

**NBCUniversal**

# **OCES**

**2026 Recap**

# CES 2026

## “The AI Upfront”

With today’s blurred lines between the tech and entertainment industries, media & advertising news continue to lead CES headlines

AI-driven products, accountability, & strategies emerged as major themes as the advertising industry discussed the latest ad innovations, impact measurement solutions, & marketing thought leadership heading into 2026

This recap summarizes top takeaways for marketers based on this year’s CES announcements and themes across media, consumer electronics, and AI

# CES 2026 Key Takeaways

[Click for slide](#)

## NBCUniversal @ CES

NBCU's CES presence shined a light on breakthrough innovation, new cross-platform capabilities, & next-gen creative solutions

## Artificial Intelligence

Physical AI replaced last year's agentic focus, signaling a broader shift towards practical use cases & opening the door for more unified messaging for brands

## Mobility

Focus shifted to autonomous driving & robotics, driven by global & non-traditional players

## Digital Health

Digital health tech is evolving from tools to track health to more holistic, proactive health management via AI-powered devices

## Smart Home

Smart home innovation accelerated as companies unified convenience, efficiency, & sustainability – redefining what it means to live “smart”

## Toys & Gaming

Nostalgia meets convenience as leisure tech brands prioritized smarter, more-immersive play at-home & on-the-go

## Wearables

New wearables showed that single-purpose & faster interaction are just as compelling as multi/heavy-feature designs

## Additional CES Info

See for event statistics, select exhibitors, & additional press coverage

# NBCUniversal @ CES 2026

At CES 2026, NBCUniversal highlighted how a century of culture-defining storytelling is advancing through data, technology, and AI to power the next 100 years. Our presence in Las Vegas shined a light on breakthrough innovation, new cross-platform capabilities, & next-gen creative solutions

## NBCU CES Announcements

### Milan Cortina 2026 Winter Olympics

Milan Cortina 2026 marks the highest grossing Winter Olympics of all time

NBCU's presentation of the 2026 Milan Cortina Olympics joins Super Bowl LX & the NBA All-Star Game as part of "**Legendary February**," making a first in sports media history

NBCU has also sold out of the NBA All-Star Game & previously announced Super Bowl LX

“ We are excited to once again deliver fans a world class viewing experience; while providing brands the powerful halo effect the Olympics has to offer. ”

- Peter Lazarus, Executive Vice President  
NBCU Sports & Olympics, Advertising & Partnerships

### First-to-Market Cross-Platform Innovations

See next slide for more

NBCU unveiled a suite of new technology & data products, setting the stage for the next era of media & advertising ahead of CES 2026

NBCU's latest product suite – incl. **LIVE Total Impact**, **Performance Insights Hub**, **AI-powered Contextual Targeting in LIVE** – turn scaled engagement into real outcomes, moving audiences from attention to conversation to conversion across every platform

“ We are providing solutions clients have been asking for, backed by the power of NBCUniversal's entire cross-platform ecosystem – setting a new industry standard for success. ”

- Mark Marshall, Chairman  
Global Advertising & Partnerships



# NBCU Launches First-to-Market Cross-Platform Innovations Ahead of CES 2026

Our innovations unlock new audience opportunities, reimagine digital advertising with breakthrough formats, & deliver real-time measurement & attribution that driven proven brand equity & immediate ROI

## Innovating the Future of the Ad Experience

LIVE Total Impact

Contextual Targeting in LIVE

Performance Insights Hub

Arrival Ads

Programmatic Pause Ads

Democratizing Access to the Winter Olympic & Paralympic Games

## Proving the Performance of Television

Live Sports Measurement Partnership with Walmart Connect

Data Collaboration with Instacart

Live in Browse

Vertical Video

Thanksgiving/Multiview

NBA Features

## Arrival Ad



# NBCU Thought Leadership @ CES

Click for hyperlinks for available content, coverage, interviews, & podcasts



## Speaking Engagements & Panels

Digital Hollywood CES 2026

### **The Leadership Roundtable: Hollywood - Technology – Brand** *(Addtl' Coverage)*

Kristina Shepard, EVP Streaming, Performance Sales & Partnerships

Stagwell Sport Beach Tech Summit

### **Going for Gold: Milan Cortina to LA & the Future of Olympic Storytelling**

Mark Marshall, Chairman Global Advertising & Partnerships

OpenAP Audience Summit

### **Redefining TV: Standardization That Unlocks Performance**

Alison Levin, President Advertising & Partnerships

UTA's Future Decoded

### **Culture Crashes: What Happens When Brands Chase Trends**

Karen Kovacs, President Global Advertising & Partnerships

Variety Entertainment Summit

### **The New Business of Entertainment**

Mark Marshall, Chairman Global Advertising & Partnerships

The Female Quotient Equality Lounge

### **Omnichannel Without Limits: Reaching Consumers Everywhere They Are**

Kristina Shepard, EVP Streaming, Performance Sales & Partnerships

Brand Innovators Marketing Leadership Summit

### **Driving Full-Funnel Impact: Walmart Connect & NBCUniversal's Winning Playbook for Live Sports Advertising**

Gina Reduto, EVP Strategy, Advertising & Partnerships

The Female Quotient Equality Lounge

### **The New Rules of Fandom: Reinventing Connection in Sports & Entertainment**

Maureen Murphy, EVP Client Partnerships



## Podcasts & Interviews

AdExchanger Interview

### **AI Agents Are Taking Over NBCU's Linear TV Buys**

Ryan McConville, EVP & Chief Product Officer, Advertising Products & Platforms

AdExchanger Podcast

### **Channel Surfing the Future with NBCU**

Ryan McConville, EVP & Chief Product Officer, Advertising Products & Platforms

ATM Media Interview

### **NBCU Unveils First-to-Market Cross-Platform Breakthroughs**

Ryan McConville, EVP & Chief Product Officer, Advertising Products & Platforms

Beet TV Interview

### **NBCU Lauches 'Live Total Impact' Tool to Extend Tentpole Event Engagement**

Alison Levin, President Advertising & Partnerships

CES C-Space Studio Interview

### **NBCU in the CES C Space Studio: How Brand Meaning is Changing in 2026**

Karen Kovacs, President Global Advertising & Partnerships

LA Times Podcast

### **NBCU's AI-Driven Vision for Advertising at CES 2026**

Ryan McConville, EVP & Chief Product Officer, Advertising Products & Platforms

Puck's The Varsity Podcast

### **Inside NBCU's Sports-Ad Olympics**

Mark Marshall, Chairman Global Advertising & Partnerships

# Additional NBCU Press Coverage

*Click hyperlinks for articles. Non-exhaustive list of press coverage*

## Pre-CES Announcements

[Adweek](#) | NBCU showcases new AI-powered ad offerings ahead of 2026 CES

[Beet TV Alison Levin Interview](#) | NBCU launches 'LIVE Total Impact' tool to extend tentpole event engagement

[Deadline](#) | Peacock "Arrival Ads", AI-enabled contextual targeting for live sports among NBCU ad innovations due at CES

[eMarketer](#) | NBCU reveals live TV, AI & measurement tools ahead of CES

[eMarketer](#) | NBCU puts AI-powered ad tools for live programming & streaming at center stage

[Marketing Brew](#) | NBCU plans expanded ad offerings ahead of 'legendary' winter sports lineup

[Marketing Dive](#) | How NBCU's new tools boost ads as live TV events take center stage

[Variety](#) | NBCU unveils 'Arrival Ads' for Peacock & other ad-tech innovations to capitalize on investment in live sports & events

## Milan Cortina Olympics

[Adweek](#) | NBCU breaks Winter Olympics ad sales record with sellout

[Bloomberg](#) | Comcast's NBC sells out ad inventory for Winter Olympics

[Deadline](#) | NBCU sells out ad inventory for Milan Cortina Winter Olympics a month before opening ceremony

[The Hollywood Reporter](#) | NBCU sells out advertising inventory for Milan Olympics amid sports ad boom

[Reuters](#) | NBCU's ad slots for 2026 Winter Olympics sell out to 'unprecedented' demand

[Sportico](#) | NBCU sells out Winter Olympics as advertisers eye ratings rebound

[Sports Business Journal](#) | NBCU sells out ad inventory for Milan-Cortina games

[Variety](#) | NBCU says 2026 Winter Olympics ads have sold out

[The Wrap](#) | Milan Cortina 2026 Olympic Winter Olympics sell out ad inventory at NBCU

## Agentic AI

[Ad Age](#) | How AI is reshaping connected TV ad buying & creative

[The Current](#) | At CES 2026, marketers get serious about agentic AI, creators, & retail media

[eMarketer](#) | NBCU unveils agentic AI system to plan & optimize TV in seconds

[Futureweek](#) | NBCU introduces AI agents for media buying

[Investing.com](#) | RPA & NBCU launch AI-powered cross-platform media buying

[MediaPost](#) | NBCU, RPA strike 'first' live agentic-to-agentic deal

[R+TBR](#) | NBCU launches 'agentic AI' ad buying offering

[TVNewsCheck](#) | NBCU, RPA, FreeWheel & Newton Research intro agentic AI buying across linear & digital for premium video

[VideoWeek](#) | NBCU tests out agentic buying across linear & digital inventory

## IAB Tech Lab Agentic AI ft. Ryan McConville Quotes

[MarTech](#) | IAB Tech Lab releases agentic roadmap for digital advertising

[NewDigitalAge](#) | IAB Tech Lab unveils Agentic Roadmap for digital advertising

[Newscast Studio](#) | IAB Tech Lab releases roadmap to scale agentic advertising

[PPC Land](#) | How IAB Tech Lab plans to prevent agentic AI's fragmentation problem

[Streaming Media](#) | IAB Tech Lab unveils agentic roadmap for digital advertising

# Artificial Intelligence

## Overview

Physical AI dominated CES, taking over agentic AI's place last year, as companies demonstrated AI's practical, real-world capabilities vs. its potential performance

This new shift unlocks opportunities for synchronized cross-platform brand campaigns to reinforce messaging

## Select Categories Click for more info



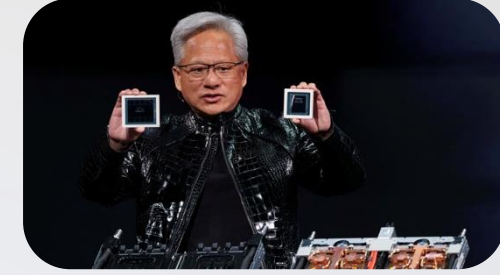
### [Physical AI](#)

LG & many others displayed various forms of physical AI, an umbrella term for systems that can see, reason, & act in the real world through sensors, cameras, & hardware<sup>1</sup>



### [Smart TVs & Foldable Phones](#)

Amazon, Google, Samsung, & Motorola previewed new AI integrations across their connected ecosystems & products e.g. Gemini for Google TV & Motorola's new AI Assistant "Qira" & AI-ready foldable phone: Razr fold<sup>2</sup>



### [Superchips](#)

Nvidia, AMD, Intel, & Qualcomm announced new chips, models & partnerships to foster AI innovation & applications, with Nvidia's Autonomous Car Project (with Mercedes) as an event highlight<sup>3</sup>

## Key Quotes

“ The ChatGPT moment for physical AI is here – when machines begin to understand, reason, and act in the real world. ”

- Jensen Huang, President & CEO, Nvidia

# Mobility

## Overview

As auto and tech converge and EV adoption slows, the industry is shifting focus to autonomous driving, software-defined vehicles, and robotics

U.S. automaker presence continues to be minimal, seeing more from non-traditional and international players

## Select Categories [Click for more info](#)



### Robotaxis

Multiple robotaxis were showcased, including Hyundai's IONIQ 5, Lucid's Gravity SUV in partnership with Uber and Nuro, and Zoox, which operated live robotaxis at the event



### Software-Defined Vehicles

AWS, Google, and QNX announced software-defined vehicle platforms that offer faster updates, with vehicles behaving more like upgradeable tech



### Robotics & AI

Hyundai debuted Atlas humanoid to aid in manufacturing scale, while Mobileye announced its purchase of Mentee Robotics to advance its "physical AI" across autonomous and humanoids

## Key Quotes

“ CES is not a car show. It started to become a car show a couple of years ago, but now we're back to it being a mobility tech show. And honestly, I think that is what it should be. ”

*Kersten Heineke, co-leader of the McKinsey Center for Future Mobility*

# Digital Health

## Overview

Digital health tech is evolving from simply helping people stay informed and track their health to enabling more holistic, proactive health management through AI-powered devices, wearables, and at-home diagnostic tools

## Select Categories [Click for more info](#)



### [AI-Powered Devices](#)

AI-powered tech allows people to take control of their health with tools like LumiSleep for better sleep, the Longevity Mirror for predictive insights, and the Withings Body Scan 2 for comprehensive biomarker tracking



### [Wearables](#)

Wearables continue to advance, with new releases like the Luna Band to track health metrics as well as Peri for menopause and OhmBody to ease menstrual cramps, seeing progress in women's health



### [At-Home Diagnostics](#)

At-home testing devices were in the spotlight, including the Vivoo Smart Toilet for urine testing, Allergen Alert to test food for common allergens, and FlowPad to test for ovarian health and fertility

## Key Quotes

“ Sleep, activity, and nutrition have the greatest impact on health. When that data comes together in one place, people can actually understand their risk and take action. ”

*Matthieu Menanteau, Product Director, Services, WITHINGS*

# Smart Home

## Overview

Smart home innovation accelerated as companies focus on blending productivity, efficiency, and control – all while redefining what it means to live “smart”

## Select Categories Click for more info



### Security

Amazon, Anker, Eufy, & Aqara introduced new AI features to their product lineups, e.g. motion sensing, facial recognition, Smart Assistant integrations, phone detection, & synchronization across home systems<sup>1</sup>



### Humanoid & Service Robots

Samsung, LG, Switchbot, & Roborock presented home-centric robots with advanced mobility & vision-based technology e.g. Roborock’s Saros Rover can climb stairs, while Switchbot’s Onero H1 can perform common household tasks like laundry<sup>2</sup>



### Connected Kitchens

Hisense, Samsung, GE Profile previewed smart refrigerators with enhanced displays & interactive capabilities (ex. barcode scanner)<sup>3</sup>

### Productivity

Ikea, Skylight, & xTool unveiled new utility products with an emphasis on personalization & efficiency<sup>4</sup>

## Key Quotes

“ We will continue our relentless efforts to...[make] housework a thing of the past so that customers can spend more time on the things that really matter. ”

*Steve Baek, President of LG Home Appliance Solution Company*

# Toys & Gaming

## Overview

Leisure tech is prioritizing immersive, thoughtful play through responsive products & portable accessories – driven by the idea that nostalgia fuels innovation & convenience accelerates adoption

## Select Products & Announcements Click for more info



### [Lego Smart Bricks](#)

Lego announced "Smart Play" a new interactive platform that enables responsible physical play via new smart elements: smart bricks, tags and minifigures that are compatible with the existing Lego System-In-Play<sup>1</sup>



### [Digital Pets](#)

Takway and SolidTech introduced Tamagotchi-style digital pets powered by AI, e.g. Takway's Sweekar can recognize voices & recall shared activities, while SolidTech's Senso has an AI-companion app with detailed data & plant care tips<sup>2</sup>



### [Mobile Controllers](#)

GameSir's X5 Alteron works with iPad, iPhone, Android & Nintendo Switch, while 8BitDo's Game-boy inspired FlipPad pairs with Android & iOS<sup>3</sup>

### [Intel Handheld Gaming Platform](#)

Will include a dedicated chip, hardware, & software<sup>4</sup>

## Key Quotes

“ We truly believe we are setting a new standard for interactive, imaginative experiences and can't wait to see this innovation in the hands of kids when we launch this year. ”

*Tom Donaldson, SVP & Head of Creative Play Lab at LEGO Group*

# Wearables

## Overview

New wearable concepts with specific purpose & faster interaction reinforced a key trend – simplicity & intuitive application can be just as compelling as multipurpose-heavy designs

## Select Categories [Click for more info](#)



### [Smart Glasses](#)

ASUS, XREAL, XGIMI & more debuted new AI Glasses enabled with powerful displays, adaptive intelligence, & light-weight feel for longer wear<sup>1</sup>



### [Headphones](#)

Razer, TDM & more unveiled new multifunctional listening hardware, e.g. Razer's AI-powered Project Motoko gaming headset, & TDM's Neo Hybrid headphones which transitions into a compact Bluetooth speaker<sup>2</sup>



### [Logging Devices](#)

Pebble & SwitchBot showcased new wearable listening devices that can record then transcribe voice notes & reminders, allowing users to record thoughts without using a phone<sup>3</sup>

## Key Quotes

“ Glasses are the most natural, lowest-friction form factor for intelligence. They fit into people's lives without requiring new habits. AI glasses...[make] the most sense for delivering real, everyday intelligence. ”

*Apollo Zhong, XGIMI Founder & lead investor of MemoMind*

# Additional CES Intel

## By the Numbers

**4,100+**  
Exhibitors

**1,200**  
Startups

**148K+**  
Attendees

**6,900**  
Global Media,  
Content Creators,  
& Industry Analysts

**60%+**  
Fortune 500  
Companies

**55%+**  
Senior-Level  
Registrants

## Select Exhibitors

*Non-exhaustive*

NBCUniversal

NETFLIX

Roku

prime video



Meta

XUMO

Charter  
COMMUNICATIONS

SiriusXM

theTradeDesk

SAMSUNG



BOSCH

ring

Dolby

SIEMENS



AMD



# Additional CES Coverage

## Consumer Electronics Press

[CES Press Release](#) | CES 2026: The future is here

[Engadget](#) | All the tech & gadgets announced at CES 2026

[Fast Company](#) | CES 2026: The year AI got serious

[Mashable](#) | 9 CES 2026 highlights for those catching up on the best, weirdest, & wildest gadgets

[Rolling Stone](#) | The best of CES 2026, from hi-fi audio & TVs to smart glasses & folding phones

[The Verge](#) | What we learned from CES 2026

## Advertising & Media Press

[Adweek](#) | 5 things the ad industry can't stop talking about at CES 2026

[AdAge](#) | Agencies woo clients with AI tools, but implementation hurdles remain—plus marketing trends from CES

[AdAge](#) | Emerging technology trends from CES brands & agencies need to know about

[eMarketer](#) | CES 2026 showed retail media is entering its accountability era

[Variety](#) | Key takeaways from Variety's Business of Creators Summit at CES 2026

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# **OCES**

## **2026 Recap**