defined as greater than 45% of media allocated to TV
WHAT WE HEAR:
There is Hesitation to Adopt Streaming

Mature Audiences are Not Streamers
Linear Television Performs
We Set Out to Answer These Questions:

1. Are P55+ streaming?
2. Why are Mature Audiences Streaming?
3. What are they streaming?
4. How are they streaming?
5. When are they streaming?

What are the benefits of diversifying your video plan?

Proprietary & Secondary Consumption Analysis
- Viewership and time spent

Interviews in Partnership with Magid
- Motivations and attitudes

Panel Survey in Partnership with Magid
- Touchpoints and viewing habits

Consumer Syndicated
- Attitudes and viewing habits
Are Mature Audiences Streaming?

CONSUMPTION & TIME SPENT
Streaming simply isn't for Millennials and Gen Z anymore.
In Less Than a Year’s Time, There’s Been Significant Growth In Streaming – Most Significantly in Older Demos

Source: 2021 Video Entertainment Pulse Study. Millennials, Gen X, Boomers. 2021. Waves 1 & 2. How do you access your television programming at home? Q5.1 Do you, or does anyone in your household, subscribe to any of the following? Select all that apply. Q9 Which of the following free streaming services do you use to watch video? Research fielded in March and December of 2021.
As They Use a Variety of Platforms to Watch the Content They Want

% of Total Viewing by Platform

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<tbody>
<tr>
<td>TRADITIONAL TV</td>
<td>31%</td>
<td>33%</td>
<td>40%</td>
<td>47%</td>
<td>49%</td>
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<tr>
<td>STREAMING</td>
<td>26%</td>
<td>27%</td>
<td>31%</td>
<td>32%</td>
<td>31%</td>
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<td>Broadcast</td>
<td>25%</td>
<td>23%</td>
<td>15%</td>
<td>11%</td>
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<td>Cable</td>
<td>19%</td>
<td>18%</td>
<td>14%</td>
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Source: 2022 Video Entertainment Pulse Study. Gen Z, Millennials, Boomers. In a typical week, what percentage of your total viewing is done on the following?
Share of Daily Time Spent by Platform

Source: Nielsen, Q2 2021, Weekly Time Spent in Hours: Minutes Among U.S. Population
Why are Mature Audiences Streaming?

MOTIVATIONS & ATTITUDES
01. In the Summer of 2021, **8 in-depth interviews** were conducted within older American’s homes regarding how streaming content factors into their lives.

02. Leveraged MAGID’s **VES learnings** (Video Entertainment Study) from the second half of 2021.

**Research Approach**

In Partnership with MAGID Research

- Nationally Representative Online Survey of N=2,400 Online Users
- Ages 13+
- Sample matched to the US Census for Age, Gender, and Race
- Data collected March 29 – April 9, 2021
- Groups for Analysis:
  - Gen Z N=393
  - Millennials N=609
  - Gen X N=596
  - Boomers N=687
The Concept Of “TV” Has Changed…
For The Better

More content is available at your “convenience”
Higher quality content

“No question...how I watch TV has changed permanently; it’s great.”
– ROBERT K

“In the last year I changed from watching cable to watching streaming. I think it’s just going to increase more, because the more time goes by, the more there is to add to the library.”
– CINDEE S

“We watched a lot more; we discovered streaming services. We got Amazon Prime, and a service that allows my wife to watch movies in her native language. We love all this new content.”
– WILLIAM D
Watching TV is Easier Today

The increased flexibility is greatly appreciated … in contrast to a time when TV was not convenient

“In the 60s, you had to turn the knob, to one of four channels. Today is a golden age.”
— DOROTHY A

“Back in the 70s, TV was like being in a relationship. You had to give it a lot of attention, you had to be there at certain times, and if you didn’t you missed out on a lot of stuff. Now, it’s pretty much at our convenience. You can binge it and watch it all at once, or every week something [comes] out.”
— JIM C

“It’s just much better [streaming video content]. For one thing, I don’t have to wait for something to come on. It’s there, no matter what. And you don’t have to wait, you don’t have to worry about missing an episode, cause it’s there.”
— TREVOR V
They **Better Understand the Value Equation of Ads & Appreciate Added Relevancy**

All interviewees (8/8) said they were accepting of the notion of advertising in streaming services

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“I don’t mind advertising; I get it. It’s a part of the deal we make. On apps with ads it’s usually a lot less than cable.”

– WILLIAM D

“Sure, ads are necessary but sometimes it feels like too much on Cable. Rarely do I feel that way when I see an ad on my Roku.”

– CINDEE S

“.. (it helps) if you have a health problem you can see an ad for a new medication... I saw an ad (for a medical product), I bought it and it worked”

– DOROTHY A
How and on What are Mature Audiences Streaming?
IN LINE WITH U.S. ADOPTION, They are Primarily Using Roku & Amazon Devices to Stream 55+

Source: 2022 Video Entertainment Pulse Study. Which of the following ways do you connect to a TV in order to watch video (e.g. TV shows, movies, news, sports, live events)? 55+
42% of A55+

stream on a TV screen at least weekly

Source: 2022 Video Entertainment Pulse Study. How often do you watch video (e.g. TV shows, movies, news, sports, live events, and/or video clips) in the following ways? A55+
Mature Audiences are Watching Linear TV and Streaming

>50% of 55+ define TV as anything that can be watched on the TV set whether its streaming, cable, satellite, or fiber optic

Source: MRI 2022 March Cord Evolution
**LANDSCAPE DYNAMICS**
Video content consumption continues to shift to streaming

**CONSUMER BEHAVIOR**
Mature audiences are increasingly streaming, shifting from linear viewing

**CONSUMER MINDSET**
The majority of 55+ believe content that is on the TV screen, is TV
Linear TV Has Proven Successful For Pharma

Performs Against Upper Funnel Objectives

Tresiba’s DTC TV campaign led to 2x unaided awareness and +65% brand consideration¹

Performs Against Lower Funnel Objectives

Crossix study showed the power of TV to drive new patients and improve all channels²

Sources:
1. Tresiba Client Presentation at 2019 DTC National Conference
2. Crossix Client study: The Power of TV in Pharma. Digital includes video and Display digital includes Video and display. 2019
THE LINEAR TV LANDSCAPE IS

Competitive and Crowded

169
Pharma Brands on TV\(^1\)
+23% vs. 2020

1,187,414
Pharma Commercial Airings\(^1\)
+31% vs. 2020

Streaming
OFFERS OPPORTUNITY TO STANDOUT

89
Pharma Brands on Streaming\(^2\)
+41% vs. 2020

Sources: 1. iSpot 2021 vs 2020 Pharma RX + Pharma Health Information. 2. Source: MediaRadar 2021 vs 2020 Prescription Drugs with OTT placements
WITH NBCU, 
Diversifying Your 
Video Plan Increases Your Reach

Streaming offers gains in reach vs. a linear only strategy

A55+ 15% LIFT

And Achieves Performance Against Your Objectives
Traditional linear and streaming work harder together

Performs Against Upper Funnel Objectives
NBCU Campaigns Lift In Exposed vs. Control

- Ad Recall
  - Linear: 35%
  - Linear + Streaming: 78%

- Brand Recall
  - Linear: 21%
  - Linear + Streaming: 30%

Performs Against Lower Funnel Objectives
NBCU Campaigns Lift In Exposed vs. Control

- Purchase Consideration
  - Linear: 15%
  - Linear + Streaming: 22%

- Brand Recommendation
  - Linear: 17%
  - Linear + Streaming: 25%

Source: Custom research, various vendors; Average of Exposed vs. Control lift for measured NBCU campaigns across Broadcast, Broadcast + Cable, and Broadcast + Cable + Digital; 2018-2020; Aided Ad and Brand Recall, Top 2 Box Consideration, Intent and Recommendation. Total campaigns analyzed: 50 for broadcast only bucket, 23 for broadcast and cable, 14 for broadcast + cable + digital.
While Your Audience Watches on the TV Screen

The majority of NBCU streaming viewership is on the TV screen.

81%

NBCU digital viewing is happening on the TV screen.

Source: NBCU internal data DAVID, Inc. Desktop/Mobile/Connected TV, Hulu Partner Portal, Out-Of-Home TVE (Adobe Analytics), dMVPD partners, DVD, and Off-domain TVE (MVPD partners); Set Top Box = comScore Rentrak. Quarterly Data Full Episode Content only. Time Period: Full Year (Jan-Dec) 2017, 2018, 2019, 2020, 2021 (Jan-June). FEP = Shortform included. Totals may not add to 100% due to rounding. Total Mins include “Other”, while % breakouts by Device do not. Mobile = Mobile & Tablet. Minutes are underestimated due to certain data sources not reporting out minutes. Inclusive of Linear pass through and DAI views.
In this ever-changing Pharma and Media Landscape, we need to **Think Like Our Consumers**

**Mature Audiences are Streamers**
- Over half of those 55+ consider any content on the TV screen TV
- They are the fastest growing group of streamers
- They see the benefits of streaming – the flexibility it offers and its diverse content

**Linear Television Performs**
- Linear and Streaming work harder together
- Adding Streaming to the media plan can increase reach
Thank You

QUESTIONS?
Please reach out to
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