


The NBCUniversal logo is positioned in the top left corner of the image. It features the iconic peacock logo to the left of the text "NBCUniversal". The background of the entire image is a classroom scene. A woman in a white polo shirt and purple skirt stands in the center, smiling. To her left, a boy is seated at a desk. To her right, several other students are standing, some with backpacks. The classroom is decorated with a "WELCOME" banner, a chalkboard with "Renewable Resources" written on it, and a model of the solar system hanging from the ceiling. Large windows with blinds are in the background, letting in bright light.

Insights & Solutions

BACK TO SCHOOL '26 HANDBOOK

A young girl with voluminous curly hair is leaning over a wooden school desk in a classroom. She is wearing a light blue t-shirt and jeans, and is looking into a dark blue backpack. The desk is covered with a light blue and white polka-dot paper. In the background, there are other desks, a bulletin board with various educational posters and stars, and a window with yellow stars. The overall atmosphere is bright and focused on the start of the school year.

 NBCUniversal

BACK TO SCHOOL *INSIGHTS*

BACK-TO-SCHOOL SALES are Expected to Grow

even as Price-Conscious Attitudes Increase

+3.3% expected BTS sales growth in 2026, reaching \$85.4B total¹

Value-seeking behavior will drive shopping:

Early
to scope discounts



31%

of 2025 shoppers planned to shop
2 months before school started²

E-commerce
for research & convenience



+5.6%

expected BTS e-commerce sales growth
vs. +1.9% in-stores¹

Deal-Seeking
resulting in less brand loyalty



76%

of 2025 shoppers shopped at multiple
retailers to take advantage of the best prices²

ADVERTISING

helps brands
inspire BTS
Shoppers

Getting Ahead of
Early Shopping

43% of K-12 parents

say BTS ads influence them
to shop earlier than planned

Reaching
E-comm &
Omni-channel
Researchers

~1/3 of parents

say BTS ads influence them to **discover** new products
they might need, **consider** purchasing products they
hadn't planned on buying, and **learn** more about different brands

Responding to
Deal-Seeking
Behavior

~60% of parents

say BTS ads influence them
to learn about **sales, deals, and promotions**

Back-to-School Season is an **ADVERTISING WHITE SPACE**

Ad spend declines during the summer despite strong & growing consumer spend

Retail Ad Spend & Sales by Month

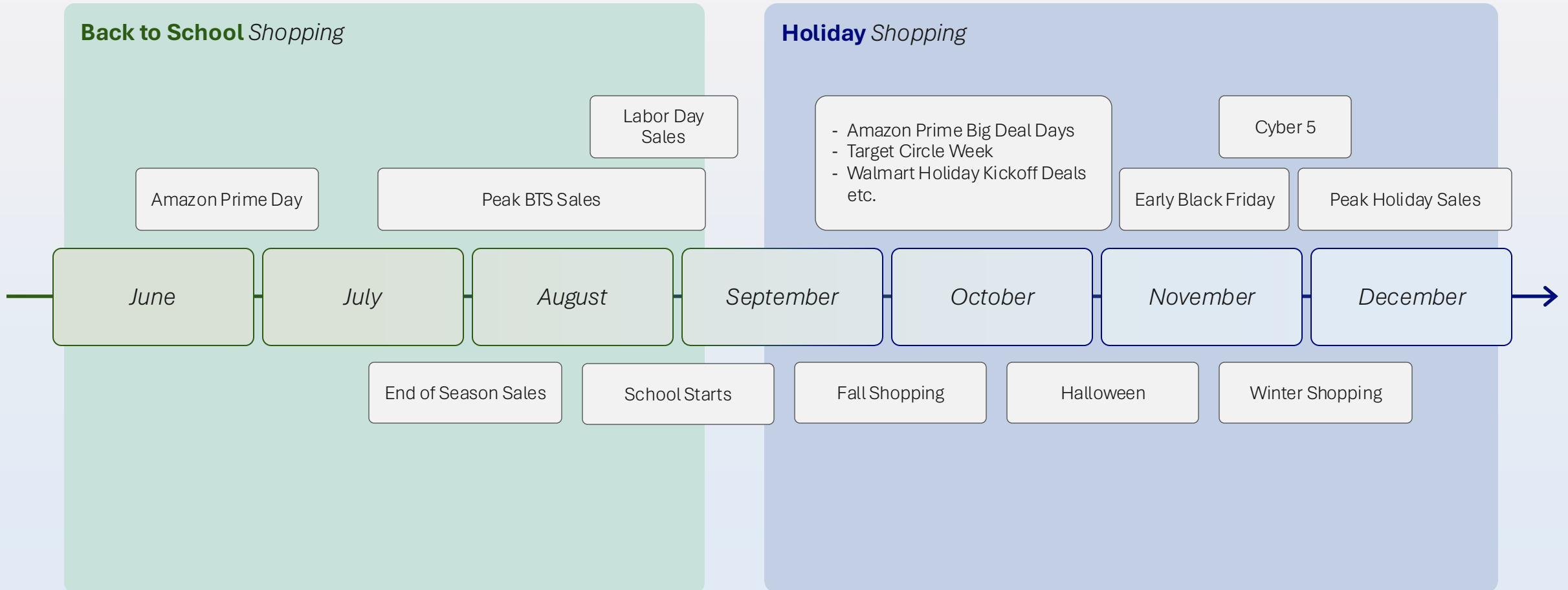
Ad Spend in \$M, Sales in \$B




A Strong Back-to-School Investment Allows Brands to

PRIME AUDIENCES & MAINTAIN MOMENTUM

into the Q4 Holidays





 NBCUniversal

AUDIENCE TARGETING

DDL, AIO, Programmatic, XP, & 1P Instacart Audience Capabilities

NBCU Reaches **KEY BACK-TO-SCHOOL AUDIENCES**

Back to School

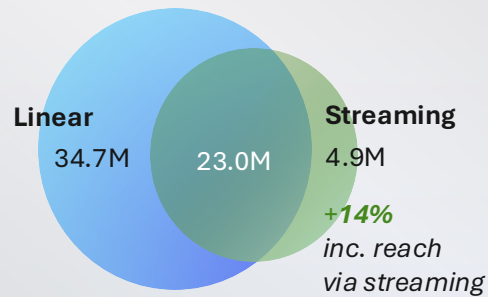
Shopping Households



63M

NBCU Cross-Platform HH Reach

Where
they watch



What they're watching by **reach**



Can be combined with **category segments**

BTS Shopper AND...

in-market for a **phone**
17.8M

in-market for a **credit card**
29.8M

What they're watching by **index**



NBCU Reach and Content Watched based on NBCU in-house audience insights utilizing 1P/3P data, analysis pulled as of 4.10.26, Crossplatform. Base: HH, Target Audiences: People who purchase or have expressed an interest in back to school products for middle school, high school, or college sourced from transaction data, self-reported surveys, and online behavioral data. Jan 2026.

NBCU Reaches **KEY BACK-TO-SCHOOL AUDIENCES**

Value Seekers

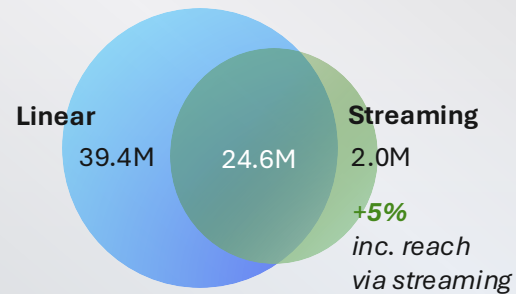
Shopping Households



66M

NBCU Cross-Platform HH Reach

Where
they watch





What they're watching by
reach



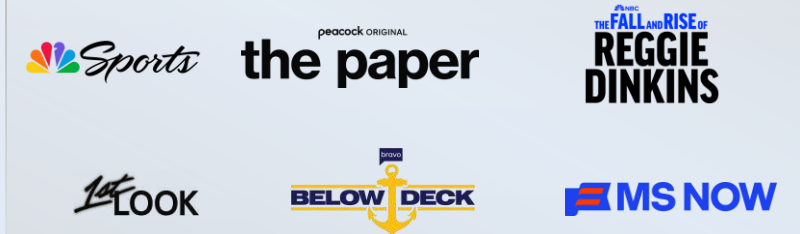
Can be combined with
category segments

Value Seeker AND...

 **Family dining** shopper
34.6M

 **Heavy online** shopper
32.4M

What they're watching by
index



NBCU Reaches **KEY BACK-TO-SCHOOL AUDIENCES**

On the Go

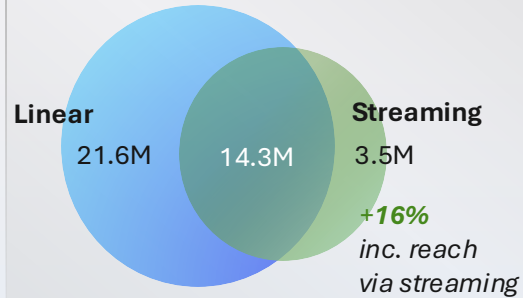
Households



40M

NBCU Cross-Platform HH Reach

Where they watch



What they're watching by reach



St. Denis MEDICAL



DATELINE

SATURDAY NIGHTLIVE

CHICAGO FIRE

Can be combined with shopping segments

On the Go AND...



Children in HH
20.8M



Bargain Hunter
35.1M

What they're watching by index



THE COPENHAGEN TEST

CASO CERRADO

ALL HER FAULT

TRAITORS

NOTICIAS TELEMUNDO

NBCU Reach and Content Watched based on NBCU in-house audience insights utilizing 1P/3P data, analysis pulled as of 4.10.26, Crossplatform. Base: HH, Target Audiences: People who purchase or have expressed an interest in back to school products for middle school, high school, or college sourced from transaction data, self-reported surveys, and online behavioral data. Jan 2026.

ADVANCED AUDIENCES

Proven impact across Retail client KPIs



NBCU Retail Campaigns – DDL, Digital AIO, & XP

Upper Funnel

Aided Ad Recall & Awareness
+13%

Mid Funnel

Purchase Intent
+9%

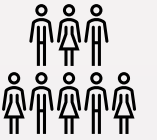
Lower Funnel

Brand Recommendation
+6%

Foot Traffic Visit Rate
+23%

ADVANCED AUDIENCES

Proven impact across client KPIs



NBCU All Campaigns – DDL, Digital AIO, & XP

Upper Funnel

Unaided
Ad Recall
+22%

Sponsorship
Association
+18%

Aided
Ad Recall
+9%

Unaided
Brand Recall
+6%

Mid Funnel

Avg. Search Engagement Index
115i

Lower Funnel

Foot Traffic Visit Rate
+21%






1P Retailer Data Drives **MEASURABLE OUTCOMES** for Back-to-School Media

Maximize your media investment by combining data, content, and commerce innovations. Use Instacart data to reach families stocking up for school across premium programming— and track every piece of knowledge gained with Instacart’s transactional insights



Fill The School Year Backpack!

Going back to school isn’t just for the kids, it’s for the whole family. Families and friends that become family gather to stream the biggest shows and games across NBC Sports and Peacock while filling their Instacart baskets with snacking and lunchbox essentials.

 <p>Back to School</p> <ul style="list-style-type: none"> - Buy products Jul to Sep - School Supplies - Lunch Essentials 	 <p>Cookies & Crackers</p> <ul style="list-style-type: none"> - Cookies - Crackers 	 <p>Kid Food</p> <ul style="list-style-type: none"> - Applesauce - Fruit Snacks - Granola Bars - Cereal 	 <p>Prepared Food</p> <ul style="list-style-type: none"> - Prepared food across frozen, grocery & deli in the past year 	 <p>Tailgating & Grilling Food</p> <ul style="list-style-type: none"> - Meats - Paper & Plastic Goods - Buns - BBQ and wing sauce
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Let the lunchbox be the guide to shoppers as they get ready for every type of school year!

The reach of these audiences spans back-to-school shoppers who might be high schoolers needing to buy a computer for the first time, college parents preparing their child’s dorm room and college freshman setting up their first credit card.

<p>Activation Paths</p> <p>Direct IO & PG NBCU buys</p>	<p>60% of college parents say BTS ads influence them to learn about sales and deals</p>
<p>Campaign Min Spend</p> <p>\$50K for targeting off-the-shelf audiences / 10M min impressions for measurement</p>	
<p>Campaign Flight</p> <p>Q3/Q4 2026</p>	<p>43% of K-12 parents says BTS ads influence them to shop earlier than planned</p>

Source: NBCU Consumer Pulse Research



 NBCUniversal

CONTEXTUAL TARGETING

Genre, Category, Custom, and Emotionally-Aligned

Why contextual?

We see this in market research

Context drives connection...

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

Engagement

69% more likely to watch an ad relevant to the content

Preference

74% see ads that match the content they are viewing

Perception

72% say surrounding content impacts their perception of ads

...and connection drives action

Consumers value brand connection, and those connections drive action

Recommendation

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

Preferred

76% more likely to buy over a competitor

Loyalty

64% more likely to be loyal to the brand

Key benefits of **NBCU CONTEXTUAL TARGETING**

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

- DoubleVerify

Align your brand with the highly relevant, premium streaming content your customers love in the environments they choose. Put the power of contextual targeting to work for you.



Privacy-minded &
future-proofed



Increased reach
& scale



Brand-suitable



Flexible activation
via direct IO & PG



Better brand
engagement



Customizable
to brand

CONTEXTUAL TARGETING **BY GENRE**

Deliver ads within genres of editor-curated VOD content from across NBCU's premium streaming portfolio—allowing your brand to serve relevant messaging that resonates with viewers and enhancing both viewer experience and advertising effectiveness.

✓ **Action & Adventure**

✓ Business & Finance

✓ **Comedy**

✓ Crime

✓ Documentary

✓ **Drama**

✓ **Entertainment & Lifestyle**

✓ Fantasy

✓ **Food & Travel**

✓ **Holiday**

✓ Horror

✓ **Kids**

✓ **Music**

✓ Mystery

✓ News

✓ Reality

✓ **Sci-Fi**

✓ **Spanish Language**

✓ **Sports**

✓ Talk

✓ Thriller



CNBC

Sports

peacock

NBC NEWS

bravo

NBC

TELEMUNDO

OXYGEN
TRUE CRIME

TODAY

E!

SU
FY

USA

MS NOW

TELEMUNDO
Deportes

CONTEXTUAL TARGETING **BY CATEGORY**

powered by AI

We analyze the visual and audio elements of each episode (using AI scanning) to identify industry-specific themes.

We then pair your brand to the most relevant VOD content from across NBCU's premium streaming portfolio for increased viewer engagement.

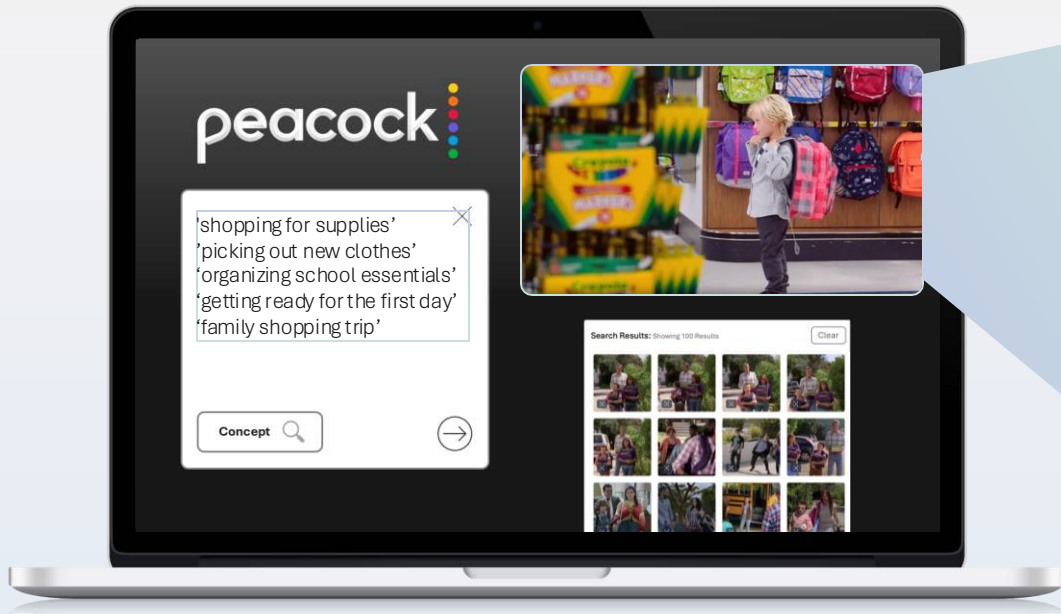
- ✓ Attractions
- ✓ Automotive
- ✓ **Books & Literature**
- ✓ Business & Finance
- ✓ Crime
- ✓ **Education**
- ✓ Entertainment
- ✓ **Family & Relationships**
- ✓ Fine Art
- ✓ **Food & Drink**
- ✓ Healthy Living
- ✓ **Hobbies & Interests**
- ✓ Home & Garden
- ✓ Law
- ✓ Medical Health
- ✓ News & Policies
- ✓ Personal Celebrations & Life Events
- ✓ **Pets**
- ✓ **Pop Culture**
- ✓ Real Estate
- ✓ Religion & Spirituality
- ✓ Science
- ✓ **Shopping**
- ✓ Sports
- ✓ **Style & Fashion**
- ✓ **Technology & Computing**
- ✓ Travel
- ✓ **Video Gaming**

*Tagged and categorized at the episode level; most relevant BTS Categories bolded.



Custom contextual for **BACK TO SCHOOL**

“Checking off the list moments”



Other examples
of episodes detected:



New!

Emotionally aligned **CONTEXTUAL TARGETING**

powered by AI

Build deep, meaningful connections with your customers and drive authentic engagement by aligning your ad creative's emotional values, themes, and tones with relevant moments across NBCU's premium VOD content.

Examples of emotional themes

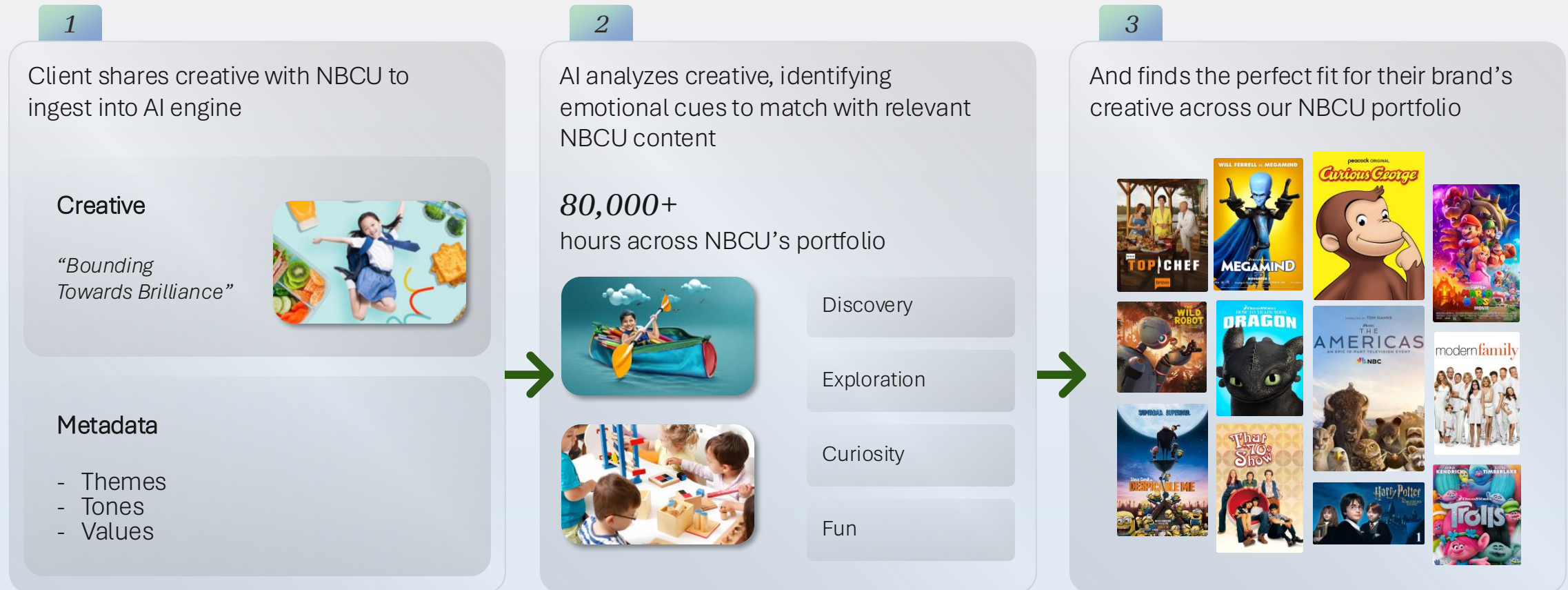
- Achievement
- Perseverance
- Uplifting
- Nostalgic
- Togetherness
- Support
- Motivational
- Tradition



EMOTIONALLY ALIGNED Contextual Targeting

How it works

NBCU's AI-powered technology scans and precisely matches ad creative and metadata to identify the most emotionally relevant content across NBCU's premium video portfolio



Contextual Category Targeting within **SPONSORSHIP CAMPAIGNS**



Dynamically maximizes campaign reach within a single line item to deliver impressions in full

1
IP
Priority

Impressions are delivered to
sponsorship content
(Minions)

MINIONS
& **MONSTERS**

2
Contextual
Targeting

Extends reach to adjacent genre categories
that align with your sponsorship content

**THE
WILD
ROBOT**

Family Content

SHREK

Fantasy

3
Audience
Extension

Expands reach to NBCU 1P households
who have previously watched the IP (Minions*)

*Not limited to this segment; further applicable segments to be added



NBCUniversal

peacock:
SPONSORSHIPS



BACK TO SCHOOL

Class is back in session, and your brand deserves a front row seat!

Engage Peacock viewers with custom ad innovations, high-impact media placements, and precise audience targeting that connect with viewers where they stream.

Timing: Seasonal

Distribution: peacock

40%

of adult Peacock viewers live with their kids (18 years or younger)

19M+

reach for K2-17 Reach on Peacock

78%

of Parents research a brand after their child shows interest in an advertisement

Ways to activate:

Peacock Ad Innovations | Contextual Alignment | Data Targeting



Subject to availability and may require legal, standards and sales approval. Elements can be shoppable where applicable, premiums apply.

Media Sponsorship

Package Elements Include:

- Back to School Contextual Category Targeting **
- 1x Back to School inspired Pause Ad running within Contextual Category Targeting (4-week flight)
- 1x Peacock Premier Spotlight Ad (1x day) (pending avail)
- 1x Curator Ad [pending availability]
- 1x ROS Peacock Premier Pause Ad (min 4-week flight)
- 1x ROS Peacock Premier Engagement Ad (min 4-week flight)
- Peacock Premier Strategic Targeting [Audience + Indexing]

** Planning will need to approve what we have the contextual category targeting set up

Family-friendly audience:

Nearly

40% of adult Peacock viewers live with their kids (18 years or younger)

Back to School

With Peacock Originals like *Saved by the Bell*, and hysterical classroom comedies like *AP Bio*, there's no place like Peacock to get families excited for back-to-school season. Your brand can create thematic ad innovations inspired by our best content.

AIR DATE:

Q3'2026

COMMITMENT DATE:

3-Week Lead Time

INVESTMENT:

\$1M Net



Media Sponsorship

Package Elements Include:

- Back to School Contextual Category Targeting **
- 1x Back to School inspired Pause Ad running within Contextual Category Targeting (4-week flight)
- 1x Peacock Premier Spotlight Ad (1x day) (pending avail)
- 1x ROS Peacock Premier Pause Ad (min 4-week flight)
- Peacock Premier Strategic Targeting [Audience + Indexing]

** Planning will need to approve what we have the contextual category targeting set up

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With Peacock Originals like *Saved by the Bell*, and hysterical classroom comedies like *AP Bio*, there's no place like Peacock to get families excited for back-to-school season. Your brand can create thematic ad innovations inspired by our best content.

AIR DATE:

Q3'2026

COMMITMENT DATE:

3-Week Lead Time

INVESTMENT:

\$500K Net



Media Sponsorship

Package Elements Include:

- Back to School Contextual Category Targeting **
- 1x Back to School inspired Pause Ad running within Contextual Category Targeting (4-week flight)
- 1x ROS Peacock Premier Pause Ad P2+
- Peacock Premier Strategic Targeting [Audience + Indexing]

Family-friendly audience:

Nearly

40% of adult Peacock viewers live with their kids (18 years or younger)

Back to School

With Peacock Originals like *Saved by the Bell*, and hysterical classroom comedies like *AP Bio*, there's no place like Peacock to get families excited for back-to-school season. Your brand can create thematic ad innovations inspired by our best content.

AIR DATE:

Q3'2026

COMMITMENT DATE:

3-Week Lead Time

INVESTMENT:

\$250K Net





POPULAR ON PEACOCK

Activate from across exclusive originals to fan-favorite classics, Peacock has an unparalleled content slate



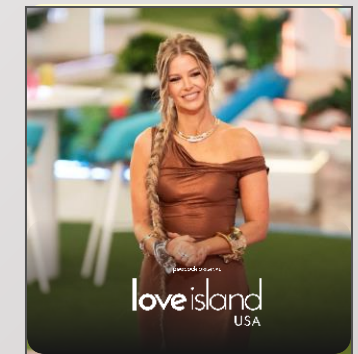
Popular on Peacock Package via PG (\$150K min)

- Popular on Peacock Premier
- Exclusive opportunity to run rotational impressions in the Top 30 shows on Peacock

Popular on Peacock Package via PMP (\$50K/month min endeavor)

- Exclusive opportunity to run rotational impressions in the Top 30 shows on Peacock

Popular content across Peacock





 NBCUniversal

COMMERCE OPPORTUNITIES

BACK-TO-SCHOOL COMMERCE INNOVATIONS

Drive discovery and shopping throughout the back-to-school season

At the intersection of culture, creativity, and back-to-school, **NBCUniversal sparks commerce experiences at scale.**

Utilizing our first-to-market commerce innovations, we bring fans closer to the path to purchase through our **iconic IP, talent, and storytelling** to turn seasonal moments into shoppable opportunities..



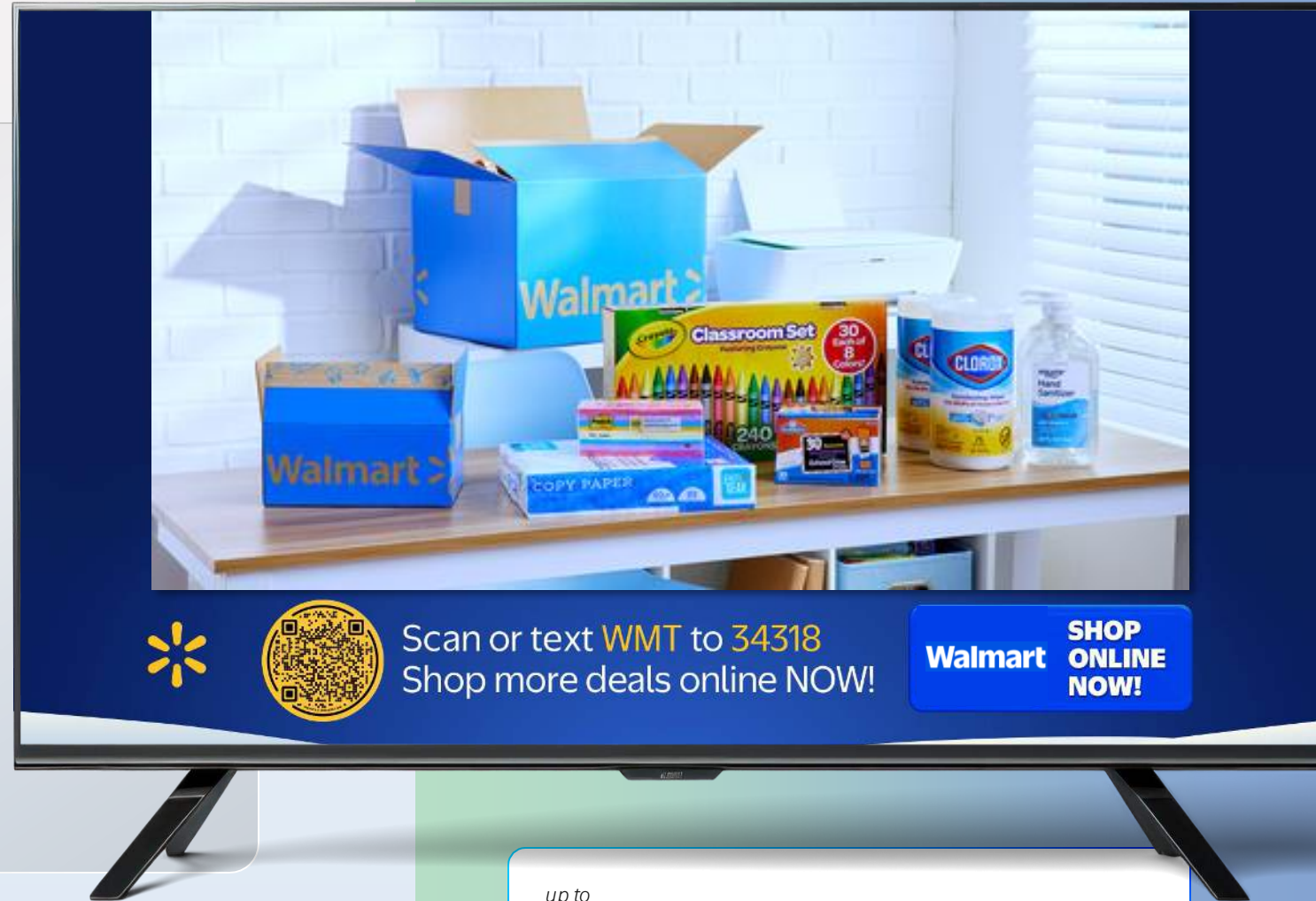
SHOP THE POD

Back-to-School shoppable storytelling

Shop the Pod is a premium commercial takeover that brings talent and back-to-school product debuts into fan-favorite :60-:90 content. By aligning IP and commerce during peak seasonal moments (back-to-school timing), it creates a seamless way to shop and deepen viewer connection through shoppable storytelling.

Fan-favorite talent, such as parents of school-aged kids, can spotlight their must-have back-to-school picks from the brand, adding authenticity and relevance to the shopping experience.

Timing/Lead Time: 8-10+ weeks



up to
4X ROAS 328K transactions

VIRTUAL CONCESSIONS

Scan. Shop. Snack!

NBCU brings the concessions stand home with Virtual Concessions, a seamless, commerce-enabled snack ordering experience from wherever you're watching.

Turn family movie night into quality time that's uninterrupted, making it easy to stock up on snacks and back-to-school essentials in real time. As families settle in, everyone can order their favorites, freeing up more time to relax, connect, and enjoy the film together, with everything they need taken care of.

Timing/Lead Time: 6-8+ weeks

up to

+60%

increase in total sales for CPG brand partners vs. prior year

CUSTOM BUMPER

Settle in and order from our
exclusive sponsor



SHOPPABLE UNIT



Hurry! Order Domino's before the action begins!



Big New York Style Pizza
Topped with Pepperoni



Order A Large 3-Topping New York Style Pizza For Only \$10.99



Scan to get
your Domino's
delivery now.

12

CALIFORNIA PRICES HIGHER. You must ask for this limited-time offer.
Prices, participation, delivery areas, and charges may vary. Excludes Specialty pizzas.
Local stores may charge extra for some toppings and sauces.

NBCU SHOPPABLETV ENGAGEMENT ADS

Shoppable Engagement Ads are interactive, **full-funnel ad experiences** designed for scale and performance, delivering fast turnaround, broad reach, and seamless paths to shop for must-have back-to-school essentials.

Timing/Lead Time: 2-3+ weeks

79%

of consumers say TV ads influence their purchases

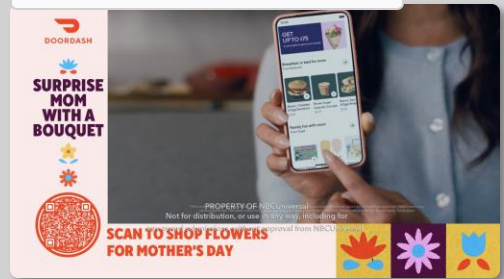
47%

of viewers purchase directly from their TV

1 in 2

have made purchases after seeing an ad

L BAR



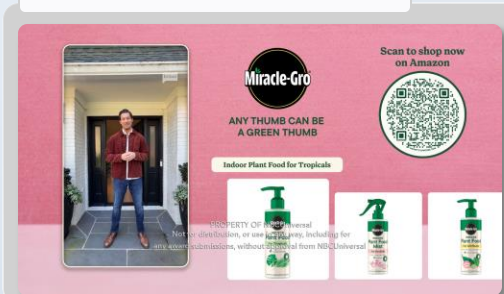
CAROUSEL



PAUSE AD



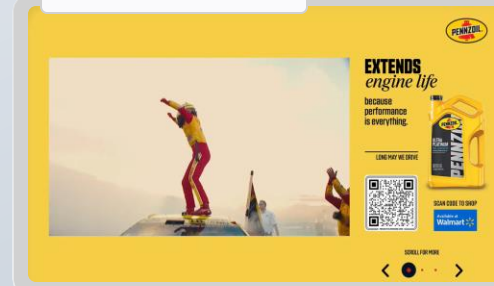
SOCIAL STREAMING



BURNED-IN UNIT



GALLERY AD



SOCIAL COMMERCE

NBCU social delivers scales and engagement

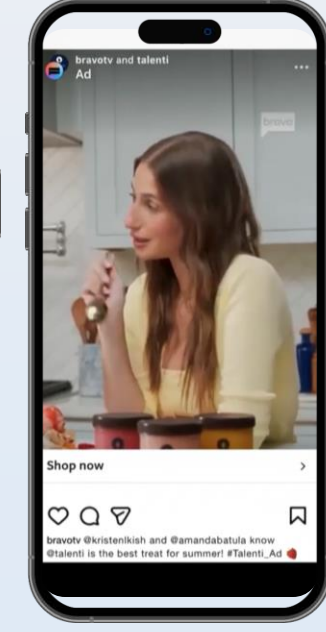
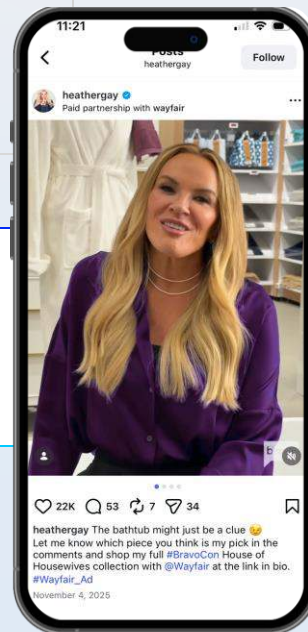
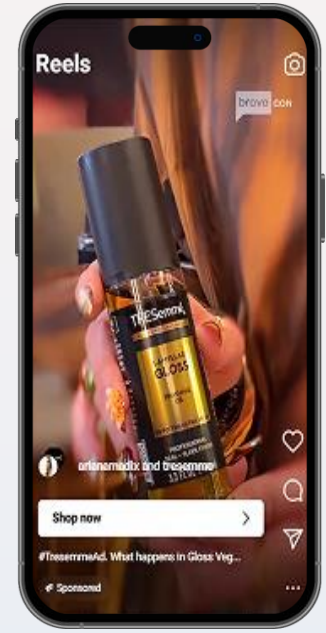
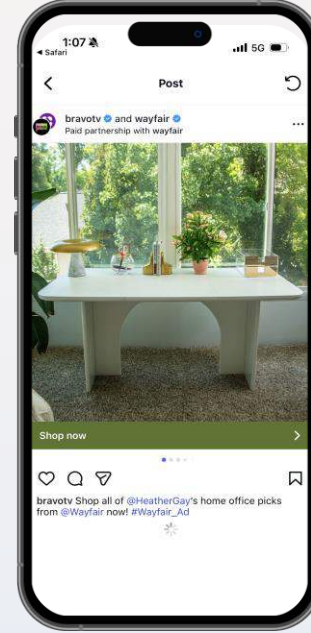
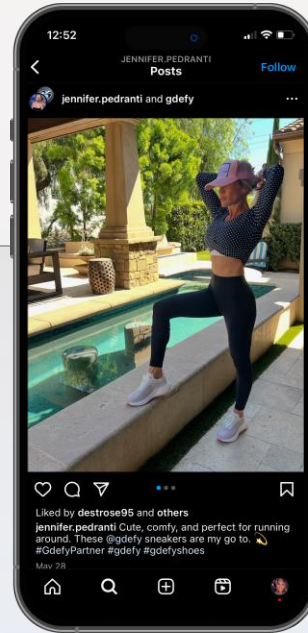
Unlock back-to-school shopping at scale through influencer-driven social content. At the intersection of culture, commerce, and community, we create authentic, high-impact moments powered by trusted voices that drive discovery and purchase during this key seasonal moment.

Featuring parents of school-aged kids sharing their go-to back-to-school essentials from the brand, delivering relatable, credible recommendations that inspire action.

Timing/Lead Time: 6-8+ weeks

+69%

buy a product recommended by a celebrity or influencer



SHOPPABLE EDITORIAL

En Casa Con Telemundo and Hoy Día

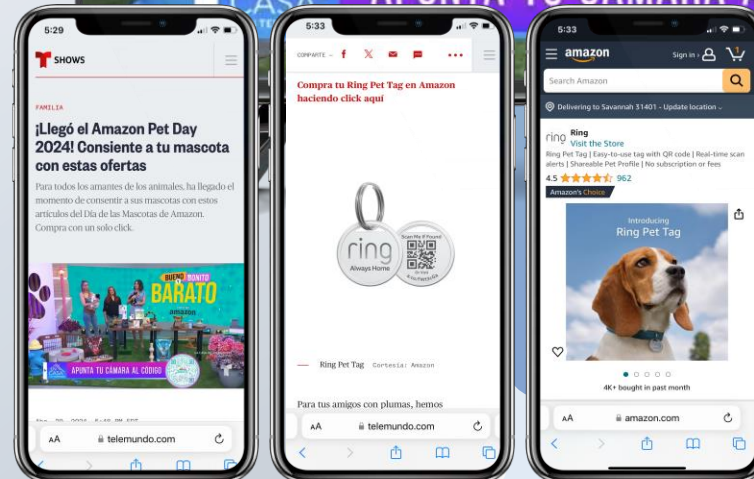


Leveraging Telemundo's trusted editorial voice and premium IP creates a powerful platform to influence back-to-school shopping decisions.

Editorial Commerce seamlessly integrates curated product storytelling into content across on-air, digital, social, and streaming, meeting audiences the moment inspiration turns into action.

Back-to-school shopping segments spotlight fashion, supplies, and must-have seasonal essentials, driving viewers directly to complete their purchase through Telemundo's storefront, while engaging Hispanic audiences with relevant, culturally connected inspiration.

Timing/Lead Time: 4-6+ weeks



+46%

Lift vs. avg conversion



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AD INNOVATIONS

DRIVING IMPACT WITH **AD INNOVATIONS**

Back-to-School Opportunity

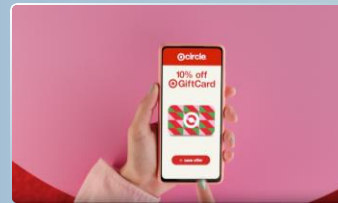
Own **key sales days** of the BTS season with 1st view moments that maximize reach.

Showcase **“Hero Products”** to the **highest-value audiences** & prove ad effectiveness with transactional insights.

Turn ad time into fun, **education & engagement** for Families.

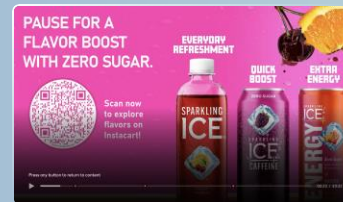
Give consumers **time back** during this busy season.

Ad Innovation



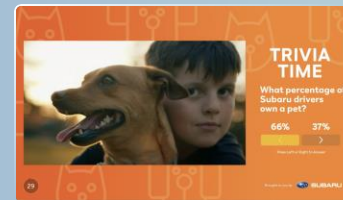
Spotlight

Reach 90%+ of the day's viewers on Peacock & own their first impression



Retail Media Pause

feat. Instacart targeting capabilities



Engagement

feat. Trivia & Games



Pod Bounce

Impact

+15%

Message Memorability vs. Midroll for Retail Category

8-17x

ROAS

+64%

Total Interaction Rate with Trivia Engagement Ad

+21%

View Through Rate

BTS ACTIVATION EXAMPLE:

Target x Curator Ad



Using the Curator Ad, Target sponsored a rail that featured **popular Back-to-school themed content.**

Target appeared at the top of the landing page and ran as the first ad for the first four titles a viewer selected to watch.

On average, brands see

+72%

favorable shift in opinion of brand

+20%

Message memorability

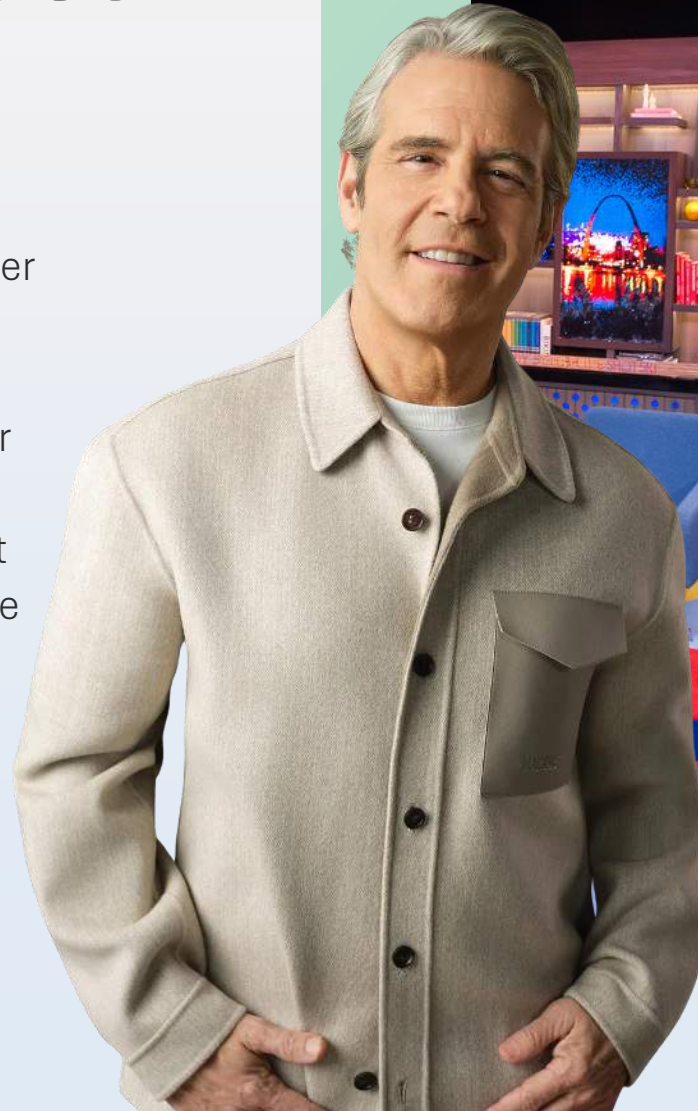
 NBCUniversal

MARKETING OPPORTUNITIES



BTS IN THE WWHL CLUBHOUSE

WWHL can shine a spotlight on our teachers and celebrate the new school year. Your brand can enter the Clubhouse with a custom integration that speaks to the season – with a script infused with your brand's talking points. Whether a branded bar that showcases products or a branded game that schools our seated guests, your brand will be front and center within the episode. We can also explore a teacher audience takeover and gift our favorite educators a front row seat in the Clubhouse to enjoy the show (on their night off, of course)!



Note: All For illustrative purposes only. Final creative pending ongoing Network, Editorial, Legal and Talent approvals. Brand to provide any featured brand products. Production fees will apply. Talent fees incremental based on final creative and talent needs.

E NEWS HOT GOSS ON YouTube

College Hacks & Must-Haves

Brands take center stage in Hot Goss's Cool Down segment – College Edition, as Eyal Booker and Lonnie Marts break down the hottest campus trends, life hacks, and dorm upgrades every college student needs to know. Opportunity for brands to be seamlessly woven into the fun, from powering study sessions and energizing morning routines to leveling up dorm spaces, making it a must-have for back-to-school season.

Retail



Tech



CPG



BPC



Health & Wellness





BACK-TO- EVERYTHING WITH TODAY

Join us as we make back-to-school-work-routine-practice... back-to-everything season a little easier!

Integration

1

TODAY will highlight your priority product in a tip-based segment or demo as our viewers gear up for back-to-everything season — whether it's family-friendly recipes, ways to streamline getting your kids out the door, or parenting hacks. A trusted expert will showcase how your product will make returning to routine easier than ever.



Human Interest

2

Support brand objectives and/or initiatives through a charitable donation as we honor outstanding teachers doing great things for their school and community.



E TALENT OPPS



Featuring *Erin Lim*

Erin's Morning Routine

The alarm buzzes at 7am. Erin reaches for her flared jeans and a sparkling, backpack—ready to tackle the school day... if only she were a student again! She sits down for breakfast, fueling up for what's actually on her agenda: hosting *The Rundown*. With a playful shrug, she takes another bite and waves to the camera, wishing everyone a happy back-to-school season, because some routines are timeless, even if the classroom is long behind her.



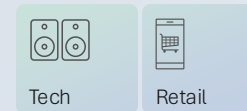
Back-to-School Essentials

Summer's over, and Erin is ready to kick off the fall season with a fresh workspace glow-up! Starting with her desk, where all the magic of *The Rundown* happens. She snaps her fingers to reveal a full before-and-after transformation: new supplies, chic décor, and all the essentials that make back-to-school season feel stylish, organized, and totally on-brand.



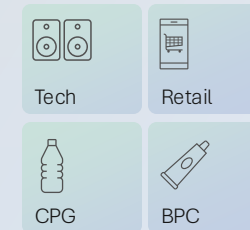
Mom vs. Trends

No one keeps you humble quite like your kids! And E!'s Erin Lim Rhodes is taking on back-to-school season with her signature humor, showing that keeping up with Gen Alpha trends is harder than it looks. With TBD brand as her ultimate BTS partner, Erin curates a haul of must-have school essentials, from snacks and backpacks to tech and desk supplies.



What's in My Bag

E! talent empties out her oversized tote to reveal everything she carries for a busy back-to-school/workday hybrid. From must-have snacks to tech essentials and her favorite organizational tools, each item gets a moment in the spotlight. Viewers get a peek at the real-life essentials that keep E! talent, running smoothly, with subtle brand integration woven naturally into her routine.



the Voice ^{#theVoice}

SEASON 30



Social Content

As students head back to school, Season 30 Voice artists are preparing for their biggest moment yet. This back-to-school season, your brand will anchor a signature, on-show communal space where artists gather, prepare, and find inspiration before their Blind Auditions. This branded hub will be featured in-show and across social, capturing the dedication and anticipation behind every performance

Fees:


- Production: \$50k-\$100k
- IP: \$200k



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Artist Home Follows

As the Voice artists take the stage for the biggest audition of their lives – and as students prepare to head back to class – they will need all the support they can get from friends and family. Through an Artist Home Follow package, your brand will be there to drive the artists through their hometowns, giving fans insight into where they are from and where their journeys began.

Fees:

- Production: \$30k-\$75k
- IP: \$200k



Auto

Custom Content

Meet us on the stage this back-to-school season! By contextually integrating both your brand and The Voice’s IP, NBC can create co-branded content that runs in commercial time as a standalone piece or as a series throughout multiple episodes with an additional set up in-show toss from Voice host, Carson Daly. Content can live across linear, digital, and social.

Fees:

- Production: \$250K+
- IP: \$200K
- Talent: TBC

COMPETITION REALITY



Auditions: Jun 2 – Aug 11

Lives: Aug 18 – Sep 23

Live Sponsored Lounge

Step off the stage and into the spotlight behind the scenes. This branded lounge transforms into the ultimate back-to-school hang – your all-access pass to raw reactions, real stories, and unforgettable recaps of the night’s most exciting moments. An ultimate new season reset, it’s a space designed to recharge, connect, and gear up for what’s next, brought to life with essentials and thoughtful touches that help talent refuel, stay powered, and keep pace with the season ahead - all thanks to your brand.

Official AGT Voting Sponsorship – Live

This cross-platform sponsorship integrates your brand into the heart of America’s Got Talent live shows by aligning with the fan-favorite voting experience. As families, students, households, and educators navigate a season of new routines and decisions, the activation spans on-air, digital, and social touchpoints—delivering high-impact visibility and engagement as audiences cast their votes in real time.



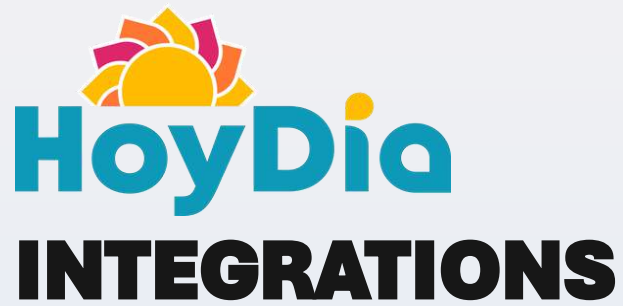
Jun 8 – Aug 31

BTS Obstacle Course

What if back-to-school felt less like a lengthy to-do list and more like a game? Inspired by American Ninja Warrior, this custom spot turns everyday BTS moments into a high-energy, playful course—racing through morning routines, packing lunches, dodging distractions, and powering through the day. Featuring ANW talent tackling these “real-life courses,” your brand becomes the essential gear helping families and educators tackle it all with speed, ease, and a little fun along the way.

Ready for the Climb

Behind every successful run is preparation...and back-to-school is no different. Inspired by the training and dedication of American Ninja Warrior athletes, this custom spot highlights the families, students, and educators putting in the work to get ready for the year ahead. Whether it’s sharpening focus, staying energized, or getting organized, your brand plays a key role in supporting their routines and helping them stay for whatever the school year brings.



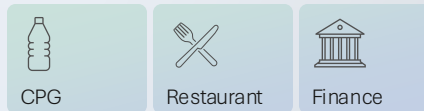
HoyDia

INTEGRATIONS

La Cocina de Hoy Dia: BTS Edition

1

Our kitchen gets a back-to-school takeover, covering a range of timely topics from quick weeknight dinners on a budget, lunches no kid will want to trade, along with meals that strike a balance between indulgence and wellness.



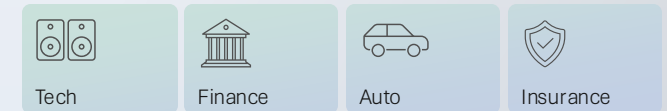
Parenting Franchise

2

An expert-led segment addressing key topics families face at the start of the school year. Content could include focus on helping parents guide kids through important “firsts,” like financial independence (credit cards/bank accounts), first cars, and navigating social media.

Note:

Concept can be adapted to style of *La Mesa Caliente*





OPPORTUNITIES



Entertainment News

Scripted/Reality

Mini Culture Critics (Niños Faranduleros): *BTS Edition*

An expert joins the host alongside a panel of witty, charismatic kids to tackle back-to-school through fun, rotating themes — from celebrity-inspired looks to elevated lunch ideas that bring creativity and excitement to the new school year.



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Restaurant



Retail

Back-to-School Essentials

A highly visual, graphics-driven roundup of the top 5 or top 10 must-have items for kids heading back to school. May or may not be hosted by En Casa Con Telemundo talent or supported with voiceover. Ideal for Instagram and TikTok.

Tips & Tricks

A talent-led “GRWM” featuring them and their child(ren) as they prep for the first day back — blending personality, routine, and relatable family moments.

A practical, lifestyle-driven series featuring tips and tricks for Back to School (e.g. quick healthy breakfasts, capsule wardrobes for kids), etc.



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Retail



Tech



Food & Bev

Custom Content

From visually engaging “Top 5 (or 10) BTS Essentials for Your Kids” perfect for IG and TikTok, to heartfelt moments with talent and their children, the content will provide opportunities for brand integrations both in short-form social and in commercial time.



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Retail



Tech

TOP CHEF VIP BACK TO SCHOOL WITH TELEMUNDO



CPG

1

Class is in session in the Top Chef VIP kitchen! In this fun, family-inspired challenge, contestants are transported back to their school days and tasked with creating the ultimate lunchbox for today's kids. The brief: deliver a perfectly balanced, creative, and delicious meal that's both kid-approved and parent-worthy.



RETAIL

2

In this playful challenge, the pantry is reimagined as a larger-than-life collection of school supplies such as pencil cases, lockers, and notebooks, each hiding key ingredients. Chefs must search, discover, and strategically select what they need, adding an element of surprise and excitement to the challenge. It's a test of instinct, creativity, and adaptability, where thinking outside the (pencil) box can make all the difference.





OPERACIÓN TRIUNFO

Back to school hits different at the Operación Triunfo Academy—where classrooms become stages, lessons turn into performances, and students are one note away from stardom. This season, we invite brands to step into the Academy with a custom classroom-inspired gala number that brings the Back-to-School spirit to life through music, choreography, and storytelling. From celebrating the iconic coaches as ultimate mentors to integrating products naturally into rehearsals, study sessions, and performances, this is where brands don't just show up—they become part of the journey.



Note: All For illustrative purposes only. Final creative pending ongoing Network, Editorial, Legal and Talent approvals. Brand to provide any featured brand products. Production fees will apply. Talent fees incremental based on final creative and talent needs.



on NBC & Peacock

 Home	 Health & Wellness
Restaurant	Food & Bev
Tech	Retail
CPG	Insurance

Scorebar Flips

During live coverage of MLB, **Your Brand** communicates key messaging with fully customizable **Scorebar Flips** – utilizing brand imagery & footage to promote messaging, products, and more.

Sponsorship Details

- 1x Execution in Game
- Select Regular Season Matchups on NBC or Peacock
- :10s Custom Branded Animation



CIPs

Your Brand uses Content Integration Pods to provide key brand messaging during live coverage of MLB. This fully customizable element utilizes verbal copy, b-roll, product shots, & other brand imagery.

Sponsorship Details

- 1x Execution in Game
- Select Regular Season Matchups on NBC or Peacock
- :12s Custom Branded Animation & Live Talent VO
- Incorporates Brand Imagery, Promotions, & more



Billboards

Further align **Your Brand** with NBC's MLB coverage by utilizing **Billboards** to promote key brand messaging to fans with a prominent logo display and verbal read.

Sponsorship Details

- 1x Execution in Game
- Select Regular Season Matchups on NBC or Peacock
- Static or Animated Graphic
- :05s Verbal Read



HOW BRANDS HAVE ALIGNED WITH **PREMIUM CONTENT** to Reach BTS & Family Audiences Across NBCU



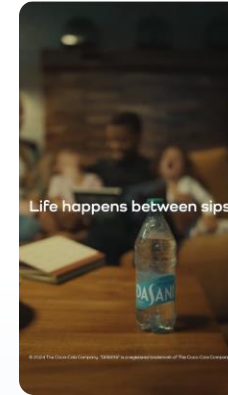
Bravo Custom Content & Clorox Disinfectant Wipes

In this :30 custom content, two Housewives get competitive over who is better at dealing with the messiness of back-to-school season with the help of Clorox Disinfecting Wipes



TODAY Sponsorship & Uncrustables

NBCU & Smuckers invited a lifestyle expert on the TODAY show to share Back-to-School solutions with an integrated segment, branded graphics, verbal and visuals of Uncrustables, and paid amplification on social



NBCU Talent & Dasani

In a summerlong series, Summer of Sips, Dasani showed how NBCU talent (across AGT, American Ninja Warrior, & Top Chef) came together with family, pursuing their passions and creating memories with Dasani water available in their every day moments.



 NBCUniversal

**THANK
YOU!**

