FALL 2022
BDM Narrative

NBCUniversal
The Business World Is Changing

MORE Diverse
MORE Informed
MORE Self-reliant
MORE Complex Decisions
MORE Stakeholders
As a result of these changes, one of the primary challenges B2B CMOS see today is understanding and predicting consumer behavior.
B2B Customers Turn to Advertising for Discovery

54%

More than half of BDMs say advertising helps them choose what to buy

Sight, Sound, & Motion

Delivers greater B2B impact
B2B Marketers Need Effective Means to Reach & Influence Decision Power
Each Month, Comcast & NBCU Properties Reach More Than 85% of $10K+ BDMs in the United States
NBCU Reaches More High Value Business Targets Each Month Than Traditional B2B Powerhouses

Sources: 2021 GfK Custom Cable Study, Weighted to U.S. A18+ population.
Has an Exclusive Audience of High Value Business Targets

THAT OTHER NOTABLE PUBLISHERS DO NOT REACH

% of CNBC Cross-Platform Audience that DOES NOT CONSUME...

<table>
<thead>
<tr>
<th>Source</th>
<th>BDMS Spending $10K+ Annually</th>
<th>C-Level Execs / Top Management</th>
<th>Business Owners</th>
<th>Tech BDMs</th>
</tr>
</thead>
<tbody>
<tr>
<td>FORTUNE</td>
<td>90%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Economist</td>
<td>95%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forbes</td>
<td>78%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bloomberg</td>
<td>82%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Washington Post</td>
<td>69%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WSJ</td>
<td>70%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The New York Times</td>
<td>59%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: 2021 GfK Custom Cable Study, Weighted to U.S. A18+ population.
NBCUniversal uniquely engages business decision makers on both a professional and personal level.
ENGAGEMENT @

Work & Play
YOUR SPECIFIC
BDM Targets

IN THEIR CHOSEN
Brand Safe
Environments
Finding BDMs Across NBCU One Platform
Multiple options connecting to AdSmart for activation

You can bring your own specific BDM target to match to the NBCU ID.

NBCU can create new custom BDM audiences combining your data with ours.

NBCU can further expand your BDM audience through lookalike modeling.

Note: NBCUnified Audiences can be leveraged for NBCU campaigns only (i.e., they cannot be used for OpenAP campaigns).
BDM Playbook

- Brand Focused Storytelling
- BDM Focused Experiences
- Powerful Tentpoles
- Partnership Innovation
Storytelling

Branded content works:

- **79%**
  - of BDMs said a winning vendor’s content had a significant impact on their buying decisions

- **62%**
  - More positive reaction

- **17%**
  - Lift in “very likely” to buy featured brand

*Sources: demandbase*
1-to-1 Marketing

High Touch Experiences & Opportunities to Showcase Thought Leadership
Tentpoles
MOMENTS THAT MATTER TO BDMs
Innovation

AD-SUPPORTED STREAMING

COMMERCE

COMMERCIAL INNOVATION

OUT-OF-HOME

peacock

ShoppableTV

NBCUniversal Checkout

reach tv
WHEREVER BDMs ARE

Local

Global

NBC Owned Television Stations
COMCAST

sky
CNBC INTERNATIONAL

sky sports
sky news
FOUR ENGAGING

Cross-Platform Concepts

Disruptors
An NBCU portfolio solution

The Business of... CNBC @ The Majors Front-Office Focus
BDM Connections
FROM BRAND BUILD THROUGH 1-TO-1

BDM Reach

BDM Engagement

BDM 1:1

COMCAST NBCUNIVERSAL

bravo
CNBC
GOLF
MSNBC
NBC
NBC NEWS
NBC sports
OXYGEN
peacock
sky
Sky News
syfy
Universal
UNIVERSAL Classic
Universal Sports
Univision
VH1
WGN America
Wetten Das ist Wissen
effectv
NBC SPORTS
NBCUniversal Owned Television Stations
adsmart

EVENTS
GOLF
THE HOME OF
Decision Power

NBCUniversal
FALL 2022
Appendix

NBCUniversal
NBCU Reaches More High Value Business Targets Each Month Than Traditional B2B Powerhouses

Source: 2021 GfK Custom Cable Study, Weighted to U.S. A18+ population.

<table>
<thead>
<tr>
<th>Publication</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>The New York Times</td>
<td>28%</td>
</tr>
<tr>
<td>CNBC</td>
<td>24%</td>
</tr>
<tr>
<td>THE WALL STREET JOURNAL</td>
<td>22%</td>
</tr>
<tr>
<td>The Washington Post</td>
<td>17%</td>
</tr>
<tr>
<td>Bloomberg</td>
<td>11%</td>
</tr>
<tr>
<td>NBCGOLF</td>
<td>5%</td>
</tr>
<tr>
<td>FORTUNE</td>
<td>4%</td>
</tr>
<tr>
<td>The Economist</td>
<td>4%</td>
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</table>
NBCU Reaches More High Value Business Targets Each Month Than Traditional B2B Powerhouses, and Has the Tools to Target Them Across Our Platforms.

Sources: Source: 2021 GfK Custom Cable Study, Weighted to U.S. A18+ Population.
NBCU Reaches More High Value Business Targets Each Month Than Traditional B2B Powerhouses, and Has the Tools to Target Them Across Our Platforms.
NBCU Monthly Unique Reach by High Value Audience Target

Source: 2021 GfK Custom Cable Study, Weighted to U.S. A18+ population.
NBCU Reaches More High Value Business Targets Than The Other Largest Media Players.

<table>
<thead>
<tr>
<th>Network</th>
<th>Reach (M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBCUniversal</td>
<td>17.5M</td>
</tr>
<tr>
<td>Facebook</td>
<td>16.1M</td>
</tr>
<tr>
<td>Disney</td>
<td>14.6M</td>
</tr>
<tr>
<td>Discovery</td>
<td>14.1M</td>
</tr>
<tr>
<td>ViacomCBS</td>
<td>13.3M</td>
</tr>
<tr>
<td>Fox</td>
<td>12.8M</td>
</tr>
<tr>
<td>Warner Media</td>
<td>12.3M</td>
</tr>
</tbody>
</table>

Sources: Source: 2021 GfK Custom Cable Study, Weighted to U.S. A18+ population.
Has an Exclusive Audience of High Value Business Targets

THAT OTHER NOTABLE PUBLISHERS DO NOT REACH

% of CNBC Cross-Platform Audience that DOES NOT CONSUME...

- FORTUNE: 92%
- The Economist: 97%
- Forbes: 79%
- Bloomberg: 79%
- The Washington Post: 66%
- WSJ: 75%
- The New York Times: 45%

BDMS Spending $10K+ Annually

C-Level Execs / Top Management

Source: 2021 GfK Custom Cable Study, Weighted to U.S. A18+ population.
Apple News & Apple Stocks

Everything BDMs Want to Read in One Place

BDMs turn to Apple News because everything is here. We collaborate with premium Business News publishers on their channels to create a simple yet dynamic environment that's more than just an aggregation tool.

100+ PUBLISHERS  72MM MONTHLY UNIQUES
Apple News
The #1 Mobile Destination For Dependable Information

- **12.5M** Business Decision Makers
- **10.4M** Business Owners
- **3.0M** C-Suite executives

Source: comScore, Plan Metric, Audience Profile, Jan 2021, Apple News, A18+

Apple Stocks
Featuring Apple News

- **4.5M** Business Decision Makers
- **3.8M** Business Owners
- **1.2M** C-Suite executives

Source: comScore, Plan Metric, Audience Profile, Jan 2021, Apple Stocks, A18+
Delivering Influential BDMs

241
Job Title: VP

158
Top Management

Source: 2021 GfK Custom Cable Study, Weighted to U.S. A18+ population.
NBCUnified & AdSmart – the Perfect Combination
Here’s How it Works

Match your audience to the NBCU ID and uncover additional insights (attitudes, behaviors, media consumption)

Expand audience and maximize reach

Note: NBCUnified Audiences can be leveraged for NBCU campaigns only (i.e., they cannot be used for OpenAP campaigns).