

NBCUniversal

A woman with long brown hair and glasses is smiling while talking on a black smartphone. She is wearing a dark blue button-down shirt and holding a silver pen in her left hand. She is sitting at a desk with a laptop and some papers. The background is a blurred office environment with framed pictures on the wall and a vase of white flowers.

TELCO 2025 YEAR IN REVIEW

Industry *Highlights* & Media Trends

as of March 2026

Agenda

1

Telco Landscape

Current Landscape & 3Q'25 Media Trends

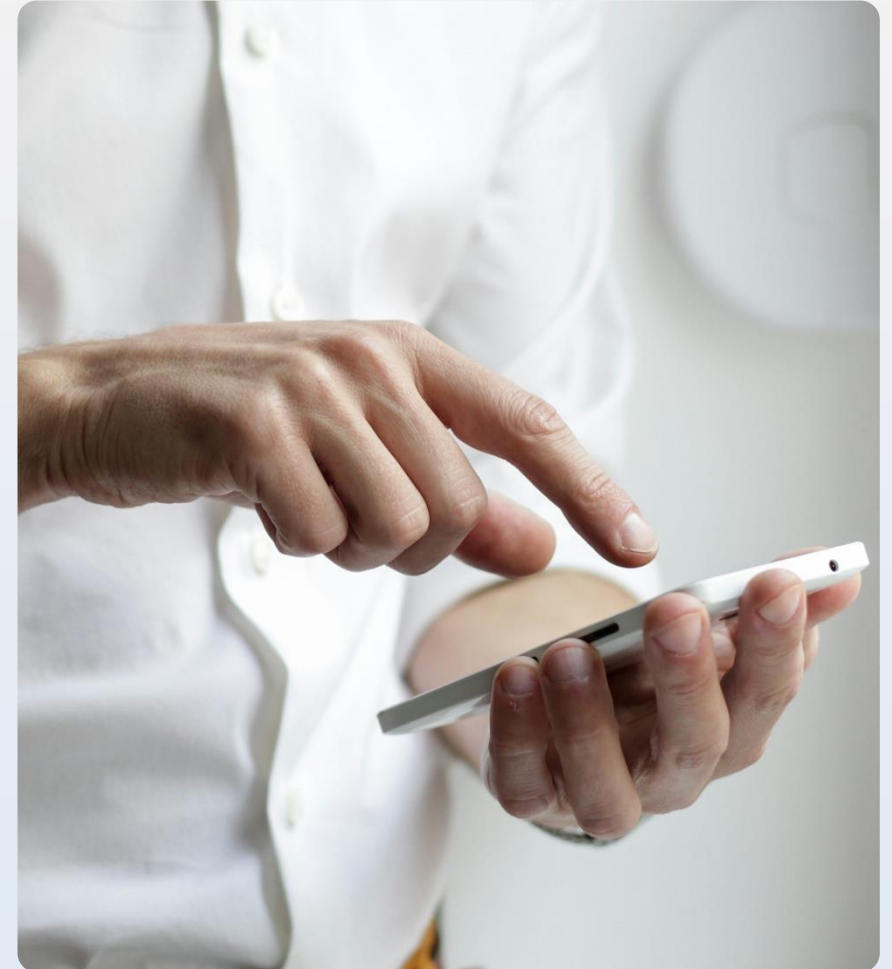
2

Telco @ NBCU Update

Media Trends, Creative Showcase

3

Telco Upcoming Opportunities At NBCU



Current **Telco** Category Dynamics

High operational costs continue pressuring margins, but enhanced customer offerings, broadband expansion, and 5G growth signal momentum ahead

Headwinds

5G investment debts continue constraining discretionary spend¹

Intense price competition amid low switching & aggressive bundling/promotions²

Persistent high CAPEX in managing multiple network technologies (4G, 5G, fiber, etc.)¹

Risk of regulatory & policy changes on further infrastructure development & reach³

Tailwinds

5G Market Growth:
+62% 5G Services CAGR 2025-32⁴
+13% 5G Infrastructure CAGR 2026-33⁴

FWA, fiber, & B2B private network momentum continue fueling category performance^{1,5}

AI & data analytics optimizing network performance & customer experience⁵

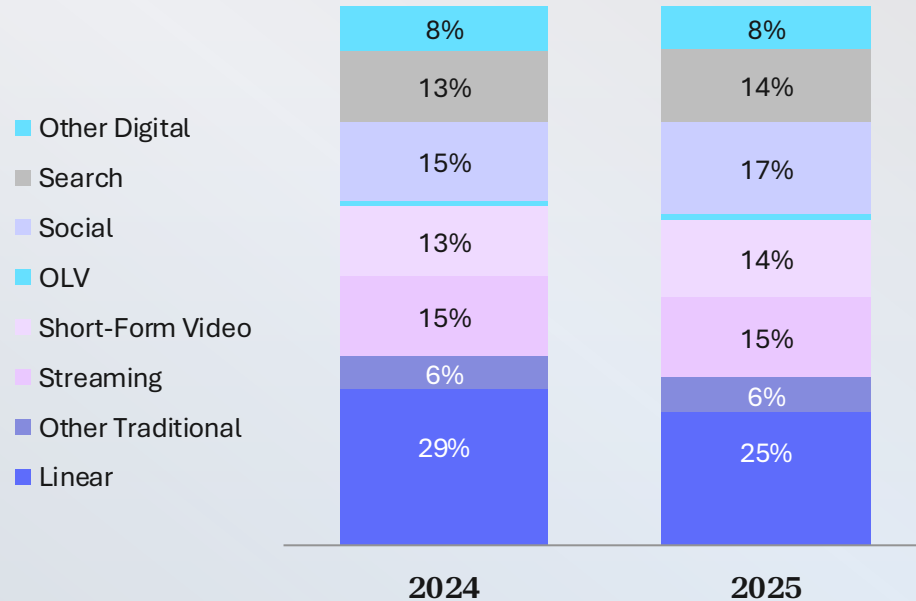
Growing importance of network quality as opportunity to drive switching⁶

Telco Marketplace Spend

The category continues to prioritize performance with a balanced mix across digital formats while still maintaining a heavy reliance on linear at highest share of any platform

Telco Category Media Mix

Share of Spend, in %



Traditional vs. Digital % Split	2024	2025
	35% / 65%	31% / 69%

Total Spend

+17% YoY

Driven by gains in digital (+24%)

Social

+36% YoY

Largest \$ increase vs. STLY (up 9 figures)

Streaming

+18%

Accounting for 17% of digital spend & 12% of total dollars

Short Form

+29% YoY

Maintained #2 media subtype share ranking (14% of digital spend)

TELCO NBCU SPEND

2025 vs. 2024

NBCU Telco spend moved in conjunction

with marketplace shifts,
as brands leveraged mass
media moments &
conversion-driving channels
to optimize engagement &
drive full-funnel impact



SPORTS

cross-platform
investment grew as
Telcos leveraged tentpole
moments to reach key
audiences at scale &
peak attention

+14%
Sports



ADVANCED

audiences remained a key
activation tactic as brands
prioritized strategic
targeting & measurable
ROI

+24%
Total Adv. (DDL, Aud. IO,
Prog.)
+26%
DDL



DIGITAL

gained additional share as
investments diversified
across buying methods &
performance channels

+15%
Total Digital
+29%
Programmatic
+57%
Social



STREAMING

remained key for reaching
engaged audiences as
brands leaned into
premium content & high
impact ad formats

+10%
Total Streaming (Premier,
PAX, Prog., Sports)
+33%
Peacock Premier
+26%
Spotlight Ads

Creative & Innovation

Across The Marketplace & NBCU

Marketplace



T-Mobile 5G x FORMULA 1 Las Vegas Grand Prix

T-Mobile brought 5G-powered fan experiences, broadcast angles, event connectivity plus exclusive perks for its customers at Club Magenta inside the T-Mobile Zone at the Sphere

NBCU Spotlight



Verizon Sunday Night Football Pregame Picks

Maximizing its league partnership across platforms, Verizon sponsored SNF's Pregame Picks segment which featured studio/on-screen branding and on-air mentions

2026 **TELCO** Predictions



Beyond the potential impacts from macroeconomic & infrastructure dynamics, these are **4 key topics** to be aware of as Telco brands look to enhance operational efficiencies, competitive differentiation, & customer lifetime value.

AI Powers Self-Healing/ Optimizing Networks

By integrating agentic AI into its advanced AI adoption, the category will develop autonomous, AI-driven networks that predict, optimize, & fix issues in-real time.

Significantly reducing service disruptions will nurture customer goodwill while also unlocking employee bandwidth to prioritize other initiatives requiring human involvement.

+24%

agentic AI telco & network management market size CAGR 2026-2030 projected to reach \$13.3B in 2030.

Industry Consolidation Accelerates & Solidifies

As M&A & strategic partnerships take shape, telcos will achieve greater verticalization to diversify portfolio offerings & drive scale.

Post-consolidation, individual telcos' strengths/standings will shift, requiring each to re-establish & position their enhanced portfolios in the marketplace & to target customers.

\$45.5B

spent on major fiber M&A deals from 2H'23-1H'25 to capitalize on rapid fiber growth & projected demand.²

Contract Innovation & Pricing Experimentation

With consumers now accustomed to more flexible subscription models (vs. long-term contracts), prepaid, contract-free, & unbundled services are gaining momentum.

For customer value-creation, acquisition, & retention, telcos will develop innovative offers, ex. transparent/simplified pricing, contract-free options, or personalized packages.

30%

of consumers cite pricing/value as the #1 reason to switch telco providers.³

Telcos Evolve into Lifestyle Brands

Telcos have been diversifying offerings with more lifestyle or non-endemic partnerships & perks (ex. credit cards, priority access event tickets, etc.) to differentiate.

More expansive & creative partnerships will generate greater customer lifetime value, reinforce positive brand association beyond wireless, & build greater loyalty.

1/3

of consumers in developed markets prioritize perks over peak speeds from telco providers.⁴

2026 Opportunities for the **Telco Category**

Feature **NEWS**



MS NOW



CNBC

The Five Star Weekend



WWE Saturday Night



The Kelly Clarkson Show



America 250

With the Network That's Been There For the Past 100

This summer, Americans across the country will come together for a 4th of July like no other. We will commemorate the occasion with our news programming, and then open to entertainment and sports, with a landmark multipatform series of moments that celebrate America's birthday across a wide range of premier networks and IP.

Timing: Summer 2026 | Distribution: NBCUniversal, Peacock, MSNBC, MSN, CNBC, USA

Viewers Eager For Connection 87% of Americans say they are eager to find their beliefs, preferences and trust each other again.	Look To Advertisers To Provide Common Ground 70% of consumers say it's important for U.S. brands to uphold American values.	And To Media That Makes Them Feel Whole 9 in 10 NBCU viewers say that gut-level content makes them feel connected to others.
Recent Expansion Enough To Celebrate A 250 th Birthday	286M	TV-viewers reached each month of NBCUniversal

WAYS TO ACTIVATE: Integrations | Custom Content | Media Sponsorship | Commerce | Events | Social

Bravo Fan Fest



NBCUniversal

THANK YOU

NBCU Telco Category Strategy Team:

Dominique Folacci, Nicole Lee, Savannah Stephens