Mature Audiences & Streaming

Streaming Attitudes & Behaviors of Adults Over 55
DID YOU KNOW?
More Than Half Our Day is Spent With Media

In 2023, it is estimated we will spend an average of 13.4 hours per day with media.

Source: eMarketer, January 2023. Details in notes.
Time Spent With Media Continues Be Driven by Digital & Streaming Viewing

Average Time Spent Per Day with Media

<table>
<thead>
<tr>
<th>Year</th>
<th>US Time Spent with TV</th>
<th>US Time Spent with Digital Video</th>
<th>US Time Spent with Connected TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>3:27</td>
<td>1:57</td>
<td>0:57</td>
</tr>
<tr>
<td>2020</td>
<td>3:33</td>
<td>2:33</td>
<td>1:22</td>
</tr>
<tr>
<td>2021</td>
<td>3:16</td>
<td>2:51</td>
<td>1:36</td>
</tr>
<tr>
<td>2022</td>
<td>3:07</td>
<td>3:02</td>
<td>1:51</td>
</tr>
<tr>
<td>2023</td>
<td>2:55</td>
<td>3:11</td>
<td>1:56</td>
</tr>
<tr>
<td>2024</td>
<td>2:46</td>
<td>3:18</td>
<td></td>
</tr>
</tbody>
</table>

Source: eMarketer, January 2023. Details in notes.
While Pharma Advertisers are Evolving their Video Mix, Adoption of Streaming is Slow

% of Investment on Streaming for Top Spending Industries*  |  CY ‘17–’22

Top Spending Industries include: Entertainment, Telecom, Food, Insurance, QSR, Personal Care, Banking & Investments, Auto,** Consumer Electronics, and Prescription Drugs

*Top Spending Industries refers to the 10 industries with the highest total media spend in 2022. **Auto includes Automotive Aftermarket Parts & Services, Automotive Vehicles & Dealerships. Categories are in order of highest share of streaming spend to lowest. Source: SMI Core 2.0, 2017-2022 calendar year. Streaming includes TV Network – Digital & Pureplay Video (including shortform, such as YouTube). Linear includes Broadcast TV, Cable TV, Ad Sales House, Syndication TV, Spot TV, Local/MSO Cable, and Other TV.
Despite The Consumer & Marketplace Shift,
There Is Still Hesitation To Adopt Streaming

- Skepticism that Mature Audiences are Streaming
- Performance of Linear TV
Adoption of Streaming by Mature Audiences
Consumer Behavior

Streaming Attitudes & Motivations
Consumer Mindset

Capitalizing on Streaming
Taking Action

Click here for additional details on approach
Adoption Of Streaming
By Mature Audiences
Mature Audiences are a Key Driver of Streaming Growth

Share of Digital Video Viewers

More Adults 55+ are Streaming
+31pp vs. 2020

As people age and people adopt

Source: MRI Cord Evolution Study  February 2020, April 2021, March 2022, March 2023. Used Netflix, Hulu, or Amazon Prime in the last 30 days
They Continue to Trade Traditional Media for Digital Increasing Their Time Spent with Streaming

Source: Nielsen, Q4 2022 vs. Q4 2021, Weekly Time Spent in Hours: Minutes Among U.S. Population
Streaming Attitudes & Motivations
Key Findings

01. There is No Distinction Between Linear & Streaming

02. The Concept Of “TV” Has Changed for the Better

03. Watching TV is Easier Today than Yesterday

04. Receptive to Advertising
01.
There is No Distinction Between Linear & Streaming

Over 55%* of those 55+, consider anything that can be watched on the TV set, TV

*+6% vs. Spring 2022 Study

Source: MRI 2023 March Cord Evolution; anything defined as whether it's streaming, cable, satellite, or fiber optic.
The Concept of “TV” Has Changed... For the Better
As there is more content, and higher quality content available at your “convenience”

No question...how I watch TV has changed germanely; it's great.
– ROBERT K

In the last year I changed from watching cable to watching streaming. I think it's just going to increase more, because the more time goes by, the more there is to add to the library.
– CINDEE S

We watched a lot more; we discovered streaming services. We got Amazon Prime, and a service that allows my wife to watch movies in her native language. We love all this new content.
– WILLIAM D
03.

Watching TV is **Easier Today**

With a great appreciation for the **flexibility**... in contrast to a time when TV was not convenient

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*In the 60s, you had to turn the know, to one of four channels. *Today is a golden age.*

- **Dorothy A**

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*Back in the 70s, TV was like being in a relationship. You had to give it a lot of attention, you had to be there at certain times, and if you didn’t you missed out on a lot of stuff. Now, it’s pretty much at our convenience.*

- **Jim C**

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*It’s just much better [streaming video content]. For one thing, I don’t have to wait for something to come on. It’s there, no matter what. [...] You don’t have to worry about missing an episode, cause it’s there.*

- **Trevor V**
Receptive to Advertising
Understanding the Value Equation of Ads & Appreciating the Relevancy

"I don’t mind advertising; I get it. It’s a part of the deal we make. On apps with ads it’s usually a lot less than cable.”
- WILLIAM D

"Sure, ads are necessary but sometimes it feels like too much on Cable. Rarely do I feel that way when I see an ad on my Roku.
- CINDEE S

"...(it helps) if you have a health problem you can see an ad for a new medication... I saw an ad (for a medical product), I bought it and it worked.
- DOROTHY A"
Video content consumption continues to shift to streaming

Landscape Dynamics

Mature audiences are increasingly streaming

Consumer Behavior

The majority of those 55+ believe content that is on the TV screen, is TV

Consumer Mindset

Streaming is TV, Just Better
Capitalizing on Streaming
WE KNOW
Linear Has Proven Successful for Pharma

Creating broad awareness
(new patients starting treatment)

Promoting adherence
(current patients refilling prescriptions)

Linear TV ROI
Endocrinology Case Study (2021)

1.1 : 1
ROI Based on New Patient Starts Only

1.7 : 1
ROI Based on Total Prescriptions

+55%
ROI

When it Comes to Pharma Media Mixes, Linear Works

126
Pharma Medications on TV\(^1\)
(+5% vs. 2021)

1,553,831
Pharma Commercial Airings\(^1\)
(+31% vs. 2021)

41
Pharma Companies on Streaming\(^2\)
(+14% vs. 2021)

127
Pharma Medications on Streaming\(^2\)
(+30% vs. 2021)

Sources: 1. iSpot. Airings Report, 2022 vs 2021, Pharma Rx and Pharma Health Information industries; 2. Source: MediaRadar, 2022 vs 2021, Prescription Drugs with OTT spend
Following Mature Audiences’ Behavior
Which is Balancing Linear & Streaming

We see this on our own platform:

Source: Traditional TV (MVPD): Nielsen Media Research, L7, Time Spend Viewing TV = AA*Duration. Non-Traditional TV (Streaming/Digital): DAVD (NBCU’s Internal Reporting Platform) and Peacock Internal Data. Includes all available and measured consumption across the portfolio, where data is available. 22/23TD based on 4Q22-1Q23, 23/24E and 24/25E are projections based on internal estimates.
### Diversifying Your Video Plan Increases Reach

Streaming offers gains in reach vs. a linear only strategy

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Increase</th>
<th>Incremental</th>
</tr>
</thead>
<tbody>
<tr>
<td>A18+</td>
<td>+44%</td>
<td>+69M</td>
</tr>
<tr>
<td>A25-54</td>
<td>+67%</td>
<td>+45M</td>
</tr>
<tr>
<td>A35-49</td>
<td>+56%</td>
<td>+20M</td>
</tr>
<tr>
<td>A55+</td>
<td>+16%</td>
<td>+13M</td>
</tr>
</tbody>
</table>

And Achieves Performance Against Your Objectives
Traditional linear and digital work harder together

NBCU Campaigns Lift In Exposed vs. Control

Key Takeaways

01. Video content consumption continues to shift to streaming, across age groups

02. A55+ are a key driver of streaming growth

03. A55+ view anything that is on the TV screen, is TV and believe TV has changed for the better – content, convenience, ads, and personalization

04. Diversifying the video mix increases reach and performs stronger against key brand metrics
Full Funnel Video Approach
Implementing a strategic mix of 1:Many and 1:1 targeting, engaging patients and their networks e.g., family, caregivers, HCPs

Connected Media & Marketing Plans
Ensuring branded or unbranded messaging and content is across screens, engaging the right audience where they are viewing

Ad Innovation
Invites the audiences in to learn more & be educated e.g., about the condition, the medication, ways to engage their HCP, insurance, etc.
Thank You

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A55+ Use a Variety of Platforms to Watch the Content They Want

% of Longform Viewing by Platform

**Source:** February 2023 Video Entertainment Pulse Study. A18-24, A25-34, A35-49, A50-64, A65+. In a typical week, what percentage of your total viewing is done on the following?

**TRADITIONAL TV**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Broadcast TV</th>
<th>Cable/Premium Cable</th>
<th>Live Streaming Services</th>
<th>AVOD/SVOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>10%</td>
<td>19%</td>
<td>14%</td>
<td>58%</td>
</tr>
<tr>
<td>25-34</td>
<td>13%</td>
<td>24%</td>
<td>14%</td>
<td>49%</td>
</tr>
<tr>
<td>35-49</td>
<td>16%</td>
<td>23%</td>
<td>13%</td>
<td>48%</td>
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<tr>
<td>50-64</td>
<td>27%</td>
<td>26%</td>
<td>11%</td>
<td>35%</td>
</tr>
<tr>
<td>65+</td>
<td>34%</td>
<td>27%</td>
<td>8%</td>
<td>31%</td>
</tr>
</tbody>
</table>
Overview of Approach

- **Proprietary & Secondary Consumption Analysis**
  - Viewership and time spent

- **Interviews** in Partnership with Magid
  - Motivations and attitudes

- **Panel Survey** in Partnership with Magid
  - Touchpoints and viewing habits

- **Consumer Syndicated**
  - Attitudes and viewing habits
01. In the Summer of 2021, 8 in-depth interviews were conducted within older American’s homes regarding how streaming content factors into their lives.

02. Leveraged MAGID’s VES learnings (Video Entertainment Study) from the second half of 2021.

- Nationally Representative Online Survey of N=2,400 Online Users
- Ages 13+
- Sample matched to the US Census for Age, Gender, and Race
- Data collected March 29 – April 9, 2021
- Groups for Analysis:
  - Gen Z N=393
  - Millennials N=609
  - Gen X N=596
  - Boomers N=687
51% of A55+ stream on a TV screen at least weekly – up from 42% in 2022

Source: 2023 Video Entertainment Pulse Study. How often do you watch video (e.g. TV shows, movies, news, sports, live events, and/or video clips) in the following ways? A55+