

2025



NBCUniversal

Capturing the Attention of Today's Business Audiences

Today's B2B
decision-making
process has grown
more complex
necessitating new
sales & marketing
strategies

Democratized Decision-Making

10-11

Average size of a business
decision-making group

72%

of buying teams hire outside
consultants to influence decisions

Shrinking Shortlists

49%

of BDMs only consider 1-3
products per decision making
cycle (up 16ppts YoY)

80-90%

of BDMs already have a
vendor shortlist before the
research process

Growing Prioritization
of Brand Building

95%

of BDMs are not in market now, but
will be in the future while only 5%
are projected to be in market now

45%

of B2B marketers would commit
over half of marketing spend on
brand if not for budget constraints

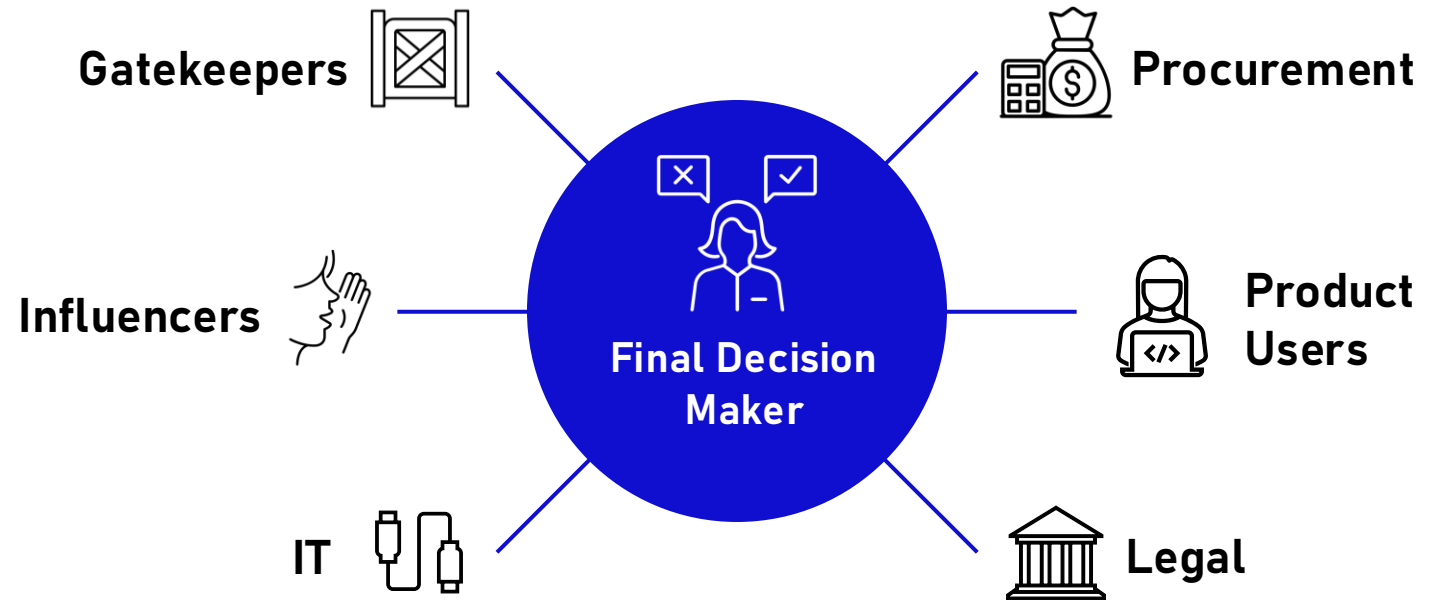
Determining the right “Business Decision Maker” targets

In this changing landscape, decision-making stakeholders are moving targets consisting of different types of employees coming together in a matrix

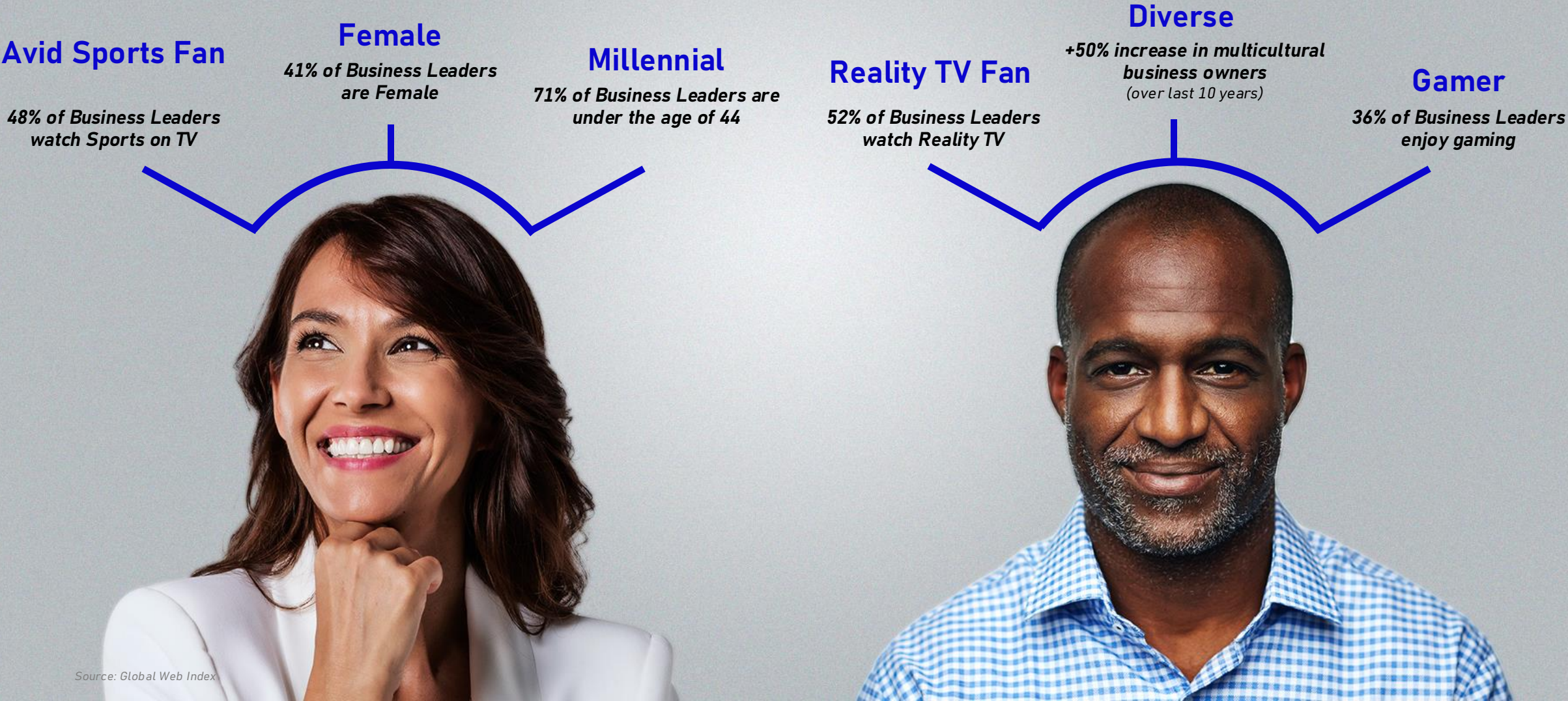
10-11

Stakeholders involved in the decision-making process

Decision-Making Stakeholder Matrix Illustrative Example



Today's business leaders are younger and more diverse – B2B marketing must evolve accordingly to effectively reach them



Reaching Strategic B2B Audiences with NBCUniversal

NBCUniversal
continues to
be the right
partner **to reach
decision makers**

Each month, our content reaches

286M

P2+



that includes the
audiences that
matter to you

HHs per month

30.5M

Business Decision Maker

33.4M

IT Decision Makers

33.5M

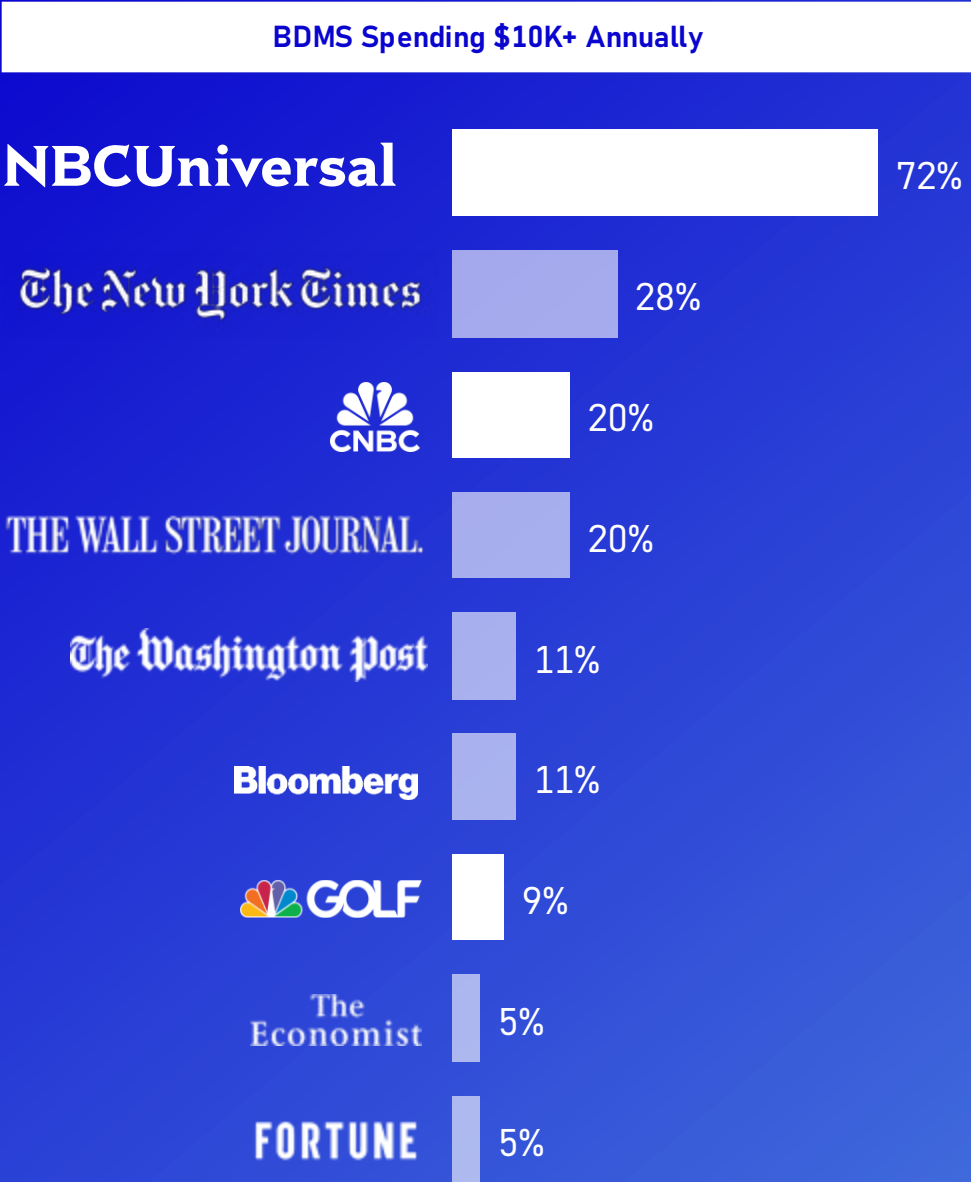
Small Business Owners

4.8M

C-Suite Executives

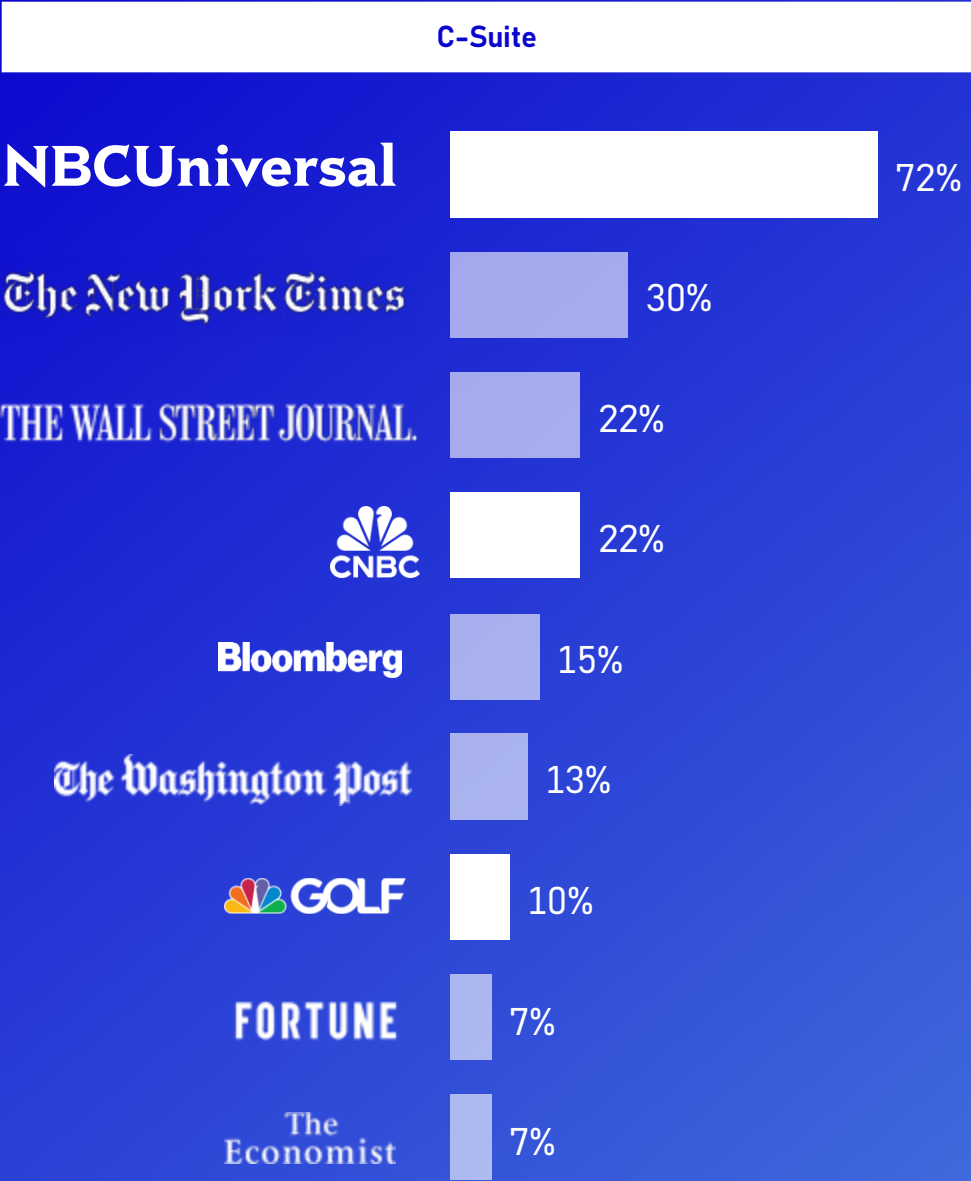
And NBCU reaches more
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Source: 2025 MRI Custom Video Study. U.S. P18+ population. Cross Platform



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C-Suite = C-suite 1 or C-suite 2



A data-driven approach allows B2B partners find key audiences wherever & whatever they are watching



Source: Based on NBCU's in-house audience insights using 1P and 3P data; pulled as of 3.14.25, 12 month lookback, base P18+, HMID, based on index of target audience vs. baseline

Data-driven,
audience strategies
have already
**maximized reach &
impact** for our B2B
partners

✓ More Target Audience Impressions **+36%**

✓ Higher Target Audience Index **+9%**

✓ Greater Target Audience Reach **+55%**

✓ Better Cost Efficiency & Lower CPM **-20%**

B2B IT Company Case Study

Optimizing for B2B Audience Reach & Engagement

Challenge

A leading IT company wanted to make the most of their linear ad spend to drive search engagement

Solution

Data-driven optimization resulted in **expanding number of linear properties purchased**, while also **increasing CNBC**, and **still including Golf**



Results: EDO Search Engagement

+32%

lift in search engagement
compared to non-NBCU linear

+17%

lift in search engagement
compared to NBCU non-DDL

Power of E!, Oxygen, Bravo

New non-endemic networks **outperformed endemic networks** and drove some of the **strongest search engagement lifts**

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NBCU B2B Category Strategy Team

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