

Premium Video Exploration

Objective: Understand the role of platform environment on consumer perception, and overall viewing experience. Define the elements that make content “premium”

Methodology: Controlled experiment replicating 6 unique platforms using 3 types of publisher content

Key Insights

- Consumers perceive premium content as higher quality and a better fit for brand discovery
- Ads running in premium content perform better than the same ads in digital native content

Peacock's Premium Experience

81%

agree viewing experience on ONE Platform is excellent

vs. 71% for digital native

80%

agree ONE Platform is a great way to discover new brands

vs. 68% for digital native

Aided Ad Recall, Brand Opinion, & Purchase Intent for Partners

