



FREEZE FRAME

1

2

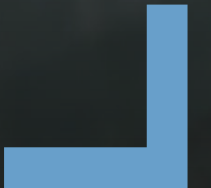
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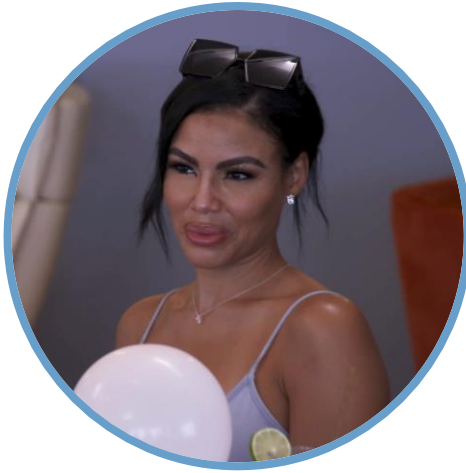


Weaving your ad into the viewing experience, Freeze Frame creates an exclusive ad environment immersed in our top shows.

In an orchestrated moment, NBCU will freeze the last scene heading into a limited commercial break and bring in an animated sequence that contextually aligns to the paused moment in the episode.

92% Like ads that break away from standard ad

HOW IT COMES TO LIFE



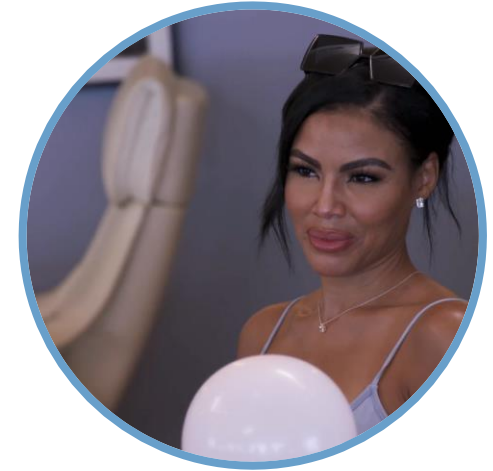
Scene Freezes

Freeze last scene heading into Commercial break.



Transition into ad

With a quick fade to black, the screen will be animated to transition into a full screen ad runs in prime pod/ isopod environment.



Commercial ends

Commercial ends, scene unfreezes, and the show continues

WHERE IT CAN RUN



TREE LIGHTING, MACY'S
PARADE, NATIONAL
DOG SHOW



KENTUCKY DERBY
& PREAKNESS



bravo



USA



SYFY



E!