Capitalizing on *The New Normal*
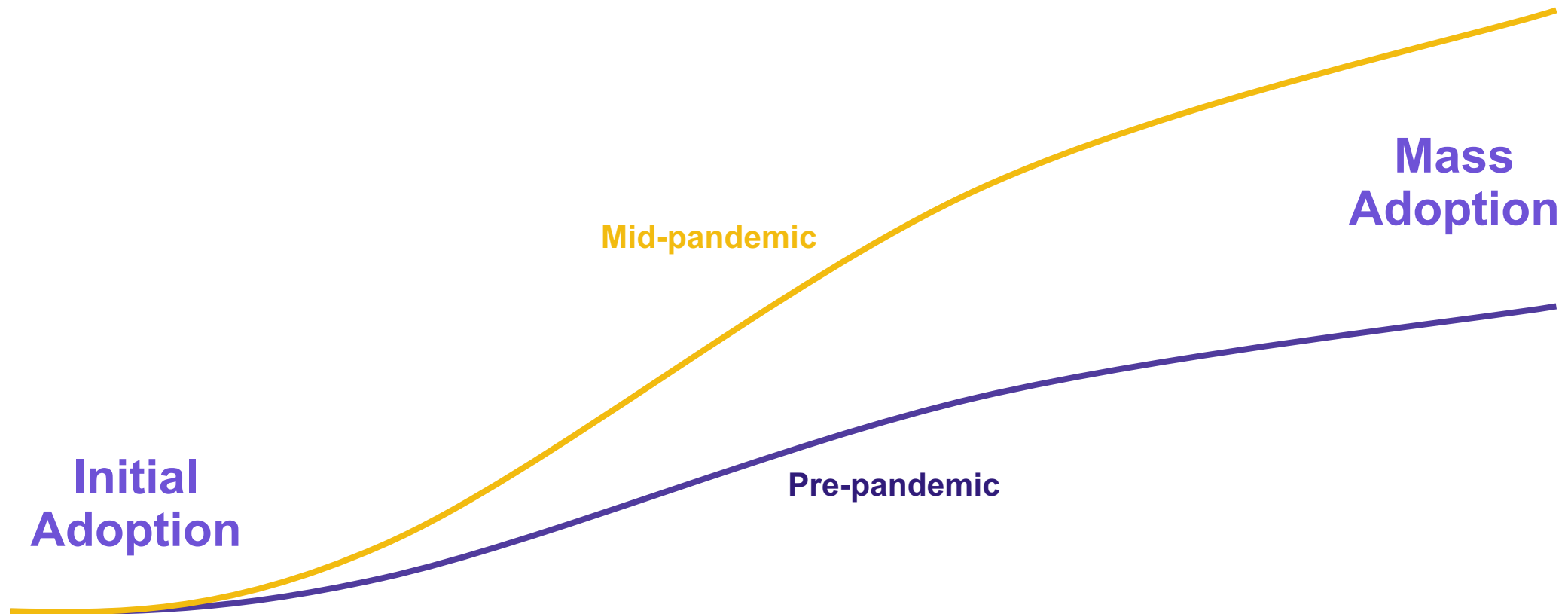
With COVID-19 we are witnessing accelerated technology adoption curves…

Mass Adoption

Mid-pandemic

Initial Adoption

Pre-pandemic

NBCUniversal

That adoption extends across many emerging trends

COVID-19 has redefined how we conduct business and maintain relationships, and tech has played a critical role in helping us navigate our new normal

spike in remote work software and app usage

rapid conversion to e-commerce

reliance on cloud storage and services

increased video & OTT consumption

transition to telemedicine and remote wellness

remote fitness apps take off

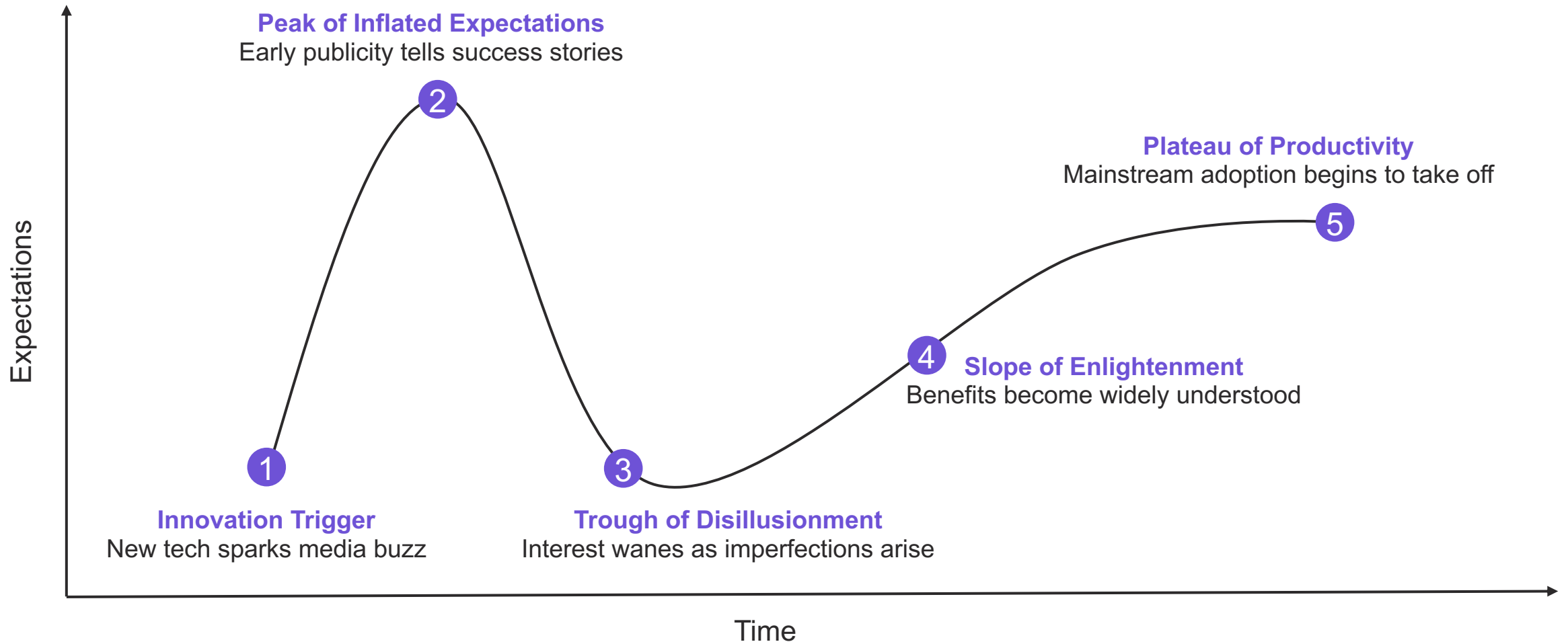increase in digital and console gaming

peaks in DIY activities online
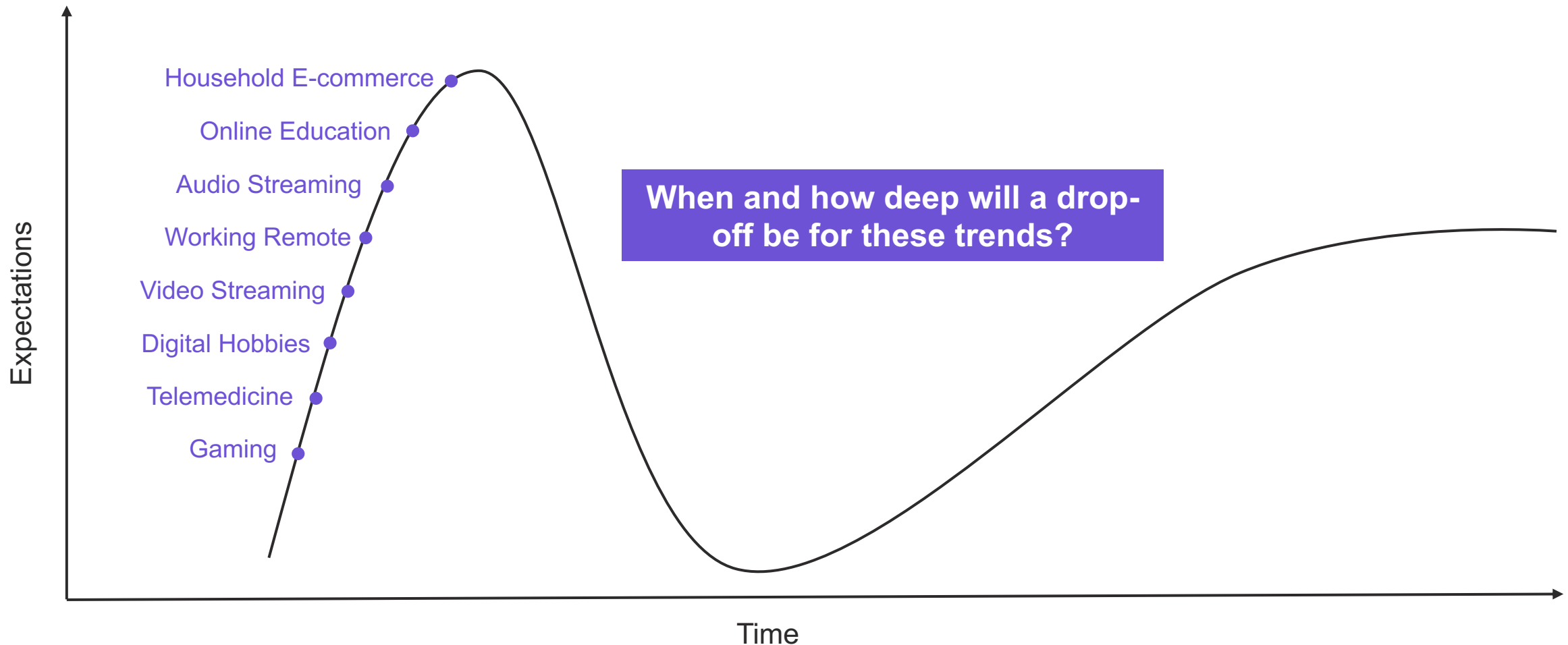
growth in online learning and home schooling

NBCUniversal

The sustainability of new trends has been studied

The Gartner Hype Cycle looks at the maturity and adoption of technologies, and how they are potentially relevant to solving business problems and exploiting new opportunities

Peak of Inflated Expectations
Early publicity tells success stories

2

Plateau of Productivity
Mainstream adoption begins to take off

5

Expectations

4

Slope of Enlightenment
Benefits become widely understood

1

3

Innovation Trigger
New tech sparks media buzz

Trough of Disillusionment
Interest wanes as imperfections arise

Time

NBCUniversal

COVID is accelerating adoption, but will there be fall-off?

At this pivotal moment, brands have a chance to drive conversion, win share, and sustain new consumer habits

Household E-commerce

Online Education

Audio Streaming

Working Remote

Video Streaming

Digital Hobbies

Telemedicine

Gaming

Expectations

Time

When and how deep will a drop-off be for these trends?

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NBCU has solutions to capitalize on surging demand

With advanced targeting and ad formats built specifically to drive conversion, NBCU can construct a plan designed to drive mobile downloads, conquest customers, and gain market share
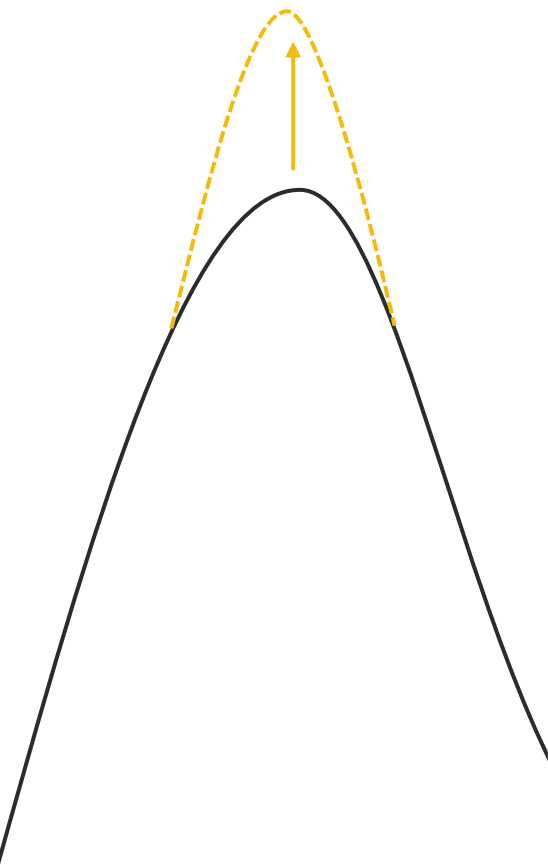
adsmart from NBCUniversal

Precisely target high value prospects across NBCU's entire cross-platform video ecosystem leveraging 1st, 2nd, or 3rd party data segments

NBCU CODE

Utilize Apple's 1st party data for mobile-to-mobile 'Tap to install' ads on Apple News and drive mobile sales

CREATIVE PARTNERSHIPS at NBCU

NBCU's audiences overindex as online shoppers and we have new unique ad formats to increase viewer engagement and deliver immediate online purchases
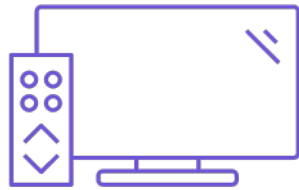
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Advanced Targeting & Optimization

Data-driven campaign delivery across any screen

Your Strategic Audience

Data-driven delivery through premium video on:

National Linear TV	Set-Top Box VOD	Connected TV	Desktop	Mobile

Apple News Converts Mobile Users

Apple News curates content from premium and reputable publishers in a **brand-safe environment with ad formats exclusively offered by NBCU**

68M
Monthly unique users

10M
Average daily users

3.9M
Sessions per user per day

PATHWAY TO SUCCESS:

1. Utilize Apple's Proprietary 1st Party Data

2. Distribute App Download Native Unit to Target Audience

3. Track Performance & Customer Lifetime Value

- **Exclude** existing consumer base

- **Curate custom app cluster** of iOS devices who use delivery services

- **Lean into existing Prime members** to promote further adoption of Amazon's suite of services

- **NEW opportunity on Apple News**, the unit seamlessly delivers increased mobile conversion with only two taps to download

- On average unit has seen **+7.3% higher conversion rates** than regular large mobile banners

- Apple's server to server integration **enables post download insights** such as tracking sign ups, conversions, & app actions

- Closed loop, attribution reporting does require implementation of attribution API to enable tracking through approved MMP

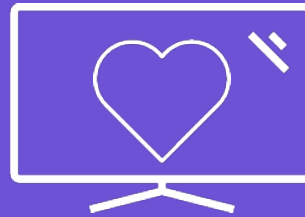NBCUniversal

NBCU ShoppableTV Experiences

Goal

Drive discovery and purchase of products across NBCU content, talent and events
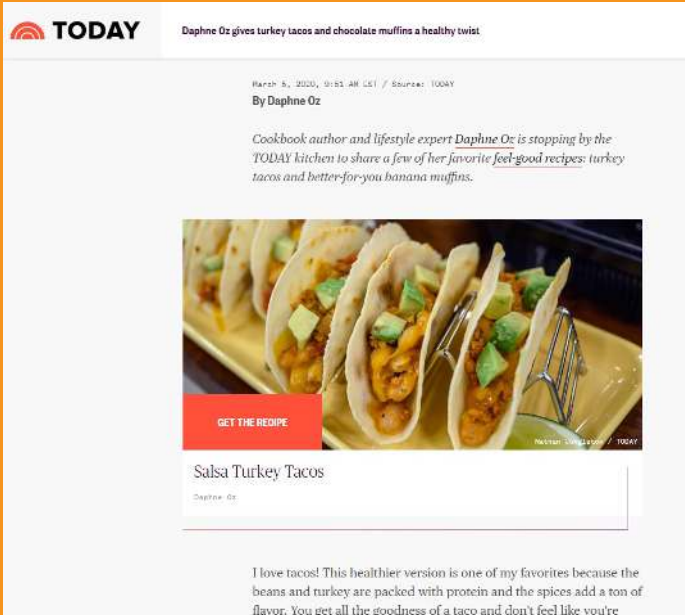
Strategy

Leverage our audience's passion for our events, shows and talent to inspire them to interact and shop.

Amplify Shoppable content across all platforms to drive reach and ROI

CREATIVE PARTNERSHIPS at NBCU

NBCU SHOPPABLETV EXPERIENCES

NBCUniversal

Shoppable Segment Mock-Up

Scannable Code drives viewers straight to shoppable recipe on TODAY.com

Scan for full recipe

NBCU can deliver long term growth post-COVID

With unrivaled scale, premium content, and custom marketing, NBCU can construct a plan designed to increase brand awareness & consideration while engaging loyalists

NBCUniversal

> NBCU has multiple options to efficiently reach broader audiences across all screens & platforms, increasing awareness to new customers and building the brand

CREATIVE PARTNERSHIPS at NBCU

> Sponsor NBCU programs or distribute branded content during key shopping moments when your product or service is top of mind

AD|SMART from NBCUniversal

NBCU CODE

> Utilize advanced targeting to stay connected with loyalists, conquest competitive customers, and continue to convert interested prospects

NBCUniversal

Premium Video drives long-term performance for brands throughout the funnel

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vs. Short Form Video   **FULL FUNNEL ROI**   *vs. Paid Social*

11.6x	**Awareness**	4.1x
4.3x	**Consideration**	2.5x
2.5x	**Purchase Decision**	1.8x

CROSS-PLATFORM LIFT

Brand Lift	*Sales Lift*
26%	16%

HALO EFFECT ON DIGITAL

Brand Metrics	*Sales Halo*
22%-27%	7%-21%

accenturestrategy

NBCUniversal

Leverage key moments and popular IP to boost consideration

In-Show Integration

AMERICAN NINJA WARRIOR | billboard MUSIC AWARDS | THE SINNER
GOLDEN GLOBE AWARDS | E! PEOPLE'S CHOICE AWARDS | SHAHS OF SUNSET
Summer House | FALSA IDENTIDAD | I'LL SEARCH FOR FRIDA
TODAY | NIGHTLY POP | EXATLÓN
CHUCKY | CHRISLEY KNOWS BEST | THE BIGGEST LOSER
MIZ AND MRS | Passport to BEVERLY HILLS | MONEY DOME
Connecting | alien | JUST MY Luck
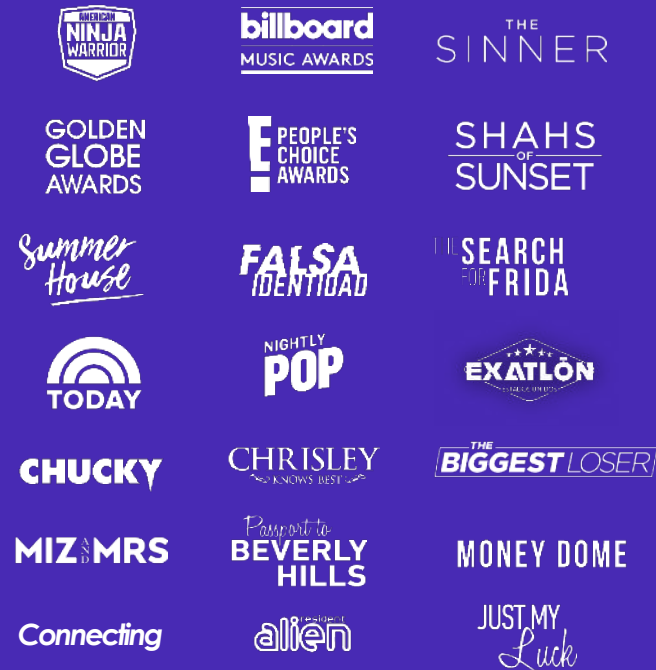
Network Specific Custom Content

BRAVO TOP CHEF | billboard MUSIC AWARDS | the Real Housewives OF SALT LAKE CITY
GOLDEN GLOBE AWARDS | SOUTHERN CHARM | MONEY DOME
All for My Daughter | FALSA IDENTIDAD | EXATLÓN
THE SEARCH FOR FRIDA | JUST MY Luck | MALVERDE
Passport to BEVERLY HILLS | Café con Aroma du Mujer

Social & Mobile First Solutions

E! NEWS THE RUNDOWN | Jason Kennedy & Lauren Scruggs

Live Sports

NHL NBC | NBC SUNDAY NIGHT FOOTBALL | NASCAR | Premier League

Branded Content

Leverage NBCU production capabilities, IP, & talent to produce branded content that is distributed across NBCU platforms

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The right combination of NBCU assets increases Tech campaign performance

Increase Brand Awareness

Optimizing the mix across platforms will increase reach against core demos and/our custom audiences

+21% in brand awareness
TBD increase in cross-platform reach

Improve Brand Perception & Consideration

CREATIVE PARTNERSHIPS at NBCU

Adding custom integrations & commercial innovation in relevant programming will increase brand consideration & app downloads

+15% lift in consideration
+14% in purchase intent

Drive Purchase Intent & Conversion

AD|SMART from NBCUniversal

NBCU CODE

Adding advanced TV & digital targeting will increase reach & frequency among loyalists, competitive users, and high value prospects increase conversion

+10% lift in site visitation
+7% lift in sales

Measure performance across total campaign and all audiences to gain learnings & inform future campaigns

Sources available upon request

NBCUniversal

NBCU Case Study

The Challenge
Drive Customer Acquisition at Scale

A direct-to-consumer financial technology company that built its customer base largely through digital and social channels wanted to reach a larger prospective audience to maintain their base and drive new adopters.

The Insight
Multi-Platform Maximizes Full-Funnel Impact

Although digital and social channels can drive efficient customer acquisition, they lack the scale and engagement of NBCU's reach through premium content on every screen. Employing a targeted multi-platform media strategy with NBCU drives full-funnel impact, from awareness to action to acquisition at scale.

The Solution
Target Customers Across Platforms

We used the client's first-party data to create a scalable target audience, which we activated across NBCU's premium national linear TV, desktop & mobile video, and display content.

ADSMART

NBCUniversal

The Approach

Advanced targeting to reach customers across the NBCU portfolio on every screen

AD|SMART
from NBCUniversal

NBCU & Apple News display

NBCU digital video

NBCU national linear

Custom segment built on 1st & 3rd party data

The Results

The cross-platform campaign drove significant full-funnel impact among households exposed to the campaign vs. unexposed.

Exposure to campaign drove brand metrics

- **+9%** increase in **brand awareness** vs. pre-campaign

- **+33%** increase in **brand opinion** vs. pre-campaign

- **+30%** increase in **brand purchase intent** vs. pre-campaign

Exposure to campaign drove site visits & app installs

- **+27%** lift in **website visits**

- **+49%** lift in **home page visits**

- **+25%** lift in **mobile app installs**

Exposure to campaign drove sign-ups & completed registrations

- **+26%** lift in **web sign-ups**

- **+24%** lift in **mobile app sign-ups**

- **+23%** lift in **completed web registrations**

- **+32%** lift in **completed mobile app registrations**

A D S M A R T

NBCUniversal

Thank You