



NBCU METAVERSE: GREENROOM EDITION

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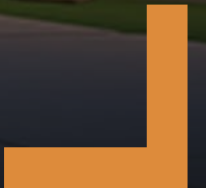
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Our fans love every facet of their favorite shows and talent, and now they can immerse themselves in their passions even further with the NBCU metaverse.

Using current technology, viewers can use the browser on their smartphone for a one-of-a-kind, immersive experience in the Green Room of our top shows!

150M Americans
participate in the metaverse today



HOW IT COMES TO LIFE



Build the green room

Greenroom is designed with the brand and IP in mind



Integrate the sponsor

Sponsored branding and experiences integrated directly into the Greenroom.



Layer in commerce

Shoppable opportunities for digital and physical products

WHERE IT CAN RUN



NBC

TREE LIGHTING, MACY'S
PARADE, NATIONAL DOG
SHOW



**NBC
Sports**

NFL, WORLD CUP,
GOLF



MSNBC

bravo

SYFY



NBC NEWS

peacock



TELEMUNDO

SPECIALS, REALITY

USA

E!



TODAY

**will not work for reality competition*

