



Telco Playbook

Mobility + Prepaid + B2B +
Internet + Cable/MVPD

Telco Playbook Overview

Explore NBCUniversal's
latest perspectives & insights
into the Telco industry

Our Approach

At NBCUniversal, we have a legacy of working with a diverse range of Telco partners to build their brands & businesses. In 2024, NBCU worked with all major Telco advertisers across the below sub-categories



Mobility



Prepaid



B2B



Internet &
Cable/MVPD

This playbook has been created based on NBCU's:

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

Telco Playbook Contents

An Overview

of NBCUniversal's latest Telco perspectives, insights, and strategic considerations

Marketplace Dynamics



Media Trends & Observations



Brand & Business Imperatives



NBCUniversal Playbook





ON THE PHONE
SHAWN, LISA'S PRIVATE SECURITY

'25 Telco Industry Dynamics



Current Telco Category Dynamics

Consolidation around scale, reach, & integration unlocks new opportunities for enhanced bundle offerings & customer lifetime value





Headwinds

- Fierce competition & slow ARPU growth constrain pricing power & pressure margins/market share¹
- High fiber/5G CAPEX & debt levels straining cash flow amidst current interest rates¹
- Supply chain risks amidst tariff volatility challenge operational agility & cost structures²
- Slow monetization of 5G & new technologies despite ongoing investments with ROI lagging for AR/VR, IoT, & edge solutions³

Tailwinds

- Global telco M&A value rose 44% YoY in 1H'25 driven by U.S. megadeals & friendly regulatory climate⁴
- AI deployment in network optimization, maintenance, & customer service improving short-term margins^{1,3}
- Fixed Wireless Access (FWA) & broadband momentum fueling growth & new addressable households for bundled services¹
- Overall steady 1H'25 performance & FY25 outlook thanks to tax benefits & growth/resilience in broadband, discounted bundles, or premium plans⁵

As postpaid mobility growth levels-out, other Telco sub-categories usher in strong momentum & growth opportunities

Mobility 	Prepaid 	B2B 	Internet & Cable 
<p>Postpaid momentum decelerated with any gains from switching (vs. organic market growth), intensifying competition and need for bundled value & churn reduction</p> <p>Only 8.4M est. 2025 postpaid net additions (-8% YoY)¹</p>	<p>Overall U.S. prepaid market returned to growth in Q1'25 for the first time since Q3'22, signaling greater demand for value portfolios</p> <p>\$150B est. 2025 market, 7% CAGR through 2033²</p>	<p>Over half of enterprises planned to grow telco/tech spend in 2025 for improved AI, virtualization, cybersecurity, & industry-specific solutions</p> <p>\$94.3B est. 2025 B2B Telco market, 17.2% CAGR through 2029³</p>	<p>Fiber & fixed wireless growth indicate strong consumer demand for newer innovations while cable's cord-cutting will need to rely on enhanced bundling & retention tactics</p> <p>88.1M U.S. households reached by fiber in 2025 (+13% YoY)⁴</p> <p>20M est. U.S. FWA subscribers by 2028 vs. 12M in 2024⁴</p>

Telco Media Trends to Watch

Telco brands take a full-funnel approach with conversion-driving channels paired with mass media moments (e.g. sports) to optimize engagement and drive full-funnel impact

An Emphasis on
Performance Video



40%

Of Telco 1H'25 category spend went towards **shortform and social** as brands prioritize strategic targeting and measurable ROI¹

Continued
Streaming Growth



+7%

Increase in **streaming** spend in 1H'25 as platform growth results in more available inventory and advertisers shift towards more premium content¹

A Continued Shift towards
Programmatic



+94%

Spend via **Programmatic** and +29% increase in **Programmatic Streaming** vs. STLY¹, reflecting a broader industry shift: programmatic to account for 70% of streaming revenue by 2030²

Standing Out with
Sports



In a highly competitive, top-heavy market, Telcos are using sports tentpoles to demonstrate unique value propositions and ultimately **inspire brand love (consideration) and loyalty (retention)**

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

DRIVE

Top-of-Mind Awareness



BUILD

Brand Affinity + Differentiation



INSPIRE

Action *(consideration, switching, etc.)*

INCREASE

Market Share & Loyalty





'25/26
Telco
Playbook

Each month,
NBCUniversal
content
reaches

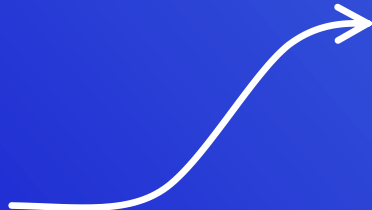
286M

P2+ Proj. 2026



Across
80M
Households

*the audiences
that matter to you*



33M

Telco Switchers



59M

Owns Satellite
Dish



33M

Entrepreneurs &
Small Business Owners



23M


Prepaid Wireless
Customer




Based on household reach


Source: Based on NBCU's in-house audience insights using 1P and 3P data; date range: May 2025; base: HH; Audience segments derived from MRI audience comps from May 2025 Cord Evolution (SP25 USA) study applied to P18+ NBCU Crossplatform Reach.

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

Drive top-of-mind awareness 

Build brand affinity + differentiation 

Inspire action
(switching, upgrades, etc.) 

Increase market share + loyalty 

NBCUniversal's Telco Playbook

01.
Amplify impact
of sports +
tentpole
investments

02.
**Integrate
into trusted
platforms:** IP,
content + talent

03.
**Maximize cross-
platform reach**
with audience
data solutions

04.
**Engage the
valuable Hispanic
audience** across
multiple Telco
offerings

05.
**Plus-up
programmatic
tactics** for greater
optimization &
impact

← POWER OF →

Sports + Live Events

Talent + IP

Linear + Streaming

Multicultural

Premium Programmatic

Cross-Platform
Linear, Streaming, Social

Marketing & Sponsorship

Audience Solutions

Spanish Language
Telemundo, Peacock AX

Ad Innovations

01. Amplify impact of sports + tentpole investments

Maximize the value of live programming's ever-growing reach & influence with 360° campaigns

Sources: 1. NBCU Ad Impact Database 4Q23-2025; 2. NBCU Ad Impact Database 2017-2025; 3. Listenfirst. 2024 (1/1/24-12/31/24); 4. Statista, "Social Media and Sports Viewership" (2023)

Tap into ownership opportunities

NBCU's live programming drives **+70%** consideration intent for Telco brands¹



Invest cross-platform

+32% Search Engagement
NBCU Telco multi-platform vs. single platform campaigns²



Extend impact across social

Live events drive **96B Social Video Views**
+43% YoY³



Complement to league, team, or talent partnerships

47% of sports fans more likely to watch an event if promoted by an athlete on social⁴

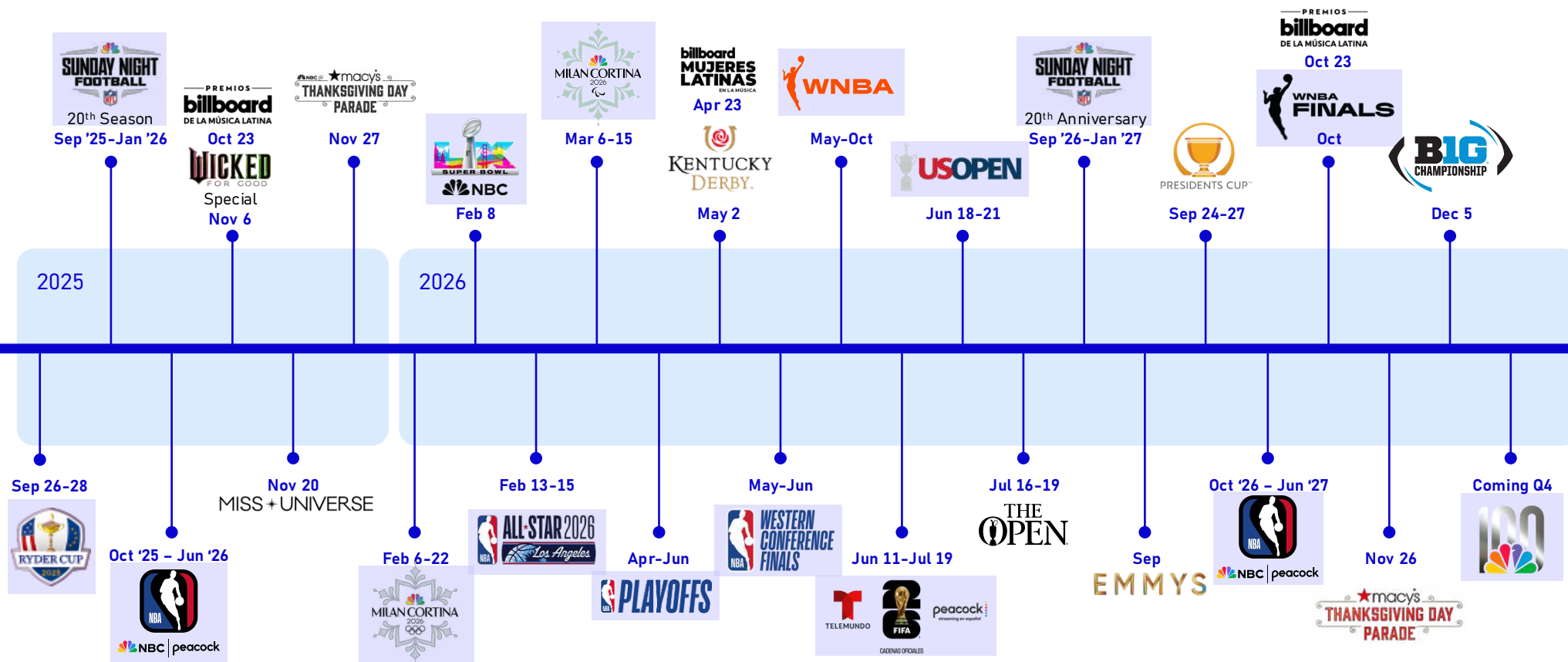


Measure what matters

- Ongoing campaign reach & frequency
- Brand impact or attribution

Tap into whitespace ownership opportunities

Leverage available exclusivity sponsorships and/or ad units within tentpoles aligning new deals/promos, phone releases, & target audience's top programming



KEY
 Open – no category restrictions
 Needs a discussion – category restrictions may exist (i.e. can buy units but no marketing)

Subject to availability based on committed category sponsors, category restrictions, & league/property official sponsorship requirements. Contact your NBCU point-of-contact for latest availabilities/openings

Then maximize your tentpole presence across additional tactics



Invest in Cross-Platform: Live Ad Innovations



Multiview with Sponsor



Live in Browse with Sponsor



Pause Ad on Live



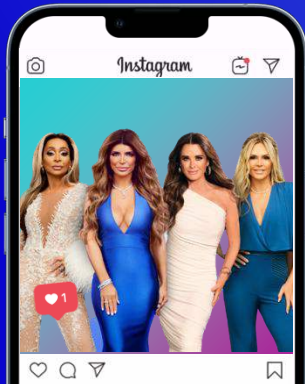
Extend Impact with Social: NBCU Toolkit

Turn-key ads
🎵 ✕ 🐼

Show & event integrations
🎵 📷 📘 ✕ 🐼 📺

Custom content
🎵 📷 📘 ✕ 🐼 📺

Franchise sponsorships
🎵 📷 📘 ✕ 🐼 📺



1.3B

total followers across NBCU big 5 social platforms



Complement to League, Team, & Talent Partnerships



Verizon x Super Bowl LIX FanFest
TODAY Show segments as Official NFL & Eli Manning partner



T-Mobile x SNL
Custom content featuring Marcello Hernandez & Kenan Thompson as premier SNL50 partner

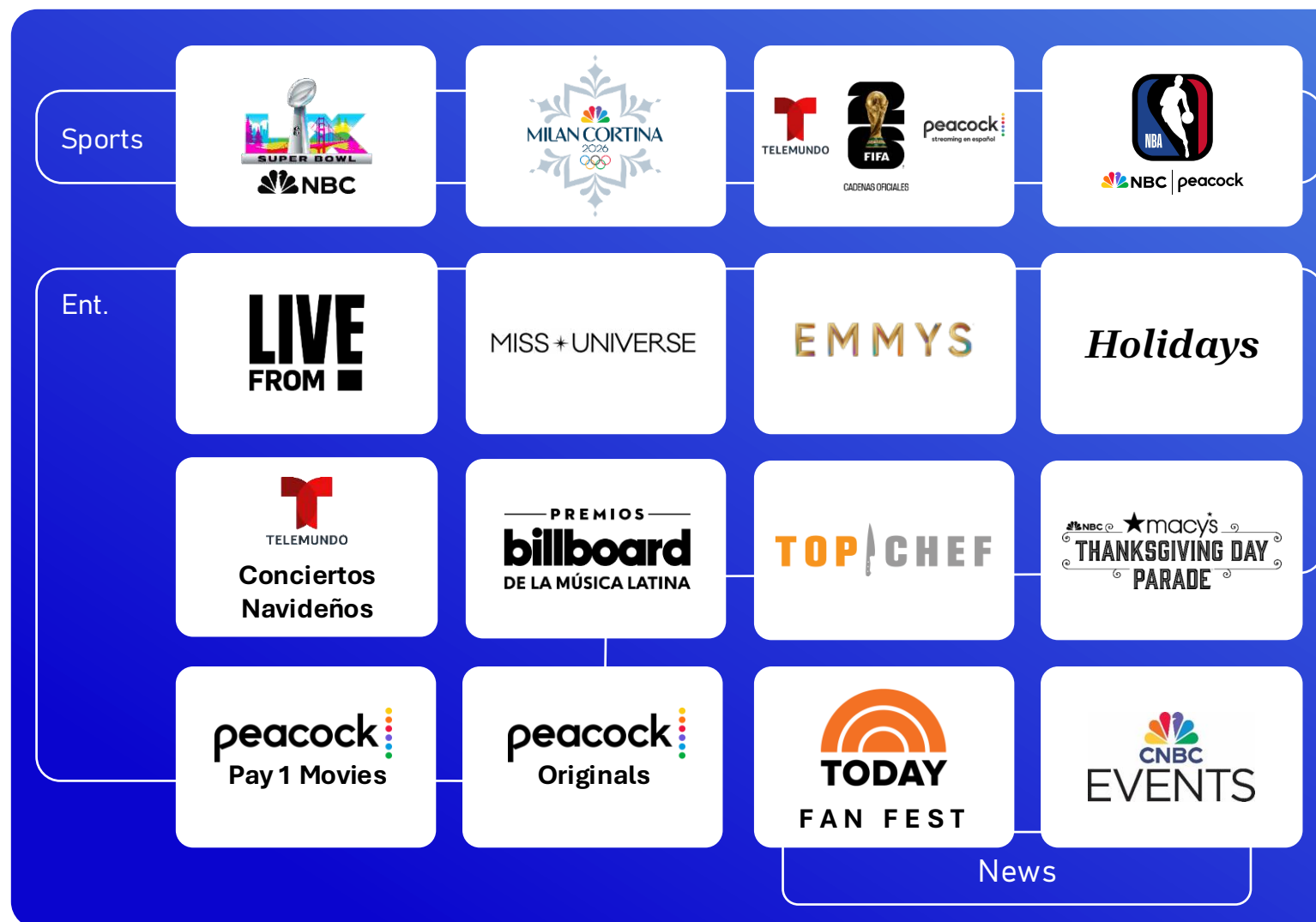
02. Integrate into trusted platforms

Differentiate from competitors by demonstrating the unique value prop of your portfolio & services within fan-favorite programming

Measure What Matters

- Brand impact & biometric engagement
- Accelerated audience reporting
- Search engagement

Unique Sponsorship Opportunities



Best-in-Class Telco x NBCU Showcase

Proven Impact
for Telco

Official Sponsors

+53%

More likeable vs.
regular advertisers

In-Show Integrations

+29%

More likeable vs.
ads in commercial time



Activating 360° Season-Long Partnership
SNL50 Premier Partnership



Leveraging Contextual Talent, Programming, & Placement
CNBC Squawk Box "Executive Edge" Campaign



Integrating as a Non-Endemic Brand & Non-League Sponsor
B1G Halftime Report Title Sponsorship



Promoting Deal Messaging via Fan-Favorite Experiential
Bravo Fan Fest Relax & Recharge Lounge Sponsorship

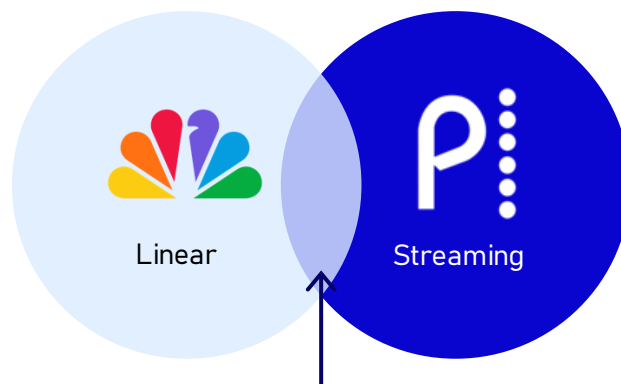
03. Maximize cross-platform reach with audience data solutions

Reach target audiences with the right message at the right time, ensuring strategic, wide, & unduplicated reach

Source: Based on NBCU's in-house audience insights using 1P and 3P data; date range: June 2025; base: HH; Audience segments derived from MRI audience comps from August 2025 Cord Evolution (SP25 USA) study applied to P18+ NBCU Crossplatform Reach.

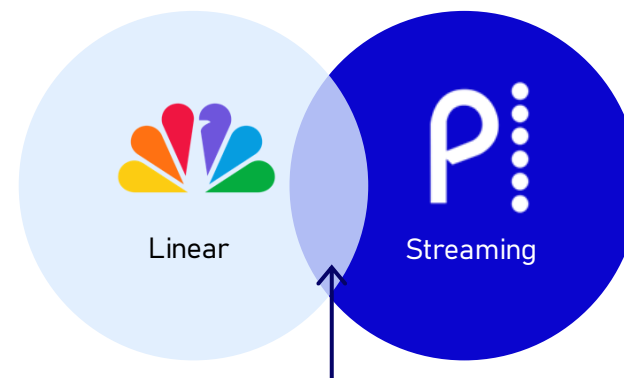
Leveraging our cross-platform scale is essential to
maximize your full-funnel results

Likely to Switch Carrier
32M Monthly Households



Only **21%** Duplication

Prepaid Phone Users
23M Monthly Households



Only **20%** Duplication

Measure what matters

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

Proven Telco Cross-Platform Impact

+41%	+32%	+11%
Ad Recall	Search Engagement	Purchase Intent

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

Future-proof performance & drive incremental reach with **strategic targeting**

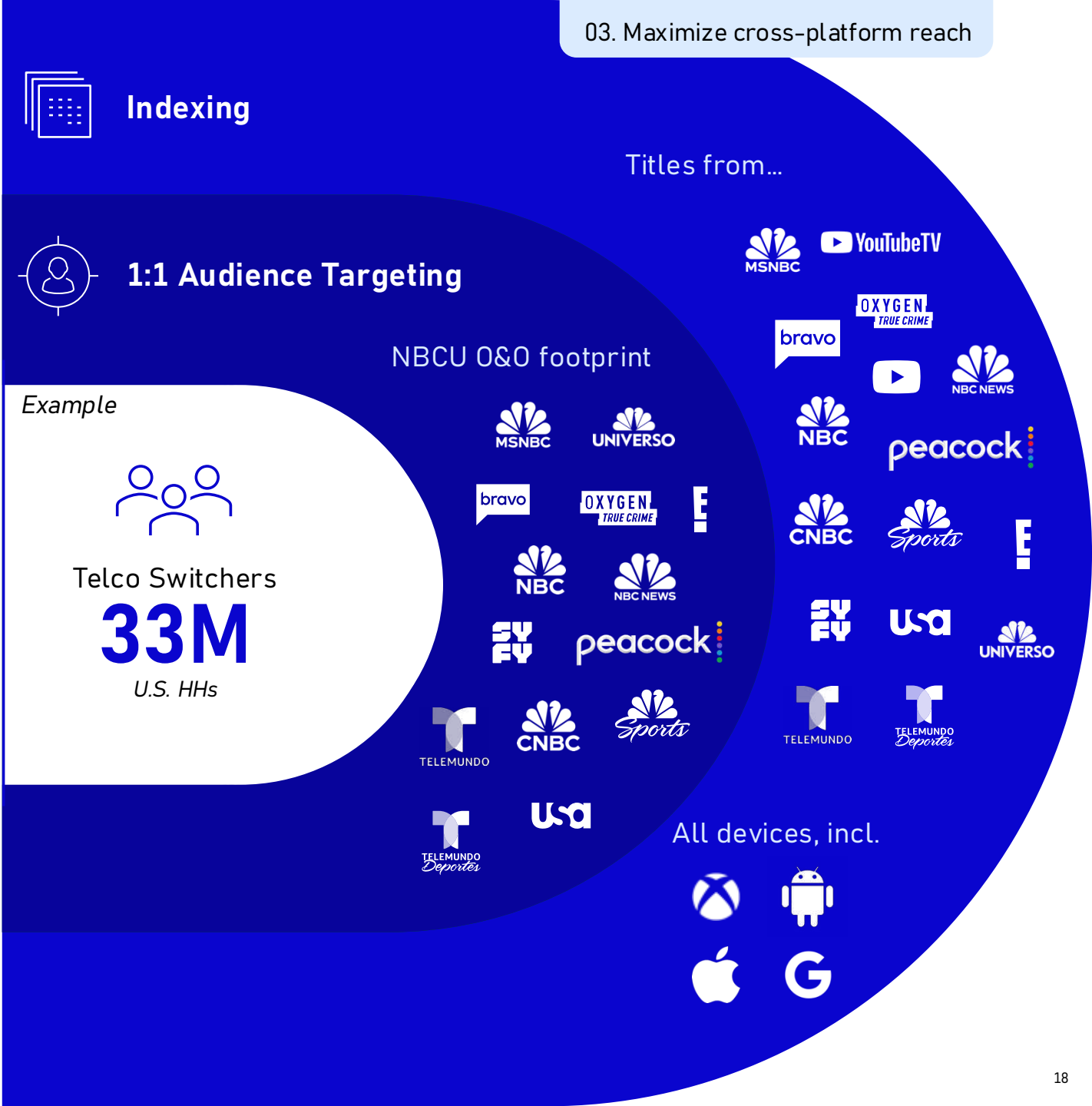
- 0.1 Start with precision
- 0.2 Extend with scale to NBCU programs proven to over-index
- 0.3 Capture incremental reach

Proven Telco Impact
Advanced Audience Campaigns

+12%
Consideration Intent

+15%
Purchase Intent

Sources: NBCU Ad Impact Database 4Q23-2025, 18 Campaigns across 6 Brands Advanced Audience measured Telco campaigns. Custom research, vendors vary. Average of exposed vs. control cells for NBCU. Top 2 box



04. Engage the valuable Hispanic audience across multiple Telco offerings

Measure What Matters

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

The Hispanic Market Opportunity

For Telco Lines of Business

BUNDLES

3 of 4

Would prefer to bundle wireless & home internet with the same company
(75% Hispanic vs. 66% NH White)

PREPAID

4x

As likely to have a prepaid plan
(46% Hispanic vs. 32% NH White)

SWITCHING

38%

Would switch to carriers offering the latest tech
(38% Hispanic vs. 22% NH White)

B2B

10x

Latino-owned businesses are **growing 10x faster** than NH White-owned businesses
(57% vs. 5% Non-Hispanic White)

NBCU reaches Hispanic viewers at scale



8 in 10

U.S. Hispanic consumers reached every month



And works harder for **Telco messaging**

Telemundo drives stronger full funnel impact for Telcos

vs. competitive SLTV norm

Favorability
+33%

Consideration
+73%

Purchase Intent
+64%

Recommendation
+94%

Sources: Nielsen L7 Total Day Hispanic P2+ Avg Monthly Reach. Comscore VMX/MMX, Comscore CTV Intelligence Custom Reporting, Nielsen Streaming Platform Ratings, Anzu Analytics, P2+ Avg Monthly Reach, July'23-June'24, Digital Hispanic Audience Comp based on MRI-Simmons Doublebase. NBCU measured campaigns via NBCU Ad Impact Database 2017-2024 YTD (4/30/2024), Custom research, vendors vary. Average of Telemundo exposed vs. control cells. Top 2 box

Curated Solutions for Telco Hispanic Marketing

Position your brand as the telco provider who understands the Hispanic experience across the full funnel

High-Impact Reach & Awareness



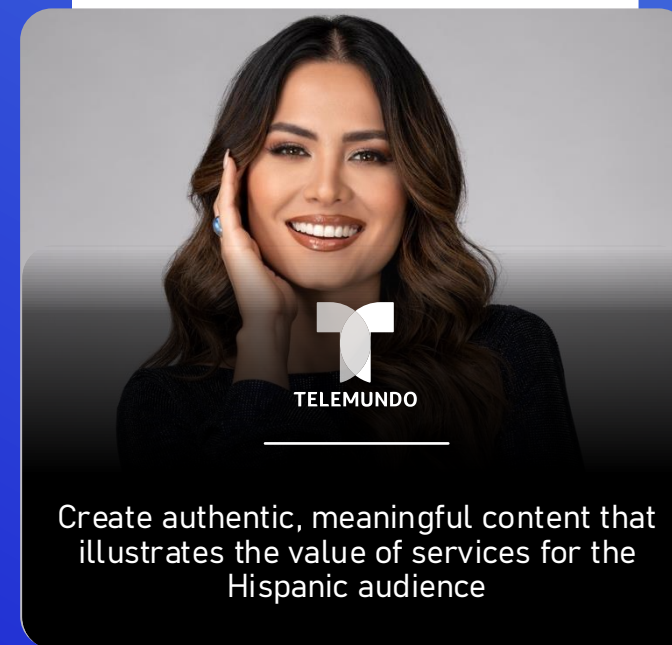
Reach Hispanic audiences at scale through high impact touchpoints that inspire engagement and intent

Integrated Segments



Capture attention with segments that speak to Hispanic culture & highlight unique offerings within key programming

Custom Content



Create authentic, meaningful content that illustrates the value of services for the Hispanic audience

Always-on Opportunity To Leverage Data For Content Distribution

05. Plus-up programmatic tactics for greater campaign optimization & impact

Why NBCU programmatic for Telco

Our premium programmatic experience is designed to address Telco's media-buying preferences & priorities as product launches, campaigns, KPIs, & budgets shift in real-time

Premium content & environments

Flexible options & easy activation

Huge in-demand audience reach

Addressable omnichannel delivery

Full funnel impact & transparent real-time reporting

NBCU programmatic activation paths

Flexible activation across PG and PMP

peacock Premier

Peacock only

peacock AX

Peacock + core digital video
(NBCU's TVE apps, NBCU streaming on MVPDs/vMVPDs)

NBCU Streaming

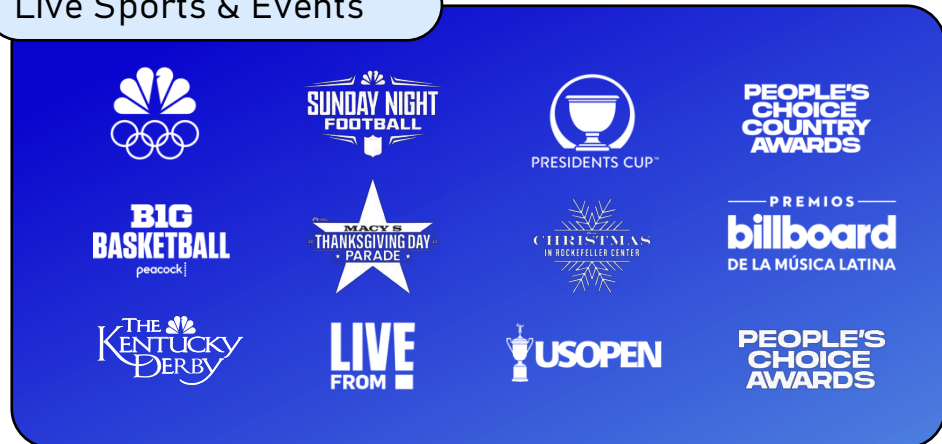
Core digital video
(NBCU's TVE apps, NBCU streaming on MVPDs/vMVPDs)

Live Sports

Sunday Night Football, NBA, Olympics, B1G Football, Notre Dame, Olympics, Premier League, Golf and many more...

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

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

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

Programmatic-enabled Commerce Innovations

PMP with upfront investments

Burned-In Ad

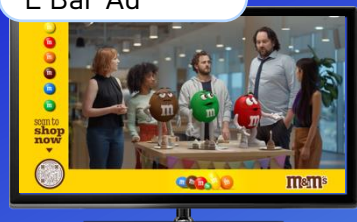
Immersive Ad

Canvas Ad

Canvas Carousel Ad

PG deals

L Bar Ad



Retail Media



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



Telco
Impact at
NBCU

Telco Proven impact across client KPIs

NBCU Telco Campaigns – Test vs. Control

Upper Funnel

Aided Brand Recall
+19%

Unaided Ad Recall
+30%

Brand Familiarity
+6%

Mid Funnel

Avg. Search
Engagement Index
144

Message Association
+8%

Brand Favorability
+21%

Lower Funnel

Consideration Intent
+25%

Purchase Intent
+18%

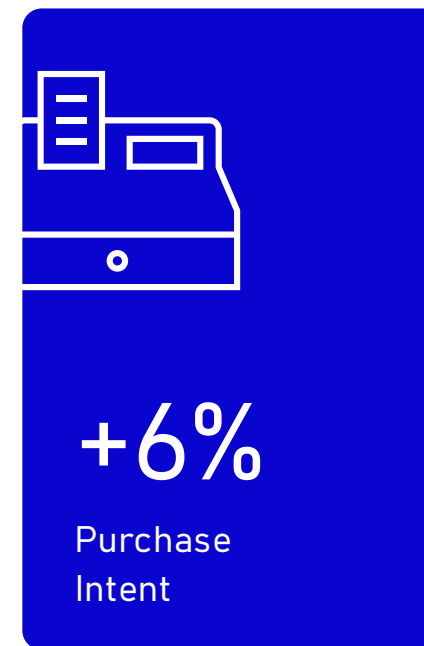
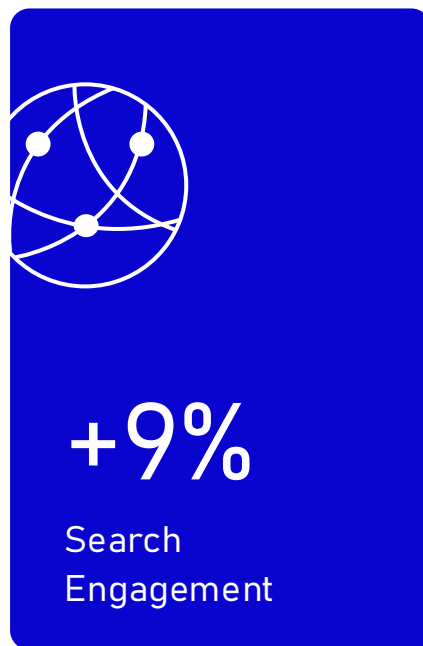
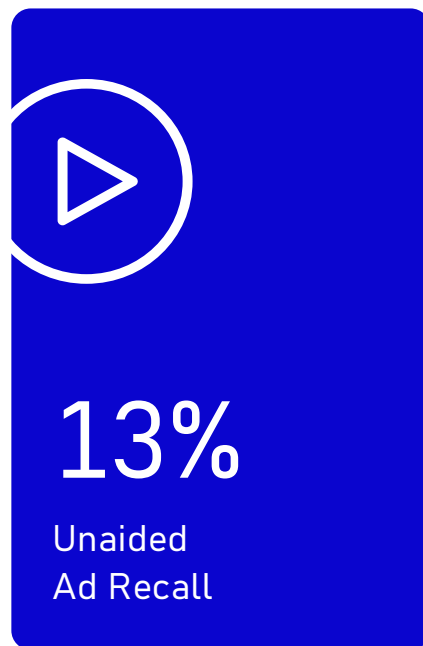
Recommendation Intent
+26%

Telco

Campaigns across more than one platform are more effective

Telco Category NBCU Campaigns: Multi-Platform vs. Single Platform

% Lift

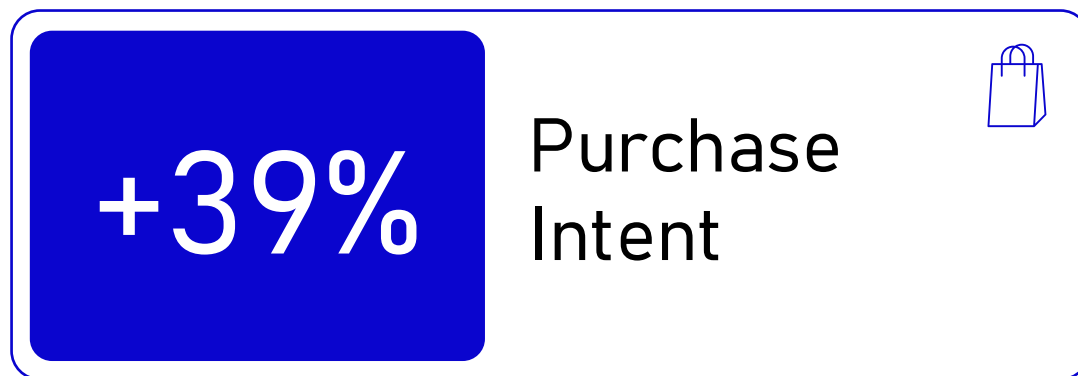
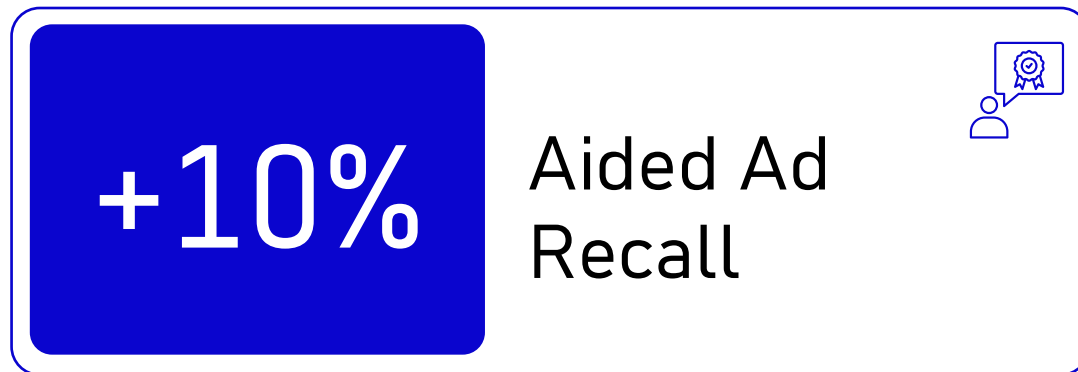


Source: NBCU Ad Impact Database 2017-4Q2025, 125 Single Platform Campaigns v. 121 Multi-Platform Campaigns
Custom research, vendors vary. Average of test cells for 2+ platforms vs. single platform campaigns

Telco

Proven **Peacock** impact across client KPIs

NBCU Telco Campaigns with Custom Marketing – Test vs. Control



Source: NBCU Ad Impact Database 2020-4Q2025, 68 Campaigns across 13 Brands Peacock measured Telco 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 Telco

	Buy Side Activation	Clean Rooms	NBCU Measurement Opportunities (Sell-Side Measurement)
Awareness	✓		Brand Lift Study <i>Brand Favorability</i> <i>Ad Awareness</i> <i>Recommendation Intent</i>
Consideration	✓	✓	Search Engagement Real-Time Outcomes Measurement (Attribution) Site Visitation (Incrementality)
Conversion	✓	✓	Real-Time Outcomes Measurement (Attribution) Site & Search (Incrementality) Foot Traffic Study Sales Lift (1P)*

Dedicated NBCU Insights Team provide:

- Telco category consultation and recommendations
- Sponsorship and audience impact analysis

*Requires client to permission data



Telco Case Studies



NBC Prime & Late Night Drive Impact for Wireless Brands

Wireless Case Study

65M

P2+ Reached

Unique viewers reached
across a Wireless brand's 4Q 2024
NBC Prime and Late Night campaign

NBC #1 in Primetime weekly reach
with Smart Phone Intenders

13.6M



NBC Prime/Late Night Audience vs. the Competition

+15%

Stronger
Brand Recall

+7%

YOY Brand
Recall Growth



+118%

Increased Brand Search





Telco Category Resources

Telco Category Resources

Category Trends & Strategic Recommendations



Annual Playbook

Trends, opportunities, and recommendations based on learnings at NBCU



Regularly Updated Category Highlights

Latest industry news, tailwinds & headwinds, and media and marketing trends



B2B Toolkit

Deep dive into B2B dynamics & audiences plus NBCU solutions & recommendations

Thought-Leadership & Insights



The Future of Advertising

Why and how entertaining ads create impact, principles for creating content, and brand showcase



NBCUniversal Masterclass

How NBCU invests in cultural strategy & builds for connection/engagement



Gen Z

Insights for reaching and engaging Gen Z through their passion for premium video

Telco Playbook

NBCU Telco Category
Strategy Team:

Dominique Folacci
Nicole Lee
Savannah Stephens

