

# LUXURY PLAYBOOK

NOVEMBER 2025

*Automotive, Fine Jewelry & Watches,  
Apparel & Accessories, Travel &  
Leisure, Retail, Beauty, Alcohol*

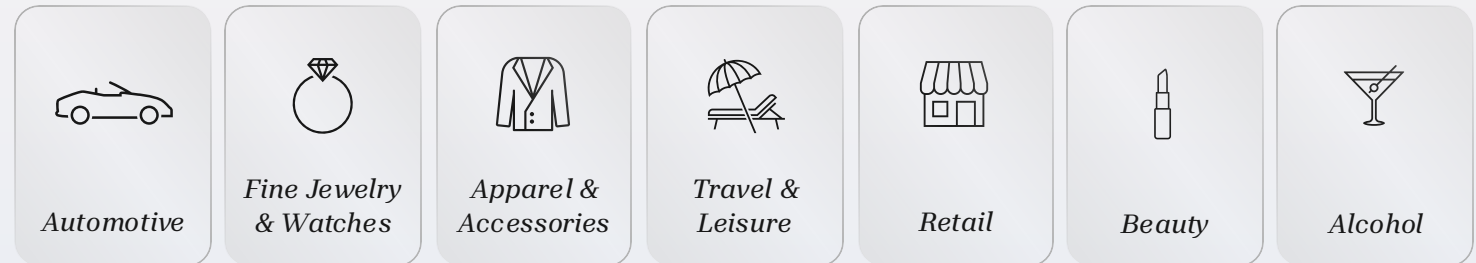
**NBCUniversal**

# Luxury Playbook Overview

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

## Our Approach

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



### **This playbook has been created based on NBCU's:**

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

# Luxury Playbook Contents

## An Overview

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

*Marketplace Dynamics*



*Media Trends & Observations*



*Brand & Business Imperatives*



*NBCUniversal Playbook*



**'25/'26**  
**LUXURY**  
*Industry*  
*Dynamics*





# Current U.S. Luxury Category Dynamics

Economic pressures are reshaping spending as both core and aspirational luxury buyers are prompting the industry to adapt strategies and push boundaries to preserve loyalty

## Headwinds

- **Resilience wavers** with economic uncertainty and cultural shifts influencing consumer spend  
Personal luxury retail sales are not expected to rebound until 2027<sup>1</sup>
- **Aspirational consumer spend declines** leading to a shift in focus to core HNW clientele  
.1% makes up 23% of sales<sup>2</sup>
- **Price increases are softening amidst consumer pushback**, with the slowest rate since 2019  
+3% 1H'25 vs. +8% in '22<sup>3</sup>
- **Demand for used luxury is on the rise**, creating more competition for traditional luxury brands  
The used luxury market was worth \$56B in 2024, 3x a decade ago<sup>4</sup>

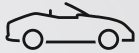
## Tailwinds

- **Luxury brands are slowly seeing signs of recovery**, with improved earnings in 3Q'25 with renewed spending in the U.S. and China
- **Most luxury buyers still plan to maintain or grow spending**, especially younger consumers  
45% of A18-34 say they intend to spend more on luxury goods in the next 12 months<sup>1</sup>
- **Experiential luxury (beyond product) is unscathed** from the slowdown in the top half of the year
- **Luxury brands refresh**, entering a new era of “Loud Luxury” to retain tepid shoppers, a potential turning point for the industry<sup>5</sup>

In a state of *reinvention*,

# luxury sub-categories are adapting to shifting consumer behaviors and expectations to maintain and rekindle demand

## Auto



Despite tariff pressures on price and inventory, luxury auto remains resilient, anchored by a stable affluent clientele.

Messaging continues to emphasize innovation, quality, and exclusivity, tailored to resonate with diverse buyer profiles.

**96%**

of A18-34 who plan to buy a vehicle in the next 3 years are considering at least one luxury brand<sup>1</sup>

## Travel



Luxury travel remains strong, driven by the resiliency of high-income travelers who continue to invest in premium, high-value experiences.

As the category looks to appeal to aspirational luxury travelers, brands are offering select luxury touches to enhance their journeys.

**59%**

of all consumers intend to take a vacation that includes a premium/luxury element in the next year<sup>2</sup>

## Retail



Luxury e-comm growth softened as shoppers return in-store. To preserve exclusivity and HNW clientele, brands are prioritizing physical stores, limiting online products to lower-priced items.

Department stores lead luxury shopping, followed by their digital platforms, while brand sites and Amazon gain traction.

**42%**

of U.S. adult luxury buyers have purchased personal luxury goods at a department store in the past year<sup>3</sup>

## Apparel & Accessories



Rising prices are steering aspirational shoppers toward resale, creating opportunities for loyalty and accessible entry points.

Footwear and apparel led personal luxury in 2025, as demand for handbags and beauty softened.<sup>2</sup>

**3x**

faster — the expected pace of luxury resale market growth vs. first-hand through 2027<sup>4</sup>

## Fine Jewelry & Watches



Jewelry remains one of the most resilient categories, driven by demand for enduring investments, self-gifting, and self-expression.<sup>4</sup>

2025 tariffs that drove up luxury watch prices and strained the Swiss economy have eased through trade agreements tied to U.S. manufacturing commitments.<sup>5</sup>

**4x**

the rate of jewelry is projected to grow vs. apparel in 2026<sup>4</sup>

## MARKETPLACE

# Luxury Media Trends to Watch

Luxury brands continue to favor traditional media and cultural integration, but are selectively increasing social and short-form investment in key segments

### Media Strategies Vary by Sub-Category<sup>1</sup>



**Apparel** and **Auto** continue to dominate category spend (72% SoS). Apparel leans heavily into print, while Auto focuses on linear.

**Travel & Leisure** has been the most resilient, growing +4% since 1H'23, tripling linear spend.

### Social & Short-form Become Selective Across Luxury Levels<sup>1</sup>



**Notable growth in Social for Affordable Luxury and Super Premium, while total investment declined**

- +22% Affordable Luxury (+21% w/o auto)
- +2x Super Premium (+5x w/o auto)

**Short-form is down 26%, with declines across all levels**

### Streaming Remains an Opportunity



Luxury audiences are streaming, yet media spend lags behind

**85%** → **~1%**  
of the audience streams weekly<sup>2</sup> of luxury spend is allocated to streaming<sup>1</sup>

**Auto** leads in streaming spend, while **Travel** sees the strongest growth

### Sports Are on the Rise<sup>1</sup>



**+33%** (+55% w/o auto)

in sports linear in 1H'25\*, with growth driven primarily by Affordable & Core Luxury brands

<sup>1</sup>1H'25 vs. 1H'24

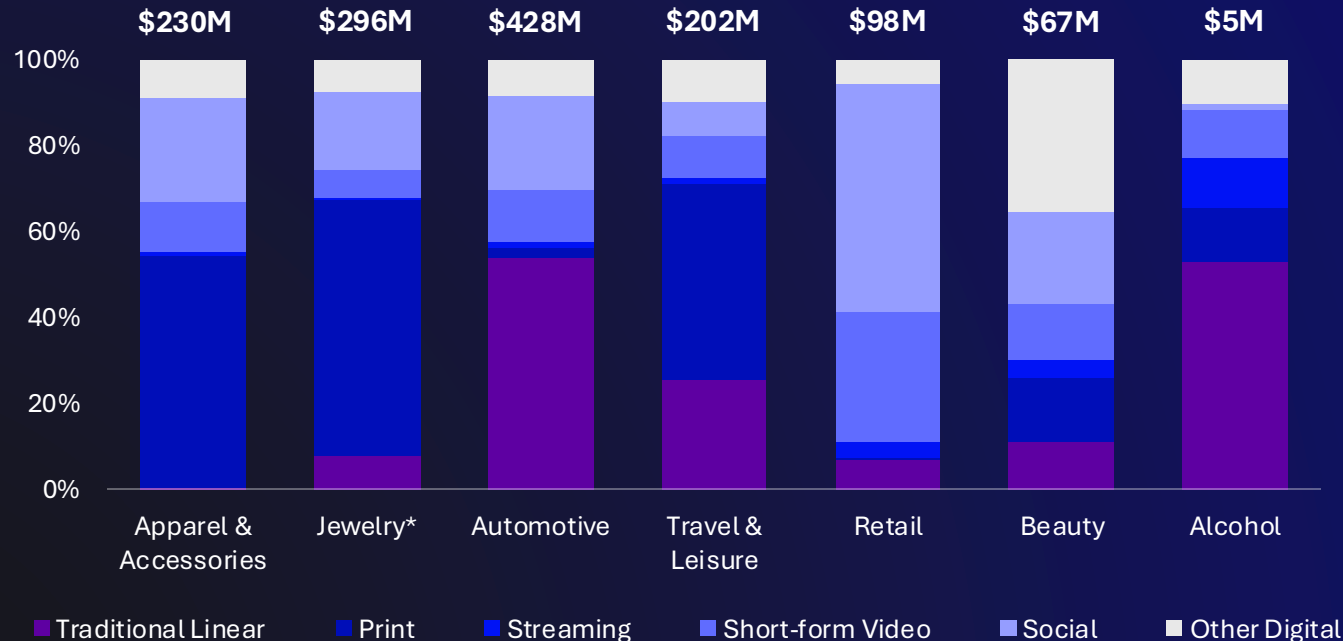
Source: 1. MediaRadar, luxury brands only; 2. MRI-Simmons Cord Evolution Study, March 2025. Watch 1+ hours of live or time-shifted streaming per week. Audience definition in notes.

## MARKETPLACE

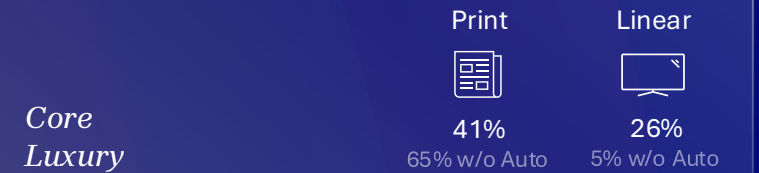
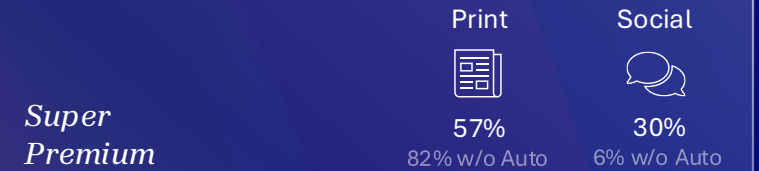
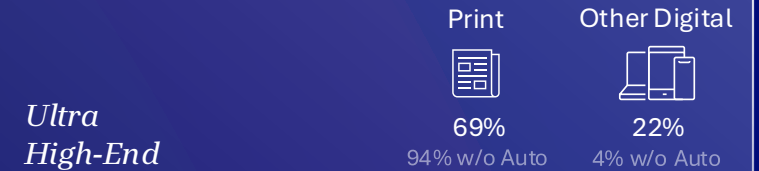
# Affordable & Core Luxury lead premium video spending

with Auto, Retail, and Beauty leading investments in streaming

### Top Luxury Sub-Category Media Mix 1H'25



### Luxury Level Top Channels



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

CREATE  
*Desire*



CULTIVATE  
*Connections*



GENERATE  
*Qualified Leads*



A photograph of a couple on a red carpet. The woman is in the foreground, seen from the back, wearing a dark, sequined dress and has long, wavy brown hair. The man is standing next to her, wearing a dark suit and glasses, looking towards her. In the background, a photographer is visible, holding a camera and taking a picture. The scene is lit with dramatic, low-key lighting, typical of a high-profile event.

**'25/'26**  
**LUXURY**  
*Playbook*

Each month,  
NBCUniversal  
content reaches

**286M**

*P2+ Proj. 2026*

Across  
 **80M**  
Households

*the audiences  
that matter to you*



**52M**

High Net Worth  
Individuals



**48M**

Affluent/Luxury  
Travelers



**65M**

Beauty Mavens



**10M**

Fine Jewelry  
Shoppers



*Based on household reach*



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

Create Desire

Cultivate Connections

Generate Qualified Leads

# NBCUniversal's **Luxury** Playbook

01. **Harness the power of culture** via live events and moments

02. **Captivate attention** through the experience of streaming

03. **Enrich emotional connections** in relevant environments



- Premium Content
- Live
- Social
- Talent & IP

- Peacock
- Content Packages
- Innovations

- Contextual Targeting
- Creative Ad Engine

Data-Led & Data-Informed

# Harness the power of culture with live events and moments

The timeliness of live events and impactful moments present luxury brands the opportunity to be a part of the current culture—cultivating connections with new and core audiences.



**Live Programming**  
drives results for  
luxury brands<sup>1</sup>

**3x**  
Unaided  
Brand Recall

**+84%**  
Sponsorship  
Association

**+20%**  
Consideration  
Intent

**Custom Marketing**  
results in emotional  
engagement  
incremental lifts  
*v. competitive TV norms<sup>2</sup>*

**+19%**  
Sponsor  
Segment

**+9%**  
Product  
Placement

**Measure**  
What Matters

- Holistic Brand Impact
- Consideration & Purchase Intent
- Message Association
- Search Engagement
- Outcomes (e.g., site visitation, revenue impact)

Sources: 1. NBCU Ad Impact Database 2017-2025; 2. MediaProbe Biometrics Data. P18+. All measured NBCUniversal programming

# Luxury brands are tapping into cultural moments to **captivate attention**

## +33%



+55% w/o auto

Spend increase in sports  
1H'25 vs. 1H'24 as the  
category leans into culture<sup>1</sup>

## \$3.7B



In earned engagement for  
luxury brands during the  
2025 awards season<sup>2</sup>

“What makes me more engaged with the brand itself... [are] their values and what they sponsor and what types of events they throw.”<sup>3</sup>

- Quintessential Luxury Consumer

## Luxury Brands in Cultural Moments



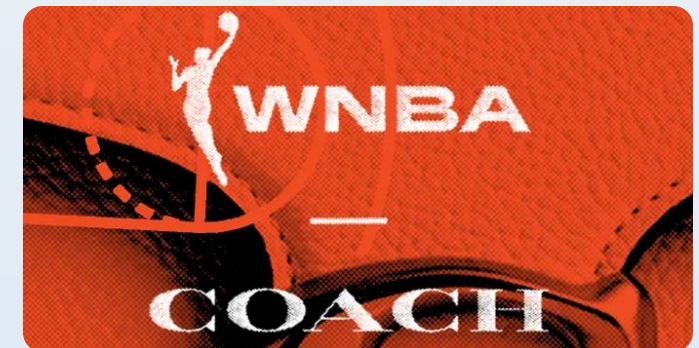
### Brand Ambassadors

Swarovski featured in Wicked-themed RuPaul's Drag Race episode with Ariana Grande



### Awards

Rolex was the exclusive partner of the Governors Awards in 2025



### Live Sports

Coach & WNBA's multiyear partnership kicked off in 2025

# The most iconic events and everyday moments for luxury brands to connect with key audiences

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

## Sports



## Big Moments



## Red Carpet



## Originals



## Movies



*Among HHs reached by NBCU...*

26% have Luxury Auto Intenders who are comedy lovers

29% have Luxury Travelers who are red carpet viewers

*HHs reached by NBCU are...*

+21% more likely to have Luxury consumers who are sports fans

+28% more likely to have HNWI's who are holiday enthusiasts

Source: Based on NBCU's in-house audience insights using 1P and 3P data; date range: September 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.

# Captivate attention through the experience of streaming

Peacock is the premier destination for luxury brand impact

## Peacock Impact for Luxury Brands

|                      |                          |                 |
|----------------------|--------------------------|-----------------|
| +41%                 | +43%                     | +33%            |
| Unaided Brand Recall | Sponsorship Favorability | Purchase Intent |

Source: NBCU Ad Impact Database 2017-3Q25, Based on 66 NBCU measured Luxury campaigns across 31 Brands. Custom research, vendors vary. Average of exposed vs. control cells for NBCU, Top 2 box. Volume in five minutes following ads airing on NBCU vs. same brand competitive averages expressed as an index

## Audiences across the luxury spectrum are streaming

90% of luxury consumers used an ad-supported streaming service in the past 30 days (+3pp vs. '24)<sup>1</sup>

For more detail on audiences, access the full Connecting with Luxury Audiences deck [here](#).

ASPIRATIONAL



TRUE LUXE

The most receptive to ads seen while streaming, finding them memorable and relevant to them

Defines TV as anything they can watch on a TV set, regardless of the source

% Streaming Weekly<sup>2</sup>

83%

85%

80%

79%

And Peacock provides the premium experience they expect and desire from a streaming service



### Originals & New Releases<sup>1</sup>

52% of luxury audiences are driven to use a new streaming service for an exclusive original series



### Binge-Worthy with Limited Interruption<sup>1</sup>

Luxury audiences are 9% more likely to say they like streaming because it's easier to binge watch shows



### Remote Control & Endless Choice<sup>1</sup>

46% of luxury audiences like streaming because it's easier to catch up on shows and watch on their own schedule

# How Peacock Delivers For The Luxury Audience

## What They Want<sup>1</sup>

## What Peacock Has

|  |   |
|--|---|
| <p><b>Movies that are in theaters</b><br/>make a streaming service more valuable</p> <p>—————&gt;</p>    | <p><b>84% of viewers</b><br/>agree the cinematic experience is superior to interruptive movie experience<sup>2</sup></p>  |
| <p>TV shows, movies, or videos that are<br/><b>only available through streaming</b></p> <p>—————&gt;</p> | <p>Peacock's exclusive and original titles include<br/><b>The Five-Star Weekend, Poker Face, &amp; The Traitors</b></p>   |
| <p><b>Large selection</b><br/>of TV shows, movies, and videos that streaming offers</p> <p>—————&gt;</p> | <p><b>15M+ avg ad-supported hours viewed daily</b><br/>across Originals, Current TV, Major Sports, Live Events, News, Spanish Language, and more<sup>3</sup></p>  |
| <p><b>Premium experience</b><br/>across the platform</p> <p>—————&gt;</p>                                | <p><b>67%</b> feel the Peacock experience is better than other streamers for Current TV<sup>4</sup>, and<br/><b>74%</b> agree cinematic sponsors are more likely to get their attention<sup>5</sup></p> |

# Foster brand and consumer connection via premium programmatic **curated content packages**

## Popular on Peacock

Activate across exclusive originals to fan-favorite classics

Examples

BLACK BAG   
YELLOWSTONE

## Peacock Films

Align with exclusive Peacock Originals to Pay One Movie titles

Examples

   
DOWNTON ABBEY  
— THE GRAND FINALE —

## Peacock Shows

Engage audiences as they stream Peacock Originals, acquired shows, and content across NBC & Bravo Next-Day

Examples

peacock ORIGINAL  
ALL HER FAULT  
peacock ORIGINAL  
BEL  AIR

## NBCU Shows/ Networks

Activate across must-watch, culture-shifting shows on NBC, Bravo, & E!

Examples

THE  RAINMAKER  
  FAST MONEY

## Peacock Top 10 Rail

Leverage Peacock's highly visible Top 10 rails where viewers go to discover what's trending

Examples

**Top 10**  
shows or movies today

## Premium Live Events

Connect with engaged audiences through the biggest live cultural events

Examples

LIVE FROM   
EMMYS

peacock  
Programmatic  
is on the rise

+8%  
increase in luxury  
programmatic  
spend on Peacock  
in 1H'25 vs. STLY

## SUITE 1: UPPER FUNNEL WITH AD INNOVATIONS

Create desire and intrigue along the journey through **Peacock ad innovations** for luxury

### Awareness & Aspiration

#### Spark desire

by establishing a connection to the craft of brand, product, or service

##### SOLO AD



**+30%**  
Message Memorability  
vs. Midroll for Category

Spirits

Give luxury audiences the experience they expect by offering a limited commercial viewing session, **brought to them by your brand, exclusively**

##### CURATOR AD



**+31%**  
Brand Memorability  
vs. Midroll for Category

Auto

Align with **hand-picked collections** of shows and movies—curated by mood, genre, or theme that luxury audiences love

##### SPOTLIGHT AD



**+57%**  
Message Memorability  
vs. Midroll for Category

Beauty

**Own the first impression** on key category holidays or seasons (e.g., Valentine's Day, Mother's Day)



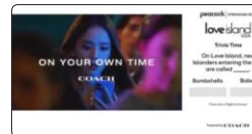
Additional Innovations: [Binge Ad](#), [Cinematic](#), [Sports Suite](#)

### Browsing

#### Enrich discovery

by uncovering the craft & quality offered

##### ENGAGEMENT AD



**+80%**  
Total Interaction  
Rate Overall

Apparel

Prompt audiences to interact with luxury products or features via various actionable Engagement Ad formats (e.g., Trivia)

##### POD BOUNCE



**+38%**  
Unaided Ad Recall Overall vs.  
Standard Prime Pod Experience

Jewelry

Give luxury audiences a **moment without interruption** with a limited ad experience

##### PAUSE AD



**+45%**  
Ad Memorability  
vs. Midroll for Category

Beauty

**Own the screen** during content breaks (e.g., holiday inspiration)



Key:



Ad Innovations @ NBCU [Click here](#)

Product Names link to One Pagers

## SUITE 2: FULL FUNNEL WITH COMMERCE INNOVATIONS

# Connect to consumers along the buying journey through **commerce ad innovations** for luxury

*Awareness, Consideration, Purchase*

### Spark desire, enrich discovery, & drive action

by uncovering the craft & quality offered to inform purchase decisions while building connections

**37%** of the emerging luxury audience say they like that ads on streaming services are interactive, compared to 34% of all consumers<sup>1</sup>

|  |  |   |   |  |   |
|--|--|---|---|--|---|
|   |   | <p>Interact with a dynamic experience via the <b>Shoppable Immersive Unit</b><br/>(:30 animated creative utilizing static assets, perfect for brands without video)</p> |    |   | <p>Learn more about luxury products during viewing breaks <b>Shoppable Pause Ad</b><br/>(Full-bleed static ad during content pause)</p> |
|  |  | <p>Engage with luxury brands and products via the sleek <b>Shoppable Burned-In Unit</b><br/>(Blended QR code and CTA offer a subtle, luxurious feel)</p>                |  <p><i>mock for illustrative purposes</i></p> |  | <p>Make seamless luxury purchases through <b>Canvas Carousel</b><br/>(Leverage the power of NBCU handles to connect with millions)</p>  |

**+24%** Lift in **brand familiarity** for luxury brands<sup>2</sup>

**+28%** Lift in **consideration intent** for luxury brands<sup>2</sup>

**Key:**

|  |  |  |  |  |  |  |                              |
|--|--|--|--|--|--|--|------------------------------|
|  |  |  |  |  |  |  | *[e.g., brand /product site] |
|--|--|--|--|--|--|--|------------------------------|

Commerce Innovations @ NBCU [Click here](#)

# Enrich emotional connections in relevant environments

Drive greater impact via creative messaging in placements that foster more meaningful, lasting bonds with luxury audiences

## In the marketplace, we know that:

Emotional storytelling drives stronger sales

# 31%

Higher purchase intent vs. rational messaging in luxury ads<sup>1</sup>

Authenticity helps brands stand out



Luxury Consumers are drawn to brands that reflect their own values and identities<sup>2</sup>

**At NBCU, Luxury Ads elicit a strong emotional response** from both brand ads and integrations

# 1:1

ad creatives are **just as** emotionally engaging as NBCU content itself<sup>3</sup>

# +28%

Luxury official sponsors are more likable vs. regular advertisers<sup>3</sup>

## NBCU streaming solutions for luxury

that drive creative impact while generating a stronger emotional response (e.g., trust, loyalty, brand affinity)



**Creative Ad Engine**



**Contextual Targeting**

# Maximize The Performance Of Luxury Ads

with NBCU's Creative Ad Engine

**Leverage AI and machine learning**  
to understand historical ad performance data

**Deliver customized insights**  
for optimizing creative against specific KPIs

## Why this works for luxury?

- Creative evaluation with or without video
- Offers suggested edits for best results
- Evaluation of impact on luxury brand KPIs

## Cross-Portfolio Optimization



Model expands to additional Peacock Ad Innovations (e.g., Pause Ad, Engagement Ad)



Leverage most robust dataset to date, powered by Gen-AI

Develop a deeper connection with luxury consumers, giving viewers a source of aspiration through quality content via

## Contextual Targeting by Genre & Industry

# 77%

of viewers become more open to ads & aware of brands when it matches the content being viewed

### GENRE

Direct IO PG PMP

Deliver your luxury-focused ads within curated genres across NBCU's premium streaming portfolio

#### Relevant genres:

##### Sports



- Men's U.S. Open Golf
- Premier League

##### Drama



- Downton Abbey: The Grand Finale
- The Rainmaker

##### Entertainment



- Late Night with Seth Meyers
- SNL

### INDUSTRY

Direct IO PG

Align your brand with luxury-relevant moments inside NBCU's curated, premium streaming content to deepen view connections

#### Relevant categories:

##### Entertainment



- Concert goers
- Cultural arts

##### Shopping



- Jewelry store purchasers
- Luxury watches

##### Travel



- Luxury hotels
- High frequency / duration travelers

*Contextual Targeting Continued ...*

Connect with key themes, positioning, and messaging through AI-Powered

**Custom Inputs & Emotional Alignment****68%**

of consumers are more likely to recommend a brand they feel connected to

**CUSTOM**

✓ Direct IO ✓ PG

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

*Illustrative Application for Luxury***01.**AI scans Peacock content to find **Iconic Design & Elite Fashion****02.**Serve tailored creative at episode-level around **Iconic Design & Elite Fashion**

e.g., Kingsmen: Secret Service

*Additional Thought-starters*

Celebrity brand ambassadors across blockbusters and red carpet

High-end runway looks, fashion-centric moments

Key seasonal events (e.g., Valentine's Day, Mother's Day, holiday gifting)

**EMOTIONAL ALIGNMENT**

✓ Direct IO

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

*Overview:***01.**AI-powered tech **identifies the most emotionally relevant** content across our portfolio**02.**Deliver specific creative + **program-level targeting** aligned to your ad creative

Content: Downton Abbey; Genres include: Drama, Docs, Financial News

*Thought-starters***Objective**

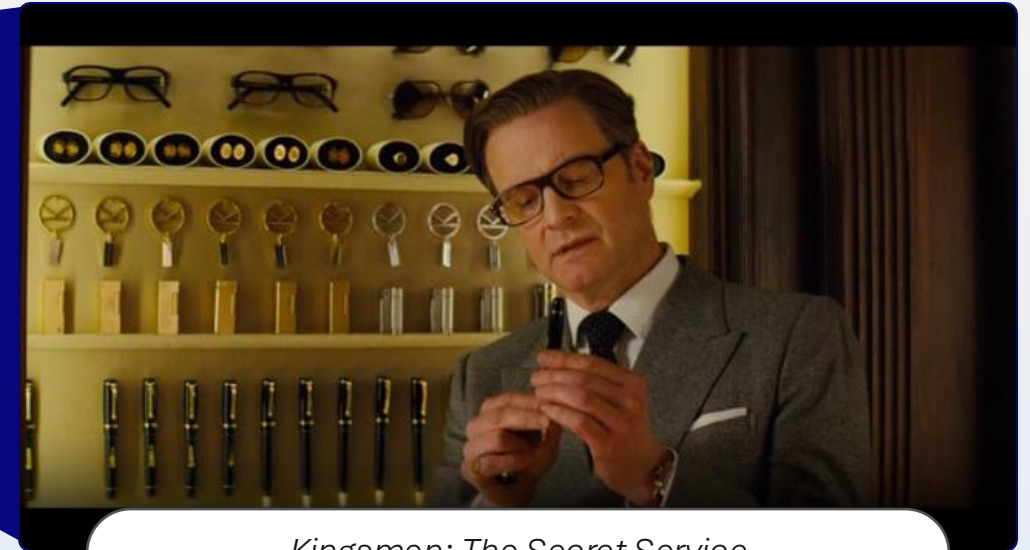
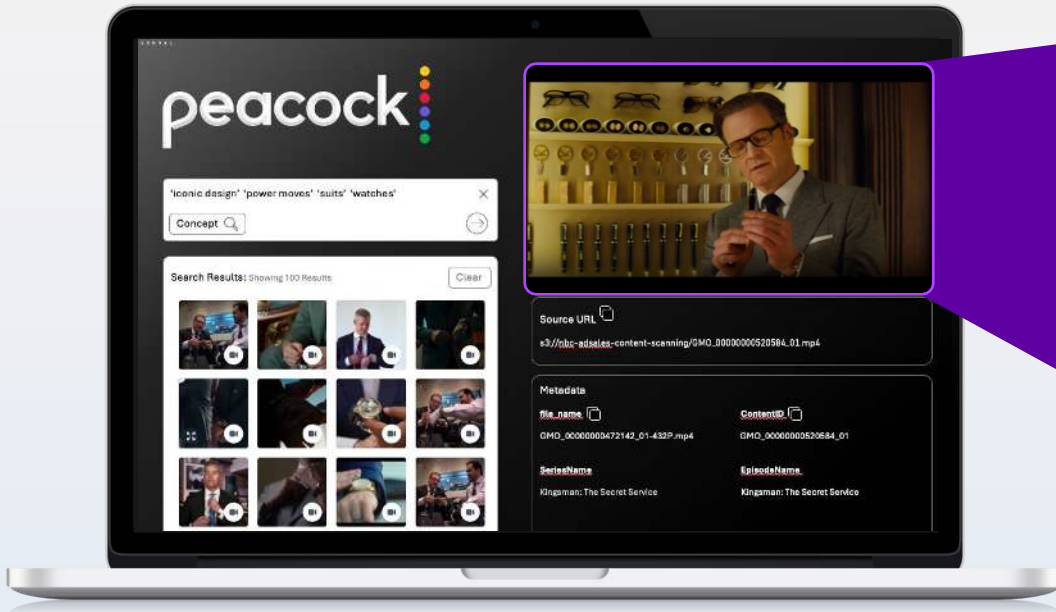
Embed creative and/or brand in emotionally relevant or desired content

**Example Emotional Theme**

- Confidence
- Status
- Accomplishments
- Timelessness

# Custom Moments for Luxury

“Align with Iconic Design & Elite Fashion”



*Kingsmen: The Secret Service*

Other examples  
of episodes  
detected:



*The Rainmaker* S1, Ep 1



*House of Gucci*



*Grace of Monaco*

**LUXURY  
IMPACT**  
*At NBCU*



# Luxury

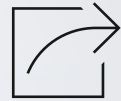
## Proven impact across client KPIs

NBCU Luxury Campaigns – *Exposure to multi v. single campaigns, % Lift*



**2.2x**

Unaided  
Ad Recall



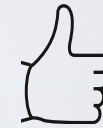
**+55%**

Aided  
Brand Recall



**2.4x**

Sponsorship  
Association



**+33%**

Sponsorship  
Favorability

# Luxury

## Proven **Peacock** impact across client KPIs

NBCU Luxury Campaigns – *Exposed vs. Control*



**+41%**

Unaided  
Brand Recall



**+13%**

Aided  
Ad Recall



**+36%**

Sponsorship  
Association



**+22%**

Consideration  
Intent



**+33%**

Purchase  
Intent



**+17%**

Brand  
Recommendation

# NBCU offers measurement opportunities providing full-funnel insights for luxury

|               | Buy Side<br>Activation | Clean<br>Rooms | NBCU Measurement Opportunities<br>(Sell-Side Measurement)   |
|---------------|------------------------|----------------|---|
| Awareness     | ✓                      |                | <b>Brand Lift Study</b> <ul style="list-style-type: none"> <li>• <i>Ad Awareness</i></li> <li>• <i>Brand Consideration</i></li> <li>• <i>Model Familiarity</i></li> </ul> |
| Consideration | ✓                      | ✓              | <b>Search Engagement</b><br><b>Real-Time Outcomes Measurement (Attribution)</b><br><b>Site / App Visitation (Incrementality)</b>  |
| Conversion    | ✓                      | ✓              | <b>Real-Time Outcomes Measurement (Attribution)</b><br><b>Site / App Visitation (Incrementality)</b><br><b>Foot Traffic Study</b><br><b>Sales Lift (1P, 3P)*</b>          |

**Dedicated NBCU Insights Team Provide:**

- Luxury category consultation & recommendations
- Sponsorship & audience impact analysis

\*Requires client to permission data



**LUXURY**  
*Case Studies*

NBCUniversal × 🍷 instacart

National premium  
whiskey brand saw  
significant ROAS  
and growth for new  
customers thanks  
to targeted ads on  
Peacock

# 2.3x

return on every dollar spent  
on the targeted campaign

## 60%

of buyers were  
new brand buyers

## 46%

of all attributed sales came  
from new brand buyers

NBCUniversal ×  instacart

Global prestige  
cosmetics  
brand saw  
significant ROAS  
and lift in brand  
awareness thanks to  
their NBCU x  
Instacart campaign

2x

return on every dollar spent  
on the targeted campaign

64%

of buyers were  
new brand buyers

56%

of all attributed sales came  
from new brand buyers

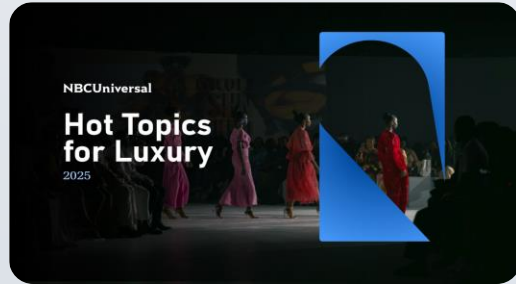
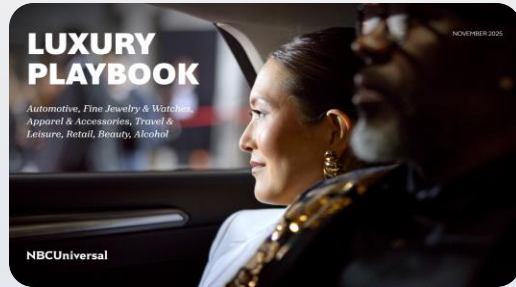
# LUXURY CATEGORY *Resources*



# Luxury Category Resources

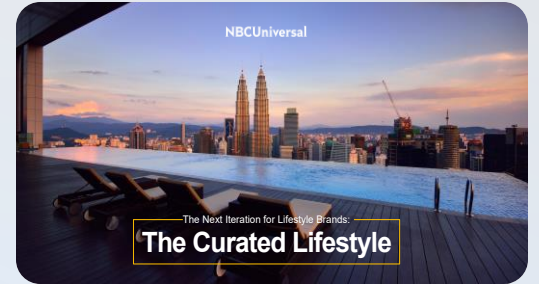
## Category Trends & Strategic Recommendations

Hot Topics, Quarterly Updates, Industry Overview & Playbook, Understanding Affluent Multicultural Consumers



## Thought Leadership & Opportunity Areas

Entertainment Ads, Luxury & Streaming, Connecting with Luxury Audiences, Curated Lifestyle



# LUXURY PLAYBOOK

NOVEMBER 2025

*NBCU Luxury Category  
Strategy Team:*

Megan Ryan

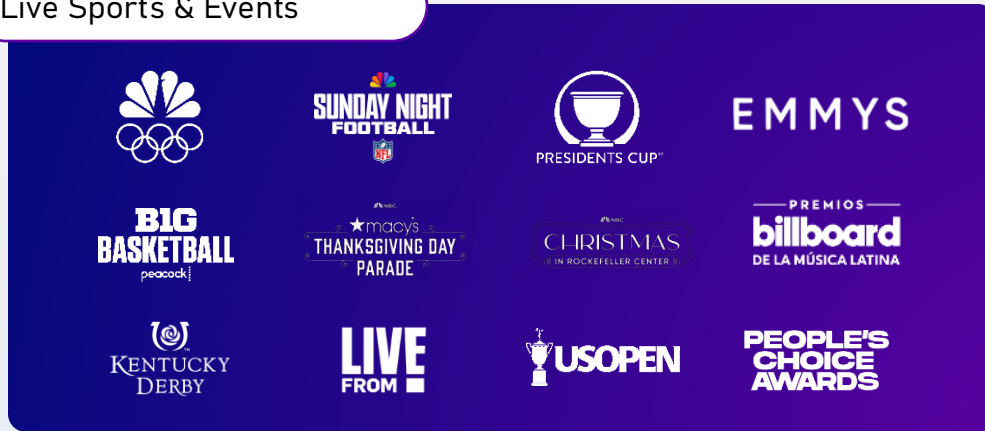
Nikita Tolani

Melissa Perron

**NBCUniversal**

# Opportunities to enhance programmatic buys across NBCU's premium programmatic portfolio

## Live Sports & Events



## Curated Content Packages

### Popular on Peacock

ex. BLACK BAG SATURDAY NIGHT LIVE YELLOWSTONE

### Peacock Shows

ex. ALL HER FAULT BEL-AIR

### Peacock Films

ex. DOWNTON ABBEY WICKED

### NBCU Shows/Networks

ex. RAINMAKER FAST MONEY

### Peacock Top 10 Rail

ex. Top 10 Shows or Movies Today

### Premium Live Events

ex. billboard DE LA MÚSICA LATINA LIVE FROM

## Programmatic-Enabled Commerce Innovations

PMP with upfront investments

Burned-In Ad

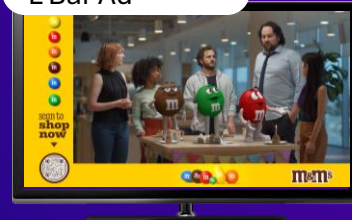
Immersive Ad

Canvas Ad

Canvas Carousel Ad

PG deals

L Bar Ad



## Contextual Targeting

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

### Custom contextual

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

### Emotional alignment

via direct IO and PG  
Build connections by aligning your brand's emotional tone with key moments in premium content