

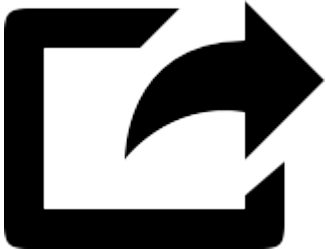
- Login
- Content
 - One Platform
 - One Platform Content
 - National
 - Bravo
 - CNBC
 - CNBC Prime
 - E!
 - Fandango
 - Golf Channel
 - MSNBC
 - NBC
 - NBC News
 - NBC Sports
 -
 - NBCSN
 - Olympics
 - Oxygen
 - SYFY
 - Telemundo
 - Telemundo Deportes
 - Universal Kids
 - Universo
 - USA
 - Syndication
 - Global
 - Sky
 - Local
 - NBC Owned Television Stations
 - Telemundo Station Group
 - NBC Sports Regional Networks
 - NBC Spot On
 - Local NBC Digital / OOH
 - NBCU Skycastle & LXTV
 - Streaming
 - Peacock
- Advertising
 - One Platform
 - Audiences at Scale
 - - AdSmart
 - - One Platform Digital
 - - Global Partnerships
 - Technology

- Impact
- Ad Experience
- Creative Partnerships
- Content and Commercial Innovation
- - One Platform Commerce @ NBCUniversal
- Direct to Scale
- NBCU at the Airport
- Peacock
- Insights
 - News
 - Blog Posts
 - Measurement
 - Category Insights
 - Marketing Insights & Updates
 - Interviews with NBCU Executives
- Events
 - One22
- Quick Links
 - Measurement
 - Press
 - NBCUniversal Creative Guidelines

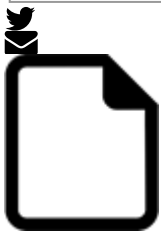
Capabilities:Data + Targeting

AdSmart

Share



Fetching...





Overview
Case Studies

Audience Studio is now AdSmart! Read the press release here on our advanced advertising alignment with Sky.

ABOUT ADSMART

AdSmart from NBCUniversal is our industry-leading holistic suite of advanced advertising solutions, comprising **linear optimization** for enhanced delivery to target audiences through the unparalleled reach of linear TV, **addressable TV** for ads delivered directly to target households through highly engaging long-form video, **digital targeting** for ads delivered directly to target users through premium online content, and **contextual alignment** to match brand messaging with relevant scenes across our national linear programming.

ADSMART AUDIENCE: TARGETING ON EVERY SCREEN, ACTIVATION YOUR WAY

Our advanced audience targeting platform, AdSmart Audience, combines the **unmatched power of NBCUniversal's portfolio** to engage consumers on every screen, **rich first- and third-party consumer data**, including your data, and **data-driven advanced targeting** to reach the right consumers for your business

objectives, enabling you to build **meaningful connections at scale** and drive **measurable impact for your brand**.

With AdSmart's audience targeting capabilities on every screen—optimized linear, addressable, and targeted digital—we help you connect with the right consumers wherever they are. This includes:

- **One-to-many targeting** for enhanced delivery to target audiences through the broad reach of national linear TV
- **One-to-household targeting** for dynamic delivery to target households through premium long-form/FEP video on Comcast STB VOD and Hulu streaming
- **One-to-one targeting** for dynamic delivery to target users through premium digital display, short-form, and long-form/FEP content

Plus, we offer flexible activation paths, so how you reach your audience is up to you, with:

- **Managed service options** that use our in-house data sets (plus yours if you have your own data), our in-house data technology, and our in-house data science expertise for targeted buys with audience delivery guaranteed
- **Self-service options** for advertisers who want to use their existing DSP integrations to execute targeted buys

ADSMART CONTEXT: AI-POWERED CONTEXTUAL ALIGNMENT FOR LINEAR TV

With our AdSmart contextual alignment platform, AdSmart Context, we're leveraging proprietary machine learning technology and emotion recognition algorithms to **match an advertiser's creative with the most contextually relevant scenes across our unequaled national TV programming**. Through this contextual alignment, we're able to reduce tune-out, improve the viewing experience for consumers, establish positive brand associations, and improve advertising impact such as brand recall, ad recall, and ad favorability.

ADSMART PARTNERSHIPS

More than just a suite of capabilities, AdSmart is a **data-at-the-center partnership** that leverages advanced advertising to improve the efficiency and effectiveness of your media buys.

NBCUniversal

To See The Full Content

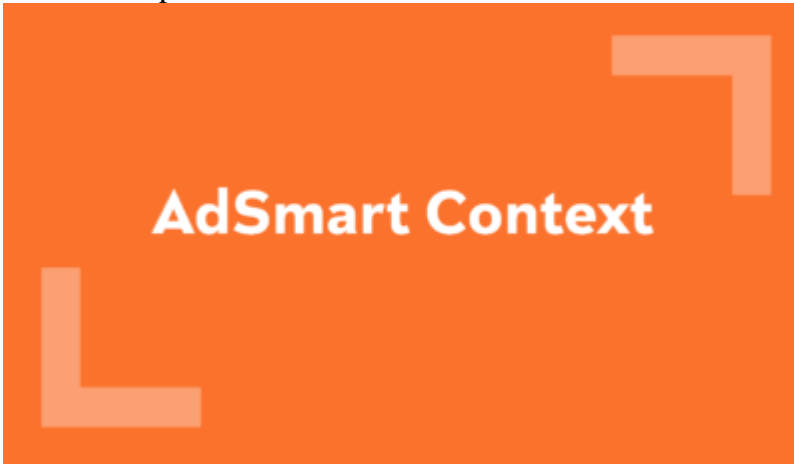
Sign up or log in for unequaled access to this content as well as NBCUniversal programming, trailers,

opportunities, pilots and more.

[Sign Up](#) [Log In](#)



Featured Capabilities within AdSmart



AdSmart Context
Collaboration



Creative Partnerships at NBCU

Commercial Innovation

Commercial Innovation - 2020

AD|SMART
from NBCUniversal

Network
AdSmart

sky

Network
Sky

**CREATIVE
PARTNERSHIPS**
at NBCU

Creative Partnerships at NBCU



Commercial Innovation - 2020



Network
AdSmart



Network

Sky

- One Platform
 - One Platform Content
 - Global
 - Local
 - Streaming
- Advertising
 - Data & Targeting
 - Custom Content
 - Digital Partnerships
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