Introduction
Explore NBCUniversal’s latest perspectives and insights into the B2B industry. This report provides an overview of recent marketplace dynamics, our prediction of key future trends impacting the industry, and strategic recommendations for B2B brands and marketers as they navigate what’s next.

Our Approach
At NBCUniversal, we have a legacy of working with a diverse range of B2B partners to build their brands. This report has been created based on NBCU’s:
• Ongoing Industry Evaluation
• Conversations with B2B Advertisers and Agencies
• Continual Marketplace Analysis
• Examination of Consumer Attitudes towards the B2B Industry
NBCUniversal Has a Unique Perspective

In 2023, NBCU worked with:

All Major B2B Industry Advertisers

- Tech/Software
- Cloud Services
- Financial Services
- Business Services
- Governmental
- Healthcare
Contents

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02. Looking Ahead: Key Industry Trends to Watch
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Looking Back
2023 IN REVIEW
Despite tough macroeconomic headwinds, there are B2B bright spots on the horizon given revitalized growth & demand.
B2B Brands Re-Assess Strategy & Priorities in 2023

Growing Competitive Field & Market
3M+ B2B companies exist globally with revenue growing at a 10% CAGR (2015-2023). Additionally, the total market value of top 10 global B2B brands grew 20% from 2021 to 2022.

Macroeconomy Challenges Businesses
Inflation, banking, & recession fears forced B2B CEOs to re-evaluate pricing, growth strategies, and marketing budgets allocated towards brand and performance.

Understanding Today’s Business Leaders
As Millennials and Gen Z increasingly account for the workforce majority, BDMs are more diverse across all dimensions including ethnicity, age, gender, interests, & media consumption.

AI Drives Accelerated Development
Brands rushed to promote pre-existing AI offerings & accelerate deployment of AI tech, resulting in a heated race for market share & innovative perception.

Sources: IATA Fact Sheet, Bureau of Transportation Statistics, MAGNA Fall 2022 Report, Segment, Boston Consulting Group, Merkle, eMarketer
MARKETPLACE PARTNERSHIP EXAMPLES

How Our Partners Are Evolving Their Media Strategy & Storytelling

Recognizing the Moment
In addition to capitalizing on seasonal moments, brands leaned into today’s evolving, post-pandemic workplace norms.

Comedy Takes Center Stage
In leveraging the power of humor to grab attention, B2B brands veered into more playful storytelling & comedic talent.

Demonstrating Thought Leadership
Brands such as Spotify positioned themselves as B2B thought leaders by activating unique campaigns within its own platforms.

Leaning Into Disruption & Audience Sentiment
Authentically representing target audiences (e.g., budding entrepreneurs) helped brands break through & resonate with key messaging.
Looking Ahead

KEY INDUSTRY TRENDS TO WATCH
Key B2B Trends & Emerging Sub-Categories We Expect to Influence Marketing & Media Strategies

- Optimistic Business Outlook & Marketing Investment
- Social & Influencers to Establish Personal Connection
- Gen AI Hype Cycle Continues
- Acceleration of the Telco & Tech Competition
- Emerging Sub-Categories & Brands B2B SaaS
Optimistic Business Outlook & Marketing Investment

Half of B2B leaders are optimistic re: driving revenue in the upcoming year

Most B2B leaders plan to invest the most in customer acquisition via Lead Generation (36%) & Brand Building/Awareness (30%) as brands increasingly recognize marketing’s value in driving B2B results.

Growing Marketing Budget & Impact

74% US B2B marketers expect marketing budgets to increase in next 12 months

47% B2B CMOs have a more direct role in driving revenue & growth now vs. last 2 years

47% B2B CMOs are expected to be able to demonstrate marketing impact to bottom line

Diversification of Funnel Tactics

63% B2B marketers have increased spend on growing brand awareness

59% B2B marketers report the C-Suite has increased the importance of brand building given economic conditions

90% C-Suite buyers believe brand is moderately to significantly influential in the buying process

Social & Influencers to Establish Personal Connection

Brands will employ more direct and personalized tactics to reach the ever-evolving BDM audience.

Today’s business leaders are increasingly digital-first & highly social media-engaged. Consequently, B2B marketing will shift towards more personalized and targeted connections via social, further blurring the lines between traditional B2B and B2C tactics.

Social has become the most popular B2B format consumed daily amongst global BDMs

- **Social Posts**: 36%
- **Shorter Articles/Blogs**: 36%
- **Short-Form Videos**: 35%
- **Infographics**: 26%
- **Long-Form Articles**: 25%
- **Long-Form Video**: 24%
- **Podcasts**: 23%
- **Whitepaper/Report**: 20%

Sources:

1. NBCU Global Primary B2B Content Consumption Research Study – May 2023
2. eMarketer
3. Forbes
4. Forrester – B2B Brand & Communications Study 2023

Social & influencer marketing have proven B2B effectiveness

- **60%** of US B2B marketers agree social is the most effective revenue-driving channel

- **94%** of marketers believe influencer marketing is a successful B2B strategy

- **34%** of B2B marketers expect to increase social media budgets in the coming 12 months
Gen AI Hype Cycle Continues

This tech will establish itself as a major B2B offering & critical operations tool for all categories

B2B brands will continue focusing on the vast-ranging potential of gen AI to unlock incremental B2B utility

But all parties will face steep challenges re: regulation, standardization, data privacy, copyright, and ethics

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**Growth Landscape**

- AI has become the biggest spend area for 50% of top tech executives[^3]
- Median pre-money valuations for gen AI startups have grown +16% in 2023 so far vs. 2022 while all other startups dipped 24%^2

**Organizational Impact**

- Businesses investing in AI see anywhere from 3-15% & 10-15% revenue & sales ROI growth respectively[^3]
- 30% of all AI pilot initiatives are subsequently scaled to deliver wide-ranging outcomes[^7]

**Employee Impact**

- The most productive workers are 242% more likely to be using AI compared to less productive workers[^4]
- 61% of salespeople believe gen AI will enhance their work, but over 50% don’t know how to maximize its value[^5]

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“Mitigating the risk of extinction from AI should be a global priority alongside other societal-scale risks, such as pandemics and nuclear war. 

*Center for AI Safety* comprised of 350+ AI experts[^6]"
Acceleration of the Telco & Tech Competition

Telcos will evolve into Techcos & future-proof operations to build autonomy & drive market value

This will result in greater competition between telcos & Big Tech as they increasingly overlap in comprehensive solutions across connectivity, cloud, IoT, cybersecurity, edge compute, data management, digital scale & automation, & AI/ML enablement

“The success of telcos will require that they become one-stop diversified technology service providers... enabling movement up the ‘technology stack’...”

Sudipto Moitra
General Manager
MTN Satellite Communications

“...[with Project Kuiper] we’ll explore how we can help our customers get the most value from expanded connectivity, particularly in areas like residential broadband, agriculture, education, healthcare, transportation, & financial services.”

Dave Limp
Sr. Vice President, Amazon

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Market Cap 2022: Telco vs. Internet ($T)

Although telcos & tech leaders have comparable revenues, tech brands are far more valued given their proven ability to grow, adapt, & capitalize on new opportunities

Global Telcos
Selected Internet Leaders

Internet includes Alphabet, Amazon, Apple, Meta, Microsoft, Alibaba, Tencent

EMERGING SUBCATEGORY
B2B SaaS
Software services optimizing operations for a wide range of functions, such as Medical, eCommerce, HR, and Productivity

Why To Watch
$232.2B
Projected 2024 Market Size | +39% vs. 2022

30%
of orgs will rely solely on SaaS apps for "mission-critical" workflows by 2025

Brands to Watch

Ad Spend
$4.6B
Software 2022 Ad Spend | +45% vs. 2021

2022 Media Mix

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<tr>
<th>Media Type</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Video</td>
<td>42%</td>
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<td>Cable</td>
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<tr>
<td>Instagram</td>
<td>7%</td>
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<tr>
<td>Broadcast</td>
<td>7%</td>
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Source: Statista, S&P, NBCU Internal Share Shift Analysis
Key B2B Trends We Expect to Influence Marketing & Media Strategies

- Optimistic Business Outlook & Marketing Investment
  Majority of B2B leaders expect to successfully drive revenues & increase marketing budgets in the coming year

- Social & Influencers to Establish Personal Connection
  Brands will employ more direct and personalized tactics to reach the ever-evolving BDM audience

- Gen AI Hype Cycle Continues
  This tech will establish itself as a major B2B offering & critical operations tool for all categories

- Acceleration of the Telco & Telco Competition
  Telcos will increasingly compete with Big Tech as they future-proof operations, build autonomy, & drive profitability

- Emerging Sub-Categories & Brands
  B2B SaaS
The Power of Advertising & Media Trends to Watch
When B2B companies launch, even a little advertising goes a long way to driving revenue for small companies.

Even small budgets drive big impact, as low as $15k total ad spend in the first year saw positive ROAS and higher 2nd year revenue compared with companies spending $0.

2nd Year Revenue Growth for Newly Launched Companies
Comparing those that launched with vs. without ad support

Sources: OAG Global Travel Data, Comvergence, FlightConnections
We compared net purchase consideration across B2B tech companies

B2B tech companies that maintained/increased ad spend consistently saw an average net purchase consideration score **2X** higher than the average score of brands that consistently decreased spend.

B2B Tech Companies
Average Net Purchase Consideration Score
Of Companies that Increased Ad Spend vs. Decreased Ad Spend YoY

Sources: Morning Consult, Internal Analysis, MediaRadar
Media Trends to Watch

The B2B ad market is expected to continue growing across all channels through 2025 with digital, social, and performance media driving majority of category growth.

Ad Spend Projected to Continue Climbing

- **$35B** estimated CY-24 ad spend (+9% vs. CY-23) and projected to increase to $37B in CY-25.

Digital Growth Outpacing Traditional & TV

- +13% Digital CY-24 projected growth vs. only +7% for TV & Traditional Media ad spend.

Tech B2B Brands Driving Category Spend

- **$5.5B** estimated CY-24 spend (+13% YoY), the highest amongst subcategories: Finance, Healthcare, Telco.

Display & Search Dominate Media Mix

- **$15.3B** Estimated CY-24 Display & Search spend (+12% YoY) vs. $2B Video spend (+16% YoY).

Sources: 1. eMarketer B2B US Ad Spend
Partnering with NBCU

CATEGORY PERFORMANCE, STRATEGIC CONSIDERATIONS & PARTNERSHIP EXAMPLES
Proven Impact: Across Brand KPIs

<table>
<thead>
<tr>
<th>BUSINESS OUTCOME</th>
<th>NBCU CAMPAIGNS – Test vs. Control</th>
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<tbody>
<tr>
<td>Brand (Upper Funnel)</td>
<td>Brand Familiarity +8%</td>
</tr>
<tr>
<td>Performance (Lower Funnel)</td>
<td>Search Engagement +65%</td>
</tr>
</tbody>
</table>

Sources: NBCU Ad Impact Database 2017-2022, 4PP Brand Impact Studies
Custom research, vendors vary. Average of exposed vs. control cells for NBCU. Top 2 box:
Search Engagement (SER Index): EDO. Volume in five minutes following ads airing on NBCU vs. same brand competitive averages expressed as an index (165).
Campaigns across more than one platform are more effective

NBCU Campaigns: Multi-Platform vs. Single Platform

% LIFT

- Ad Recall: +25%
- Brand Favorability: +23%
- Brand Consideration: +34%
- Brand Recommendation: +22%

Source: NBCU Ad Impact Database 2017–2022, 689 Brand Impact Studies
Custom research, vendors vary. Average of test cells for 2+ platforms vs. single platform campaigns.
Strategic Consideration for Driving Growth for B2B Brands

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<th>Lead with “Always On” Marketing Approach</th>
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Source: *Harvard Business Review, Merkle, Hubspot*
Lead with “Always On” Marketing Approach

Custom Branded Content & Storytelling

Leverage Advanced Targeting to Find Evolving BDMs

Extend Reach via Multi-Platform Strategy

Performance & Automation Across One Platform

✓ NBCU Streaming
✓ Data-Driven Linear (DDL)
✓ Cross-Platform (XP)
✓ Social Media
✓ Programmatic
✓ Apple News
✓ Anzu
✓ Commercial Innovation

NBCU provides SCALE at 227M adults total & PRECISION at 18M BDMs & 48M active investors each month
NBC Universal Partnership Examples

How Our Partners Are Evolving Their Media Strategy & Storytelling

Engaging Viewers via Integrated Messaging

The Aon Risk Reward Challenge ran throughout the PGA and LPGA Tours to determine the best strategic decision-makers within pro-golf by analyzing players' critical risk and reward scenarios at key holes.

Enhancing the Fan Experience

For Tour de France coverage, Salesforce and Tableau technology helped create custom features that analyzed relevant cycling topics such as drafting, nutrition, power, & host city impact.

Customizing Campaigns via Trusted Platforms

Recognizing the power of partnership, EY collaborated with CNBC Brand Studio to craft “Real-Time Insights,” a custom content series featuring EY leaders and strategic partners discussing forward looking trends.

Demonstrating Product Capabilities

For NBCU’s Sunday Night Football coverage, AWS data enabled unique and specific insights to be highlighted via in-game features and showcase the power of AWS’ technical capabilities.
2023
B2B Industry Assessment

NBCUniversal

N B C U B 2 B C L I E N T S T R A T E G Y T E A M:
Dominique Folacci, Nicole Lee, David Curley