

Q4 2024

A group of five diverse women in business attire are smiling and standing in a row. From left to right: a young Asian woman with long dark hair, a middle-aged woman with short grey hair, a Black woman with braided hair, a woman with curly red hair, and a woman with curly blonde hair and glasses. They are all wearing blazers over white shirts. A blue gradient banner is overlaid at the bottom.

# NBCUniversal Women & Wealth

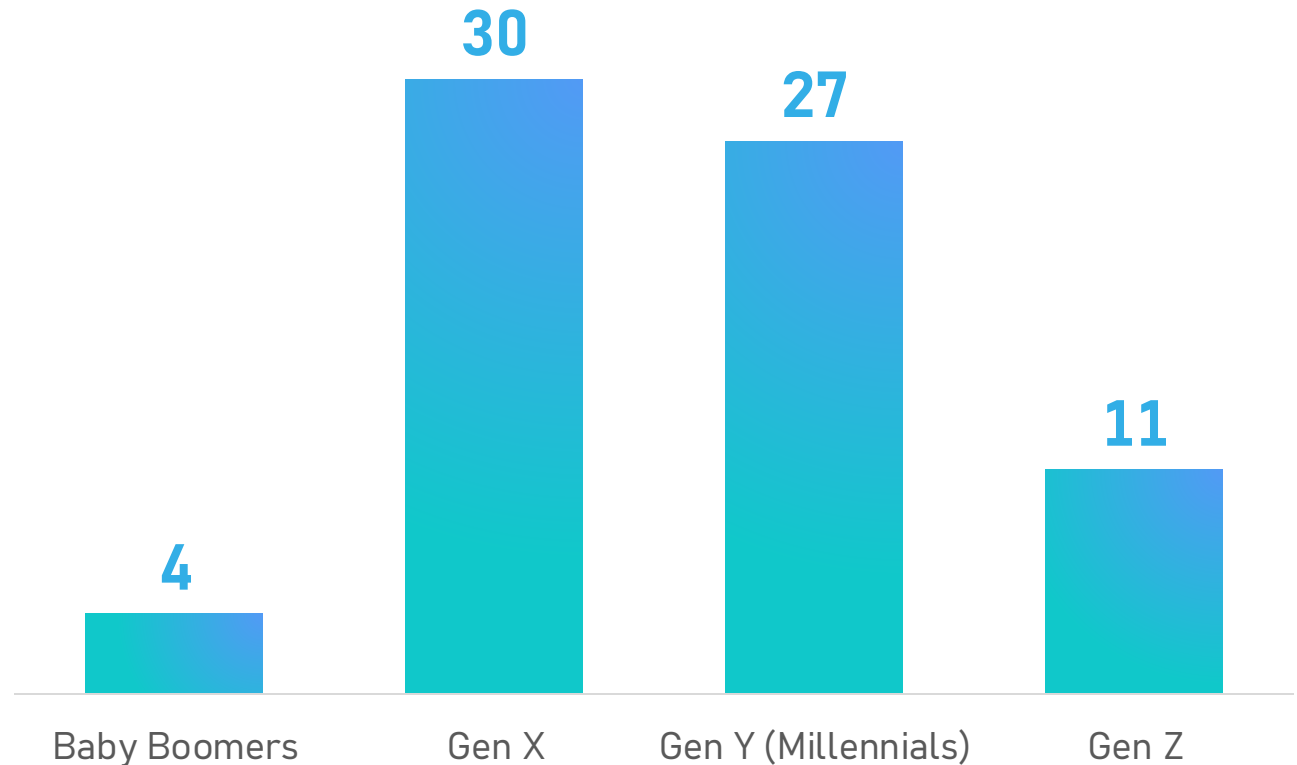
For over a decade, we've been talking about the **"Great Wealth Transfer"**  
*The inter-generational transfer from Boomers & older generations to charity & family members as they get older and pass on*

Recipients:  
Gen X, Millennials  
& Gen Z

Timeframe:  
20 – 30 years

Opportunity:  
\$84T

Estimated Wealth to be Inherited by Generation (\$T)



# And as the Population of the U.S. continues to age

**Women** are making up a greater portion of our population

The **65+** age group grew the fastest between 2010 and 2022, increasing by **42.8%**

There are over **43M Women 60+** living in the U.S. today

There is a “**Women Surplus**” for the entire 60+ U.S. Population

Source: US Census, [Statista](#)

USA

1st of December 2023



# As the population ages, before the 'Great Wealth Transfer' comes the **'Horizontal Wealth Transfer'**



There are over **43M** people age **75+** with over **\$50T** in combined **transferrable wealth**.

Over the next 10 years, up to **\$9T** is expected to be **passed along to spouses and partners** in the coming years as part of what's being called the **"Horizontal Wealth Transfer."**



INSIDE *Wealth*  
CNBC

**Robert Frank, CNBC Wealth Editor,**  
Reporting on UBS Global Wealth Report 2024



A smiling woman with curly hair, wearing a blue shirt, is positioned on the left side of the image. She is looking towards the camera and has her hand near her chin.

# Women are positioned to capture a much more significant share of “money in motion” going forward

## 5 Years

**Additional years of life**  
expectancy for women in the U.S.  
compared to men

## 30%

Increase over the past 5 years  
in married women making  
**financial household decisions**

# Various economic and social factors are contributing to the “**Womanization of Wealth**” before the “Horizontal Wealth Transfer”

Today, More  
**Women Are...**

## C-Suite Executives



**44%** of companies have 3 or more women in their C-suite, up from 29% in 2015<sup>1</sup>

## Entrepreneurs



Women-owned businesses represent **39%** of all businesses (**14M+**) employing **12.2M** workers and generating **\$2.7T** in revenue<sup>2</sup>

## Millionaires



Account for over **11%** of the world's millionaires, nearly double the share in 2016<sup>3</sup>

## Controlling Assets



**\$11T** in assets today (31% of total), which has been steadily growing over time<sup>3</sup>

## Leading Family Offices



While women represent 10% of the wealth-holders for those with \$100M+, they control **15%** of the world's family offices<sup>4</sup>

## Wealth Management Clients



**45%** of UBS's wealth clients are now women<sup>3</sup>

With this shift, more women are poised to be both **clients and leaders** within the Wealth Management industry

## Today

70% of **affluent households'** investable assets are controlled by baby boomers and **66%** of these assets are held by **joint households** (woman present but not involved in financial decisions)<sup>1</sup>



## Future

By **2030**, U.S. women are expected to control the majority of the **\$30T** in financial assets that baby boomers will possess & 2/3 of the private wealth in the U.S. overall<sup>1</sup>

# 85%

of financial advisors are men<sup>1</sup>



"More women are reaching the **upper tiers of the wealth management industry**—just in time for a \$30T wealth transfer"<sup>2</sup>

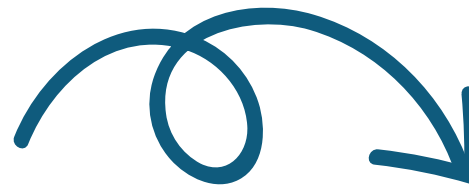
# But women are not being adequately served by Wealth Management companies today

**86%** of Asset Managers admit that their **default investment customer** (the one they automatically target w/ their products) is a **man**<sup>1</sup>

**67%** of woman investors globally stated that their wealth managers **misunderstood their goals**<sup>2</sup>

**Black and Latina** women are **3x** times as likely as White women to say **financial services do not fit their needs**<sup>3</sup>

Leading to



**62% of women** are willing **to consider switching** to another wealth manager, **vs. 44% of men**<sup>1</sup>



And this opportunity is even  
more apparent for older women

**70%** of women  
change financial advisors  
within 1 year of their spouse's passing



But there are **nuances between and within generations**, creating distinct opportunities to **engage each group**

### Gen Z

**71%**

currently investing



**Preference for female advisors (65% agree)**

**Higher confidence** vs. other generations in their **ability to afford retirement (65% agree)**

More likely to lean into personal finance apps/**robo-advisors**

**46%** get investing ideas from **social media**

### Millennial

**63%**

currently investing



**45% currently working with an FA** (highest among generations)

More likely to be **sole financial & investment decision maker** vs. other generations (**49%** agree)

**More open to risk**, but still more conservative with investing strategy vs. Millennial men

### Gen X

**55%**

currently investing



**Lower confidence** vs. other generations in their **ability to afford retirement (48% agree)**

**36%** feel **patronized by FAs**

**2x less likely to invest outside of their retirement fund** vs. Millennial women

### Boomer

**57%**

currently investing



**95%** of widowed Boomers **wish they had been more “interactive and inquisitive” with finances** while spouse was alive

**More conservative** in approach to investing vs. other generations (prioritize higher allocation to fixed income investments like bonds)

**...44% of women regret not starting to save and invest sooner**

# Marketers need to be there for **every stage** of the journey

While it's important to understand the general differences between a man and woman's approach toward investing, women are not a monolith. One of the main reasons women switch financial advisors is because of stereotyping. **Understanding the nuances of a woman's stage in her financial journey, her life goals and her attitude toward investing is vital.**





# Affluent women approach Wealth Management differently than their male counterparts, which has *media and marketing implications*

## A Man's Approach

### Goals & Focus

Outperforming the market  
Wealth accumulation

### Risk Tolerance & Investment Preference

Comfortable with volatility  
Focus is on financial returns

### Advisor Approach

Less likely to seek professional advice & rely more on own research



## A Woman's Approach

### Goals & Focus

Real-life goals (e.g. retirement, health)  
Financial security  
Children's education

### Risk Tolerance & Investment Preference

Prefer stability & security  
More interest in sustainable, impact-driven & ESG investing

### Advisor Approach

More likely to seek professional advice  
Prioritize trust & personality fit





**How are you engaging women financial  
decision makers today?**

# Discussion



01.

## Audience Strategy

- Demographic (Income, Net worth, Age/Gender)
- Strategic targets (attitudes and behaviors)
- Initiatives around Women Financial Advisors?



02.

## Media & Messaging Strategy

- Strategy by platform (TV / Streaming for Brand/Trust, Display for conversion)
- Key messaging themes



03.

## Existing Partnerships

- Endemic and non-endemic partners
- Sponsorships



A photograph of four women of different ages and ethnicities laughing and talking in a grassy field. In the background, there are several white teepees. The women are holding rolled-up purple yoga mats. A semi-transparent blue banner with white text is overlaid on the bottom half of the image.

NBCU can help you reach & engage  
**Women Financial Decision Makers...**

# ....Across all stages of their financial journeys

## Short & Long-term Opportunity



**Women FDMs Under 60**  
W18-60

**Women C-Level Executives**  
W18+

NBCU Portfolio Reach

**47M** (84%)

**1M** (92%)

Why Do They Watch?

**Be Inspired**, Learn, Escape

Relaxes, Stimulates Thinking,  
**Escape**

Lifestyle & Hobbies

Fine Dining, Movies, Wine, Gift Giving, Beauty, **Running**, Charity / Volunteer Work, Cooking / Baking, **Crafts & Artistry**, Health & Wellness, **Parenting**, Entertaining / Hosting

## Horizontal Wealth Transfer Opportunity



**HNW Women Baby Boomers**  
W60-75

**Women Baby Boomer FDMs**  
W60-75

**4M** (91%)

**16M** (86%)

To Be **Entertained**,  
Be Informed, & Learn

To **Stay Trendy**, Be Entertained, &  
Stimulate Thinking

**Travel**, Movies, Dining, **Technology**, Fashion, Beauty, Gift Giving, Health & Wellness, Charity / Volunteer Work, Cooking / Baking, Shopping & Browsing, Going to Exhibitions,  
**Vacationing Aboard**



In premium  
content & events  
throughout Q4



# Partner with NBCU to reach & engage Women Financial Decision Makers

## Strategic Audiences

Reach Women Financial Decision makers across the NBCU portfolio

**NBCUniversal**

## Live Events & Endemic Content

Build Awareness and Trust through News, Sports & other Live Events



## Experiences

Engage valuable audiences in high touch environments

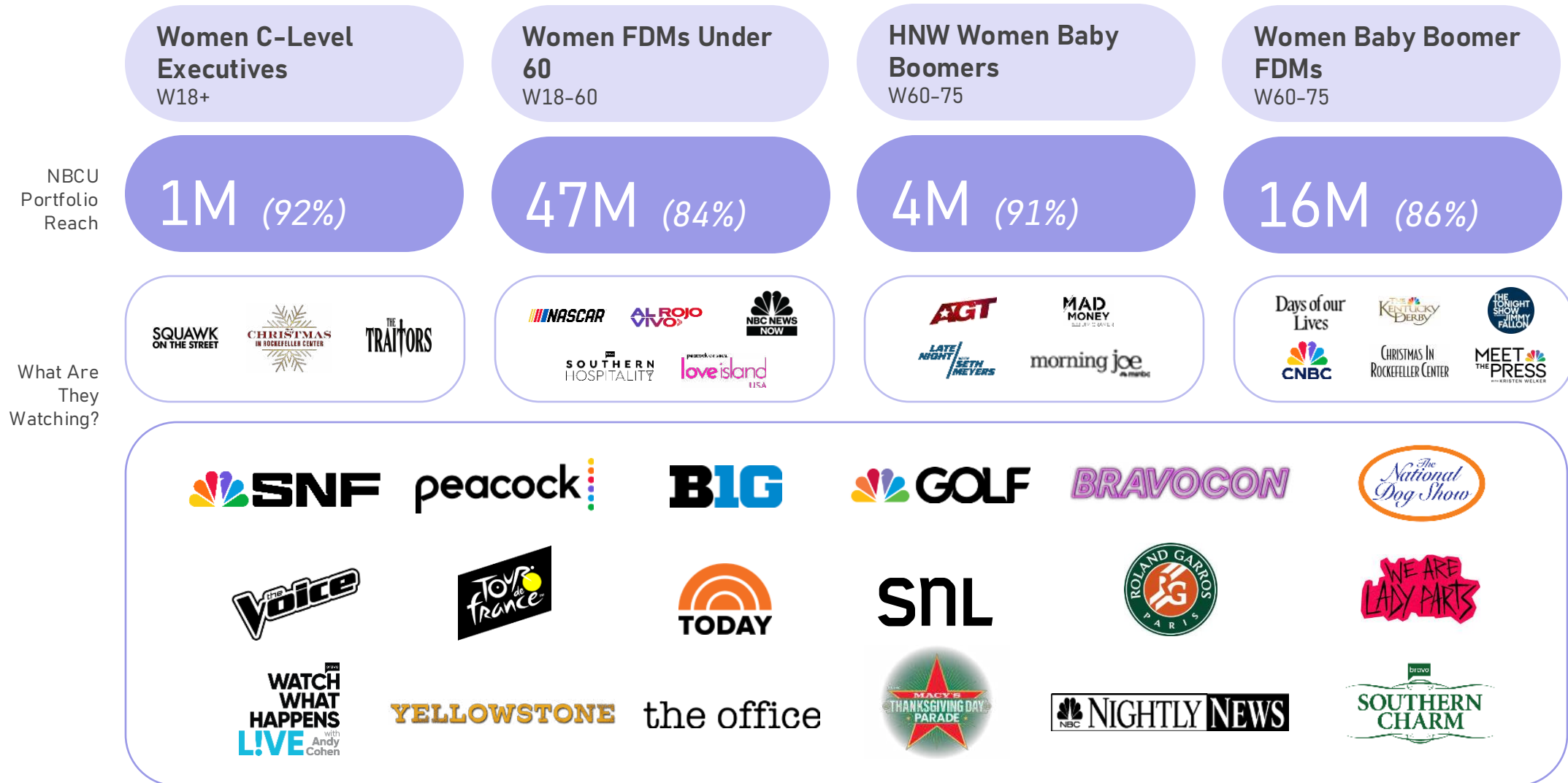


## Custom Content

Create custom content tailored to the unique investing behaviors of Women Investors

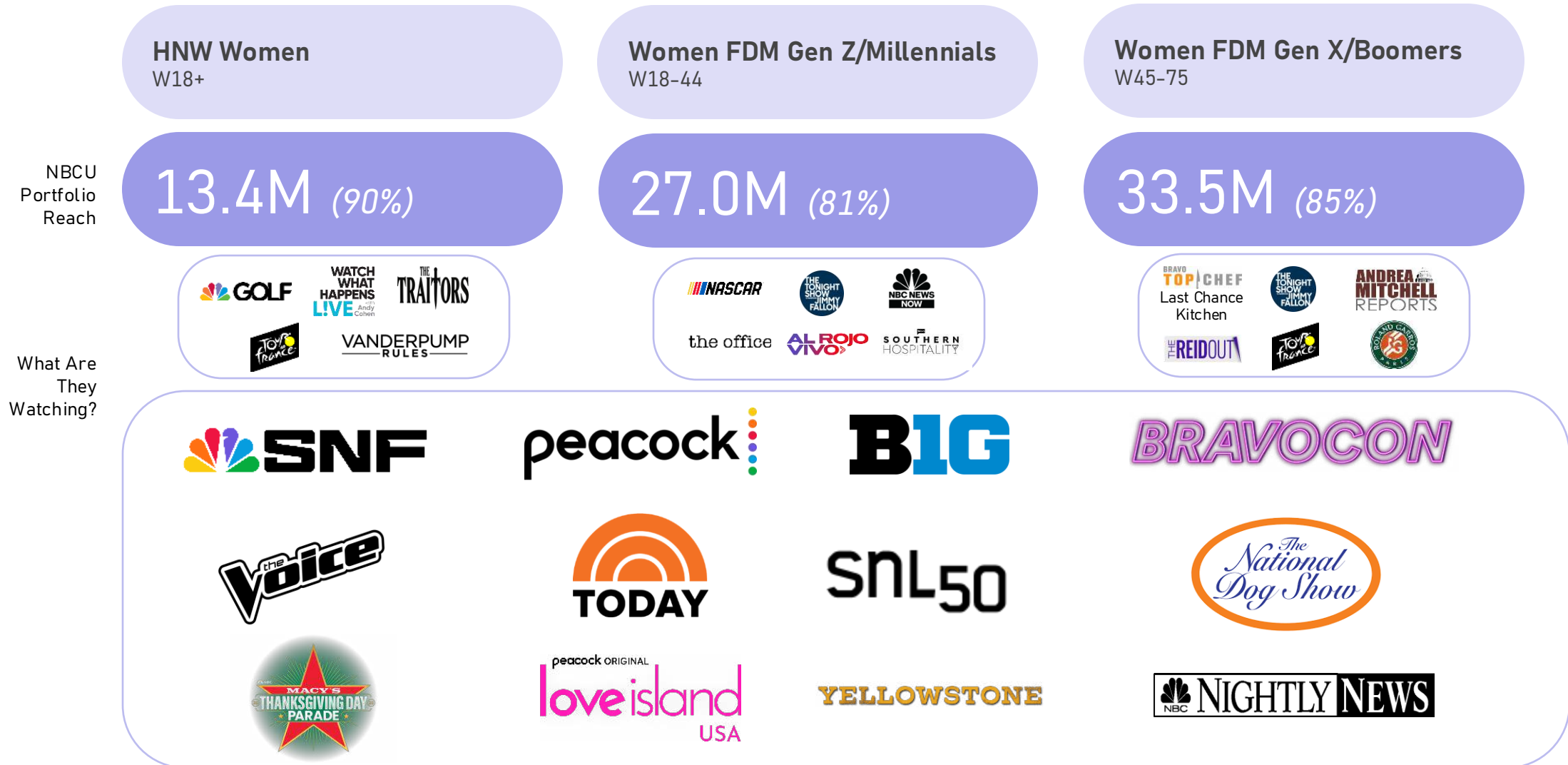


There are similarities and differences in the types of content these unique audiences watch



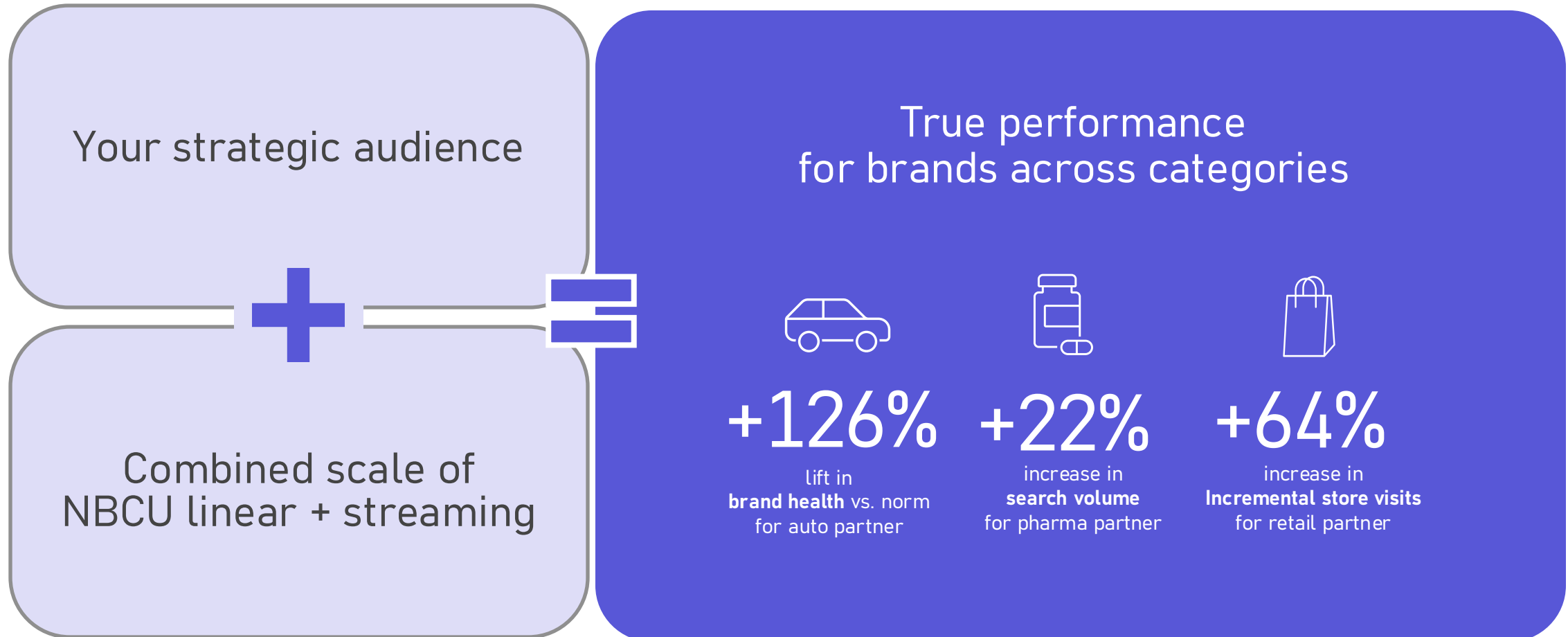


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# One Platform Total Audience is the best way to leverage our cross-platform scale & drive your results



# We have different audience-based activations to fit your objectives

*Activate your audiences, your way*



## Streaming

Dynamic, 1:1 addressable delivery across CTV, desktop, and mobile

- ✓ Direct IO, PG, or PMP



## Data-driven linear (DDL)

Enhanced 1:many delivery at scale through the broad reach of national linear TV

- ✓ Managed service *or* self-service
- ✓ NBCU only *or* cross-pub with OpenAP



## Cross-platform (XP)

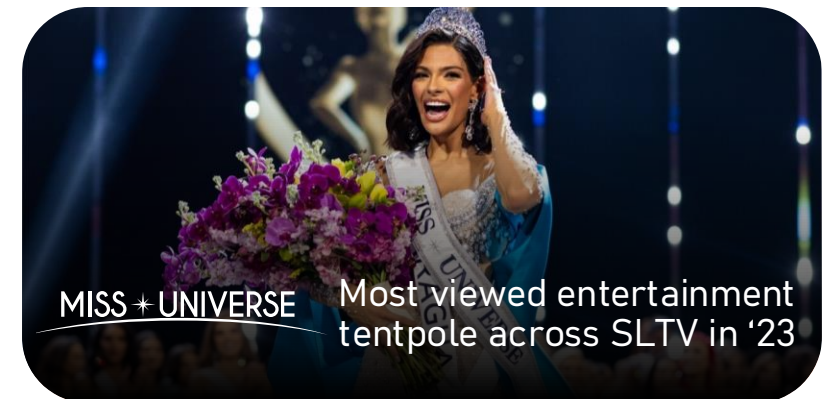
### **One Platform Total Audience**

Unified, cross-platform strategic audience optimization across linear & streaming

- ✓ NBCU only *or* cross-pub with OpenAP
- ✓ Streaming via direct IO or PG

NBCU is the home of  
**live**

The top 100 most-watched  
telecasts of the last year  
*were all live events*



94% of women in  
the *C-suite played*  
*sports*, with  
52% having  
played at the  
*collegiate level.*



Wor





## NBCUniversal Adds WNBA to Vast Women's Sports Portfolio

50+

Regular &  
Early Post-  
Season Games

3

Finals Series  
Over 11 Years

7

Conference  
Final Series  
Over 11 Years

# Our Premier NBC Sports Content Portfolio

*(Where We've Invested Long-Term)*



2025



2026



2028



2029



2030



2031



2032



2034



2036





# Become Newsworthy with Endemic Alignment

Promote our reach of these financially and politically conscious consumers (along with other high value audiences) through our slate of trusted news content and news-centered partnerships

# 67%

of consumers consider  
**CNBC properties** to be  
**Very/Extremely Trustworthy**



At NBCUniversal, **CNBC** drives full-funnel brand metrics for financial service brands, including **+108% lift in consideration** & **+63% lift in brand opinion**



# The Power of Endemic Alignment



## CNBC Your Money:

CNBC's Senior Personal Finance Correspondent, Sharon Epperson, and other CNBC experts help educate, empower and engage consumers to take control of their finances



## CNBC Make It Mondays:

Make it Mondays airs throughout CNBC business day programming and highlights an entrepreneur's small business and the entrepreneurial spirit that animates the American worker and broader U.S. economy

# Engage valuable audience in high touch environments

## Making Space



**October 2024, Austin**

This one-of-a-kind weekend will give women the tools and permission to find, accept and nurture their authentic selves through a series of workshops, meditations and explorations

## CNBC Changemakers: Women Transforming Business



**Spring 2025, LA or NY**

2<sup>nd</sup> annual summit recognizing 50 pioneering women leaders who are impacting society, challenging established business practices, and driving industry-wide change

**200+** women business decision makers

## Women & Wealth



**Q1 2025**

Explores ways that women can increase their income, save for the future, and make the most out of current opportunities

**500+** primarily women investors, business decision makers and consumers

**1,000+ attendees**

# Engage valuable audience in high touch environments

## Game Plan



### Q3 2025

CNBC & Boardroom's high-powered event brings together the most influential players and game changers who are shaping the future of the sports business

**250+** influential leaders, athletes, key decision makers and high-profile industry movers

## BravoCon



### November 2025, Las Vegas

The ultimate celebration of all things Bravo will keep fans talking throughout the weekend and across all platforms

**49%** of Bravo's Audience has a **\$100k+** HH Income, **\$1.8T Annual Spend** by Bravo Viewers\*

\*Source: 2023 MRI-Simmons Spring Doublebase USA weighted to Population (000) – Base: All (P18+). Bravo based on any watching in the past 30 days Bravo or Bravo online or Bravo on demand. Expenditures based on definition file totals. U.S. HH expenditures based on U.S. Bureau of Labor Statistics Expenditure Survey ( <https://www.bls.gov/cex/>). U.S. HH's based on U.S. Census Bureau.



# News Brand Studio Overview

*A journalistic approach to brand stories*

We specialize in creating high-quality, engaging content that connects with your target audience and strengthens your brand's identity.

Our team of expert journalists, content creators, designers and strategists work collaboratively to develop compelling, newsworthy stories that align with your business objectives and resonate with your customers.



## BRANDSTUDIO

### Our storytelling services



#### Strategy

Creative ideation / Insight-driven / Goal-oriented / Fully collaborative / All formats



#### Creation

Award-winning production team / Credible reporting by journalists and subject matter experts



#### Distribution

Linear and digital / Contextually aligned



#### Promotion

Native touts / Organic and paid social / High-performing rich media content units



#### Optimization

A-B Testing / Performance analysis / Content optimization / Recalibrate promotional levers



#### Reporting

Real-time dashboard / Insights / Recommendations / Full wrap report

# Utilizing CNBC's In-House *CFPs*

Leverage CNBC CFPs to create tailored content



- CNBC is uniquely positioned with 4 journalists who are Certified Financial Planners (soon to be 5 CFPs), while most media organizations have 1 or 2
- Leverage this talent pool to build out content, events and learnings sessions for FPA Members
- Build relationships with Next Gen FA Chapter leaders to address the unique needs of their members



**Kelli Grant**

*Deputy PF Editor*



**Darla Mercado**

*Markets Editor*



**Emmie Martin**

*Make It Money Editor*



**Kate Dore**

*Personal Finance Reporter*

# Unlocking the Impacts of NBCU News Brand Studio

Branded content living on linear or digital is developed to feel native to NBCU properties, **imparting a halo of trust and credibility to brands**

**+59%**

Brand Recall compared to other digital ads

**+50%**

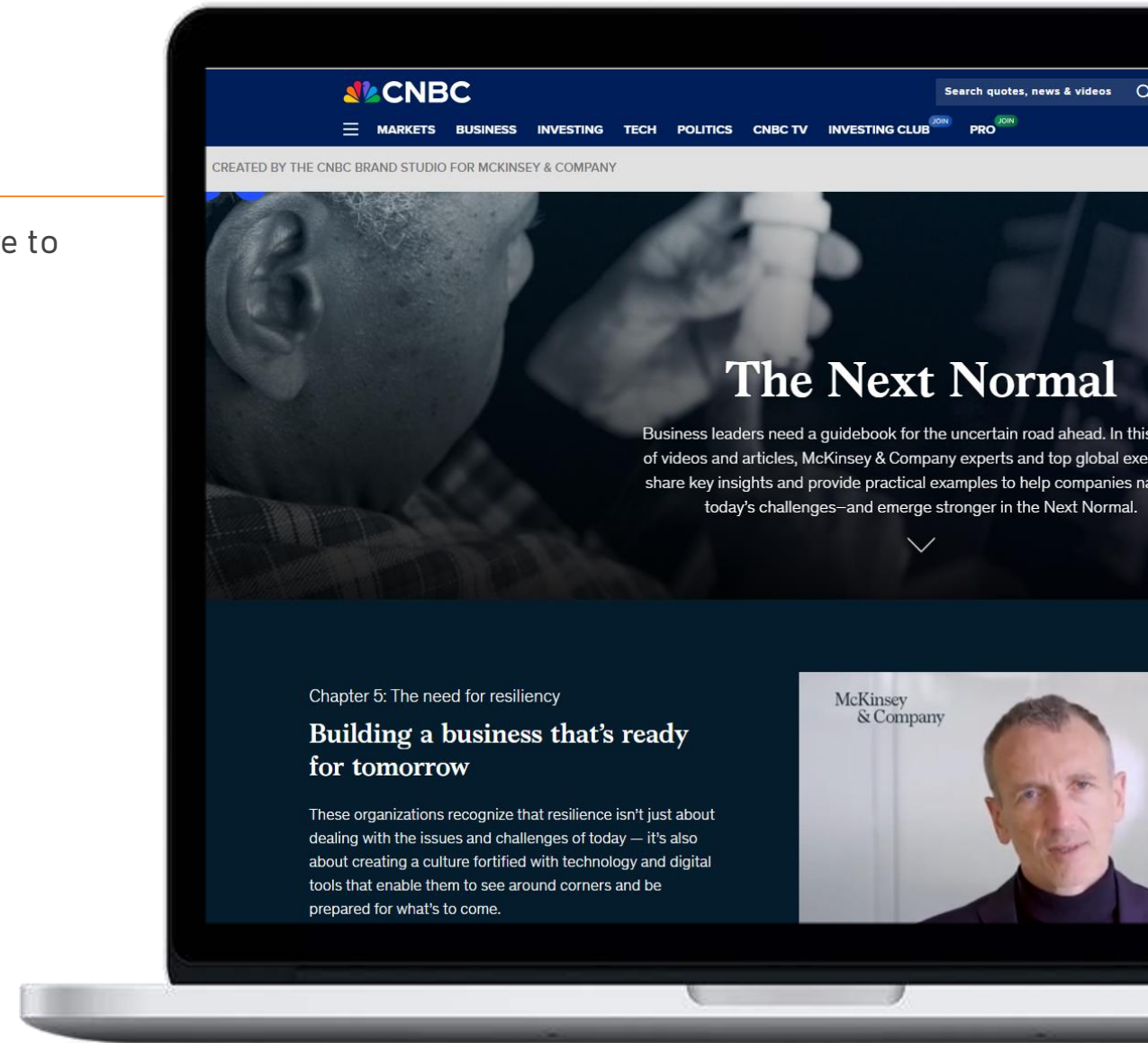
Brand lift for branded content on a premium publisher

**22x**

more engaging than display ads

**62%**

more likely to drive a positive reaction than tradition :30s ad



Please note images are for illustrative purposes only\*



# Story *Destination*

Branded content living on linear or digital is developed to feel native to NBCU properties, imparting a halo of trust and credibility to brands.

## Linear:

Mass exposure to the **core NBC News Audience**

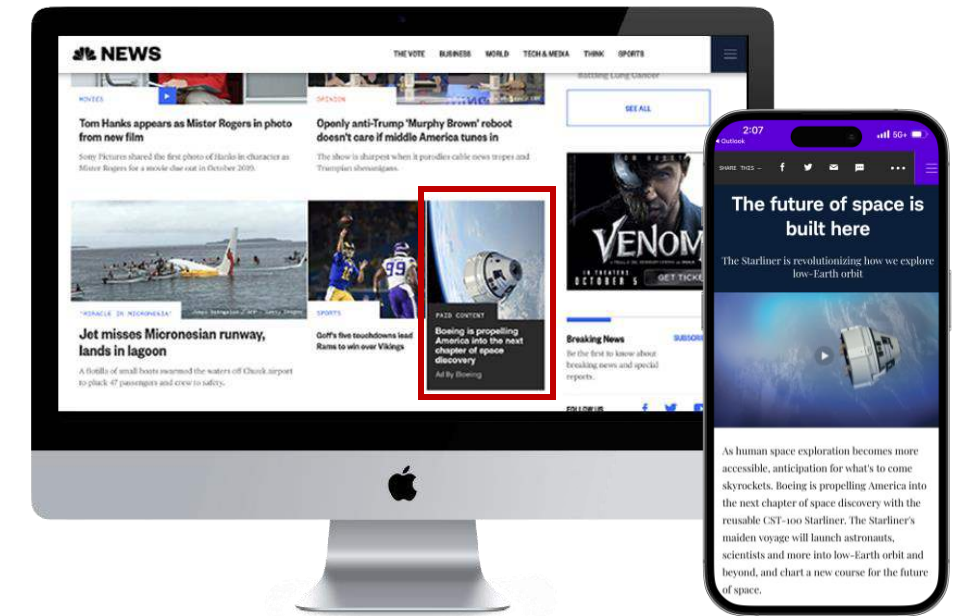
Contextually relevant branded content runs alongside linear programming.



## Digital:

Find target audiences at **scale**

Editorially styled promotions, called “touts,” appear in editorial stream on homepages and relevant section fronts of NBC News sites.



# Key Takeaways



1. The “Horizontal Wealth Transfer” represents a **\$9T Opportunity** to reach HNW women and women financial decision makers (70% of women change financial advisors within 1 year of spouse passing)
2. The dynamics of the Wealth Management industry are poised to change given the “**Womanization of Wealth,**” even before the Horizontal Wealth Transfer occurs
3. NBCU has the **content, data & technology, storytelling capabilities & events** to help you reach & engage this valuable audience at scale



October 2024



# NBCUniversal Women & Wealth



# Appendix

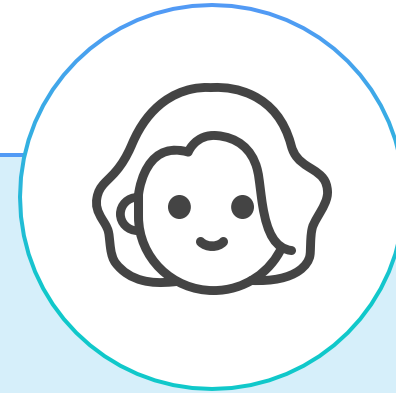


# To understand our audience, we need to...

Recognize & set aside  
our own biases and judgement

See the world from another perspective

Feel emotions in others



Human-centered design  
starts with putting  
us in their shoes

# Introducing the empathy map

Empathy mapping helps us consider  
*how other people are thinking and feeling*

Borrowed from the world of design thinking,  
it allows people to *put themselves in the shoes of target users* of a product or service





## Construct for The Journey Map

Goals	What are the explicit (the what) and implicit (the why) desires of the individual?
Emotions	What is the individual's emotional waste toward the goal and the contextual factors that influence emotions toward the goal?
Barriers	What barriers exist that prevent the individual from attaining their goal?
Rules for Communication	How will communication best enable the motivational trigger?
Channels & Tactics	What tactics do we employ and where do those tactics need to live to ensure effective and efficient communication?
KPIs	What does success look like, both long- and short-term?

There are similarities and differences in the types of content these unique audiences watch

