Advertising in Streaming Film

**Objective:** Determine the optimal movie ad load on Peacock that drives lifts in brand KPI's and provides the best viewing experience.

**Methodology:** Controlled experiment testing 10 movie ad load variations across 7 ad categories.

**Key Insights**

- A frontloaded ad pod followed by an uninterrupted movie provided the most satisfying viewing experience and strongest brand performance.

- Bumpers are a critical tool to educate about experience & drive satisfaction.

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**Peacock’s Cinematic Experience**

5 minutes of ads upfront, followed by uninterrupted movie experience

- **95%** Had a favorable opinion of the viewing experience
- **98%** Did not describe the ad experience as ‘distracting’
- **47%** Felt it was helpful to have a head’s up about the advertising

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**Unaided Ad Recall for Partners**

Index of % Lift vs. Benchmark

- **100** Landscape Average
- **170** Cinema Experience

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For more information / deeper look at the insights from this study, please reach out to @NBC Uni Ad Experience & Ad Impact Measurement Team (adexperience.adimpact@nbcuni.com)

Source: Custom NBCU/Latitude Study, Q2 2021, n=4036