

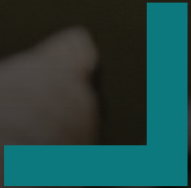


Like what you saw?  
Scan to shop now

NBCUniversal will receive a portion of sales.

# MUST SHOPTV

- 1
- 2
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- 5
- 6
- 7



Combining the power of passive integrations and commerce, we are making what fans see on screen one scan away!

Featuring a QR code in every episode of a fan-favorite series, Must ShopTV will drive viewers to a branded shopping destination featuring the products from the show.

NBCU Product Description Pages see a:

**+46%** Conversion Rate

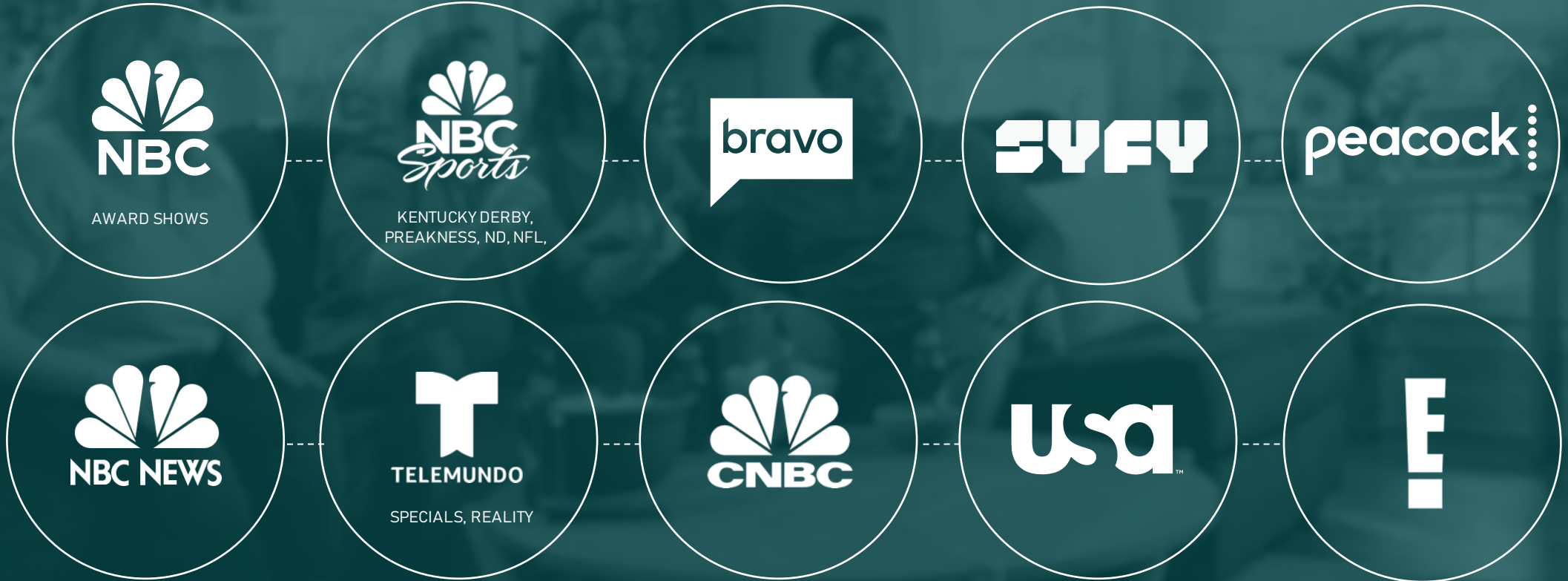


**Like what you saw?**

**Scan to shop now**

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# WHERE IT CAN RUN



*\*will not work for reality competition*



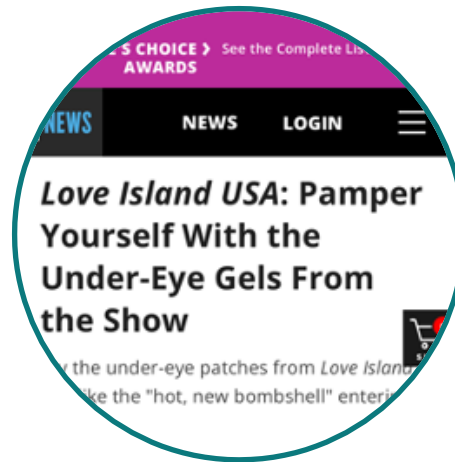
# HOW IT COMES TO LIFE

MUST SHOP TV



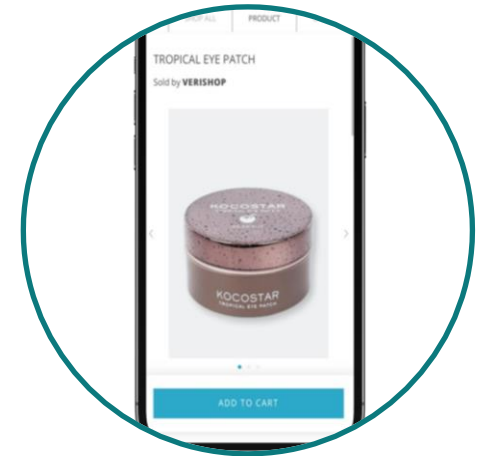
## In-Episode Call-to-Action

QR Code in every episode (showcase where / how we can out QR codes – i.e end of episode, blended bumpers, etc.



## Branded Content Ecosystem

Code brings user to branded content ecosystem where fans can shop featuring promoted / sponsored products as well as products seen on the show.



## Seamless shopping experience

In content shopping experience powered by NBCU checkout

