

There's No Place Like
NBCUniversal
For the Holidays



NBCU Holiday

Timing: Q4 2025

Overview:

There's no place like NBCUniversal for the Holiday season! From touchdowns to the Tree Lighting – there's something for EVERYONE to enjoy, no matter how you holiday!

#1

Primetime Network
during the holiday
season

720M

Social Engagements

+46%

Search engagement
for advertised brands
vs. competitors



Integrations



Custom
Content



Contextual
Alignment



Commerce



Peacock Ad
Innovations



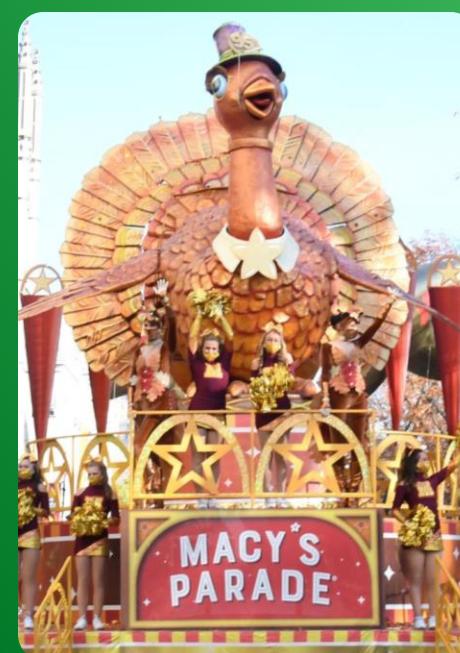
Talent As
Influencers
& Experiential



Data
Targeting



Social



Subject to availability and may require legal, standards and sales approval.



**Insights & Strategic
Recommendations to Win this Season**

Retailers Don't Have a Strong Sense of What Holiday Sales Will Look like This Year



-5% to +4%

The wide range of sales projections from retail analysts for the 2025 Winter Holidays

(In 2024, retail holiday sales hit almost \$1T)

But Consumers Know Their Priorities



45%

Of consumers consider **gifts for family** a **non-negotiable** for the holidays

Keeping Holiday Traditions Alive Is a Key Focus for Consumers This Year



"I'm willing to spend more at Christmas if I have to because as I mentioned, it's my favorite holiday. It's that special – and **if I have to spend more to make it turn out how I want, I will.**"

*M, 53-60
White/Caucasian,
\$50-59.9k*



"The whole point of these holidays is the kids and the nostalgia and just **not letting go of those traditions**. So, we're going to make it work, even if I have to squeeze it out of something else."

*F, 29-36
Hispanic/Latinx,
\$75-99.9k*

"Money can't buy you love, but **you can express your love by the gifts that you give.**"

*M 29-36
Black/AA,
\$60-74.9k*

"It's magical.... All the money, all the stress, all of that... you go through it just to see your kid open those gifts, to see that smile and appreciation – that's priceless. **The memories, the moments, the time – that's everything to me.** All of it combined. You get people thinking about you, your family comes together, even people who moved away come back for a while.

You get to feel whole."

*M 37-44
Black/AA,
\$75-99.9k*

Making Holiday Memories Happen Is Not Always a Smooth Journey for Consumers



Brands Can Help Consumers Navigate the Journey, but They Must Use the Right Platforms to Reach Them

Breaking Through the Ad Clutter Is More Difficult

65K brands advertise in Q4 that don't advertise the rest of the year

Consumers Lean Into TV & Emotional Advertising

"Christmas is the time when I think **TV ads are done really well**. The ads that do well, for me, are the ones that are thoughtful and have some type of sentiment behind it or are strategic."

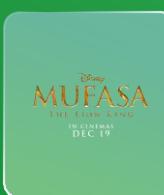
*F, 18-22,
White/Caucasian,
\$50-59.9k*

Streaming Platforms Are a Whitespace

While Q4 accounts for 30% of Search and Social ad spend for the year, **only 26% of Streaming** spend occurs in Q4

NBCU Has Helped Brands Across Categories

Connect with Holiday Shoppers, Movie Goers, Diners, and More Across Its Diverse Portfolio of Content



Bringing Holiday Warmth to Audiences with Social Causes
For 7 consecutive years and going strong, Toyota returned to NBC's Christmas in Rockefeller Center to spread festive cheer this holiday season while spotlighting Toyota's commitment to social causes. This past year focused on Toyota's support of the Best Friends Animal Society

Aligning with Relevant Talent to Extend Brand Messaging
TJ Maxx and fashion-forward talent showed audiences across video and social that they don't need to compromise on amazing brands, quality items, and amazing prices to Maxx Your Style across any event, whether it's attending a work party, hosting a holiday gathering, or more

Building Momentum for a Movie Release
Disney's Timon and Pumbaa made surprise appearances throughout NBCU's Thanksgiving weekend, narrating family tentpole events (National Dog Show, B1G) and integrating with beloved IP (The Voice, WWE Smackdown) to build up anticipation for Mufasa: The Lion King

Partnering with Beloved Talent to Inform Viewers on Offerings
Starbucks used custom content featuring Seth and his writer, Lutz, to evangelize the coffee brand's vast holiday menu beverage, while underscoring the Starbucks pillars of community and connection

Fandom Collaboration to Drive Holiday Traffic & Sales
Fallon and Crumbl developed a limited-edition cookie available for only the first week of December called the *Jimmy Fallon Holiday Seasoning Candy Cane Brownie*. The seasonal flavor was designed to bring family and friends together

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