

FALL 2023

NBCUniversal

INSURING NATIONAL SUCCESS WITH LOCAL IMPACT



What We'll Cover

1 Current Landscape

2 Specific Media Implications

3 Power of Local

4 The NBCU Opportunity





Current Landscape Overview



Insurance Brands continue to re-assess their overall Strategy & Presence in Key Markets in 2023

Increasing Cost Of Loyalty



Looking to cut costs where possible, consumers increased policy switching behavior in 2023, even placing cost above convenience / bundling

Elusive Profitability



Inflation, continued supply chain & labor challenges, higher claims volumes, and record payouts for environmental catastrophes resulted in many brands being unprofitable in '22 & 1H '23 despite rate increases

More Selective Coverage



Brands continue to pull back from more climate-vulnerable areas (CA, FL) and be more selective with who they insure (older, less risky drivers) to drive profitability

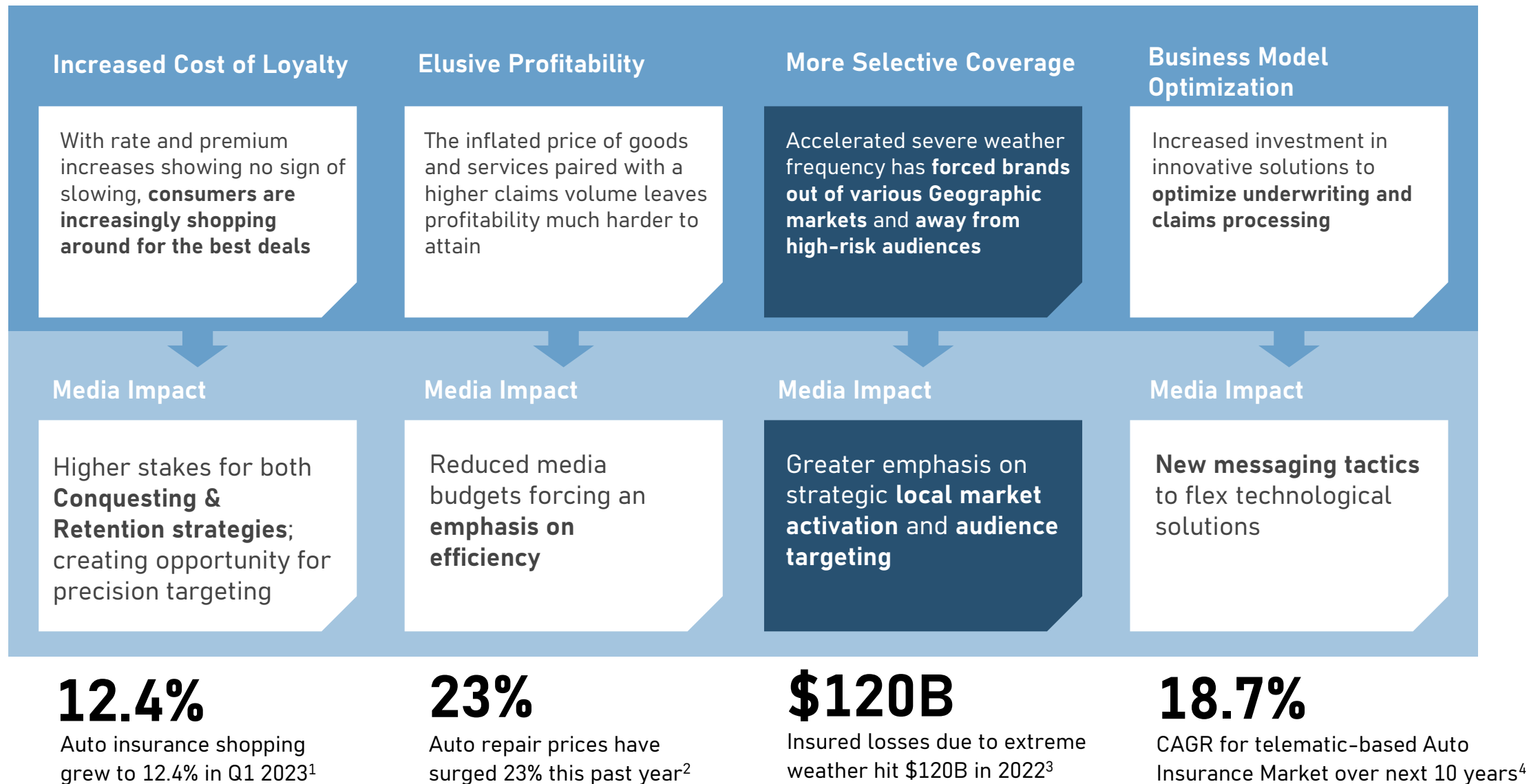
Business Model Optimization



Insurers continue to invest in technology, including telematics and generative AI, to more effectively and efficiently / profitably serve customers

Furthermore,

These Business Challenges are Forcing Insurers to Re-evaluate Media Approaches



Specific Media Implications



What We're Hearing From Insurance Clients...

As our partners define their marketing goals for the coming year, core themes have emerged...

Personalization

“Personalized messaging for topics of interest”

“Ensure the **right message** reaches the **right consumer**”

Targeting

“Target audiences through contextually relevant programing”

“Match **high value customers** to products”

Local & National Mentality

“Improve lives **nationally and locally**”

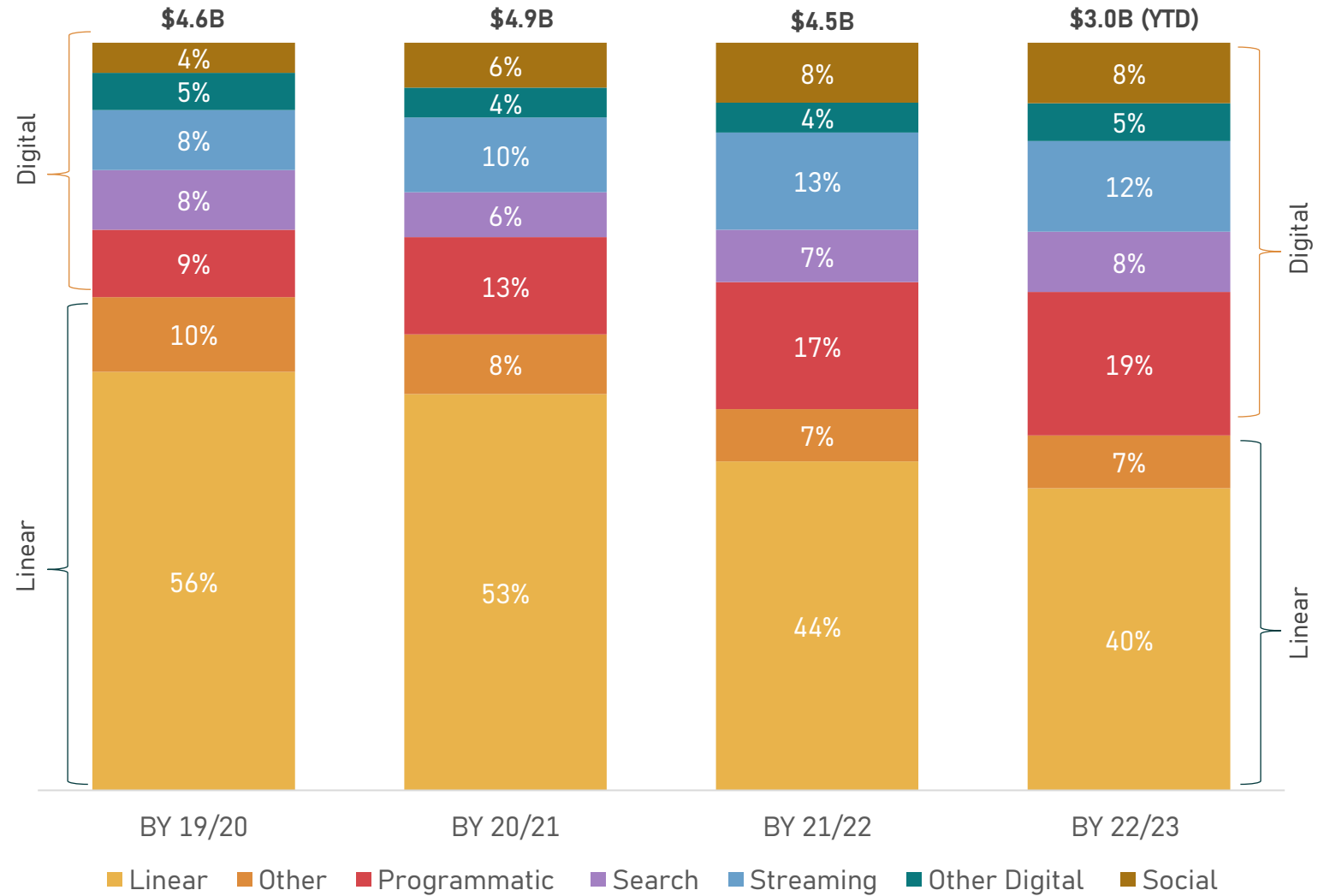
“Local and national media **will work in concert**”

Across The Marketplace, Spend is Shifting From Linear To Digital

As of 20/21, Digital share has eclipsed Linear and continues to be an area of growth for the category

This growth is primarily driven by **Programmatic, Streaming, and Social** as marketers emphasize performance

Marketplace Spend¹

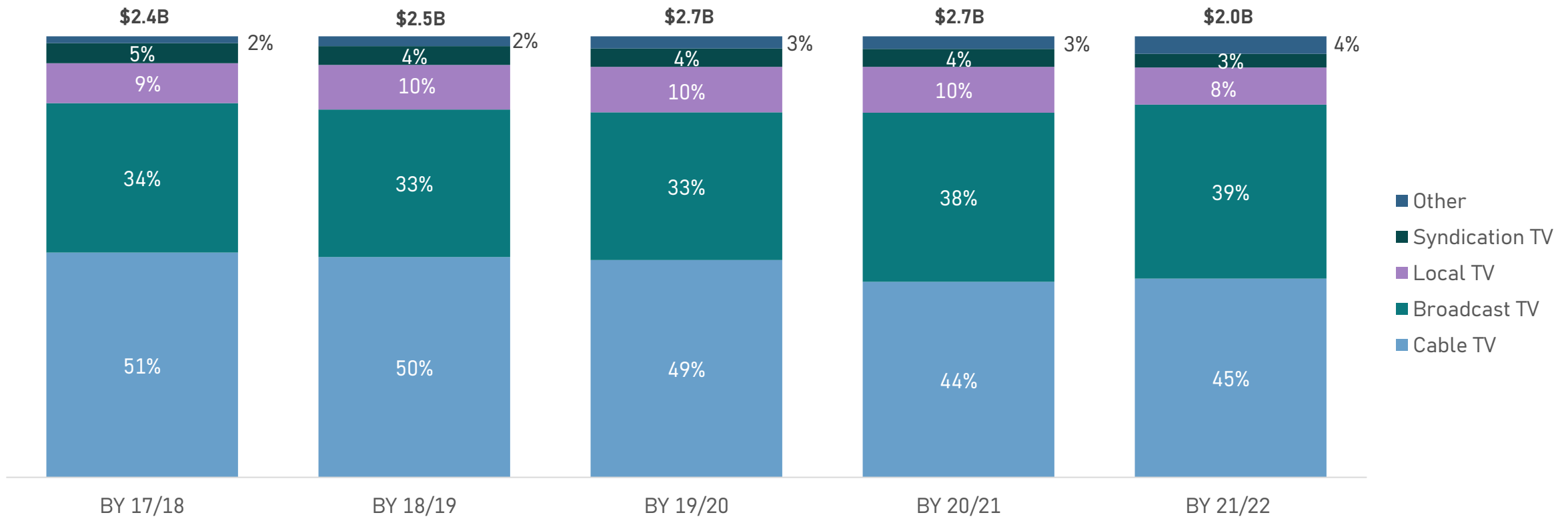


Other Digital: Print Digital + Display + Internet Radio
Other: Radio + OOH + Print

While Linear spend Shifts Out of Cable and into Broadcast,
Local presents a Great Opportunity for Growth, continuing to fluctuate at around 10% of total spend

Linear Deep Dive¹

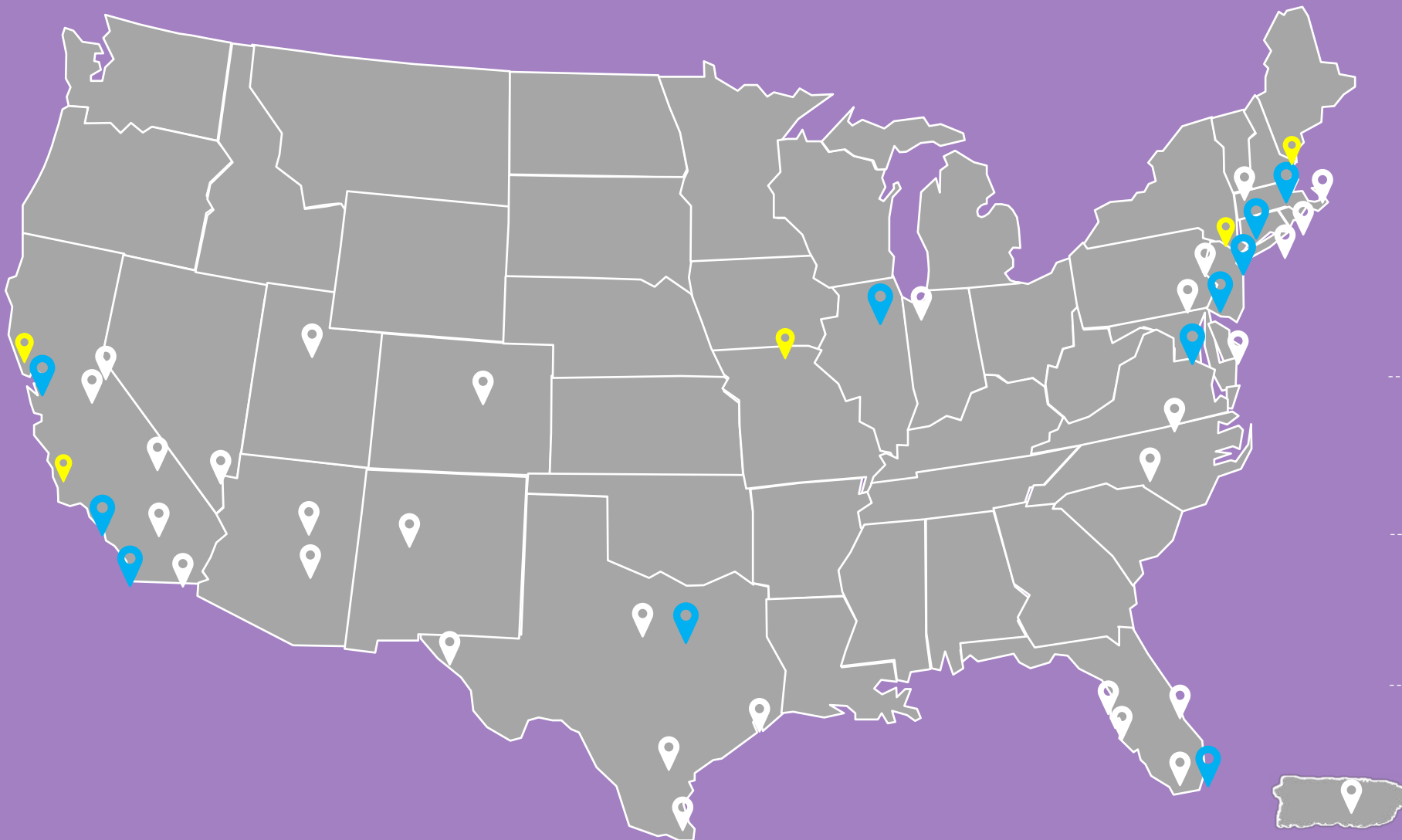
(BY17/18 – BY21/22)



Source: SMI

A Dominant Local Footprint

NBCU Local's 31 markets generate **over 56%** of total insurance category local spend



Over **\$400M** in spend across...

  **11 NBC Stations,**
+ New England Cable News
35MM TV households, 28% of U.S.,
eight of top ten markets
140MM Page Views / Mo¹

  **31 Telemundo Stations**
Including the top 21 Hispanic markets
Reaching 72%+ U.S. Hispanic TV HH
35MM Page Views / Mo¹

  **5 Regional Sports Nets**
Aligned with premier sports franchises
40MM Page Views / Mo¹



Power of Local



Evolving Regional Dynamics Have Necessitated Geo-Specific Strategies

California's largest homeowner insurance provider no longer writing new policies due to wildfire risks



More insurance companies pull out of Louisiana: 'We are in a crisis'



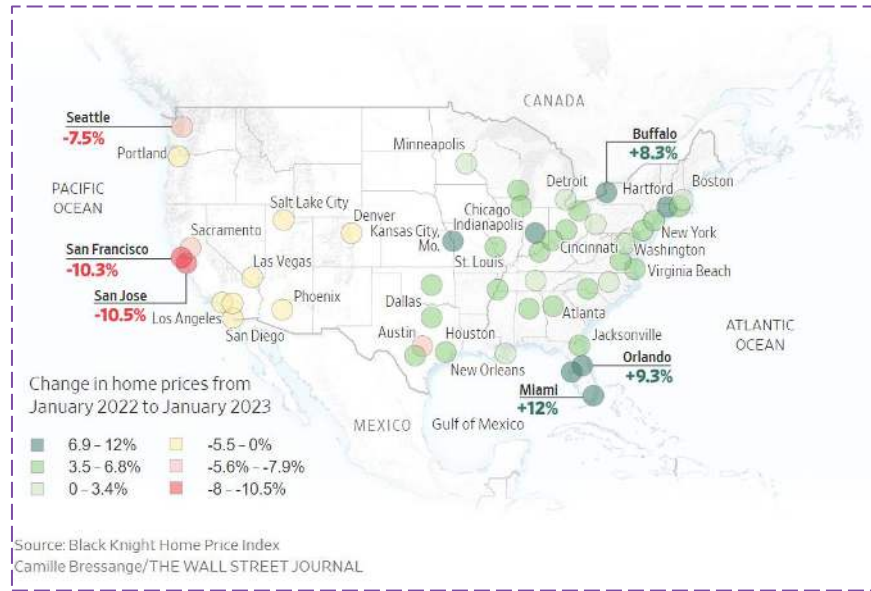
The Florida property insurance crisis: Why home insurers are leaving Florida



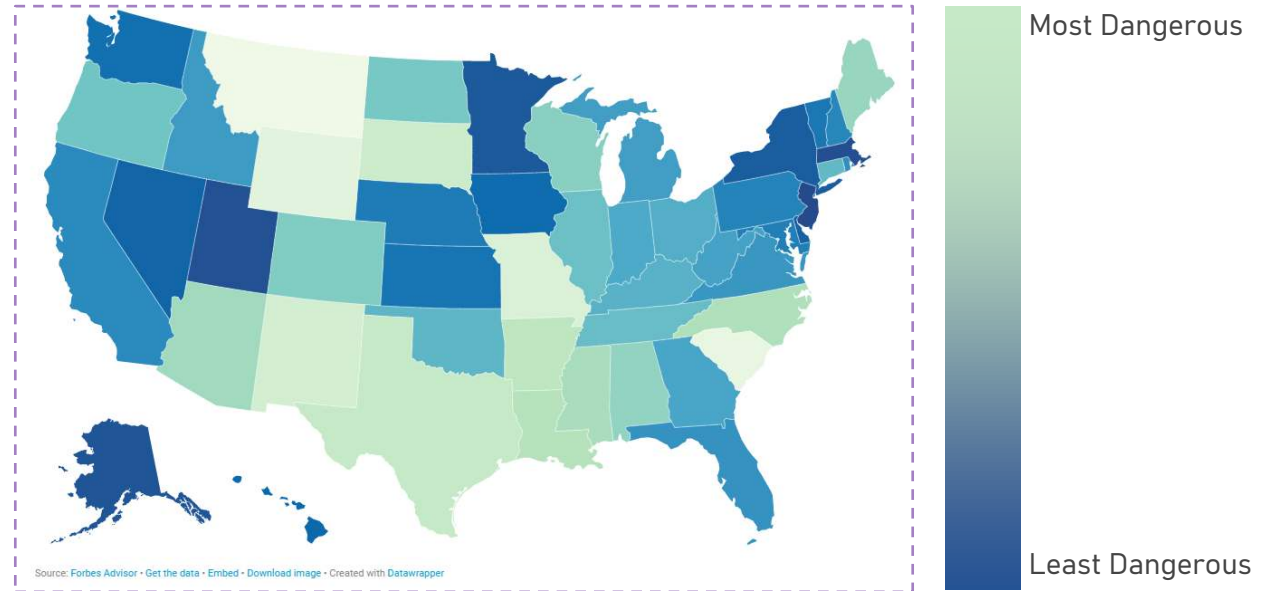
Colorado bill would add translation requirements for insurance documents



Home prices continue to rise in the east while falling in the west¹



Most Dangerous States for Drivers²



...While Also Elevating The Importance Of Identifying Profitable Consumers

Safe Drivers

Affluent Renters

Hispanic Consumers

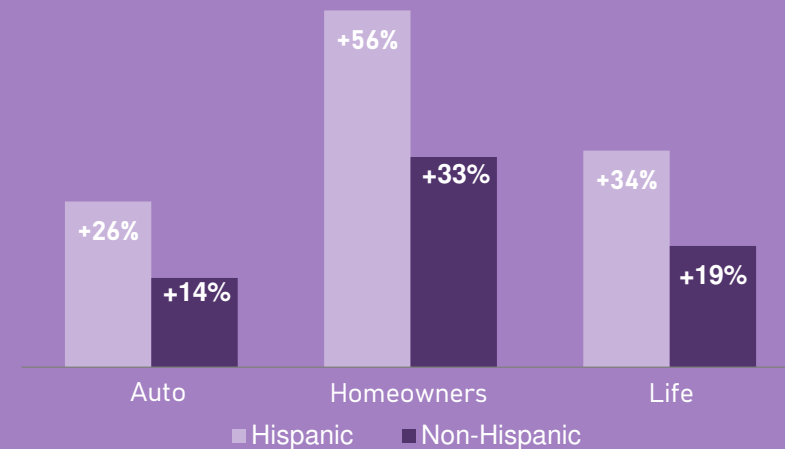
33% of Latino's currently renting are mortgage ready to buy a home

129i Plan to change homeowners' insurance in next 12 months

80i Less likely than NHW to change insurance due to rate increase

INSURANCE CATEGORY GROWTH

2018 VS 2023 +/- PCT CHANGE



Activation within key local markets is more important than ever before

Three Of The Biggest Opportunities In Local



Incremental Geo-Targeted Reach

on top of foundational National Media



Hyper-Targeting Profitable Audiences

while avoiding unprofitable audiences



Whitespaces with

Opportunities to Dominate Share of Market

The NBCU Opportunity

Making National + Local Seamless



THIS "OR" THAT The Legacy GTM Selling Strategy

National

National Goal

Mass Reach

Geo-Targeting

General Market

Singular Messaging

National Mascots

Currencies

Efficiency

OR

Local

Market Goals

Grassroots Connections

Zip Code Targeting

Hispanic Market

Localized Messaging

Regional Agents

Outcomes

Effectiveness

Activating On Local Shouldn't Feel Like Extra Work...

NBCU's Approach is Rooted in Streamlined National + Local

Localize National Campaigns



+89%

custom content brand recall vs. competitive broadcast

Effective Incremental Reach



+37%

boost in Unaided Awareness for brands complimenting national campaigns with local

Engaging Ad Formats & Innovations

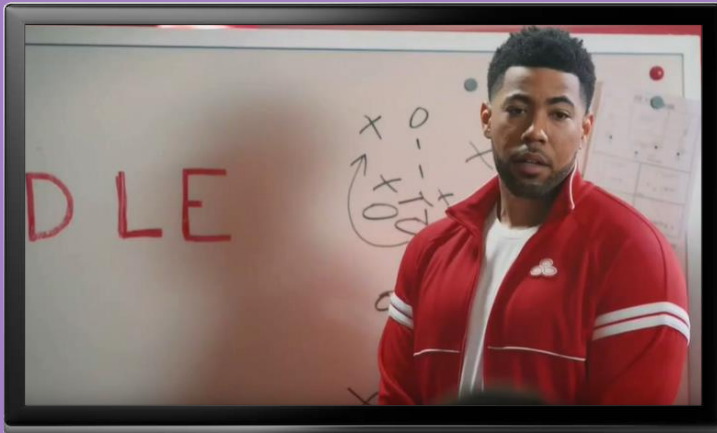


79%

Of consumers are less likely to change the channel when seeing an Ad Innovation

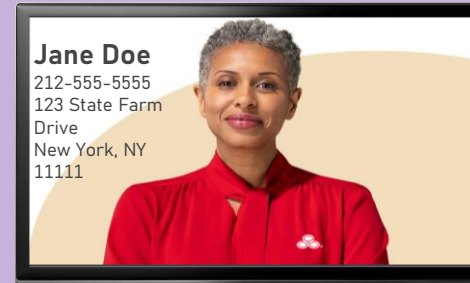
LOCALIZE NATIONAL CAMPAIGN

National



Standard National Messaging

Local



Local Tag at the End
Promoting Agent



Need Help Localizing Creative? Try  **storyteq**

Storyteq's Cloud-based Creative Automation platform allows users to **fully customize their content at scale including localizing, personalizing, and other versioning**

(see slide 31 to learn more)

Promote local agents by aligning them with well-recognized brand/corporate messaging, while **activating hyper-locally within their zip code trading area** via zip code targeting on **Peacock Premier and Peacock AX**

EFFECTIVE INCREMENTAL REACH

National

227M

Adults 18+ Every Month



Local

48

Owned Stations
NBC + Telemundo + RSNs



210

DMAs available
through the hyper local
audience targeting of NBC
Spot On featuring Peacock

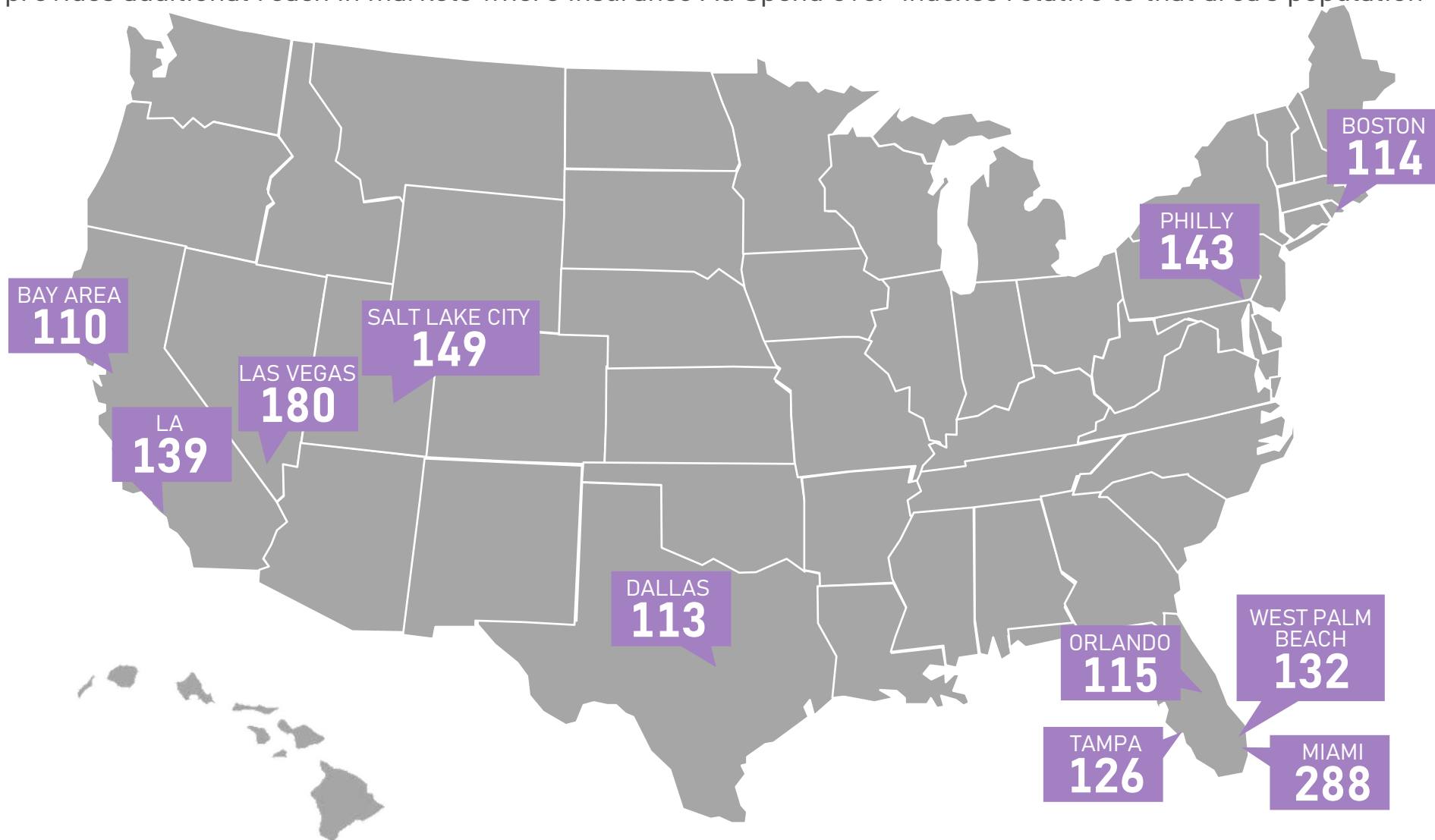


Complement national brand marketing with localized messaging tailored to target audiences or most profitable offerings in key geographic regions



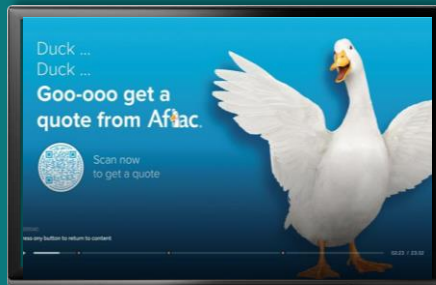
Key NBCUniversal Local Market Reach

NBCU Local provides additional reach in markets where Insurance Ad Spend over-indexes relative to that area's population



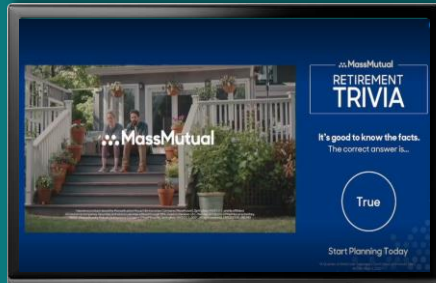
ENGAGING AD FORMATS AND INNOVATIONS

National



Leverage shoppable ad placements & QR codes to drive broad site traffic

+43% Ad Memorability

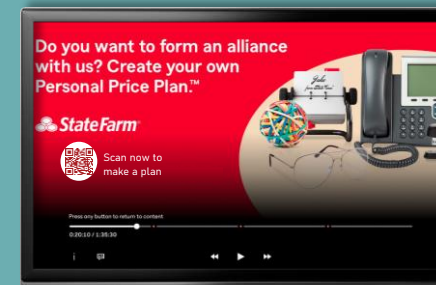


Create lean-in moments with brand themed questions via engagement ads

+59% Total Interaction Rate

&

Local



Drive consumers to **specific agent contact pages** or other specific offerings



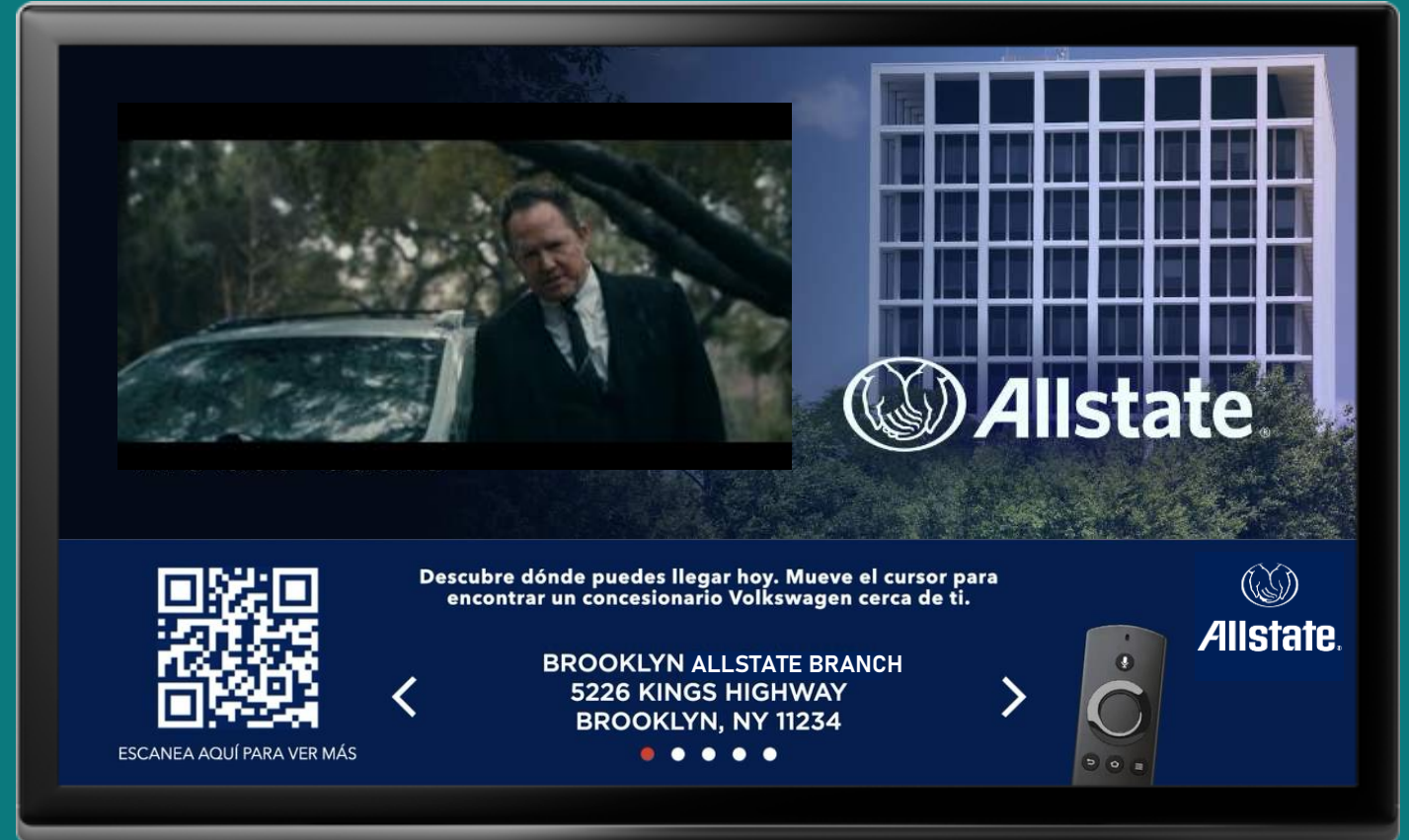
Cycle **geographic market specific trivia** to build deeper connections with consumers

Encourage engagement by leveraging various ad formats and innovations on a national scale, complimented by **local activations** to drive full funnel impact and establish a community presence in specific markets

DYNAMIC Branch Locator

Product Description

Insurance branch locator
with scan and scrolling
capabilities



SET ASIDE “OR” FOR “AND” New GTM Strategy Through Insurance Lens

National

National Goal

Mass Reach

Geo-Targeting

General Market

National Messaging

National Mascots

Currencies

Efficiency



Local

Market Goals

Grassroots Connections

Zip Code Targeting

Hispanic Market

Localized Messaging

Regional Agents

Outcomes

Effectiveness



Case Studies:

National + Local In Action

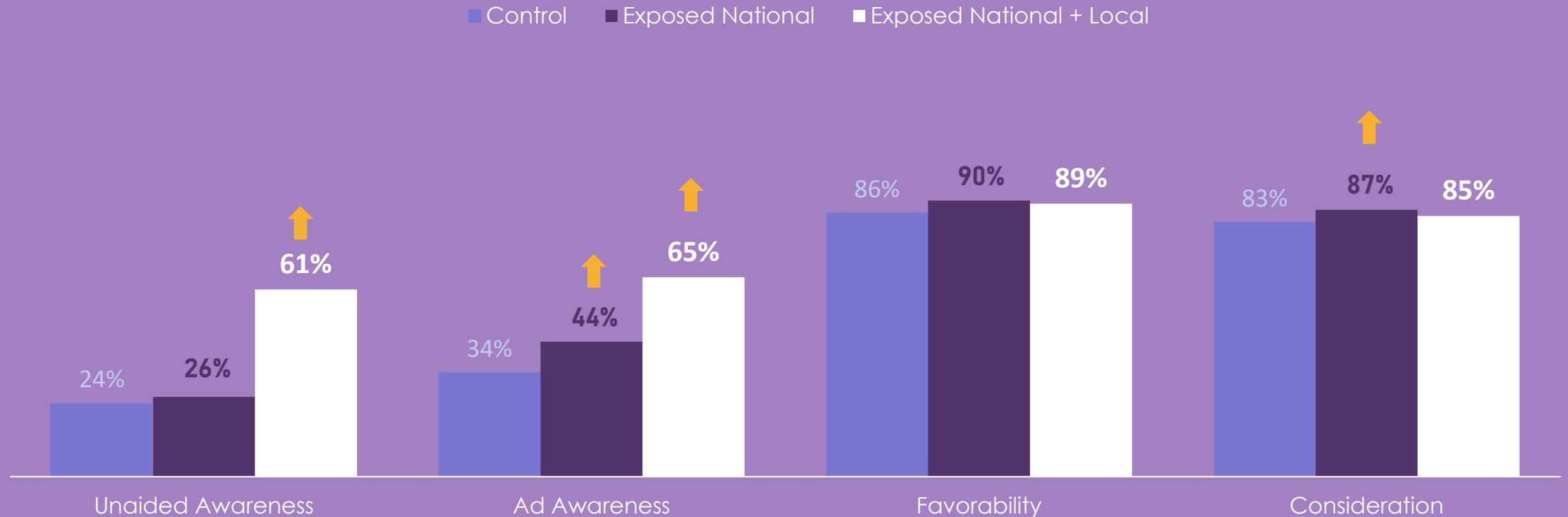




Auto Case Study: National Message + Local Dealer

IMPACT:

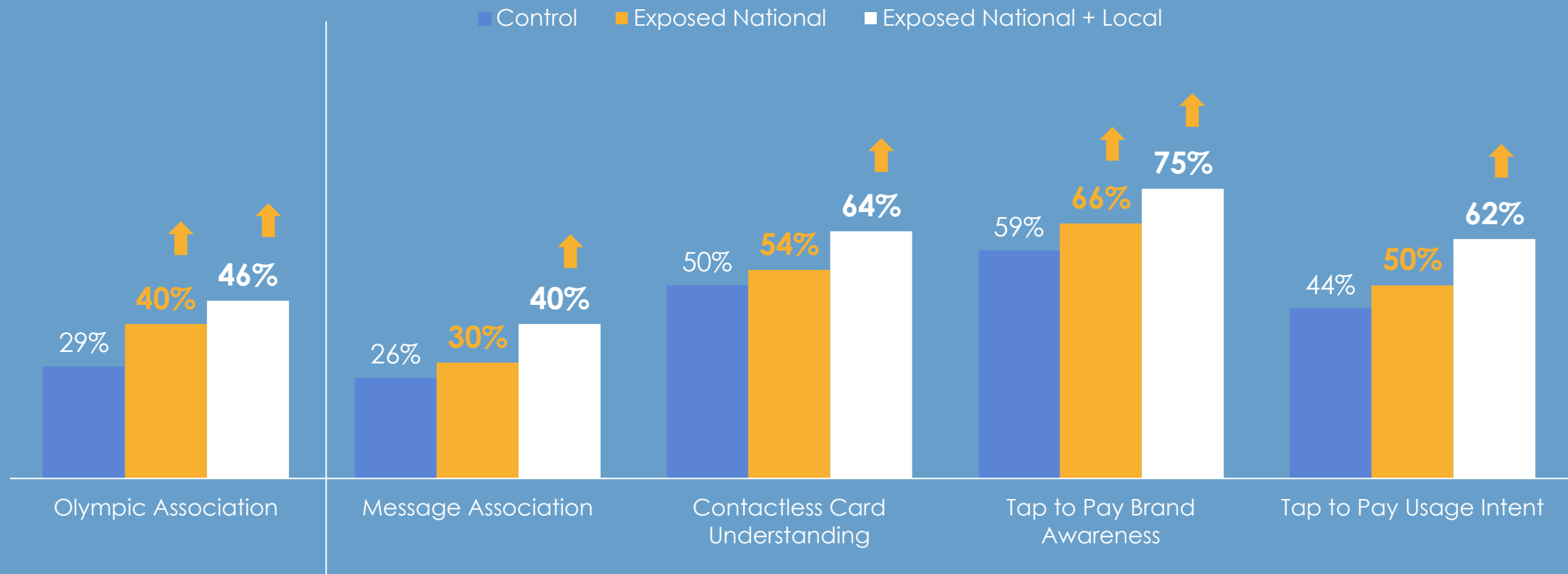
LOCAL MESSAGING SUPPORTS NATIONAL MESSAGE DRIVING EXCEPTIONAL LIFTS



Finance Case Study: Heavy Up National Ads

IMPACT:

LOCAL COMPONENT REINFORCED THE OLYMPICS PARTNERSHIP AND ALLOWED THE BRAND MESSAGING TO FURTHER BREAK THROUGH



Indicates significant increase vs. control at 90% confidence interval

FALL 2023

NBCUniversal

THANK YOU!



This slide serves as a data dump for sales teams to leverage depending on what line of business they are discussing – not intended for presentation (remove from body for TMYK)

Both major insurance business lines have unique challenges

AUTO



- **Steep premiums, rate hikes, and ride sharing have hurt overall auto demand**
 - o 75% of US adults will hold an auto policy this year, **down from 77.2% in 2019**
 - o Forecasts predict **further declines thru 2025**
- 15% knowingly **allowed coverage to lapse or drove without valid insurance** over past 6 months
 - 30% of those who allowed coverage to lapse cite an **inability to pay as the main reason**
- **New vehicle sales** are predicted to reach **14.1M in 2023, up 3% YoY**, due to a bounce back in inventory

HOME



- **Policy ownership forecasted to drop** to 88.2% in 2025, down from 90.8% in 2021
 - o US homeownership rates dropped to 66% in 1Q'23, down from 68% in 2Q'20
- Despite stagnation in property sales, **homeowners' policy shopping has increased** yoy after remaining somewhat flat for previous years
 - 26% yoy increase in Feb '23
 - 19% yoy increase in Mar '23
- **22% of homeowners want to move** by the end of 2023
 - Only 11% of that segment feel confident they will
- **Homebuying market seeing glimmers of hope**
 - Apr '23 new home sales beat expectations, growing 11.8% yoy

NBCU Local Spend by Market

Duopoly Markets* (\$)

Los Angeles, KNBC (2)	53M	SF Bay Area, KNTV (10)	18M
New York, WNBC (1)	46M	Washington, D.C., WRC (8)	16M
Miami, WTVJ (18)	29M	Boston, WBTS (9)	16M
Chicago, WMAQ (3)	27M	San Diego, KNSD (30)	8M
Philadelphia, WCAU (4)	25M	Hartford, WVIT (34)	5M
Dallas, KXAS (5)	21M		

Non-Duopoly Markets (\$)

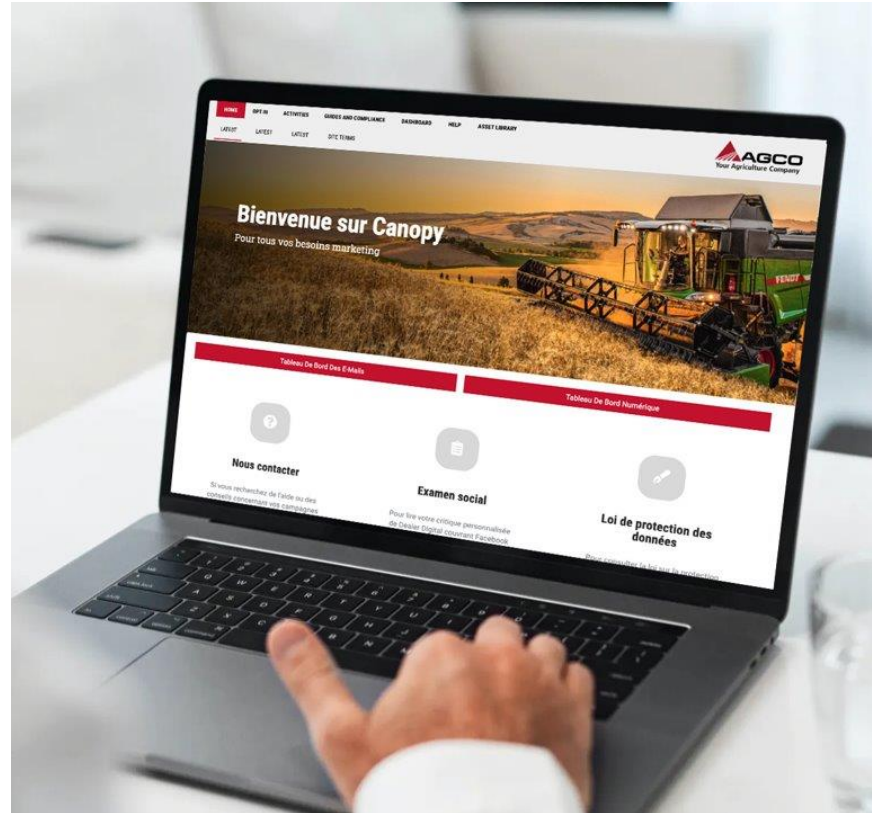
Houston, KTMD (4)	25M	Raleigh, WZGS (34)	5M
Tampa, WRMD (13)	14M	Providence, WRIW (44)	4M
Phoenix, KTAZ (8)	12M	Albuquerque, KASA/KTEL (19)	3M
Salt Lake City, KULX (30)	11M	Fresno, KNSO (15)	2M
Orlando, WTMO (10)	11M	Ft. Myers, WWDT (33)	2M
Denver, KDEN (18)	9M	Tucson, KHRR (27)	2M
Las Vegas, KBLR (24)	9M	El Paso, KTDO (20)	2M
San Antonio, KVDA (7)	7M	Richmond, WZTD (77)	1M
Sacramento, KCSO (12)	6M	Springfield, WDMR (63)	1M
West Palm Beach, WSCV (51)	6M	McAllen, KTLM (11)	1M

Duopoly Market: Both NBC & TLMD Local Offerings

Localizing Content through Storyteq

Storyteq's Cloud-based Creative Automation platform enables both creative and marketing teams to produce multiple variations of premium videos, HTML5 banners, and statics in minutes

From original designs, users can leverage the power of unique templating to improve creative workflows, stay on brand, and build digital assets in bulk. This allows users to fully customize their content at scale including localizing, personalizing, and other versioning that works across multiple audiences and markets



10 Countries

544 Dealer Groups

7 Languages

- Dealers were able to opt into the global campaign at a local level
- Dealers uploaded customer data and storyteq Local executed the campaign from brand-compliant templates
- Dealers were able to create bespoke content across multiple channels, including email, SMS, paid media and print, in order to target the right customers at the right time
 - Content was personalized and localized by language and brand