POWER OF SPONSORSHIPS

FEBRUARY 2023
Culture-Defining Premium Content
THAT IGNITES THE
Fandom
THAT LIVES IN ALL OF US

Brand love is greater than other media brands in the marketplace

NBCU's IP creates higher emotional engagement compared to other media

Emotional engagement drives 80% of brand preference considerations

Commercial time is as engaging as the content itself

Source: MindProber Biometric Data. P18+. Includes measurement of 27 shows (84 telecasts) FY 2022 across 8 different genres. Emotional Engagement based on Galvanic Skin Response. Competitive norm is based on non-NBCU long-form content in the US and UK; NBCU Coherency LoveQuotient Study, 2022; Those who love NBCU properties vs those who love non-NBCU competitive set (competitive networks and social media platforms).
NBCU Delivers a Strong and Engaging Commercial Experience Driven By Sponsorships

**Content to Advertising Ratio**

98%

Commercial activity at NBCU is just as engaging as the content, demonstrating how the exciting nature of the shows is maintained onto their advertisers.

**Outperforming the Competition**

- Standard Ads: +16%
- Adjacent Ads: +19%
- Marketing Elements: +26%

Marketing elements are 2.3X more likeable than Standard media.

**Emotional Engagement vs Competitive TV norm**

**High Engagement Across Ad Categories**

Source: MindProber Biometric Data. P18+. Includes measurement of 27 shows (64 telecasts) FY 2022 across 8 different genres. Emotional Engagement based on Galvanic Skin Response. Competitive norm is based on non-NBCU long-term content in the US and UK.
Viewers Have a Keen Eye for Sponsorships
Partner Brands Benefit from aligning with our IP

2 in 3
Notice a Sponsorship
NBCU viewers are +11% more likely to notice a sponsorship

89%
Partnership is a Good Fit
Most viewers believe that brands featured within NBCU shows are a good fit

67%
Brand Interest
NBCU viewers are more interested in brands featured in the content after watching the partnership

48%
Better Brand Opinion
Half of NBCU viewers think more positively about brands as a result of the NBCU partnership

Source: YouGov Profiles+ USA 2023-01-29. NBCU viewers: TV networks regularly watched (last 30 days) is any of [Bravo, CNBC, E, MSNBC, NBC, SyFy, Telemundo, Universe, USA Network]. Comparison vs Nat Rep
Source: Source: MindProber Survey Data. P18+. Includes measurement of 27 shows (44 telecasts) FY 2022 across 8 different genres. Survey Questions: How well do you think each of the advertiser’s fit with the Show? On hearing that [BRANDS] are sponsoring this Show, how does this make you feel about them? How much do you agree with the following statement: “I am more interested now in the advertised brands featured in the show”
NBCU Sponsorships Are Seamless and Memorable

**Sponsorship Fit**
Better brand/content alignment of NBCU sponsorships compared to those on competitive networks.

**Brand Recall**
Higher brand memorability of NBCU sponsorships compared to those on competitive networks.

**Integration Recall**
Higher memorability of NBCU sponsorships compared to those on competitive networks.

NBCU SPONSORSHIPS VS COMPETITIVE SPONSORSHIPS

+8%
Integration Recall
Higher memorability of NBCU sponsorships compared to those on competitive networks.

+14%
Sponsorship Fit
Better brand/content alignment of NBCU sponsorships compared to those on competitive networks.

+16%
Brand Recall
Higher brand memorability of NBCU sponsorships compared to those on competitive networks.

Sponsorships Deliver Strong Engagement And Drive Brand KPIs

- Ads from sponsors are +20% more emotionally engaging compared to the competitive TV norm.
- Ads from sponsors are +46% more likeable than ads from non-sponsors.

+30%

Sponsorships are more memorable compared to standard media across NBCU networks.

+53%

Sponsorships generate higher brand recall compared to standard media across NBCU networks.

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<th>Passive Integrations</th>
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Brand & Product Integrations Work Harder Together

1. Brand Presence
   - Emotional Engagement: +27% vs competitive TV norm
   - Likeability: +49% vs competitive TV norm

2. Product Featured
   - Emotional Engagement: +25% vs competitive TV norm
   - Likeability: +70% vs competitive TV norm

3. Brand & Product Featured
   - Emotional Engagement: +34% vs competitive TV norm
   - Likeability: +53% vs competitive TV norm

Source: MindProber Biometric Data, P18+. Includes measurement of 27 shows (84 telecasts) FY 2022 across all different genres. Emotional Engagement based on Galvanic Skin Response. Competitive norm is based on non-NBCU long-form content in the US and UK.