

NBCUniversal One Platform™

NBCUniversal's One Platform is founded on trust, transparency and collaboration to help all partners leverage first-party data, activate impactful campaigns across all screens, and finally measure what matters. Read below to learn how our NBCUniversal One Platform™ strategy is helping to transform the industry:?

- DATA & IDENTITY
- ACTIVATION & AUTOMATION
- AD EXPERIENCE
- MEASUREMENT

Our stories shape culture...

Content is foundational to **NBCUniversal One Platform™** because our stories make emotional connections with audiences around the world and shape culture with moments, shared experiences, and a common language around our content. By offering a diversity of premium programming, we're able to engage a diversity of audiences on any and every screen.

meeting consumers wherever they are so you can home in on the audiences that matter most for your business objectives.

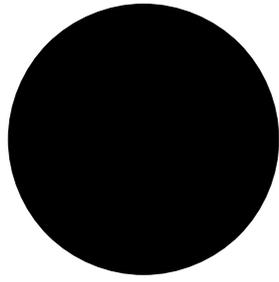
~700MM worldwide **give their time and their trust to NBCUniversal's content***, investing 86 billion hours in our content
300+ **unique digital access points where consumers** can find and consume our content.
20+ **brands** engaged with, from entertainment, to news, to sports; they stream all that and more entertainment, on Peacock; they discover our content in a wide variety of places: on every major MVPD and vMVPD platform....across every major OTT distributor, from Roku, to Apple TV....on every device, from mobile, to desktop, to CTV.... AND on every major platform, including Hulu, YouTube, Apple News, Snapchat and Twitter.

Wherever those audiences are, One Platform reaches them.

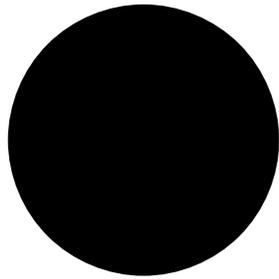
Investing in technology to make reaching your audiences easier than ever...

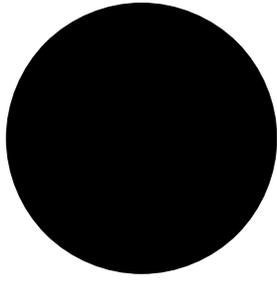
One Platform is NBCU's **audience-first approach to modern media** and **our proprietary technology stack**, designed to remove the complexity of traditional media buying to help you **reach your preferred audiences at scale** across linear and digital.

With **automation and interoperability** built into every step of the campaign process—from building your

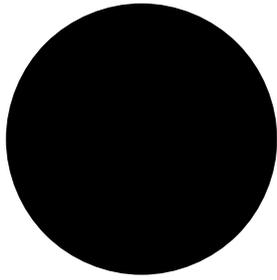


- **Data & Identity**





- Ad Experience



does exactly what the name implies: it **unifies the vast first-party consumer data sets from across NBCU** to enable best-in-class targeted and personalized consumer experiences. It's how we know who our consumers are, what they want, and how to best serve them, and it's supercharging the first step of your One Platform campaigns: your audiences.

Expand to see what's new for 2022:

- NBCUnified will comprise three core components:
 - **NBCU ID** – First-party identifier that is the foundation of NBCUnified and provides a persistent indicator of who a consumer is to us over time and across touchpoints.
 - **Audiences** – Granular, person-level media consumption, preference, and purchase data from across the NBCUniverse—answering the question, what do we know about the consumer?
 - **Partner Integrations** – Interoperable integrations with critical technology partners, which will make our NBCU ID actionable so you can leverage NBCU IDs to plan, activate, and measure campaigns across One Platform
- For audience activation, you'll have multiple options:
 - Through **NBCUnified Audiences**, you'll be able to choose from a **wide range of NBCU-sourced attributes and segments, all appended to NBCU IDs**, available for activation through programmatic guaranteed buys as well as direct buys.
 - Through our **NBCUnified Consumer Match** offering, you'll be able to match

Activation & Automation

Once you've established your audience, the next step is to **activate, optimize, and deliver your campaign**. Traditionally, you'd have to build linear and digital campaigns separately. But One Platform gives you the ability to build **one unified plan** to reach your ideal consumers **across NBCU's linear and digital inventory**.

And new this year, we're adding **more scale in streaming, more scale across platforms, and more scale across programmers**. In addition, we're **fully enabling programmatic buying on Peacock** and introducing **cross-platform RFP automation** with Mediaocean and Salesforce.

Expand to see what's new for 2022:

- **More scale in streaming** – With our new **Peacock Audience Extension (Peacock AX)** offering, we're bringing together the full power of our streaming footprint—including Peacock, our NBCU OneApp, and more—into **one massive high-fidelity, addressable pool**, giving you access to **unparalleled scale on a single plan at a single price**.
- **More scale across platforms** – We're **integrating iSpot's household-level data set into our AdSmart advanced audience optimizer**, which will enable you to **activate cross-platform campaigns using iSpot viewership**, a trusted data source already adopted by leading advertisers and agencies.
- **More scale across programmers** – We're **integrating NBCUnified with OpenAP's**

- **Cross-platform RFP automation** – Mediaocean’s Prisma and Salesforce’s Media Cloud are coming together, thanks to NBCU’s APIs, enabling you to **submit a single RFP across linear and digital**, which will be **automatically added into NBCU’s One Platform proposal pipeline**, increasing response time, and enabling faster, more efficient fulfillment.

Ad Experience

All of the data and insights we gather from across our universe **power more targeted activation** and **unlock greater ad innovation and creativity** to benefit our viewers, our clients, and our agency partners. Innovations such as Sequential Storytelling, Contextual Intelligence and the Harmonizer on Peacock are **fueled by NBCU data and insights** to make ad experiences as effective as possible.

And coming soon, NBCU Checkout will be integrated into Comcast’s global video platform – a major development for the future of content and commerce!

Expand to see what’s new for 2022:

- Last year, we extended Contextual Intelligence to our streaming properties, with the introduction of **brand alignment using the IAB Tech Lab’s standardized content taxonomy**.

Measurement

After your One Platform campaign has fully delivered, we use proprietary ad log data, soon to include NBCU ID-level exposure data, to calculate final reach and impact for your business objectives. But we're also **committed to building a new multi-currency future** with census-based measurement of your ads in near real-time, unlocking unduplicated reach and frequency across platforms, granular second-by-second cross-screen ad performance, and performance beyond delivery.

This is why in 2021, we declared **#MeasurementIndependence**. We issued an **industry-first measurement RFP**, joined the **VAB Measurement Innovation Task Force**, launched a cross-industry **Measurement Innovation Forum**, and introduced the **first-ever comprehensive measurement framework**. In 2022, we're officially rolling out our **NBCU Certified Measurement Partner Program**, the first of its kind from a major media company.

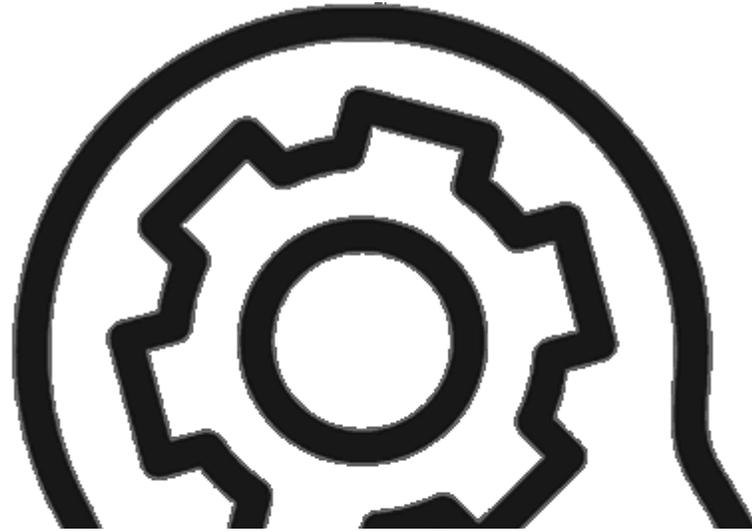
Expand to see what's new for 2022:

- In January, we announced iSpot as our first certified partner for audience measurement. And in this year's Upfront, we'll offer iSpot as an alternative currency

measurement capabilities.

And driving strong impact for your brand.

We've already seen how NBCUniversal has tapped the full scale of our networks, distribution, and audiences to drive impact for brands. Campaigns across NBCU platforms have driven **higher brand KPIs** down the purchase funnel:



+31%

- Ad
- Recall





+23%

- Purchase

metrics available for all campaigns.

To browse our full library of case studies, click here.

Everything we've built as part of **ONE Platform is for YOU**: from the content that fills hearts and screens, the experiences people trust and crave, the creativity and insights that turn consumers into communities, and the advanced technology you can use to activate quickly, engage effectively, and inspire people globally. The Future is here.

Interested in learning more?

Get in Touch

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