

Innovation

NBCUniversal is committed to putting the consumer first in everything we do. Because on our platform, the consumer's ad experience is the user experience. We want to make that ad experience as enjoyable as the content itself, and as effective as possible.

We've researched, tested and iterated every aspect of the viewing experience, proving that when we **improve the ad experience for consumers**, it translates to **increased ad effectiveness for marketers**.

For five years, we have created new, **innovative formats, products and content experiences** that deliver significant **impact for our partners**.

Our suite of Commercial, Commerce and Content global innovations engage consumers at mass scale across NBCUniversal & Sky ecosystems.



+93%

- Appreciate CI Ads

Source: Ipsos, 2014



+79%

- Are Less Likely

to Sign Up for a Service



+88%

- Are More Likely to

and Peacock.

Our global, domestic and local content creators have united to join forces to create and activate content experiences specially tailored for the audiences' brands are looking to drive meaningful connections and conversations.

We ultimately know that at every touchpoint of the consumer journey, your brand story matters in activating audiences and driving real impact. Creative Partnerships at NBCU is a best-in-class team of storytellers backed by the full creative and production resources of One Platform, developing custom

solutions for brands across all genres, formats, and platforms.