



Auto Playbook

Manufacturers, Dealerships, Car Rentals,
3rd Party Online, Parts & Services,
Robotaxis, EV Charging

Auto Playbook Overview

Explore NBCUniversal's latest perspectives & insights into the Auto industry.

Our Approach

At NBCUniversal, we have a legacy of working with a diverse range of Auto partners to build their brands & businesses.



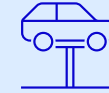
Auto
Manufacturers



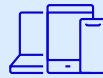
Motorcycle
Manufacturers



Dealerships /
Associations



Car Rentals



3rd Party &
New Form Online
Retailers



Aftermarket /
Parts & Services



Robotaxis
Autonomous



EV Charging
(Residential and Public)

This playbook has been created based on NBCU's:

- Ongoing industry evaluation
- Conversations with Auto advertisers & agencies
- Proprietary category intelligence
- Continual marketplace analysis
- Examination of consumer attitudes towards the Auto industry

Auto Playbook Contents

An Overview

of NBCUniversal's latest Auto perspectives, insights, and strategic considerations.

Marketplace Dynamics



Media Trends & Observations



Brand & Business Imperatives



NBCUniversal Playbook





'25/'26
Auto
Industry
Dynamics

Current Auto Category Dynamics

In a regular state of recalibration, the category is forging ahead within this redefined landscape as global trade agreements come through and federal policy changes continue




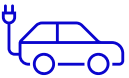



Headwinds

- The industry is preparing for a sales slowdown given affordability concerns and the removal of EV tax credits
- Consumer attitudes toward car ownership are changing, with new vehicle registrations down among A18-34
~10% share of new registrations in 1H'25 vs. ~12% in 1H'21¹
- Economic uncertainty caused by tariffs is driving a need for flexibility in media & marketing budgets/lead times

Tailwinds

- Tariff fears are easing as some levels come in above early-year benchmarks
- Inventory is slowly bouncing back, giving consumers more opportunity to purchase
82-day supply in early July, +17% vs. early June²
- Affordability is potentially improving, with new & used-car loan rates declining from a 25-year high³
- Shifting consumer behavior is fueling growth for aftermarket and 3rd Party e-commerce as DIY maintenance and used-car demand rises

As macro-economic dynamics & consumer spending patterns shift,
brands across auto sub-categories focus on building trust to drive adoption, embedding into consumer lifestyles

Luxury Auto 	Alt-Fuel 	Dealerships 	Parts & Services 	Online 3rd Party 
<p>Tariffs are challenging luxury auto brands, with potential to drive up costs and reduce inventory.</p> <p>Luxury brands are focusing messaging on innovation, premium quality, and exclusivity, while tailoring campaigns to younger consumers who show high consideration.</p> <p>96% of A18-34 who plan to buy a vehicle in the next 3 years are considering at least one luxury brand¹</p>	<p>Consumers front-loaded EV purchases ahead of the tax credit expiration.</p> <p>Dealer outlook for EVs dropped given consumer concerns for range and affordability. While there's an overall EV slowdown, hybrids continue to gain appeal.</p> <p>-28% overall alt-fuel spend is down given sales dip, with increases in domestic vs. imports due to policy changes²</p>	<p>As inventory bounces back, dealers are seeing a shift in prioritization from loyalty to availability.³</p> <p>Mixed perceptions of dealerships remain:⁴</p> <ul style="list-style-type: none"> • <i>A35+ value the in-person experience & test drives</i> • <i>Women report more negative experiences</i> • <i>Younger audiences rely more on social media</i> <p>80% of current or prospective vehicle owners say the dealership experience directly influences their opinion of auto brands⁵</p>	<p>Aftermarket is positioned for growth as people keep their cars longer due to higher prices, requiring more maintenance and repairs.</p> <p>Demand is continuing to rise at repair shops, parts suppliers, and service providers.</p> <p>12.8 average age of vehicles in the US in 2025, vs. 12.6 in 2024, with people holding on to their vehicle longer⁶</p>	<p>Online car marketplaces are seeing continued growth driven by affordability concerns, digital research habits, and younger buyers.</p> <p>Consumers are looking for more options and an easier, more seamless experience than automaker websites.</p> <p>Popular online car marketplaces are seeing strong revenue growth, with momentum continuing to rise</p>

Marketplace Auto Media Trends to Watch

Auto brands are looking to improve incrementality while remaining nimble – seeking the scale of broad reaching content / events with the flexibility and precision digital media offers.

Prioritizing Programmatic

+6%

expected growth in programmatic by 2030 as the industry continues to seek flexibility and activation ease

Leading with Sports

+23%

in sports TV marketplace ad spend in 1H'25, a reliable source for reach and engagement

Growth expected in digital sports, balancing with highly targetable media and efficiency

Continuing the shift to Performance



+17%

Increase in performance video expected in 2026, driven by shortform and social

Connecting with Hispanic Audiences on Streaming

+52%

Growth in Hispanic streaming overall in last 10 years

Hispanic content viewers that stream out-pace total viewers by +11%

As a result of these industry dynamics, **we are seeing the category prioritize a few key objectives**

CAPTURE
Attention



ATTAIN
Qualified Leads & Hand Raisers



ACHIEVE
Scale & Precision



CREATE
New Loyalists





'25/'26
Auto
Playbook

Each month,
NBCUniversal
content
reaches

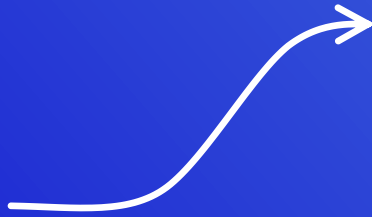
286M

P2+ Proj. 2026

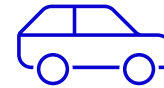


Across
80M
Households

*the audiences
that matter to you*



55M



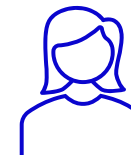
New Car
Intenders

21M



Luxury Auto
Intenders

42M



Women Auto
Intenders

32M



Alt-Fuel
Intenders

Based on household reach

Leverage the power of NBCUniversal's **content & audiences** to drive brand and business impact.

Capture Attention



Attain qualified leads & hand raisers



Achieve scale & precision



Create new loyalists



NBCUniversal's Auto Playbook



01. **Make a splash** through culture-driven content & events

02. **Amplify** brand messaging & partnerships across platforms

03. **Inspire & engage** along the buyer journey through ad innovations

04. **Ensure right message, audience, & context** via data-led strategies

05. **Build** connections with growth audiences (e.g., Women, Hispanic)

POWER OF

Live & IP

Always On

Innovation & Tech

Strategic Audiences

IP Across Linear & Streaming

Linear, Streaming, Social

Contextual Targeting

Innovation & Contextual

Talent

Programmatic

Spanish Language

Capture Attention

Create new loyalists

Make a Splash Through Culture-Driven Content & Events

Aligning with sports and other culturally-significant live events helps foster deeper emotional connections with auto consumers, grabbing the attention of **engaged fans** during key timeframes (e.g., seasonal sales events, vehicle launches).



Our IP Fosters Emotional Engagement For Auto Brands¹

Official Sponsors

+51%

More likeable vs. regular advertisers

Integrations

+51%

More Likeable vs. standard ads

And Live Drives Full-funnel Impact²

+97%

Ad Recall

196

Avg. search Engagement Index

+40%

Consideration Intent

NBCU Live Programming Campaign Performance (exposed vs. control)



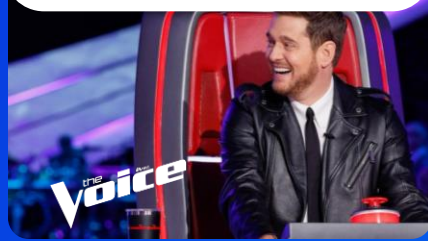







Measure What Matters

- Brand impact & biometric engagement
- Message association
- Search engagement

Sources: 1. MediaProbe Biometrics Data. P18+. All measured NBCUniversal programming ; 2. NBCU Ad Impact Database 2017-2025, 105 Campaigns across 21 Brands NBCU measured Auto campaigns;

The biggest live events and iconic everyday moments for auto to connect with key audiences

'25/'26 Culture-Driven Content & Events For Auto

Sports	Holiday	Competition	Big Moments	Talk
				
				

Among HHs reached by NBCU...

38% have Women Auto Intenders who are sports fans	+13% are more likely to have New Vehicle Intenders who are holiday enthusiasts	19% have Luxury Auto Intenders who are reality buffs	34% have EV Intenders who are comedy lovers
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Source: Based on NBCU's in-house audience insights using 1P and 3P data; date range: June 2025; base: HH
Note: please reach out to your NBCU sales or marketing lead for more information or to check status of category availability for the opportunities

Creative Showcase:

How auto brands have aligned with NBCU culture-driven premium content through unrivaled storytelling



SNL50
THE ANNIVERSARY SPECIAL

Embracing car & comedy culture

Official sponsor of SNL50, custom content promoting ID.Buzz (ID Buzz Meets the Californians)



Feeding into sports fandoms

Sunday Night Football campaign with prominent onscreen graphics



Connecting to culture through Latin music

360 campaign including onsite integration within Conciertos De Verano



Starring role on the red carpet

Red Carpet Arrivals with Lexus - The Creator Cam



JEEP
WAGONEER S

Real
Housewives

Revving up excitement in the reality universe

First-ever Bravo IP cross-over partnership between RHOBH and Sold on SLC, including RHOBH reunion integration

Capture Attention

Achieve scale & precision

Create new loyalists

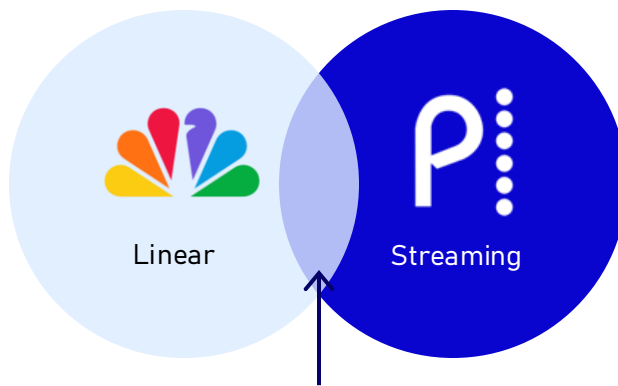
Amplify Brand Messaging and Partnerships Across Platforms

As Autos explore more diversified plans to drive incrementality, the optimal mix of linear and streaming helps ensure meaningful impact across the funnel for the category.

Sources: 1. Based on NBCU's in-house audience insights using 1P and 3P data; date range: June 2025; base: HH; 2. NBCU Ad Impact Database 2017-2025, 135 Single Platform Campaigns v. 116 Multi-Platform Campaigns

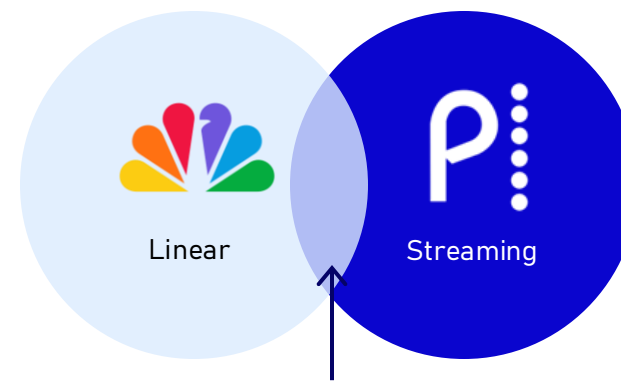
Leveraging our cross-platform scale is essential to **maximize your full-funnel results**

Auto Intenders
55M Monthly Households



Only **17% Duplication**¹

In Market for Luxury Vehicles
29M Monthly Households



Only **23% Duplication**¹

Measure what matters

- Incremental & target reach
- Brand recall & familiarity
- Search engagement
- Purchase intent
- Site visitation

Cross-Platform Impact for Auto brands²

+27%	+164%	+23%
Brand Fam.	Message Assoc.	Brand Rec.

NBCU Multi-Platform Campaign Performance v. Single-platform campaigns (exposed only)

NBCU social helps auto brands **amplify** existing connections and **forge** new ones to reach younger audiences

58% of NBCU social followers are under 35

Ads   



Turn-key ads

VW ID Buzz x TikTok Pulse Premiere

- TikTok Pulse Premiere *post-roll*
- X amplify *pre-roll*
- Snap Shows

Run YOUR ad against our NBCU content (ads from advertiser's handle)

Custom Content      



Show & event integrations

Ford X The Tonight Show

- In-show, live event integration
- Sponsored segments



Custom content

Nissan Murano X Summer House

- Bespoke content
- Talent / Creators



Franchise sponsorships

Lexus X The Real Housewives

- Custom open
- Presented by mention

Integrate your brand with NBCU content (ads from NBCU handles)

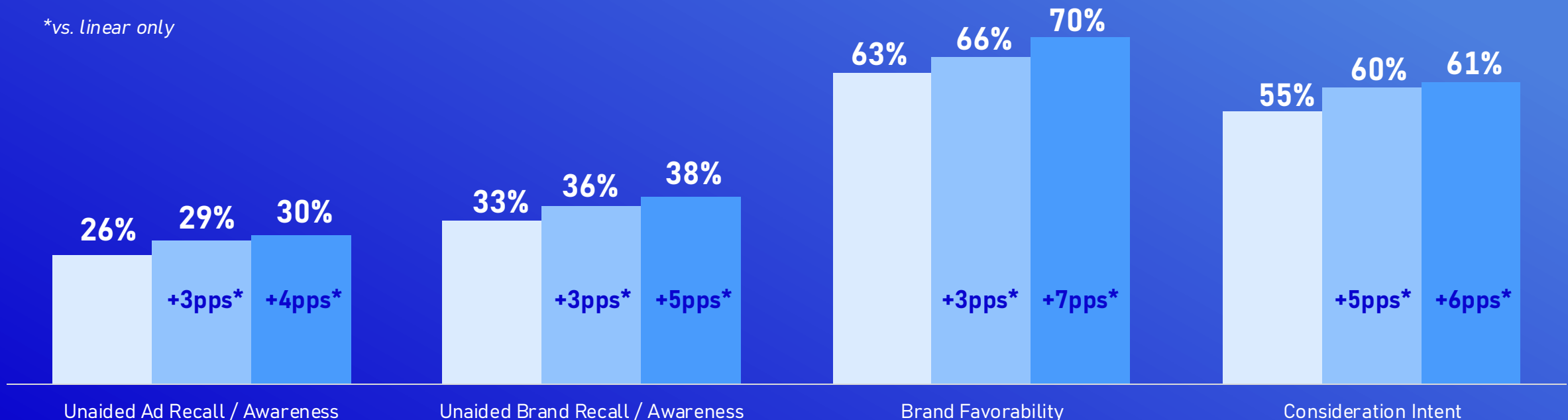
NBCU campaigns work harder with the presence of linear, digital and/or social components

Stronger full-funnel impact for brands with cross-platform elements

Among exposed viewers; lifts benchmarked to social digital linear campaigns

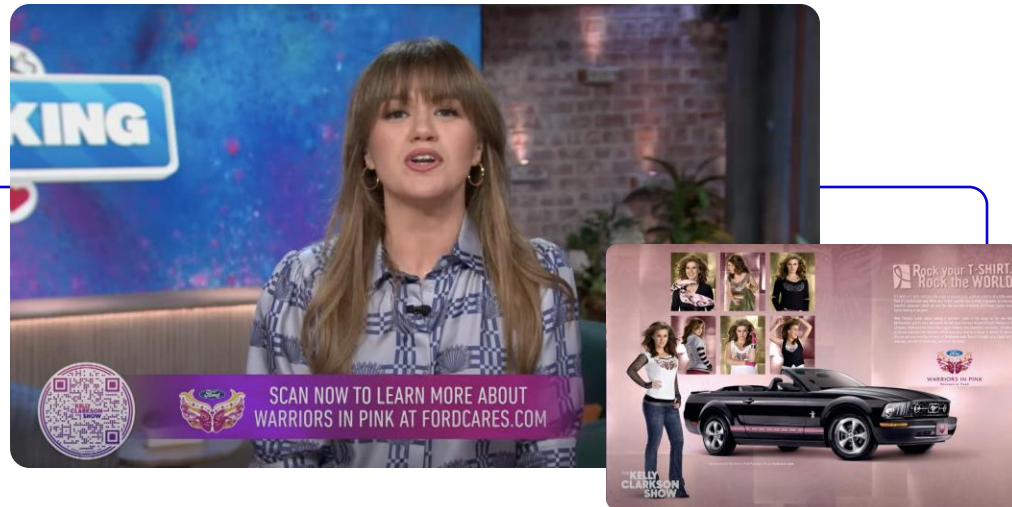
■ Linear ■ Digital + Linear ■ Social + Digital + Linear

*vs. linear only



Creative Marketing across NBCU

How auto brands are amplifying their messaging and tone across platforms



Promoting Ford's Warriors in Pink Breast Cancer Initiative on The Kelly Clarkson Show

Ford teamed up with The Kelly Clarkson Show in their shared mission to ignite change through impactful stories on linear and streaming.



THE
**KELLY
CLARKSON
SHOW**



Bringing the Bravo WWHL Fan Fest Experience Across Platforms

Lexus aligned with WWHL fan fest in Miami, highlighting the onsite glam photo booth across Bravo social handles and surrounding media on streaming.



WATCH
WHAT
HAPPENS
LIVE
with
Andy
Cohen

Capture
AttentionAttain qualified
leads & hand raisersAchieve scale
& precisionCreate
new loyalists

Inspire & Engage Along the Auto Buyer Journey Through Ad Innovations

The auto consumer journey is dynamic and omni-channel. Ad innovations can prompt immediate actions (e.g., find a dealership), support full-funnel outcomes, and give brands a platform to stand out

Source: .1. NBCU internal analysis using internal and external reporting sources; 2. MRI-Simmons Cord Evolution study, August 2025; 3. NBCU Ad Impact Database 4Q23-2025, 11 Campaigns across 5 Brands NBCU measured Auto campaigns

90%

Of auto investors who spent on ad innovations increased spend¹

41%

of auto intenders 25-54 say they like that ads on streaming are interactive²

Ad innovations help consumers every step of the auto buyer journey

Creating awareness
to spark curiosity

+14% Brand Familiarity³

Facilitating research
to fuel discovery

+10% Brand Favorability³

Helping to narrow choice
by driving action

+20% Brand Recommendation³

Sample Thought Starter: New EV Launch

Creating awareness for
new EV launch via
Spotlight ad

Facilitate research
by driving to the
nearest dealer via
**Engagement
Ad Geocator**

Helping to narrow choice
by exploring features
through the
Canvas Carousel

Suite 1: Upper Funnel with Ad Innovations

Inspiring & engaging along the buyer journey through Peacock ad innovations for auto

Ad Innovations @ NBCU [Click here](#)

Product Names [link](#) to One Pagers

Awareness

Spark curiosity

by establishing a connection to the brand, vehicles or services

Binge Ad



+37%
Brand memorability vs. Midroll for Category

Give auto buyers the chance to get comfortable with your brand via an ad-free, experience

Solo Ad



+43%
Message memorability vs. Midroll for Category

Get consumer attention when auto brands own the only ad within an episode

Spotlight Ad



+27%
Brand memorability vs. Midroll for Category

Stand out as the first imp that day during key release and/or seasonal timeframes



Additional Innovations:
[Curator Ad](#), [Pod Bounce](#), [Cinematic](#), [Sports Suite](#)

Research

Fuel discovery

by exploring what's available

Engagement Ad



+21%
Message memorability vs. Midroll for Category

*Explore interactive experiences that highlight key vehicle features (e.g., **Trivia**)*



mock for illustrative purposes

*Bring users to the nearest dealership (e.g., **Geolocator**) and give more info (e.g., **Click to Contact**)*

Pause Ad



+65%
Message memorability vs. Midroll for Category

Offer immediate off-platform browsing during content breaks (e.g., new car releases, holiday promotions)



Key: CTV Mobile Web Targeting Buying Path: Direct IO only



Suite 2: Full Funnel with Commerce Innovations

Connecting to consumers along the buyer journey through **commerce-driven ad innovations for auto**

Commerce Innovation
@ NBCU [Click here](#)

Awareness, Research & Narrowing Choice

Spark Curiosity, Fuel discovery, & Drive Action

by exploring what's available & informing decision-making, all while building connections with the brand

49%

of new vehicle buyers say at least some part of their purchase journey is done **online**¹

Find your perfect Buick.

EXPERIENCE THE NEW BUICK

Scan now to explore current offers!

Direct IQ, PG, PM P-caveats

Discover new models & seasonal deals with **Spotlight L Bar** (24-hr stuntized promotion)

350 MILES OF ADVENTURE ON A SINGLE CHARGE.

THE ALL-NEW, ALL-ELECTRIC JEEP WAGONEER.

Jeep

Scan here to learn more!

Direct IQ

Explore the latest releases via **Shoppable Pause Ad** (full-bleed static ad during content pause)

Ford BlueCruise

Experience The Magic Of Letting Go

How does BlueCruise work?

Scan now to book a test drive!

Direct IQ, PG, PM P-caveats

Browse products & features online through **Shoppable Canvas Carousel** (immersive auto-scrolling gallery)

STAY STYLISH BEHIND THE SCENES

Direct IQ

Engage in onsite interactive fan activations via **Experiential** (surrounded by NBCU IP)

+69%

Lift in **search engagement** for auto brands²

+35%

Lift in **purchase intent** for auto brands²

4x

Stronger scan engagement rate vs. auto category benchmarks²

Key: CTV Linear Mobile Web Targeting Direct To* Buying Path

CTV Linear Mobile Web Targeting Direct To* Buying Path

Source: 1. Cox Auto Buyer Journey; 2. NBCU Ad Impact Database 2017-2023 PMP caveats: PMP only with Upfront buy and noncancellable terms

*(e.g., brand/product site)

Create
new loyalistsAchieve scale
& precision

Ensure Right Message, Audience, & Context Via Data-led Strategies

Advanced audience solutions drive incrementality and engagement for auto brands

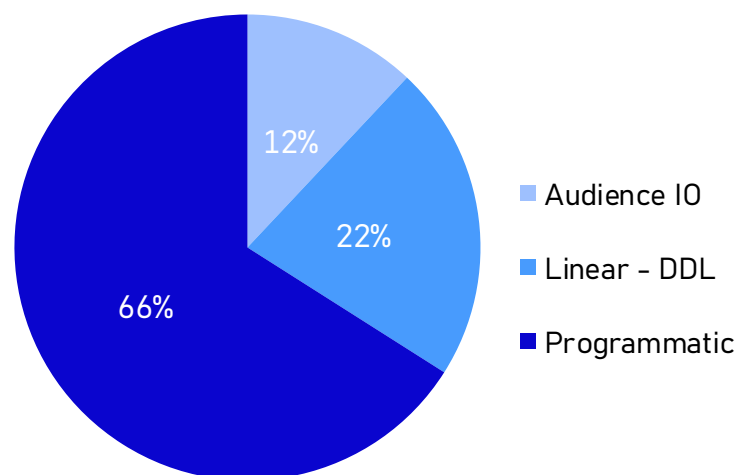
Sources: 1. NBCU Ad Impact Database 2017-2023, 11 Campaigns across 6 Brands; 2. Internal Spend (as of 4.28.25), excludes Olympics; Ad Sales 360; 3. NBCU AIO & PG Segments, Advanced Audiences Prog. Based on distinct count.

Auto campaigns with **Advanced Audiences** are more effective

NBCU Auto Campaigns
– Exposed vs. Control

+5% Unaided brand recall¹

NBCU Audience Activation Buying Strategy² 1H'25 (% Share vs. STLY)



Key Segments³ As of 1H'25

A25-54

A18+

Children in HH

Outdoor
EnthusiastsSpanish Language
Content ViewersIn Market –
Luxury Vehicle

Why Advanced Audience Solutions

- Incremental Reach
- Engagement
- Potential to drive new loyalists

Audience solutions driving impact across the marketing funnel for auto

Maximize reach

Strategic Targeting

1:1 Targeting

People who have signaled behavior through interactions with NBCU over the past 12 months OR leveraging 3P partnership data



Audience Indexing

Target audience matched to NBCU's 1P viewership data to identify the programming they watch the most

Align across positive, brand-suitable moments

Contextual Targeting

By Industry:

Align with category-relevant themes to reach audiences in the right context

✓ Direct IO ✓ PG ✓ PMP

By Genre:

Deliver ads in curated genres where your audiences are most engaged

✓ Direct IO ✓ PG

Custom Inputs:

Sync your creative with key content moments to drive stronger relevance

✓ Direct IO ✓ PG

Emotional:

Match your brand's tone to emotional moments that spark viewer connection

✓ Direct IO

On average

77%

of viewers become more open to advertising & more aware of brands when the ad matches the content being viewed



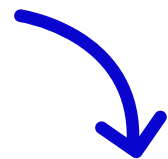
Driving incremental reach with strategic targeting

Reach more of your audience by extending campaign delivery into high-indexing content

0.1 Start with precision

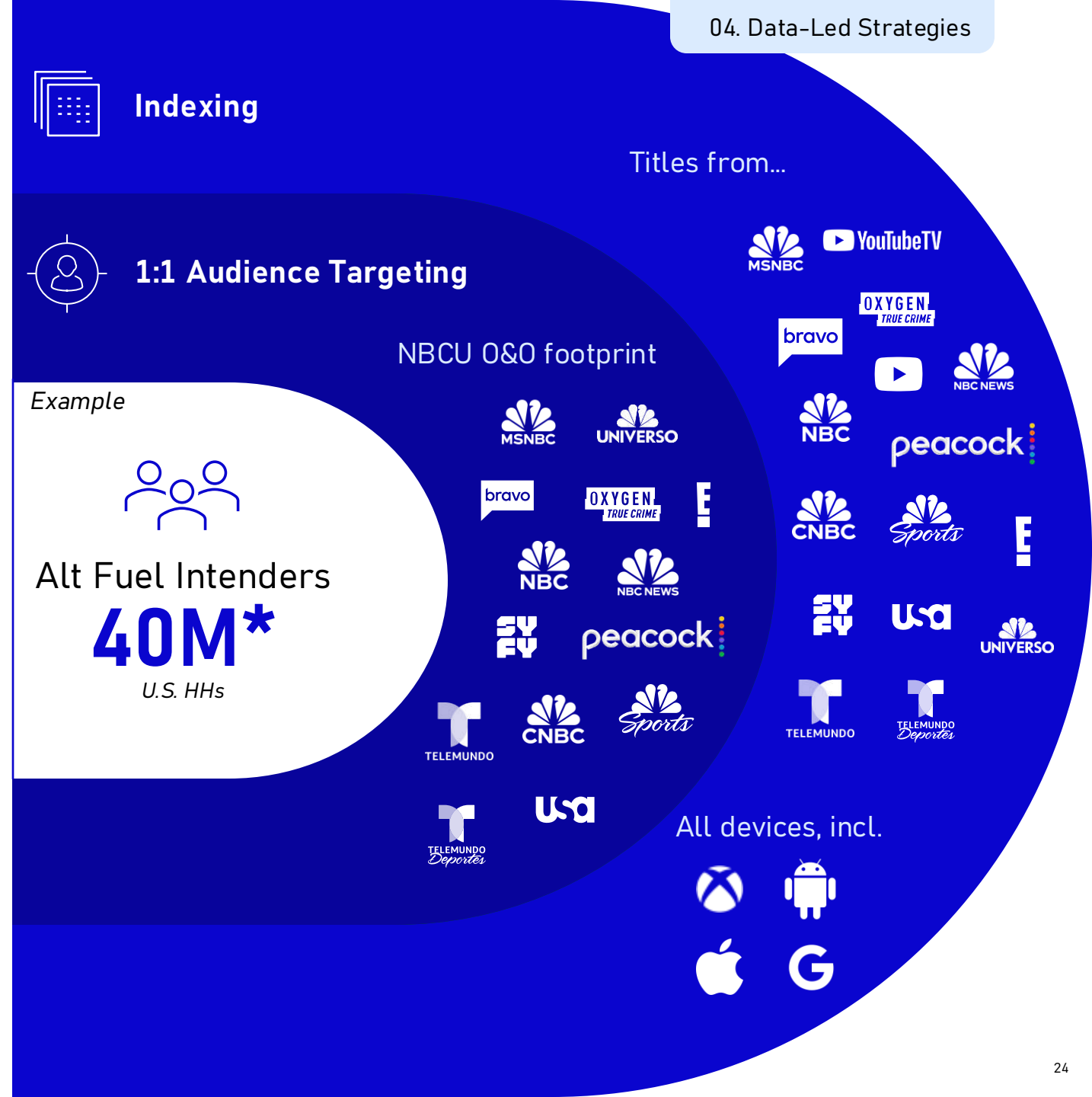
0.2 Extend with scale to NBCU programs proven to over-index

0.3 Capture incremental reach



30%

more targetable inventory, which means **maximum reach for your audience-based campaigns**



Drive impact and incremental reach for auto with contextual targeting **Genre & Industry**

76%

Of consumers who value brand connection are more likely to buy over a competitor

Genre

Deliver your auto 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

- The McBee Dynasty
- Real American
- Cowboys
- The Valley



Crime/Drama

- Law & Order SVU
- Snapped



Entertainment

- Shark Tank
- 9-1-1



Sports

- Premier League
- PGA



News

- Hallie Jackson Now
- Nightly News



Comedy

- The Office
- Parks & Recreation

Industry

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

Relevant categories:



Food & Drink

- Foodies
- Vegetarians & vegans



Shopping

- Cooking Enthusiasts
- Sports drink buyers



Attractions

- Theme park enthusiasts
- Sporting events



Travel

- Sightseeing & culture
- Leisure vacationers



Technology

- Streamers
- Gamers



Business & Finance

- Online traders
- Mobile banking app users



SNL50



EMMYS



LIVE FROM



Connect with key themes, positioning and messaging through AI-Powered Custom Inputs & Emotional Alignment

Up to **+61%** Emotional alignment
(Exposed vs. unexposed)
Conversion lift

Custom

Align your brand's creative with thematically relevant moments for auto across NBCU's premium content portfolio to drive meaningful engagement and inspire action.

Overview:

0 1 .

Using AI, scan Peacock content for **thematically relevant moments**

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

0 2 .

Deliver specific creative with **episode-level targeting** of thematically relevant moments

- **Shows include:** *Austin Dillon's Life in the Fast Lane, Top Gear, Detroit Muscle*
- **Genres include:** Comedy, Reality, News

Thought Starters

Objective

Inspire action during seasonal sales events → Seasonal
Embed in relevant (brand) content → Brand & Category
Efficiently run creative next to brand ambassadors → Celebrity Name

Example custom input

Emotional Alignment

Build authentic connections by matching your auto brand's emotional tones/themes to resonant key moments across NBCU's premium streaming content that inspire engagement and action.

Overview:

0 1 .

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 aligned NBCU content

0 2 .

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

- **Shows include:** *Brave Wilderness, Secret Lives of the Rich, Parks & Recreation*
- **Genres include:** Comedy, Reality, Docuseries

Thought Starters

Objective

Embed creative and/or brand in emotionally relevant or desired content

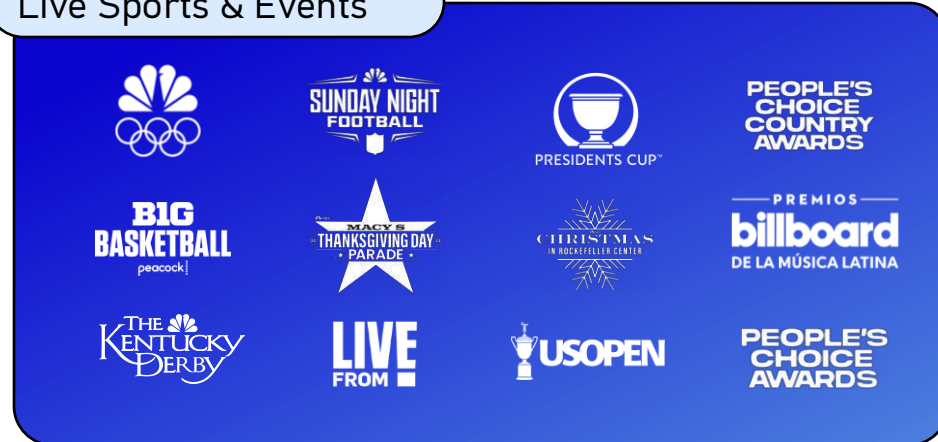
Example Emotional Theme



- Nostalgia
- Life stages
- Family Bonding

Ways auto brands can activate **programmatically** with NBCU on streaming

Live Sports & Events



Curated Content Packages



Contextual Targeting

Drive authentic connections and actions by aligning your brand messaging with positive, brand-suitable moments with new contextual solutions powered by AI

Industry, Custom, Emotional Alignment
via direct IO and PG

Genre Contextual
via direct IO, PG & PMP

Programmatic-enabled Ad Innovations

PMP with upfront investments

Burned-In Ad

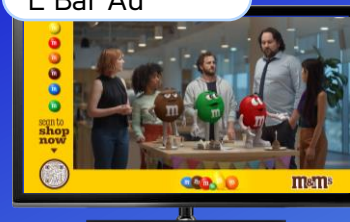
Immersive Ad

Canvas Ad

Canvas Carousel Ad

PG deals

L Bar Ad



Retail Media



Automated access to NBCU programmatic streaming, including live sports, reaching Walmart Connect's high-value consumers with full-funnel outcome measurement

Good for auto parts & supplies

Capture
AttentionAttain qualified
leads & hand raisersCreate
new loyalists

Build Connections with Growth Audiences

Autos are balancing relationships with both mass and growth audiences to activate new loyalists who have strong purchasing power today and looking ahead.

Sources: 1. Mintel: Perceptions of Auto Brands 2025 Report; 2. Shopping for a car online - US - 2024; 3. 2025 Official LDC U.S. Latino GDP Report; 4. Mintel Car Purchasing Process - US - 2025; 5. Collage Group

Why Growth Audiences Are Key for Auto to Reach and Engage



Women

2/3

Of private wealth will be held by women by 2030¹

98%

Of women are responsible for their next car purchase (sole and jointly)²

62%

Trust previous experiences with the brand to influence decisions²

Rising
**Purchasing
Power**

Key
**Decision
Makers**

Room to
**Influence
Perceptions**



Hispanic

2.4x

Hispanics purchasing power surged to \$4.1T, growing over 2x faster than non-Hispanics³

+21%

More likely to be in market to buy a car in the next 6 months than Non-Hispanic Whites⁴

62%

Hispanics saying that trusting a brand is the key factor in their purchase decisions⁵

How autos can reach & engage women at NBCU

Sample Approach



51M

NBCU HH Reach Of F18+ Auto Intenders Across Linear & Streaming¹

Understanding Women's Car Buying Motivations¹

50%

of moms w/ kids under 18 rank safety as a key factor influencing auto brand perceptions

53%

of car owners wish seating was pet proof

Aligned to motivations NBCU OnePlatform Reaches²

42MM

HHs with moms
36MM + auto intenders

62MM

HHs with pet owners
34MM + auto intenders

Delving into what Women Auto Intenders Are Watching²

Top 2 Channels We Over Index With



Top 2 Programs We Over Index With



Example Opportunities

Connecting life moments to content Through Contextual Targeting

Custom Inputs

aligned to auto ad creative geared toward women

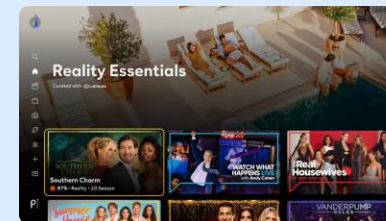
- Parenting
- Pet ownership

Emotional

tones & themes inspired by auto brand messaging

- Empowerment
- Drive & ambition

Helping women make decisions via innovation



Curator Ad

Spark curiosity by aligning with content women love



Shoppable Canvas Carousel

Help women research products and features important to them

64%

Of Women who are planning to buy a car in the next 3 years price check online¹

How autos can reach & engage Hispanics at NBCU

Sample Approach



21M

NBCU HH Reach Of Hispanic Auto Intenders Across Linear & Streaming¹

Opportunity to connect with Hispanic Audiences

+33% More likely to believe buying an **electric/hybrid** car is essential to protect the environment¹

+40% More likely than NHW to purchase the **most expensive models** with luxury appointments¹

1 in 5 Of Hispanics will consider a **luxury brand to impress others**²

Understanding Hispanic Viewing Habits Across Platforms

53% of Hispanic adults consume video in both English and Spanish¹

Hispanics are fluid in the content they watch, taking in both **Spanish and English language content across linear and streaming**

Spanish



English



Example Opportunities

Find Hispanic audiences on Linear & Streaming

Only 2% Duplication³

Audiences viewing Spanish-language content on Telemundo Linear & Telemundo on Peacock are **largely comprised of unique viewers**

Telemundo is #1 Spanish-language network in Primetime, +13% YoY Growth⁴

Auto ads surrounding NBCU SL content drives

Higher Impact Across the Funnel

+21%

Message Memorability
Lifts for Exposed vs Control

+39%

Consideration
Lifts for Exposed vs Control

+42%

Purchase Intent
Lifts for Exposed vs Control

+16%

Emotional Engagement vs. Competitive TV Norm for SL ads⁵

Best-In-Class Marketing across NBCU

How autos aimed to connect with Women and Hispanic audiences on NBCU



Empowering women through storytelling **On Her Turf**

Ford highlighted the incredible stories of professional basketball player, Danielle Scott through the On Her Turf initiative, a dynamic platform and community powered by sportswomen for all women

Women Audience



Aligning with a big holiday moment on **Telemundo**

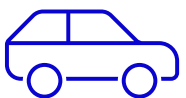
After 7 years, Toyota returned to Christmas in Rockefeller Center, this time bringing the premier tradition to SL audiences for the first time via "Navidades en Rockefeller Center" on Telemundo.

Hispanic Audience





Auto Impact at NBCU



Auto

Proven impact across client KPIs

Auto Category NBCU Campaigns
All Measured NBCU Campaigns

Upper Funnel

Aided Ad Recall
+26%

Unaided Ad Recall
+75%

Sponsorship Association
+30%

Mid Funnel

Sponsorship Favorability
+68%

Brand Favorability
9%

Lower Funnel

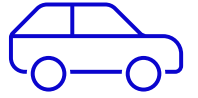
Consideration Intent
+24%

Brand Recommendation
+14%

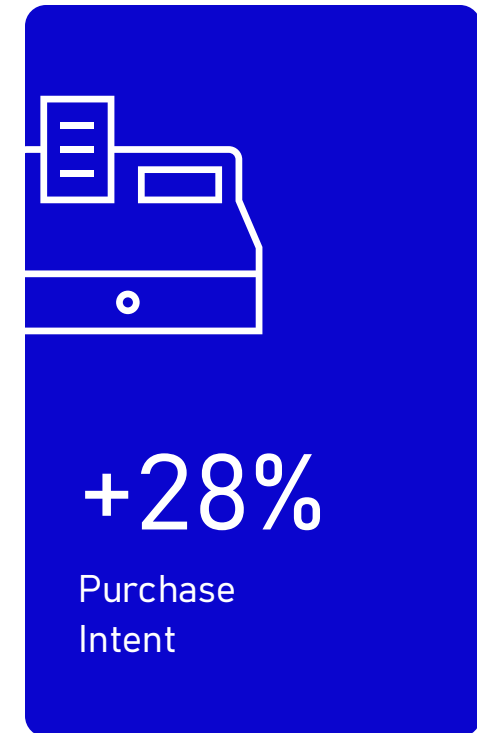
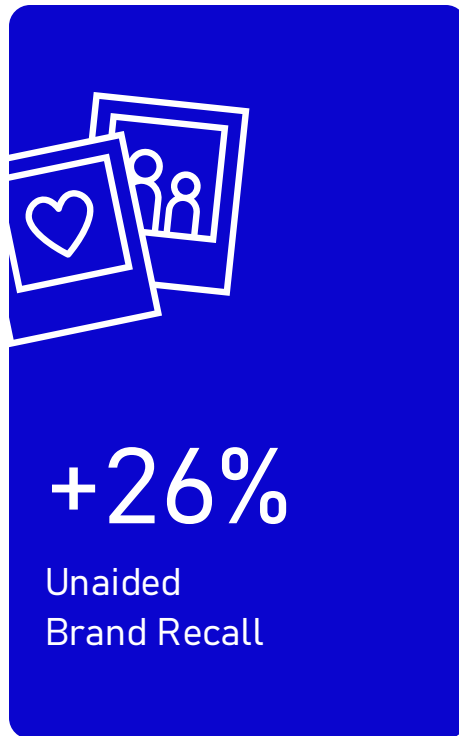
Search Engagement Index
2.7x

Auto

Proven **Peacock** impact across client KPIs



NBCU Auto Campaigns – *Exposed vs. Control*



Source: NBCU Ad Impact Database 2020-3Q2025, 71 Campaigns across 30 Brands Peacock measured Auto campaigns
Custom research, vendors vary. Average of exposed vs. control cells for NBCU. Top 2 box.

NBCU offers measurement opportunities providing full-funnel insights for auto

	Buy Side Activation	Clean Rooms	NBCU Measurement Opportunities (Sell-Side Measurement)	Dedicated NBCU Insights Team provide: <ul style="list-style-type: none"> - Auto category consultation and recommendations - Sponsorship and audience impact analysis
Awareness	✓		Brand Lift Study <i>Ad Awareness</i> <i>Brand Consideration</i> <i>Model Familiarity</i>	
Consideration	✓	✓	Search Engagement Real-Time Outcomes Measurement (Attribution) Site / App Visitation (Incrementality)	
Conversion	✓	✓	Real-Time Outcomes Measurement (Attribution) Site / App Visitation (Incrementality) Foot Traffic Study Sales Lift (1P, 3P)*	



Auto Case Studies

Cross-Platform
Major auto
manufacturer saw
greater reach thanks to
their NBCU DDL One
Platform Total Audience
campaign



+76%
more **site conversion**

vs. category norm

+27% greater **reach**

-20% lower cost per **household reach**

vs. standard demo buy



Cross-Platform
Global auto
manufacturer saw an
increase in target reach
thanks to their NBCU
One Platform Total
Audience campaign

+27%
increase in **target reach**

+24% Increase in **search engagement**

-20% decrease in **target cost**

¹ vs brand norm

² vs industry norm

NBCU Streaming
Global auto
manufacturer *drives*
increase in sales
thanks to their
NBCU streaming
campaign

+9%

lift in **sales** for
overall brand

vs. control group



Auto Category Resources

Auto Category Resources

Category Landscape



Regularly Updated Category Updates



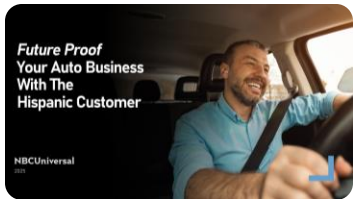
25/26 UF Recap by Category



Annual Auto x NBCU Playbook



The Hybrid Consumer



Future Proofing with the Hispanic Customer

Strategic Media Insights & Opportunities



Auto x "Off-Air" Impact



The Power of Advertising for Auto



Why TV Matters for Auto Makers



Women's Sports

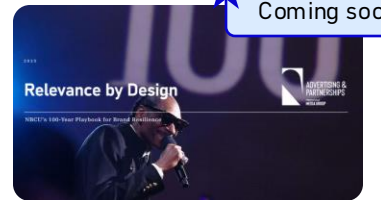


EV Playbook

Thought-Leadership



The Future of Advertising: Entertainment Ads



Relevance by Design

★ Coming soon

Auto Playbook

NBCU Auto Category
Strategy Team:

Megan Ryan
Nikita Tolani
Melissa Perron

