

A photograph of a diverse group of people sitting in a movie theater, smiling and eating popcorn. The scene is dimly lit with red ambient lighting from the seats. The text is overlaid on the left side of the image.

NBCUniversal

STUDIOS **QUARTERLY UPDATE 3Q'25**

Industry Highlights & Media Trends

Agenda

1

Studios **Landscape**

Current Landscape & 3Q'25 Media Trends

2

Studios @ NBCU **Update**

Media Trends, Creative Showcase, & Case Studies

3

Studios Upcoming **Opportunities** At NBCU



Current **Studios** Category Dynamics

Capitalizing on existing IP to inspire theatrical attendance and offset the macroeconomic uncertainty impacting production budgets and consumer demand, Studios regained momentum post-pandemic & post-strikes in 2025

Headwinds:

- Today's **fragmented media landscape** has made audience attention capture & film mass awareness more difficult than ever¹
- **Change in consumer content consumption** and streaming behaviors during the pandemic permanently lowered theatrical demand by ~20%²
- **Declining ticket sales** due to higher ticket prices, fewer wide releases, & shrinking theater footprint³
- **Soft fall slate and weakest domestic Halloween box office** performance in 31 years slowed summer's theatrical momentum⁴

Tailwinds:

- **60+ titles from major studios** released in 2025 (+18% YoY) and projected to drive \$9B in U.S. annual box office (+\$300M YoY)⁵
- **Known IP still a clear driver** as seen by films' box office, ex. "Minecraft," "Jurassic World Rebirth," "Superman," "Lilo & Stitch"
- **New IP and word-of-mouth** also proved successful in driving box office and cultural buzz, ex. "Sinners," "Weapons," "Materialists"
- **Four quadrant and franchise films** ("Wicked For Good," "Zootopia 2," "Avatar: Fire & Ash") in Q4 expected to drive strong holiday box office revenue



Studios Category Round Up



Industry Marketplace Intelligence

As 2025 closes,
box office momentum
will propel a strong 2026 start



Lowest-grossing Halloween in three decades capped off a soft fall box office after strong summer box office performance
[\(The Hollywood Reporter\)](#)

Hotly anticipated “loaded slate” expected to drive strong box office during a traditional peak period for theaters (Thanksgiving week & Christmas to New Years)
[\(Deadline, CNBC\)](#)

Potential 2026 \$10B U.S. box office (1st since pre-COVID) due to IP-heavy slate (“The Super Mario Galaxy Movie,” “Project Hail Mary,” “The Devil Wears Prada 2,” “The Mandalorian & Grogu”)
[\(CNBC\)](#)

Latest News

Genre fare
continues to perform
amidst industry chatter



Strong November start with “Predator Badlands” earning franchise-record \$80M global box office & positive critical reception
[\(The Hollywood Reporter\)](#)

Foreign animation kept far out-performing U.S. titles in the box office with “Chainsaw Man” in October and “Demon Slayer” & “Ne Zha 2” in the summer
[\(Variety\)](#)

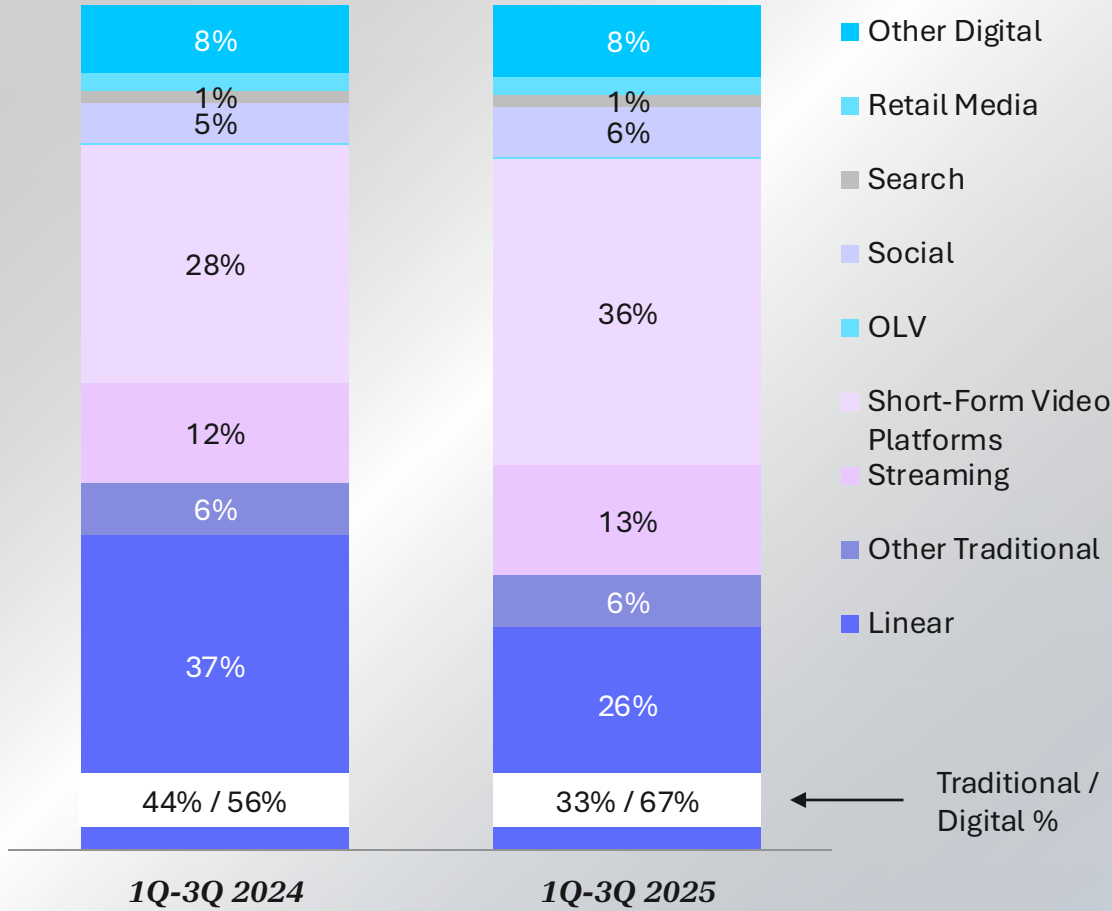
The Warner Bros Disc. bidding war amongst traditional & tech players carries far-reaching implications across theatrical, linear, cable, streaming, news, & more
[\(The Hollywood Reporter\)](#)

Studios | Marketplace Spend

The category continues to lean into digital, with increased investments across Shortform, Streaming, & Social

- Digital share grew +11pp vs. STLY, fueled by dollar diversification across every digital channel (double-digit percent increases vs. STLY)
- Shortform more than doubled vs. STLY, accounting for over half (54%) of digital spend & one-third (36%) of total spend – highest share of any channel
- Streaming (2nd highest digital share), increased +40% vs. STLY, driven by gains in direct (+46%)

Studios Category Media Mix *Share of Spend*



Studios NBCU Spend

At NBCU, Studios are shifting budgets towards digital & prioritizing performance tactics to drive interest & consideration for priority titles



Sports

is the focal point of linear, with SNF & college sports driving investment (92% share), while spend in digital sports remains steady for multiplatform messaging

Linear sports spend grew +26% in 1Q-3Q'25 vs. STLY



Diversified Activation Paths

balancing broad reach with precision audiences targeted, at scale. Direct buying maintains dominant share, while PG & PMP continue to make gains behind increased interest in flexibility & efficiency

1Q-3Q'25 Programmatic dollars grew +29% vs. STLY, & PMP increased +60%



Streaming

Peacock remains a key destination as studios tap into premium integration opportunities on Peacock Premier & complement AX to reach & engage contextual audiences

Peacock Premier spend grew +87% vs. STLY, while Peacock AX increased +46%



Ad Innovations

continue to gain traction as effective conversion vehicle for lower funnel KPI's (search, ticket purchases) – Spotlight / Pause ads seen as most effective with lion's share of dollars (90% share)

Ad Innovation spend from 1Q'-3Q'25 grew +29% vs. STLY

Creative & Innovation

Across The Marketplace & NBCU

Marketplace



[Click to play](#)

Zillow x Disney/Marvel's "The Fantastic Four: First Steps"

The Baxter Building, home of the the Fantastic Four, was listed on Zillow with interactive tour elements and visuals to immerse fans in the futuristic world of the latest Marvel film



NBCU Spotlight



[Click to play](#)

Telemundo La Jefa x Warner Bros' "Final Destination: Bloodlines"

To drive reach, cultural resonance & Fandango ticket sales with target audiences, custom promotional spots featuring La Jefa talent ran across Telemundo linear, streaming, & social platforms



NBCU Spotlight



[Click to play](#)

America's Got Talent x Lionsgate's "Now You See Me, Now You Don't"

In celebration of latest franchise film & AGT's 20th anniversary, this groundbreaking, cross-platform partnership united AGT magicians with film talent in a never-been-done-before showcase culminating in the AGT finale

LIONSGATE

RETURN ON AD SPEND

The Challenge:

A major Hollywood studio wanted to accelerate ticket sales for an upcoming action/adventure film by aligning with NBCU premium content.

The Approach:

The studio utilized audience (Fandango360) + content targeting, aligning with Peacock's Twisted Metal to amplify the film's presence with targeted media. This strategy successfully helped boost ticket sales and delivered 18M+ impressions with key audiences.

Measurement:

We partnered with Kochava to measure performance.

The Results

ROAS

\$6.07

\$2.8M+ total ticket value

Checkout Conversions

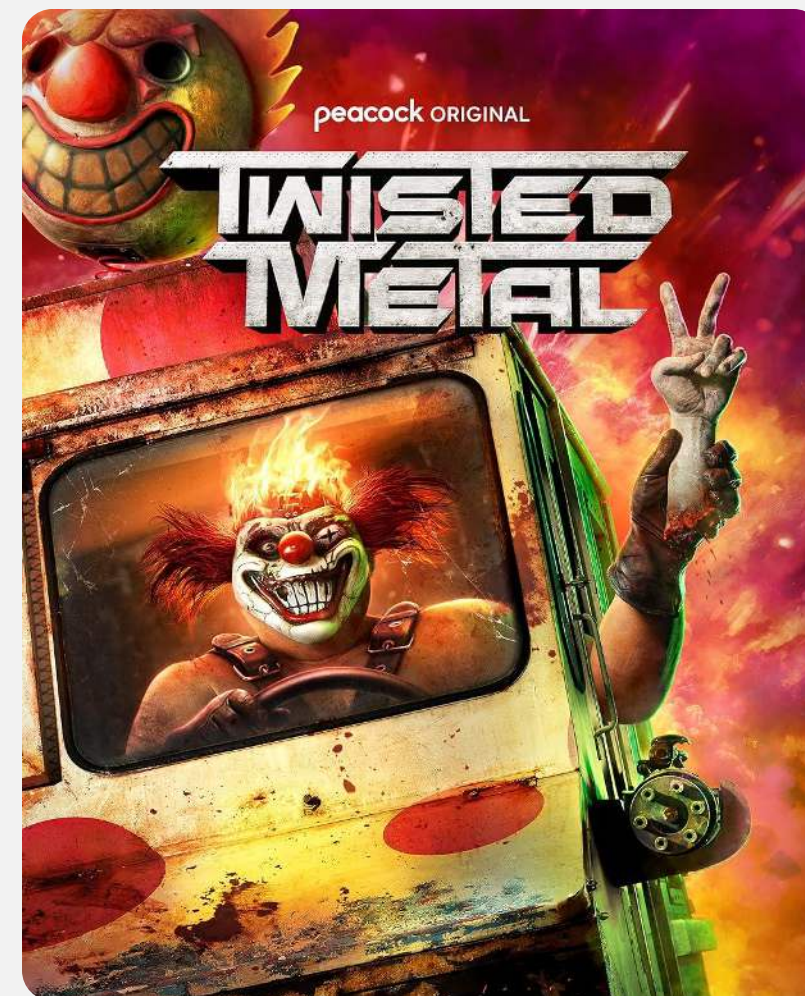
85K+

\$5.32 cost per checkout

Movie Page Visits

311K+

1.7% overall conversion rate

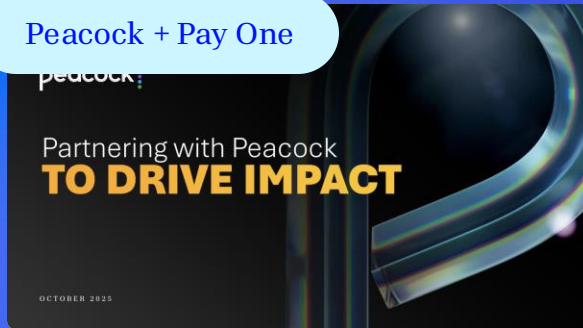


Leverage the power of NBCUniversal's

Content & Audiences to drive impact for your brand & business

2026 Opportunities On The Horizon For The Studios Category

Peacock + Pay One



Premium Content



Telemundo



Q4'25 Scatter



E! Red Carpet



Contextual





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THANK YOU

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