

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.

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

Unaided Ad Recall for Partners

Index of % Lift vs. Benchmark

