

# NFT & ME

- 1
- 2
- 3
- 4
- 5
- 6
- 7



# BACK TO THE FUTURE

Web3, NFTs, and Digital Collectibles are gateways to meaningful, interactive relationships with fans.

Tapping into this technology, NBCU is now at the forefront of creating social and gamified experiences where brands are celebrated, and viewers are rewarded for their fandom.

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**6.6M** Domestic NFT Holders



# HOW IT COMES TO LIFE



## Content Alignment

NBCU and brand partner anchor an NFT drop in marquee content.



## Access via QR Code

Fans access NFT drop through on-screen drivers with a QR code driving users to a web-based experience



## Branded Reward

NFT Holders will receive a branded reward which could range from bonus content to one-of-a-kind IRL experiences tied to our IP

# WHERE IT CAN RUN

