

NBCUniversal

# INSURANCE QUARTERLY UPDATE 3Q'25

Industry *Highlights* & Media Trends

# Agenda

1

## Insurance **Landscape**

Current Landscape & 3Q'25 Media Trends

2

## Insurance @ NBCU **Update**

Media Trends & Creative Showcase

3

## Insurance Upcoming **Opportunities** At NBCU



# Current **Insurance** Category Dynamics

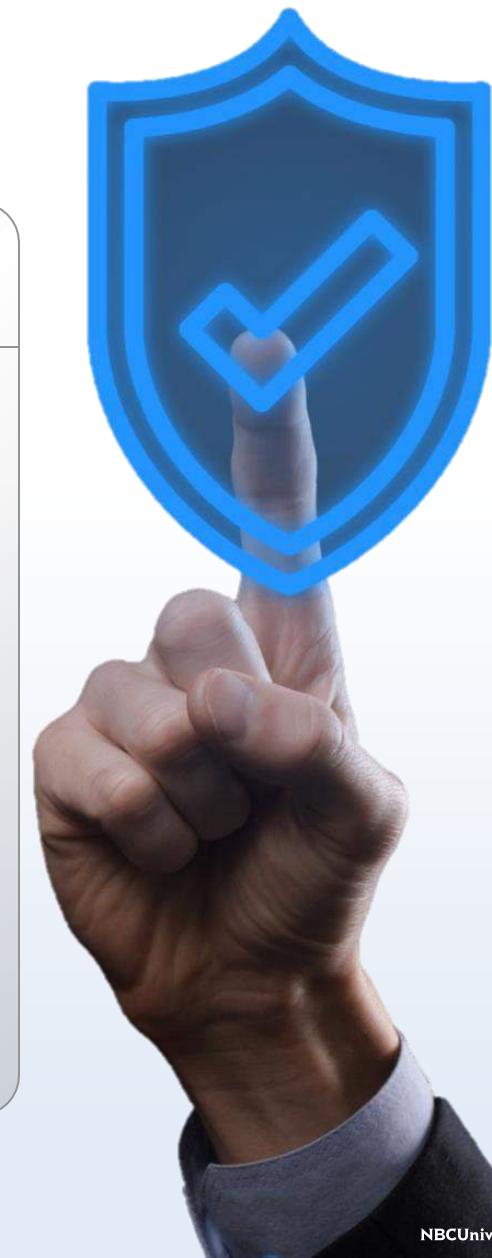
Profitability remains high, but as prices test consumer patience, innovation and brand equity become key to policyholder loyalty & acquisition

## Headwinds:

- **Severe weather losses remain elevated** – U.S. insurers faced \$64B in insured catastrophe losses in 1H'25, the 2<sup>nd</sup> costliest start to a year on record<sup>1</sup>
- **Reinsurance costs continue to climb**, forcing carriers to raise premiums and tighten underwriting standards across property lines<sup>2</sup>
- **Lingering consumer price fatigue**, as home & auto premiums remain up over 40% vs. 2020<sup>3</sup>
- **Rising auto repair & replacement costs**, especially for electric vehicles<sup>4</sup>

## Tailwinds:

- **Record underwriting profit for P&C insurers** – industry combined ratio averaging 96.4% in 2025, its best since 2014<sup>5</sup>
- **Investment income rebound**, as higher bond yields and cautious Fed policy continue to boost portfolio returns<sup>6</sup>
- **AI-driven claims automation gains traction**, with State Farm, Allstate and Progressive deploying GenAI tools for adjuster support and fraud detection
- **Policy switching rate for auto at an all time high** (4.5% in Q3); home insurance switching rate was 2.8%, up from 2.5% STLY<sup>7</sup>
- **Gen Z consumers led insurance shopping activity**<sup>7</sup>



# Insurance

## Category Round Up

Pricing & Switching <b>BEHAVIOR</b>	Climate & <b>RISK MANAGEMENT</b>	AI & Automation <b>INNOVATION</b>	Brand & Cultural <b>ENGAGEMENT</b>
<p><b>Progressive</b> expands usage-based-insurance and dynamic pricing programs to younger drivers, leveraging telematics data to personalize quotes and improve retention<sup>1</sup></p> <p><b>PROGRESSIVE</b></p>	<p><b>State Farm</b> continues to scale back homeowners' exposure in CA and FL while investing in wildfire-mitigation programs and community resilience partnerships<sup>3</sup></p> <p><b>StateFarm</b></p>	<p><b>Allstate</b> deploys AI-powered photo-claim evaluation nationwide, reducing average claim processing time<sup>6</sup></p> <p><b>Allstate</b></p>	<p><b>GEICO</b>'s <i>Gecko Unplugged</i> digital series, blended humor and financial-wellness storytelling across YouTube and TikTok<sup>9</sup></p> <p><b>GEICO</b></p>
<p><b>GEICO</b> promoted a “Switch &amp; Save” campaign emphasizing app-based bundling and usage-based discounts, driving policy growth despite premium hikes</p> <p><b>GEICO</b></p>	<p><b>Farmers Insurance</b> pilots parametric weather insurance in partnership with NOAA data to better price storm and flood risk<sup>4</sup></p> <p><b>FARMERS INSURANCE</b></p>	<p><b>USAA</b> expands telematics-based underwriting for military families, combining driver-behavior analytics with GenAI service tools<sup>7</sup></p> <p><b>USAA</b></p>	<p><b>Allstate</b> launches <i>Protect the Unexpected</i> campaign across streaming and live sports, re-centering its mascot <i>Mayhem</i> for a new generation</p> <p><b>Allstate</b></p>
<p><b>Liberty Mutual</b> introduces AI-driven personalized renewal pricing and launches incentives for policy bundling through its mobile app<sup>2</sup></p> <p><b>Liberty Mutual</b></p>	<p><b>Kin Insurance</b> grows share in coastal markets by offering specialized flood coverage and leveraging predictive climate analytics<sup>5</sup></p> <p><b>kin.</b></p>	<p><b>Lemonade</b> leverages ChatGPT-based customer assistants to settle minor claims in seconds and reduce support overhead<sup>8</sup></p> <p><b>Lemonade</b></p>	<p><b>State Farm</b> Gamerhood returned for Season 4 in a partnership with Twitch that intertwines the worlds of gaming, sports and entertainment<sup>10</sup></p> <p><b>StateFarm</b></p>

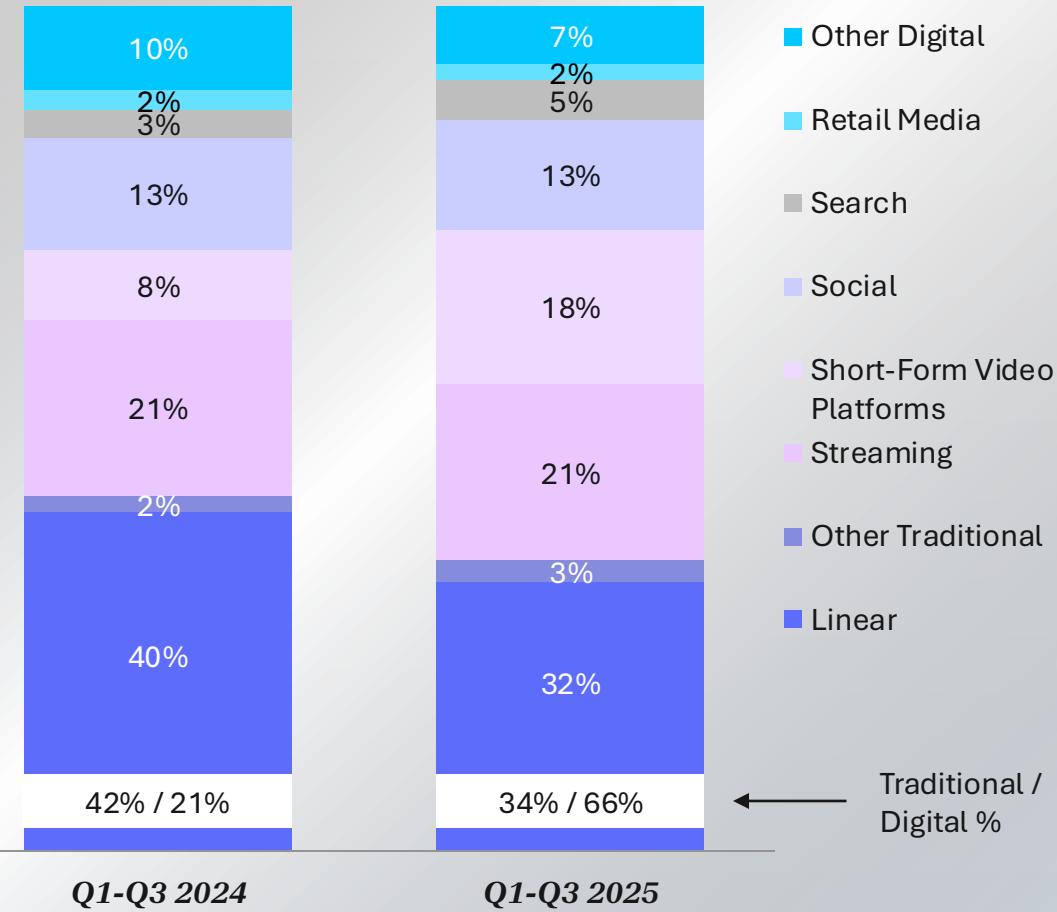
# Insurance |

## Marketplace Spend

Total insurance category spend increased +29% in Q1-Q3 2025, driven by digital media, primarily shortform, search, and streaming

- **Shortform** (+191%) saw the largest % spend growth
- **Search** spend increased +96%
- **Streaming** spend increased +30%, driven by a +43% increase in programmatic

### Insurance Category Media Mix *Share of Spend*



# Insurance NBCU Spend

At NBCU, our Insurance partners are leaning into Peacock, ad innovations, advanced audiences, and sports



## Streaming

continues to see growth as insurance brands seek to establish a connection with engaged streaming audiences on Peacock

Peacock spend increased +10% in Q1-Q3 '25. Prog. on Peacock increased +107%, driven by a +66% increase in Prog. on Premier



## Ad Innovations

remain a key focus to help brands drive engagement and stand out in a highly saturated category ad environment

75% of insurance clients grew ad innovation spend in Q1-Q3 '25, driven by increases across engagement, solo, cinematic rotational, and brand tag ads



## Advanced Audiences

investment continues to grow as insurance advertisers leverage 1P & 3P data to reach relevant insurance audiences

Programmatic investments increased +117% in Q1-Q3'25



## Sports

continues to be a priority as insurance brands leverage the power of live events to reach an engaged, broad audience

Digital sports investments increased +24% and linear sports increased +17% in Q1-Q3'25

# Creative & Innovation Across NBCU

## NBCU Spotlight



### State Farm x BravoCon

State Farm doubled down on its past success in partnering with BravoCon, bringing Jake back to the event and featuring sponsored areas, on-site fan fest activations, in-show integrations in WWHL, plus digital & social amplification.



## NBCU Spotlight



### Allstate x SNL

As the exclusive insurance partner for SNL50, Allstate collaborated with SNL on custom content featuring its 'Mayhem' character; custom content was complimented with additional sponsorship support throughout the season.



## NBCU Spotlight



### State Farm x Open Doors

For a 3<sup>rd</sup> year, State Farm & NBCU Open Doors partnered to uplift minority owned small businesses through a multi-platform strategy with elements spanning across NBCU to give SBOs access to support to help grow their business.



Leverage the power of NBCUniversal's

# **Content & Audiences to drive impact for your brand & business**

**2026 Opportunities On The Horizon For The Insurance Category**

MS NOW



NBC 100



Live From E!



Ted Season 2



TODAY Super Bowl Ad Reveal



The Burbs



NBCUniversal

# THANK YOU

NBCU Insurance Category Strategy Team:

Adam Daniele, Logan Knisely, Andrea Illan