NBCUniversal

FUTURE-PROOFING PHARMA MEDIA

leveraging the power of
audiences & premium content
to maximize impact
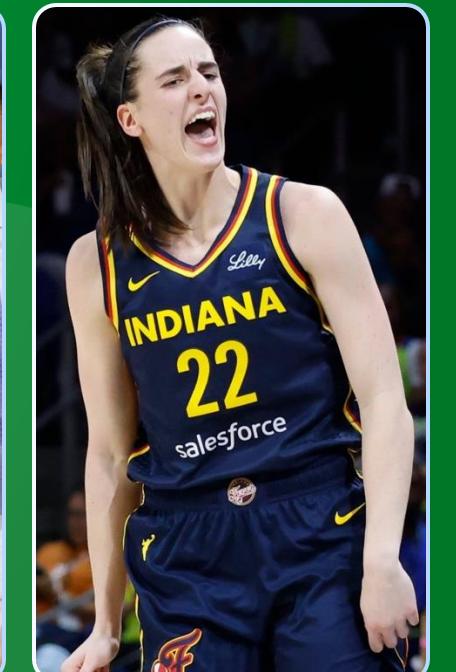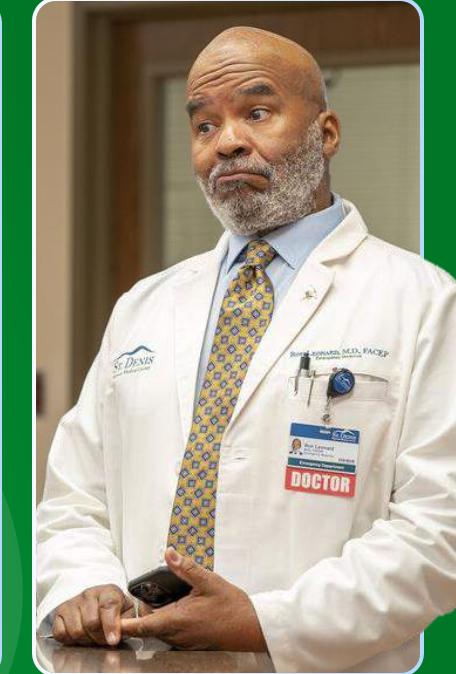
AGENDA

Evolving media landscape

Driving reach, relevance, & impact
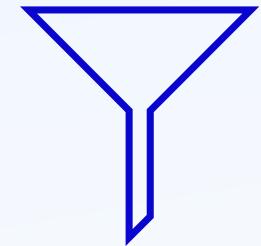
Getting started
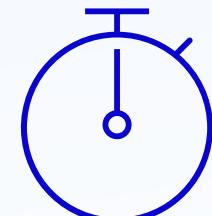
Evolving
MEDIA LANDSCAPE

The advertising industry is changing
Catalysts driving a new reality for pharma advertising

Consumer dynamics
shaping business and creative strategies

Regulatory shifts
at the FDA and HHS impacting product strategies

Looming advertising changes
causing uncertainty

Pending Tariffs
influencing business and advertiser decisions

Creating a new set of
privacy realities

Big tech phasing out 3rd-party identifiers
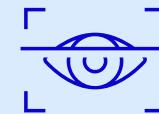
Consumers demanding more privacy

Laws being enacted to protect the consumer

These privacy realities are impacting pharma in new ways and
The use of health data is forcing a re-evaluation of traditional targeting strategies and measurement

Your data pool is
SHRINKING
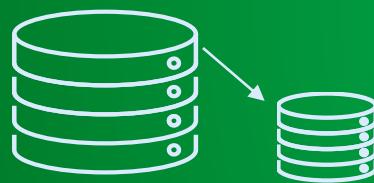
Messages are not reaching
ALL THE RIGHT PEOPLE

Success is evaluated against
A MIS-MATCHED UNIVERSE

SCALE

REACH & RELEVANCE

PERFORMANCE

This is happening as the pharma category increases its investment in streaming

30%

growth in Pharma streaming by 2030

Pharma will invest equally in linear and streaming

The time is now to
FUTURE-PROOF YOUR MEDIA

Driving reach, relevance, and impact
IN PHARMA

Driving reach, relevance and performance through
the collective power of strategic audiences & premium content

Our solutions and strategies are built with these foundational principles in mind

Privacy-minded & future-proofed

Scale and precision

Brand suitability

Flexible activation across direct and programmatic

The future of pharma
is going to look different

Your media needs to evolve too

Future-proof your NBCU streaming investment with privacy-minded solutions that help bridge the gap in a shrinking pool

Audience Targeting

Reach the right patients with precision and scale across NBCU's streaming footprint with **strategic targeting**

Content Alignment

Engage patients at key moments using **NBCU's contextual targeting suite** for brand-suitable alignment across premium content

Insights & Performance

Increase effectiveness with privacy-minded patient insights and measure impact with **full-funnel measurement**

Maximize reach across *all platforms* where patients engage

Connecting with the full patient-care ecosystem

Strategic Targeting combines the **accuracy of audience targeting** and the **scale of high-indexing NBCU content** to future-proof your reach

▶ NBCU's targetable streaming footprint via **1:1 audience targeting**

▶ Incremental targetable streaming footprint via **high-indexing NBCU content**
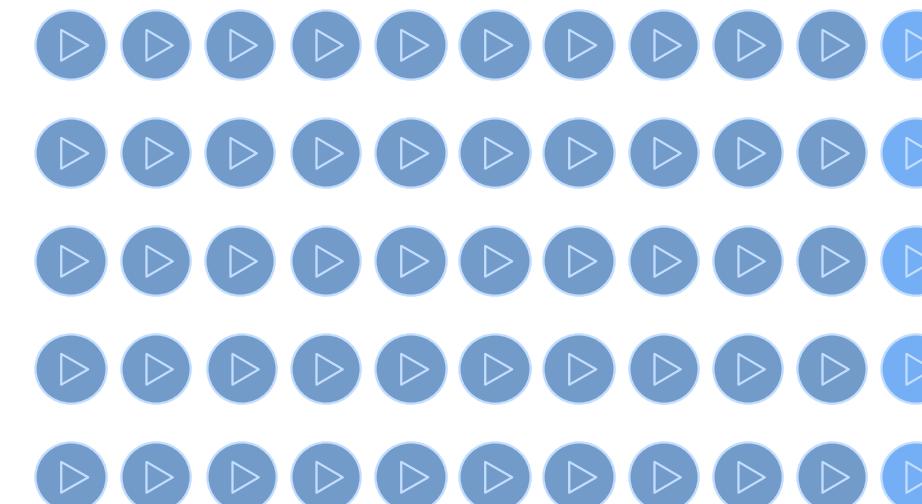
30%+

more targetable inventory–plus state suppression–which means **maximum reach for your audience-based campaigns**

A closer look at how we can drive incremental patient reach

Indexing

1:1 Audience Targeting

1. **Start with precision**: Prioritize impressions to your exact target audience (e.g., Asthma Sufferers) using your data, NBCU data, or trusted third-party health segments

2. **Extend with scale**: Expand to NBCU programs proven to over-index with that audience, curated using deterministic viewership data and ranked by index strength, audience size, and inventory.

3. **Capture incremental reach**: Deliver impressions across non-addressable endpoints and opted-out devices– maximizing precision and performance.

Titles from…

NBCU O&O footprint

Example

Asthma Sufferers
16M
U.S. HHs

All devices, incl.

11

NBCUNIVERSAL
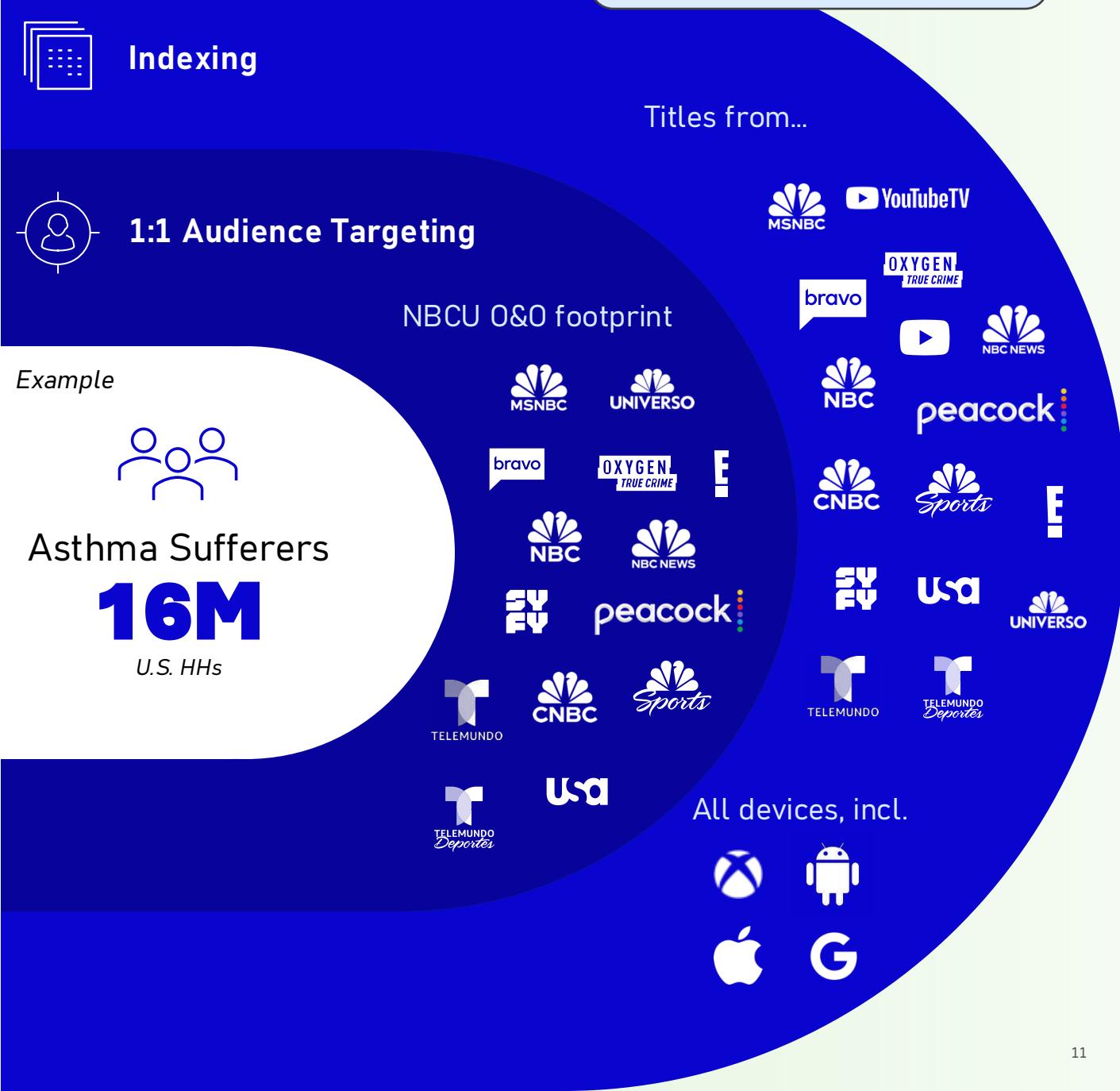
Proving impact

Activating with Addressable + Index inventory drives double-digit lifts in new patient conversions across platforms

**New Patient Conversion Rates,
30-Day Attribution Window (Cross-Platform)**
Pharma Client

+12%

+10pp

+2%

Unexposed

Non-Targeted Buy

Addressable + Indexing
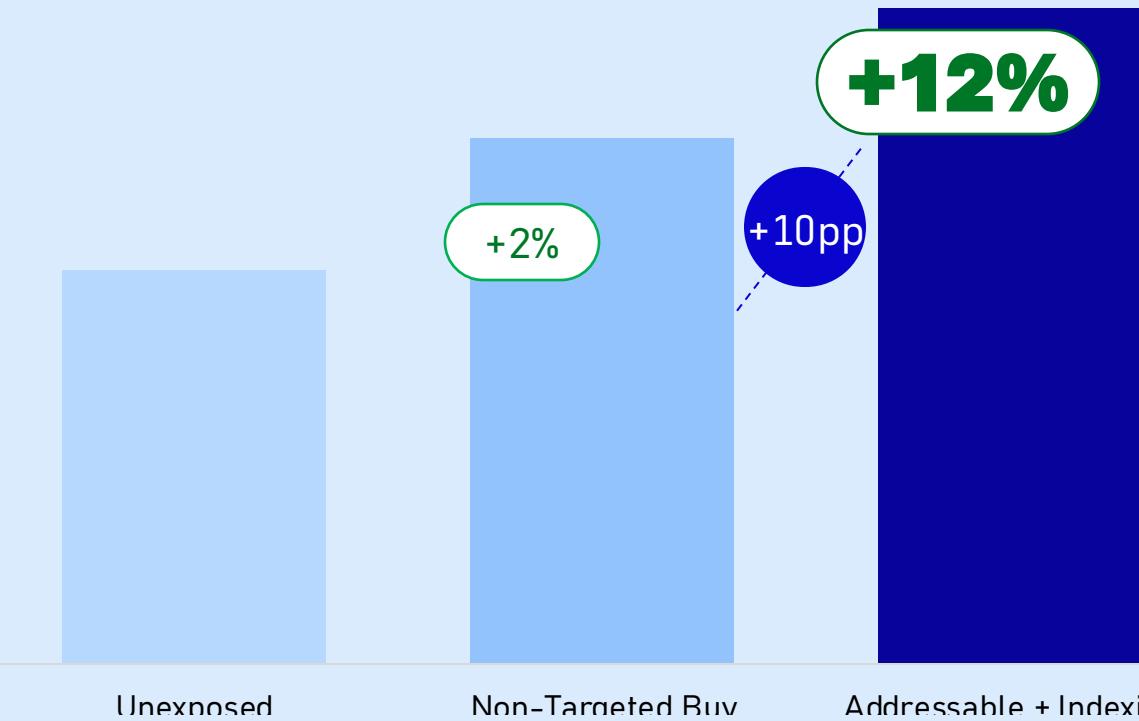
Source: IQVIA; 1/1/2024 – 1/21/2024 + 30-day attribution window; Client standard ads on NBCU OPTA vs. standard ads on NBCU General Market vs. Unexposed To NBCU ads; New to Drug = Market Naïve (Did not have any prescription in the 12 months prior to the campaign) + Switchers (Had a competitive drug prescription in the 12 months prior to the campaign). Assumes 63% / 37% split of Index vs. Addressable viewing endpoints

Why context matters more than ever for pharma
Without contextual alignment, campaigns risk wasted impressions and misplaced messages

Context drives connection…

Consumers prefer contextually relevant ads and feel more connected to brands they see in the right context

… and connection drives action

Consumers value brand connection, and those connections drive action

72%
Say the surrounding content impacts their perception of ads

Patients are more receptive when messages align with the content they're watching. Without contextual alignment, ads feel interruptive and less effective.

74%
see ads that match the content they are viewing

Pharma brands cannot afford misplacement next to negative or unsuitable content. Positive, health-safe alignment builds trust and protects reputation.

68%
more likely to recommend a brand they feel connected to

As more inventory shifts to non-addressable environments, contextual targeting is one of the few ways to extend patient reach with confidence.

NBCUNIVERSAL

13

NBCUNIVERSAL
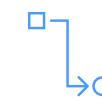
Align your brand in positive and brand suitable moments to find and reach patients through the content they love

44% of consumers have tried a new brand due to seeing a relevant ad alongside content they were consuming.

DoubleVerify

Genre
Deliver ads within genres of editor-curated VOD content from across NBCU's premium streaming portfolio

✓ Direct IO ✓ PG ✓ PMP

Industry categories
Align your brand with industry-relevant themes in curated VOD content from NBCU's premium streaming portfolio to drive deeper viewer connection.

✓ Direct IO ✓ PG

New!
Custom inputs
Powered by AI

Align your brand's creative cues with key moments in premium NBCU content to boost relevance and drive action

✓ Direct IO ✓ PG

New!
Emotional alignment
Powered by AI

Build connections by aligning your brand's emotional tone with key moments in premium content

✓ Direct IO ✓ PG

14

Contextual targeting
BY GENRE

Deliver your ads in editor-curated genres across NBCU's premium streaming portfolio– serving relevant messaging that resonates with viewers and boosts campaign impact.

Relevant genres:

Reality
– *Below Deck*
– *Love Island USA*

Crime/Drama
– *Law & Order SVU*
– *Long Bright River*

Entertainment
– *America's Got Talent*
– *Watch What Happens Live*

Sports
– *WWE*
– *Open Championship*

News
– *Dateline*
– *Morning News Now*

Comedy
– *Poker Face*
– *The Office*
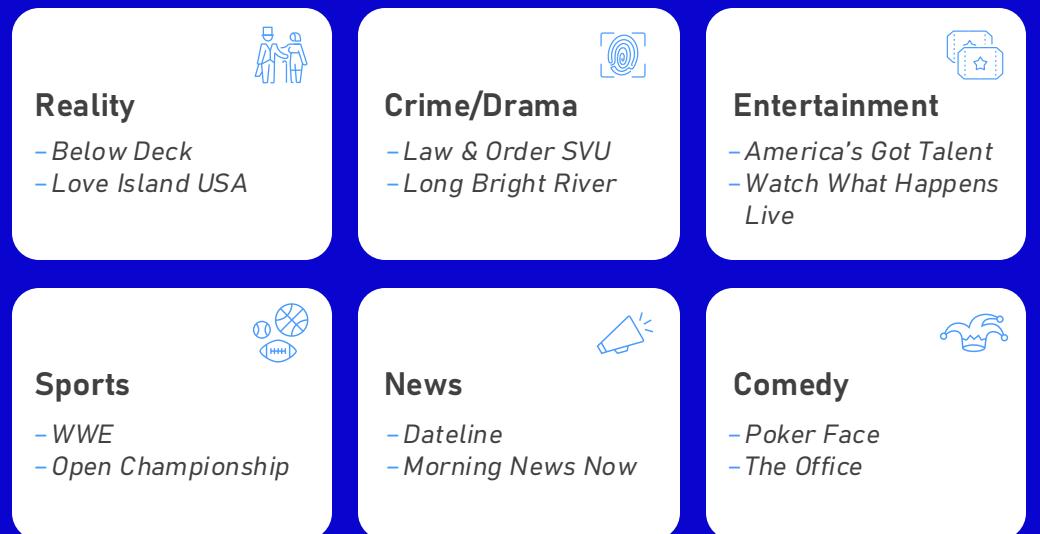
Contextual targeting
BY INDUSTRY

Align your brand with industry-relevant themes in curated VOD content from NBCU's premium streaming portfolio to drive deeper viewer connection.

Relevant categories:

Food & Drink
– Healthy diet
– Soup purchasers

Hobbies & Interests
– Music enthusiasts
– Video gamers

Healthy living
– Running/Jogging
– Probiotic shoppers

Medical Health
– Digestive health
– Oral care

Technology
– Fitness & Health Tech Users
– Wearable devices

Family & Relationships
– Family-oriented
– Young families

NBA | SNL50 | CHRISTMAS IN ROCKEFELLER CENTER | macy's THANKSGIVING DAY PARADE | PEOPLE'S CHOICE AWARDS | B1G CHAMPIONSHIP | KENTUCKY DERBY. | EMMYS | WNBA | US OPEN | LIVE FROM | PREMIOS billboard DE LA MÚSICA LATINA | Las Culturistas CULTURE AWARDS

Relevant genres and categories generated from the example audience "Severe Uncontrolled Asthma Sufferers or Likely Filled an Rx in the last 12 months", Acxiom

New!
CUSTOM INPUTS contextual targeting
powered by AI

Spark authentic connections by surrounding your brand with positive, health-safe moments, such as scenes of *pain relief and healing* that build trust and avoid alignment with negative or unsuitable content.

Overview:

01.

Using AI, scan Peacock content for healing moments

- AI-powered technology scans for *bespoke inputs* (video, audio, and images) at a frame-level to identify episodes containing **pain relief and healing interludes**

02.

Deliver specific creative with episode-level targeting of healing moments

- **Example Shows include:** *St. Denis Medical, 30 Rock, Scrubs, Brilliant Minds, Superstore*

03.

Test & Learn: Quantify the incremental impact

Inform future product iterations and applications for you. Delivering a multi-cell design customized to measure against your key goals. Measurement design example:

- **Control (baseline)**
- **Non-Contextual Targeted (e.g., demo)**
- **Custom Contextual Targeting**

St. Dénis MEDICAL

DOCTOR
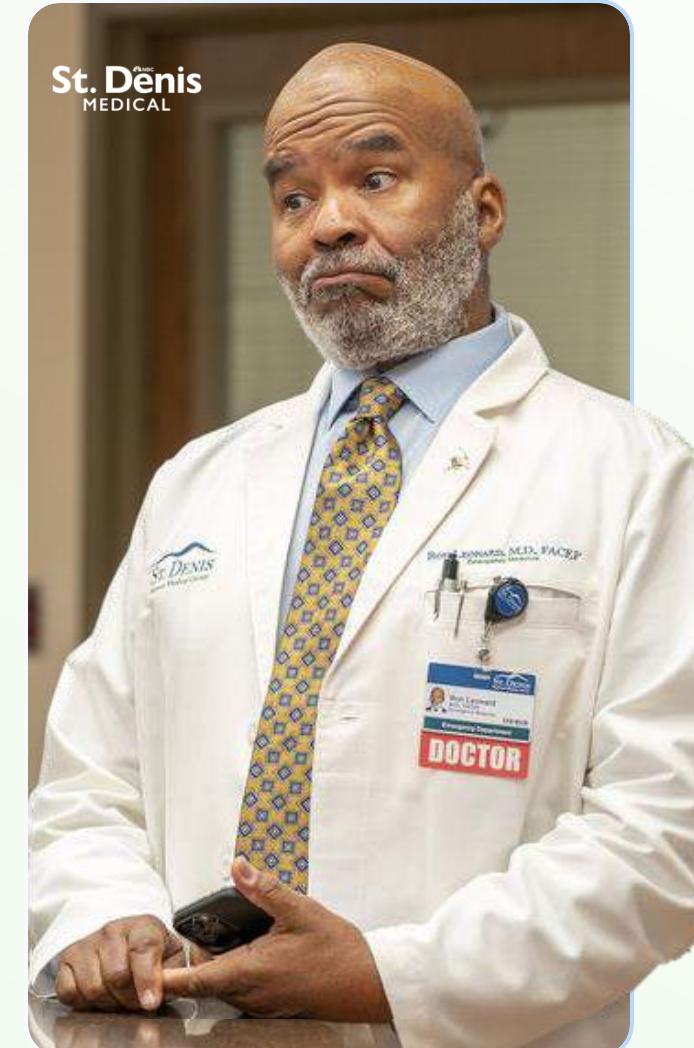
Additional thought-starters: Celebrity partners, Healing moments, Relationship moments

Custom contextual for pharma
"Pain relief moments"

30 Rock Sn 1, Ep 7
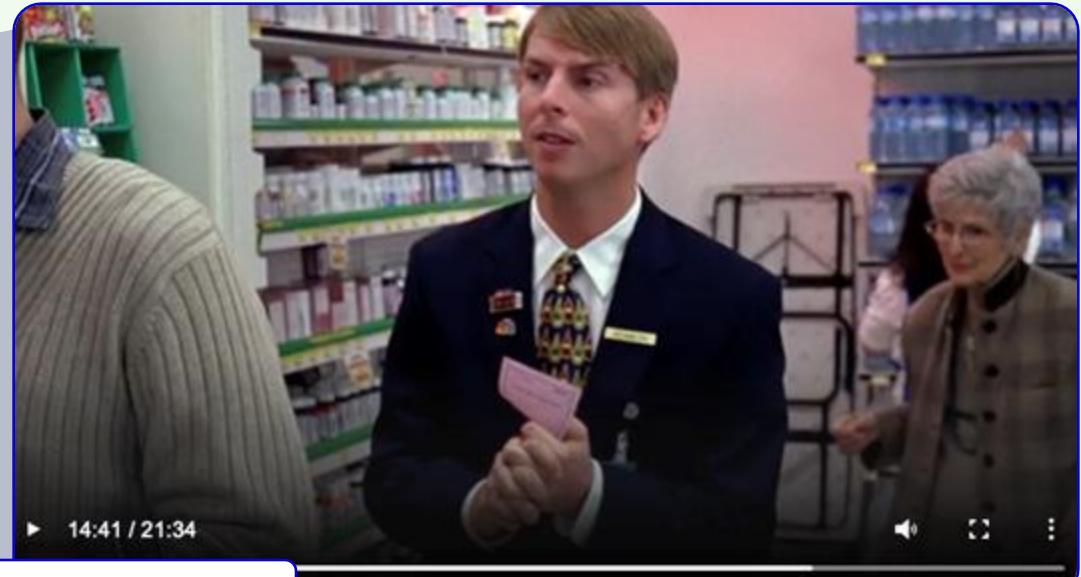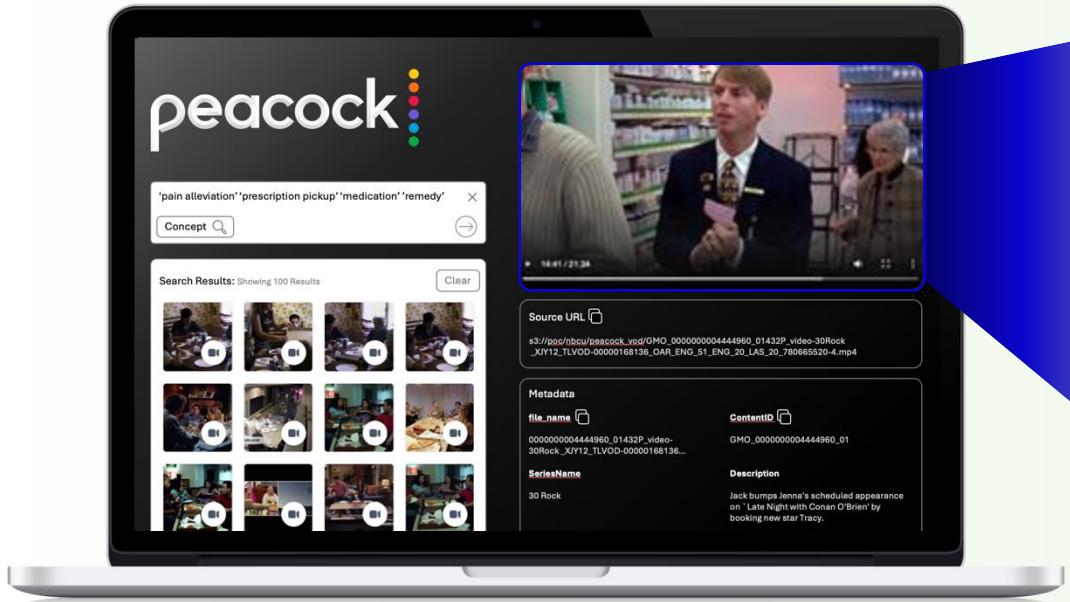
Other examples of episodes detected:

Superstore Sn 2, Ep 4

Scrubs Sn 7, Ep 7

King of Queens Sn 8, Ep 16

17

New!

EMOTIONALLY ALIGNED contextual targeting
powered by AI

Build authentic connections by aligning your brand with uplifting NBCU premium content that fosters relief and positive associations, while avoiding negative or unsuitable environments.

Overview:

01.

Using AI, NBCU ingests your brand's creative to identify emotional cues to match across NBCU content

- AI-powered technology **analyzes ad creative and metadata** (themes, tones, values) to find NBCU content that aligns with 'relieved and refreshed' creative theme

02.

Deliver specific creative with program-level targeting aligned to your ad creative theme

- **Shows include:** *House, Brilliant Minds, Married to Medicine, Chicago Med, Parks and Recreation*

03.

Test & Learn: Quantify the incremental impact

Inform future product iterations and applications for you. Delivering a multi-cell design customized to measure against your key goals. Measurement design example:

- **Control (baseline)**
- **Non-Contextual Targeted (e.g., demo)**
- **Emotionally Aligned Contextual Targeting**

Additional thought-starters: Masterbrand, Corporate, or Help-seeking messaging

BRILLIANT MINDS

NBCUNIVERSAL

The targeting you choose impacts the measurement results you will see

Targeting and measurement go hand in hand

NBCU enables buy-and sell-side partners to harness privacy-minded insights and prove full-funnel outcomes across the campaign lifecycle

Focus area

What this enables

Privacy-minded Audience Insights

Diverse insights
Reach incremental audiences with insights powered by your data, trusted health partners' data, or NBCU's data

Agency Platforms   1:1 Data Collaboration   Sell-Side Studies

Full-funnel Measurement

Explore new measurement
Unlock in-flight & post-campaign measurement opportunities through NBCU's partnerships using buyside enablement or NBCU led studies

Agency Platforms   Buy-Side Vendors   1:1 Data Collaboration   Sell-Side Studies

Know your audiences better.
From what they like, watch, and more!

Unlock actionable audience insights to drive smarter decisions before launch

Agency Platforms   1:1 Data Collaboration   Sell–Side Studies

Sizing/Development

Define audience sizes and combine or customize segments to meet campaign objectives

Household Profiling

Discover who your audiences are on our platform

Age   Gender   Household Income

Education   Interests   Purchase Behaviors

Platform Affinities

See how your audience watches our premium video content across cross–platform, linear, or streaming

Content Affinities

Identify the properties and shows that best reach or attract your audience

NBCUNIVERSAL

NBCU enables measurement solutions across leading Pharma partners to tailor to your key KPIs across objectives

NBCU Measurement Opportunities

	Agency Platforms	Buy-Side Vendors	1:1 Data Collaboration	Sell-Side Studies
Awareness			✓	**Brand Lift Study^** *Brand Familiarity* *Ad Awareness* *Intent to Treat*
Consideration	✓	✓	✓	**Search Engagement^** **Real-Time Outcomes Measurement (Attribution)*^** **Site / App Visitation (Incrementality)*^**
Conversion	✓	✓	✓	**Real-Time Outcomes Measurement (Attribution)*^** **Site / App Visitation (Incrementality)*^** **Rx / Dx Lift** **Sales Lift (1P)***

Dedicated NBCU Insights Team provide:

– Pharma category consultation and recommendations

– Sponsorship and audience impact analysis

^In-flight measurement available for strategic targeted campaigns
*Requires client to permission data

Getting
STARTED

Positioning our partners for success

Focus Area	Guidance	Example Questions	Challenges
Campaign Goals	**Define campaign goals, and clarify the role** of each channel, platform, tactic	– What are the overall buy-side objectives? – Is each partner's success aligned with its role? (e.g., NBCU?) – How is success measured at the platform/tactic level vs. total plan?	– Goals unclear or undefined – "One size fits all" objectives
Audience & Planning	Align **audience segment definitions with campaign KPIs**	– How does the target audience map back to defined goal? – Is the same audience used across multiple partners? – Does success differ by segment across partners?	– Plan driven by efficiency metrics (e.g., lower eCPM) vs. primary KPI – Test & learn opportunities not aligned to goals – DNA list restricting planning opportunities
Measurement & Methodology	**Align buy-side measurement with plan roles and goals**, use **sell-side solutions** to show performance	– How is the overall plan measured? – How is each partner measured? – What is NBCU being compared against?	– KPIs don't align with goals/audiences – Audience target doesn't match measurement
Recommendations & Renewals	**Use performance data and learnings** to glean insights and guide future planning	– Can partners access their results from the buy-side (with performance benchmarks)? – When is data available and at what cadence? – Is data cadence consistent across partners?	– Unable to share buy-side measurement

NBCUniversal

THANK YOU
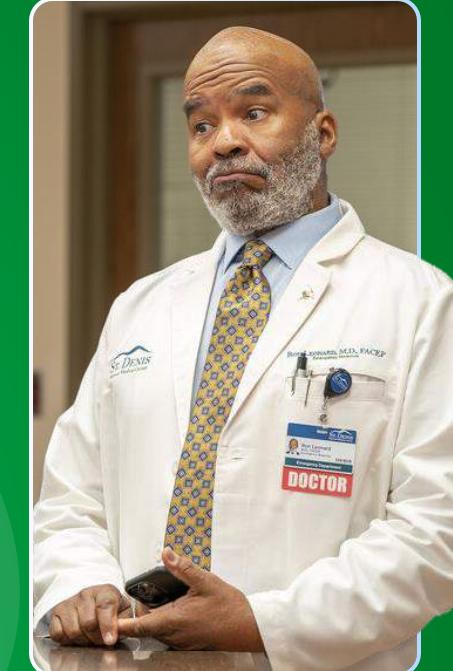
Cross-Platform

National pharma company is **increasing prescriptions** thanks to their NBCU One Platform Total Audience campaign
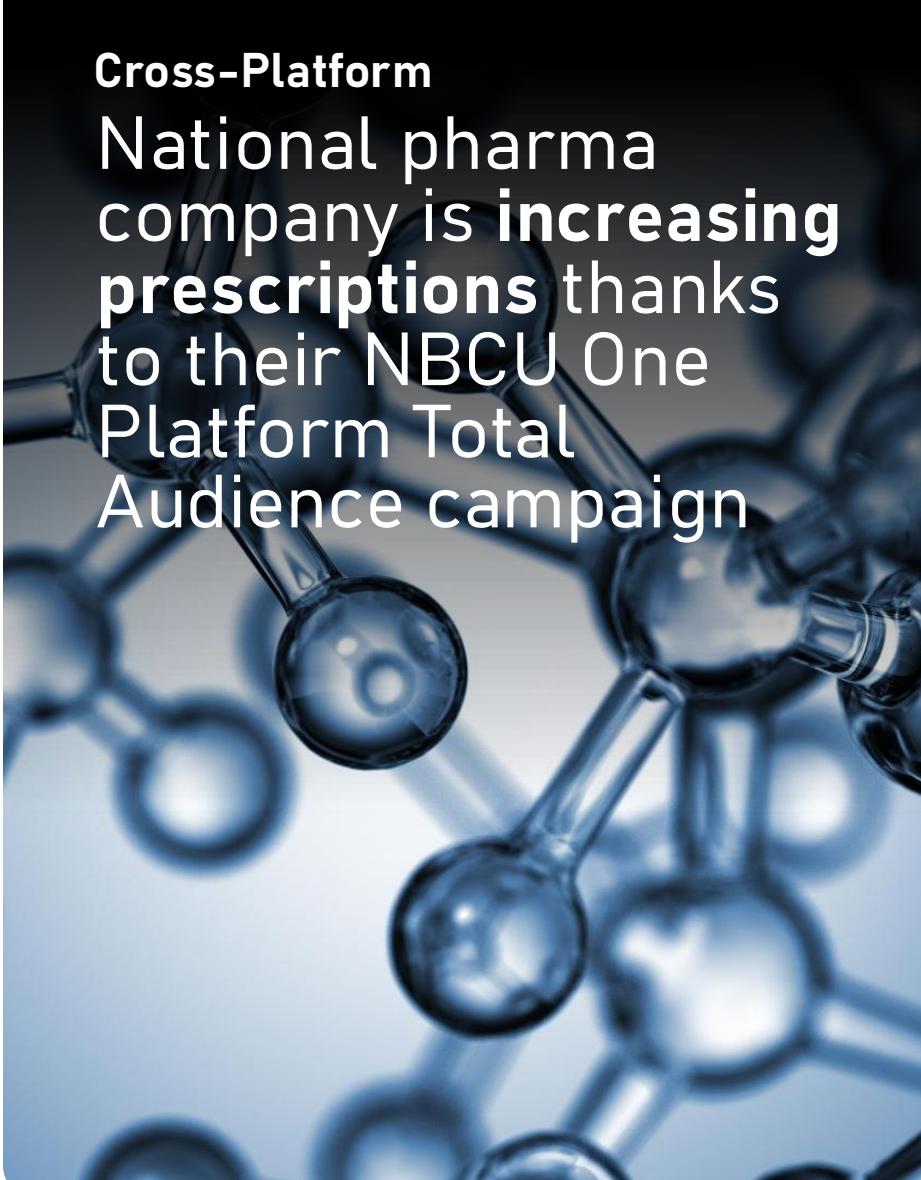
+7%

increase in **new patient prescriptions**

+38% greater **reach**

+14% incremental **search volume**

vs. standard demo buy

Data Driven Linear

National healthcare manufacturer **is improving health satisfactory** thanks to their NBCU DDL Campaign
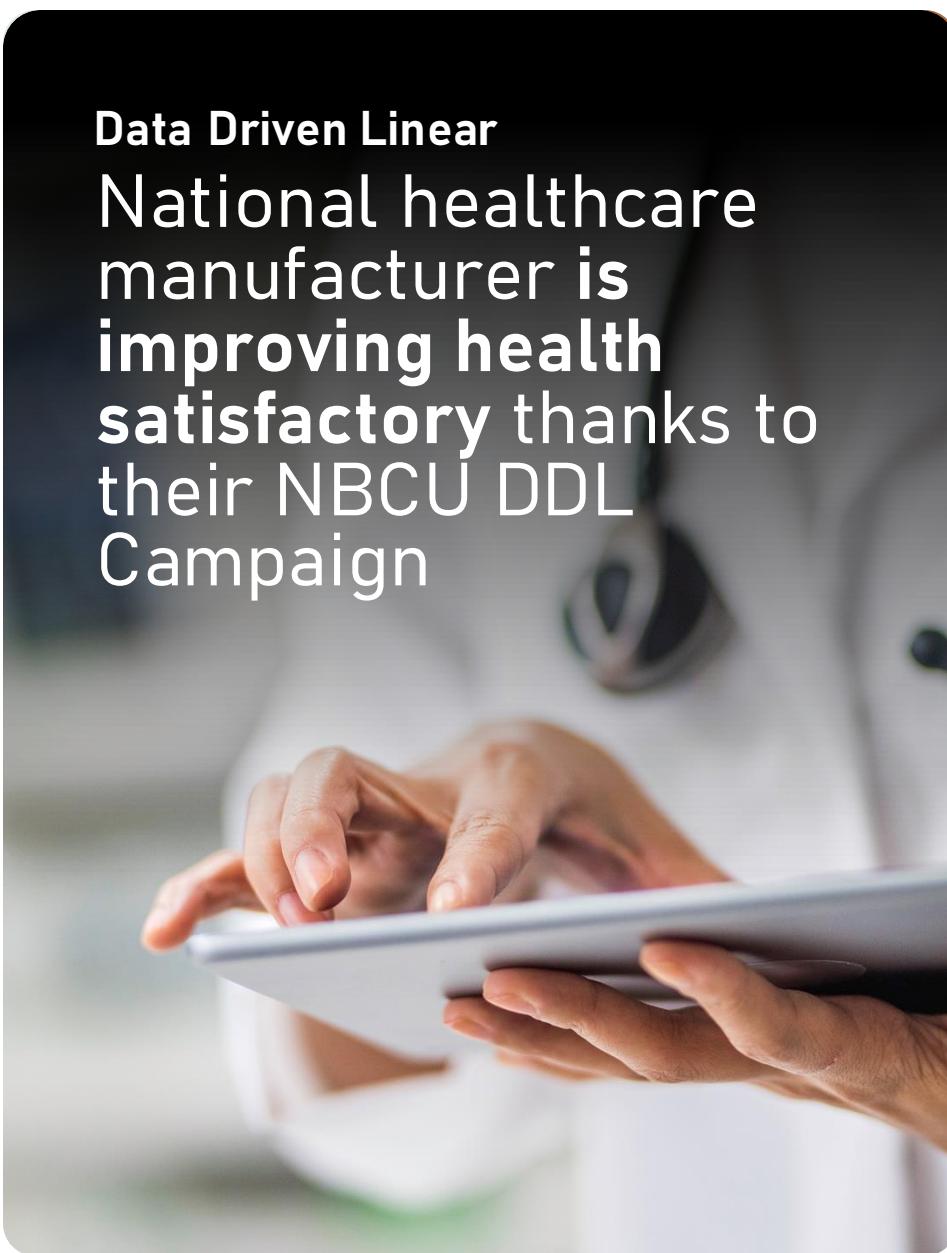
+111%

increase in **purchase intent**

+48% increase in **recommendation likelihood**

for in-target exposed vs. control group