

NBCUniversal



AUTO **QUARTERLY UPDATE 3Q'25**

Industry *Highlights* & Media Trends

Agenda

1

Auto Landscape

Current Landscape & 3Q'25 Media Trends

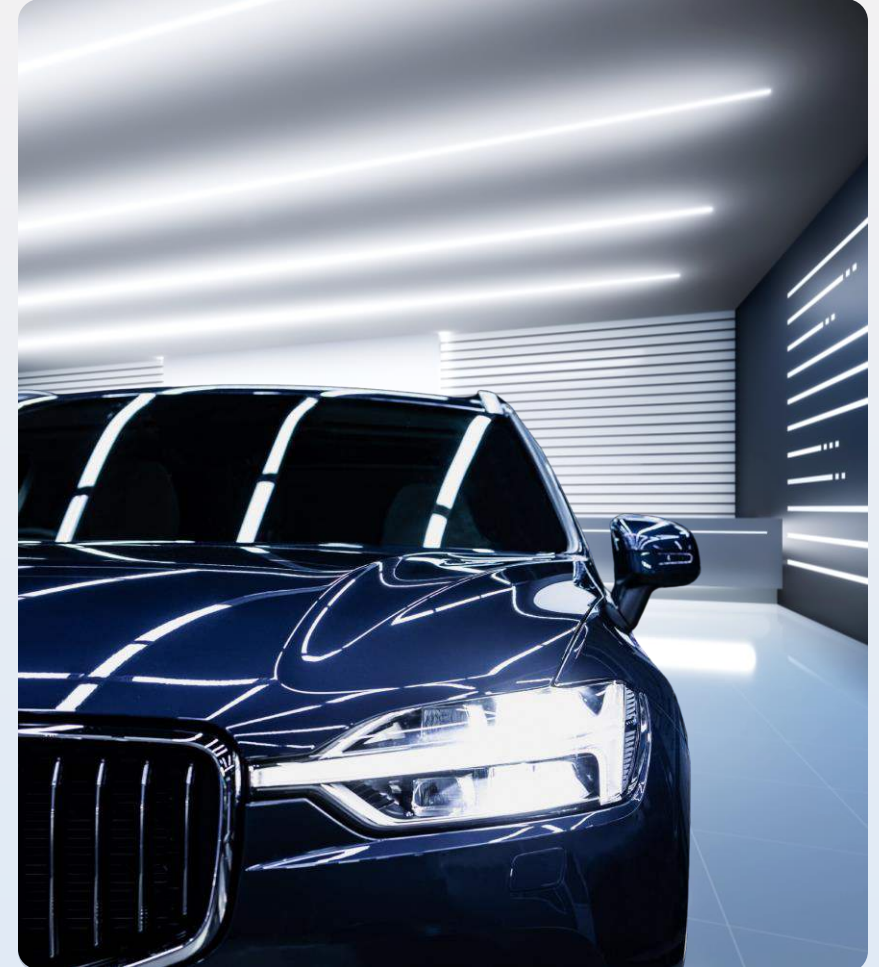
2

Auto @ NBCU Update

Media Trends, Creative Showcase, & Case Studies

3

Auto Upcoming Opportunities At NBCU



Current **Auto** Category Dynamics

The category remains **agile** amid ongoing uncertainty and evolving consumer behavior

Headwinds:

- After a strong Q3, **new vehicle sales are now projected to fall slightly short** of initial annual forecasts as:
 - Anticipated **lower EV sales** with the removal of tax incentives¹
 - **Affordability concerns**, such as rising costs, loan delinquencies, and car repossessions²
- **Auto brands are navigating the cost of tariffs**, with some cutting costs internally and others passing the costs on to consumers
















Tailwinds:

- **Wealthier buyers are fueling the current market**, providing opportunity for luxury auto brands²
- **Connected car features are influencing purchases** and creating new revenue streams (64% of U.S. car owners consider in-car systems essential³)
- **Shifting consumer behavior to DIY maintenance⁴ and used-car purchases⁵** are fueling growth for aftermarket and 3rd Party e-commerce
- **The adoption of tech and AI continues**, with an expected 10% savings for automakers in the next three years⁶



Auto

Category Round Up

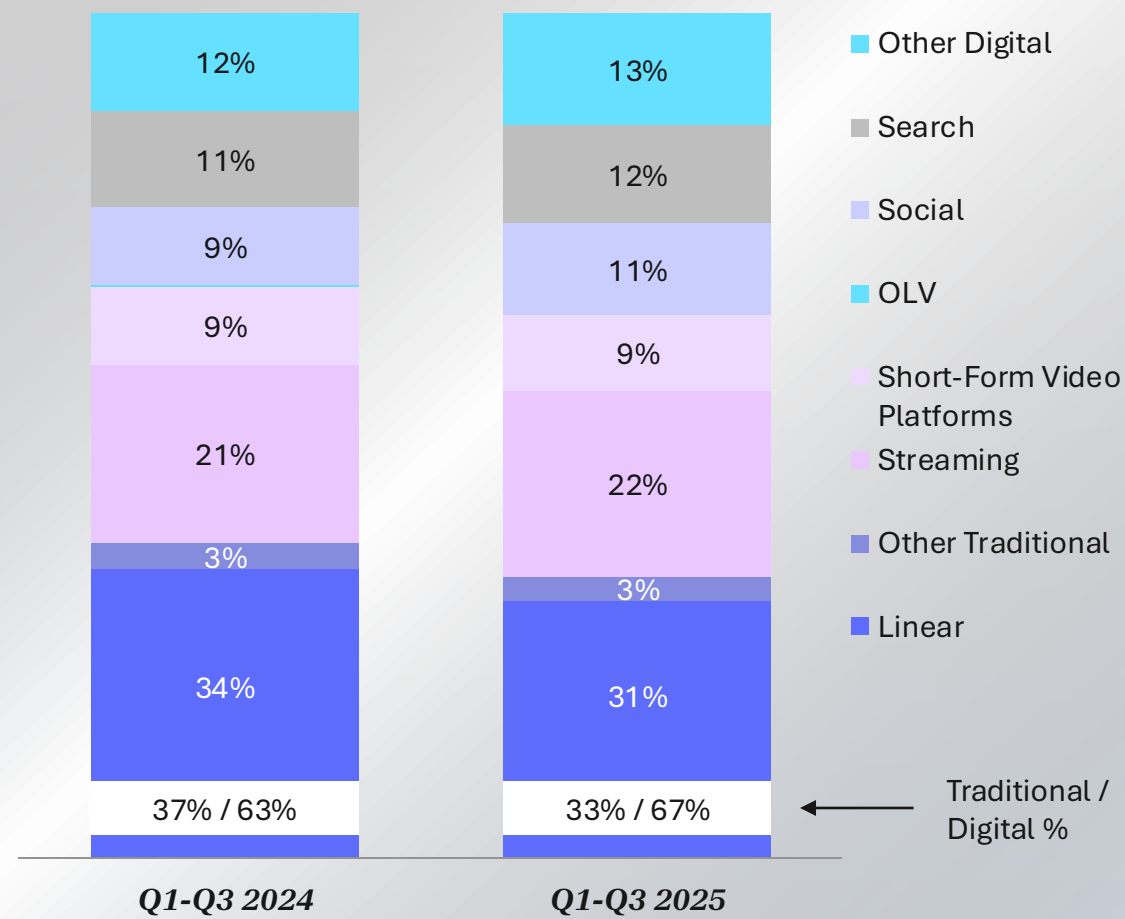
Tariffs & Trade CHALLENGES 	State of EVs 	Sub-category SPOTLIGHT 	Getting Connected 
<p>Multiple automakers urged the Trump administration to extend a North America free trade deal crucial to auto production.</p> 	<p>EV sales hit record highs in Q3'25, accounting for 10.5% of total vehicle sales.</p> 	<p>Carvana hit record sales and profitability in Q3 as demand for used cars grows.</p> 	<p>GM saw strong growth in its software services and subscriptions across OnStar and Super Cruise.</p> 
<p>A pricing decision from a European shipping company could increase costs due to tariffs, placing added pressure on car companies.</p> 	<p>GM reported losses of \$1.6B related to planned changes to its EV rollout.</p> 	<p>Polestar plans to expand service capacity with used-car centers.</p> 	<p>Volvo, in partnership with Mastercard, is testing embedding car payments for tolls in the cars' infotainment system.</p> 
	<p>Ford, Kia, Hyundai, and Toyota saw sharp declines in EV sales in October following the end of federal incentives.</p> 	<p>CarMax preliminarily reported weak sales projections and announced its CEO would be stepping down.</p> 	
	<p>The U.S. retreat from its EV ambitions is spreading around the globe.</p> 		

Auto Marketplace Spend

The category continues to lean into performance-driven media and premium video rooted in cultural moments

- Total spend declined -7%, across traditional and digital media
- Streaming share holds steady at 22%, while spend declined -4%
- Social was a bright spot with spend +7%
- Sports continues to hold the majority share of national linear spend (60%), with strongest growth in NBA (+18%)

Auto Category Media Mix *Share of Spend*

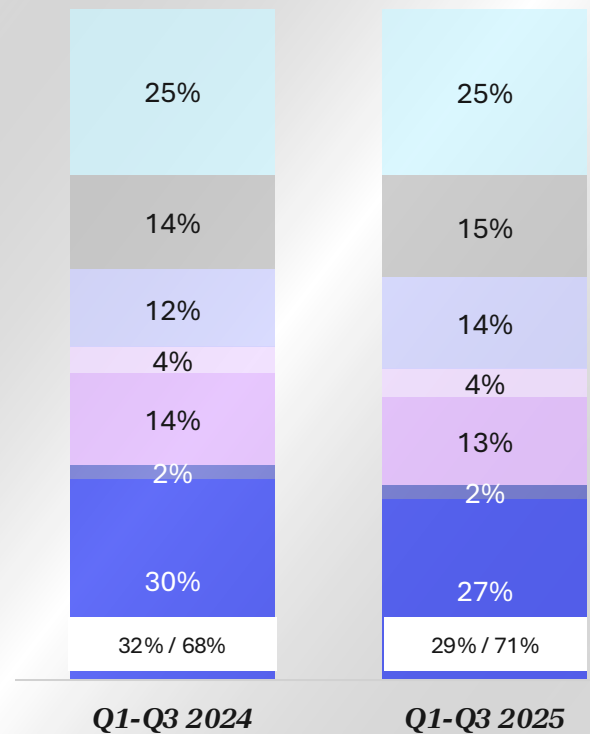


Auto Marketplace Spend By Sub-category

Parts & Services increased spend in digital, while Automakers & Dealerships saw overall spend declines

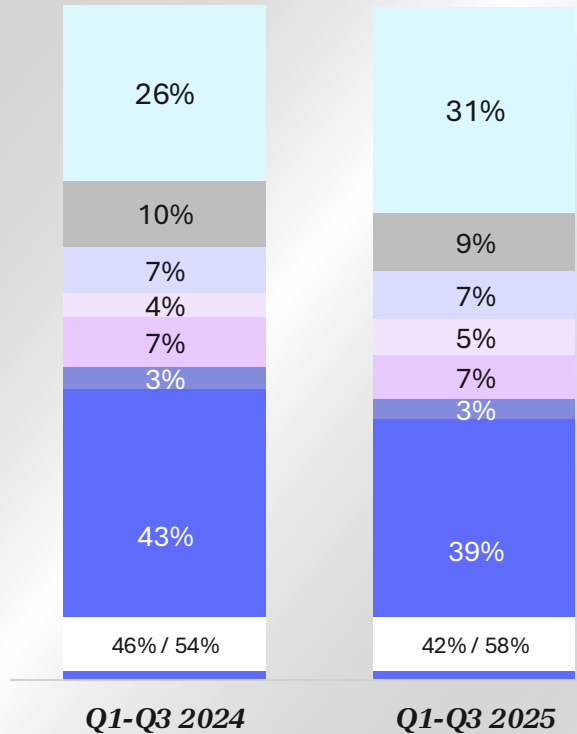
Automakers

56% of Total Auto Spend (Spend ↓ vs. STLY)



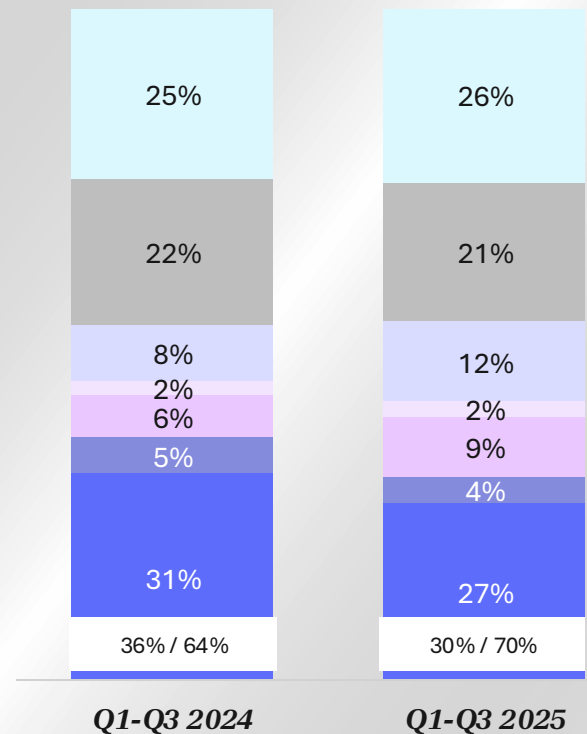
Dealers & Associations

38% of Total Auto Spend (Spend ↓ vs. STLY)



Parts & Services

7% of Total Auto Spend (Spend ↑ vs. STLY)



Linear

Other Traditional

Streaming

Short-Form Video Platforms

Social

Search

Other Digital

Traditional / Digital %

Auto NBCU Spend

At NBCU, our Auto partners are leaning into big moments, premium environments, innovations, & advanced solutions

Q1-Q3 2025



Culture-Driven Content

is key for the category, with Sports and Entertainment the core of linear, while spend in digital sports continues to gain traction.

Digital sports grew 11% vs. STLY, Sports accounted for 50% of linear spend, with Entertainment 16%



Diversified Plans

balancing broad reach with focused audiences reached at scale. Linear maintains the dominant share, while digital remains steady with increased interest in social.

Linear / digital holds steady at 64/36%, while social grew +56% vs. STLY



Streaming

investment is rising, with brands leaning into Peacock Premier and different ad innovations to capitalize on premium content's impact.

Programmatic Premier & AX grew +25% vs. STLY; Top growing ad innovations were Brand Tag, Pod Bounce, and Curator



Hispanic

maintains share of linear spend at 9% YoY, with 94% of advertisers returning in 2025, and new advertisers from Aftermarket and 3rd Party Retail.

Hispanic sports on the rise, accounting for 24% of Hispanic linear spend

Creative & Innovation

At NBCU

Auto brands are aligning with premium content & talent to tell their brand story



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Leveraging Big Moments For Launches

Hyundai's new campaign, "[All That and More](#)," starring Parker Posey premiered during the NFL's season-opening game on NBC and showcases the Palisade's premium features.



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Leaning into Fandom

Lexus is the first-ever auto sponsor of *The Real Housewives of Salt Lake City*, which includes an exclusive sponsorship of the premiere's Watch Party, custom social videos, and in-show integrations for the Lexus LX.

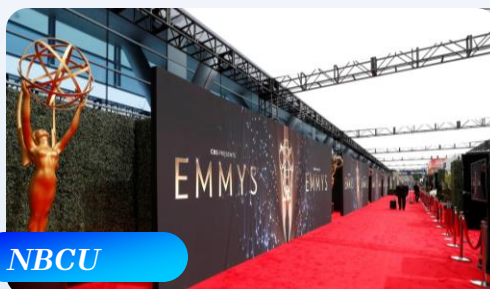


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Creating Memorable Moments with Late Night

Ford partnered with *The Tonight Show* for a special episode in Detroit featuring Keegan Michael Key and Cade Cunningham, a field goal attempt at Ford Field, and a sketch involving the pronunciation of Detroit street names.



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VOLVO



Taking Center Stage with Custom Content

Volvo's Emmy's media partnership featured behind-the-scenes custom content with Erin Lim and her stylist in a Volvo XC90 and a sneak peek of Erin's red-carpet dress through the trunk of the Volvo.

Linear

Global auto brand saw
significant brand lift
and **penetration**
thanks to NBCU
integration

+99%

lift in **unaided brand awareness**

+56%

lift in viewers **likely to request a test drive**

+88%

of viewers **found the integration enjoyable**

vs. exposed

Leverage the power of NBCUniversal's

Content & Audiences to drive impact for your brand & business

2026 Opportunities On The Horizon For The Auto Category

The Kelly Clarkson Show



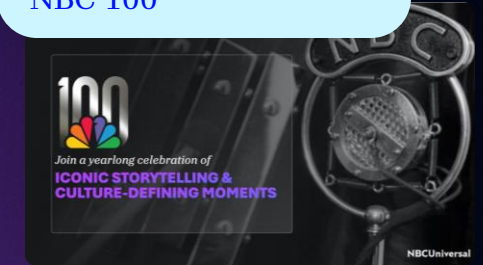
Access Hollywood



Live from E! Red Carpet



NBC 100



Super Bowl Ad Reveal



CNBC Sport



Peacock Originals



Pay One Films



NBCUniversal



THANK YOU

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