



2021

# TECH INDUSTRY ASSESSMENT

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NBCUniversal

# WELCOME!



## Introduction

Explore NBCUniversal's latest perspectives and insights into the Tech industry. This report provides an overview of recent marketplace dynamics, our prediction of key future trends impacting the industry, and strategic recommendations for Tech brands and marketers as they navigate what's next.

## Our Approach

At NBCUniversal, we have a legacy of working with a diverse range of Tech partners to build their brands. This report has been created based on NBCU's:

- Ongoing Industry Auditing
- Conversations with Tech Advertisers and Agencies
- Continual Marketplace Analysis
- Examination of Consumer Attitudes towards the Tech Industry

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WE HAVE A  
**UNIQUE**  
PERSPECTIVE

In 2021, NBCU worked with:

**50+ Tech Industry Advertisers**



Gaming



B2B/Cloud



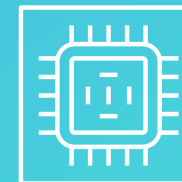
Streaming



Electronics



Smart Devices



AI/Software





# 2021 YEAR IN REVIEW

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*A Look Back at 2021*

2021 WAS THE YEAR OF

# DIGITAL TRANSFORMATION

as well as **continued scrutiny**





# DESPITE CRACKDOWNS ON BIG TECH, **DIGITAL TRANSFORMATION** **LEADS TO A RECORD-BREAKING YEAR FOR TECH**



## **Ecommerce Comes of Age**

Online shopping  
penetration soars



## **Worldwide Influx of Deals**

Mergers & acquisitions  
activity smash records



## **Demand Reaches Peak Levels**

Sales revenues hit  
an inflection point



## **Crackdowns on Big Tech Heats Up**

New administration  
casts more challenges

# LOOKING FORWARD

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*A Look Ahead at Key Trends*



# ENTERTAINMENT REIMAGINED

In July, Mark Zuckerberg boldly claimed Facebook's future lies in the virtual **'metaverse.'**

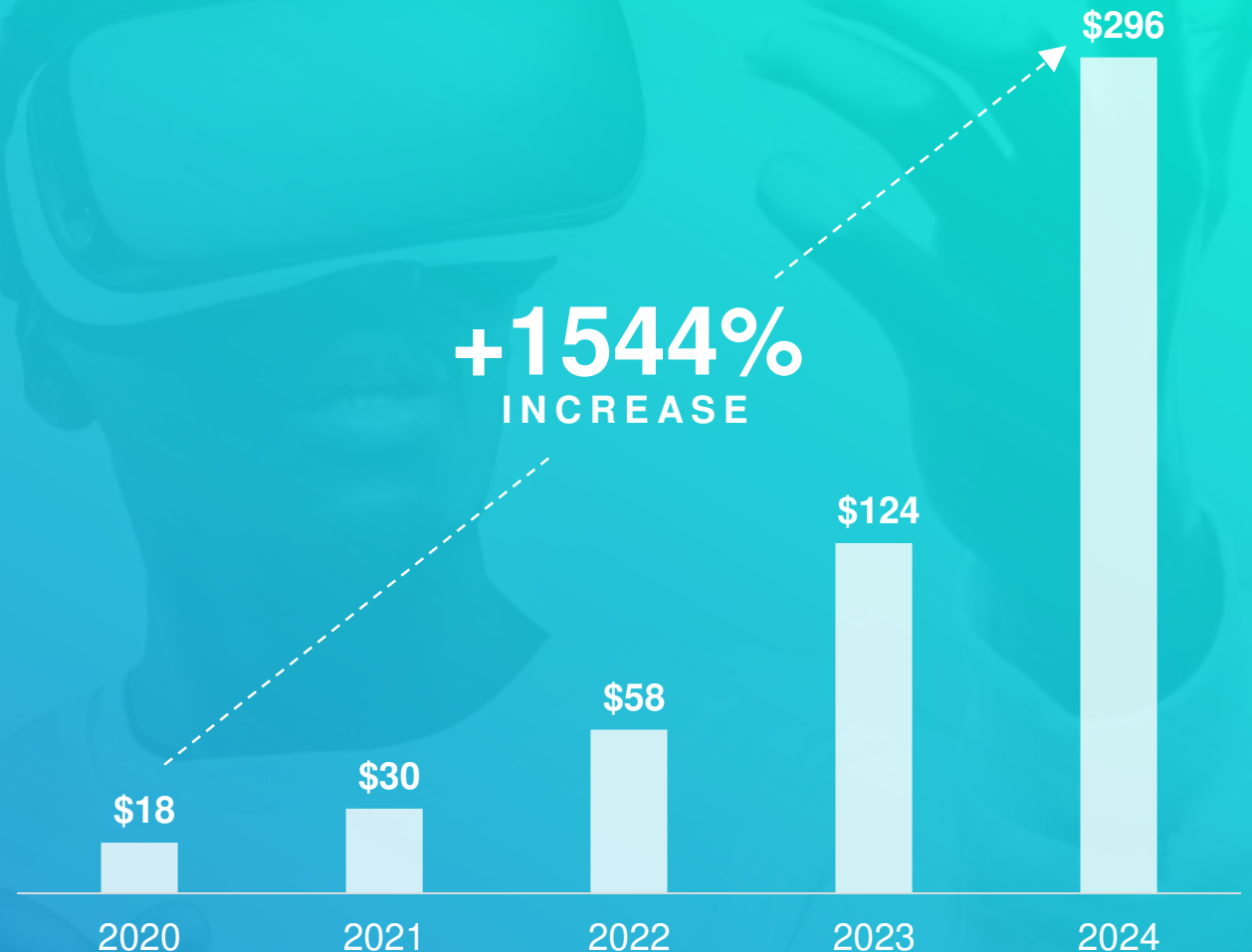
And Facebook is not alone - most Tech, Media, and Gaming companies are investing in futuristic media products.

As futurist, Ted Schilowitz, put it:

**"The next wave of what a screen will be will not look anything like the screens that exist today. It will be a virtual layer on reality that will feel transparent to you."**

Source: statista, economist, pwc, ncta

## AR/VR Projected Market Size Worldwide (Billions)



# WELLNESS GETS AN UPGRADE

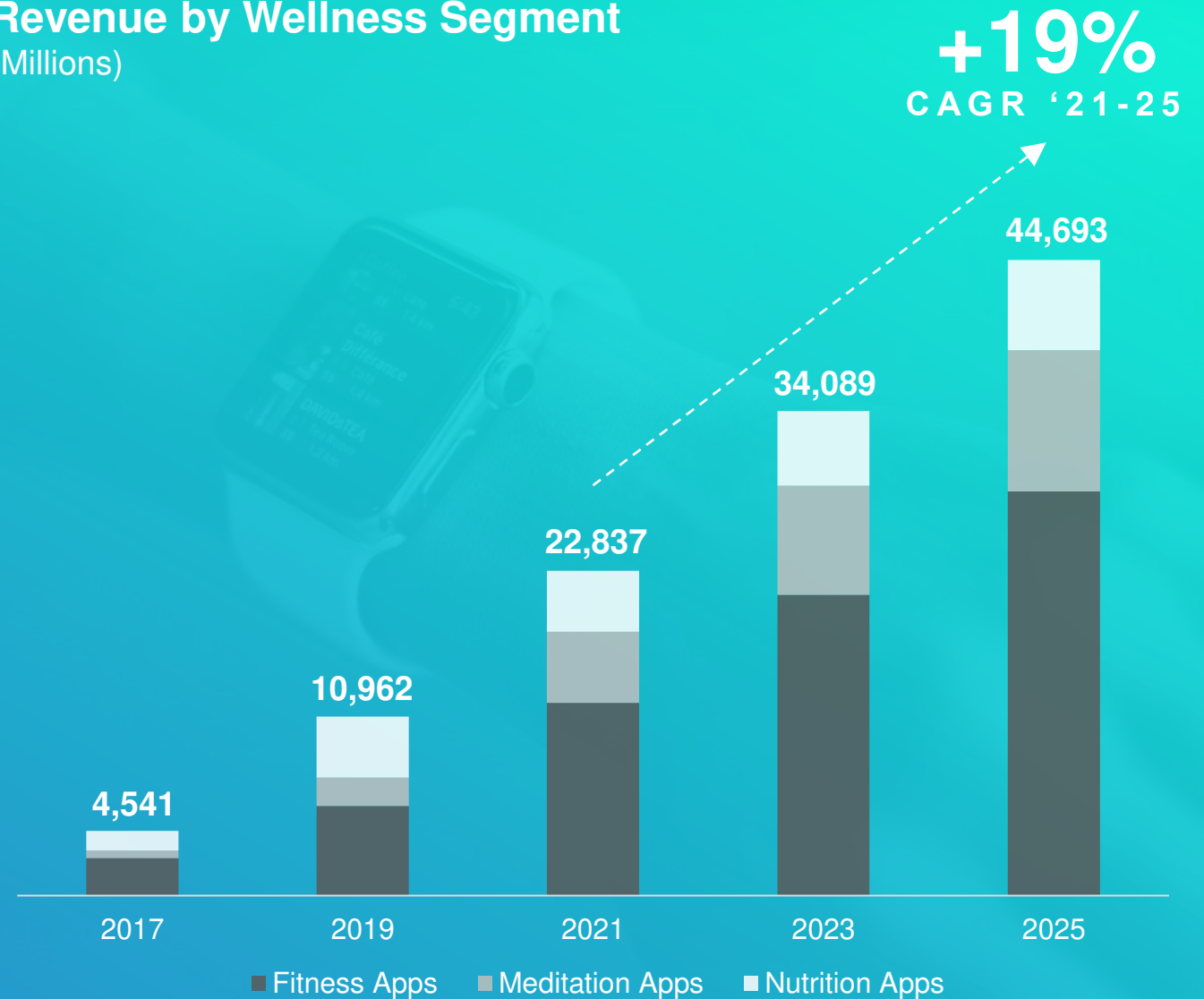
The **marriage of hardware and software** has enabled the next generation of wellness services to take shape - and many Tech firms are taking notice.

Recently, Apple's CEO, Tim Cook, stated:

**"I really believe that if you zoom out to the future and then look back and ask, 'what has Apple's greatest contribution been?' it will be in the health and wellness area."**

Source: statista, sportspromedia

## Revenue by Wellness Segment (Millions)



# WORK EVOLUTION

The pandemic proved remote work is not only possible, but also highly effective.

**As employee expectations evolve, many organizations are investing in technology to adapt to hybrid work models.**

Google's CEO, Sundar Pichai, summed it up best:

**“The future of work is flexibility.”**

## Evolved Expectations is Driving Digital Transformation...

**87%** of workers wish to continue remote work after restrictions ease

& **42%** said they'd search for new job if required to return to office full-time



**68%** of CEOs Plan to invest heavily in data & technology

while **61%** plan to undertake a new transformation initiative



# THE INTERCONNECTED FAMILY

**Parents are among the most active shoppers in the consumer tech category –** so it's no surprise that the majority of children own a mobile phone by age seven!

This is especially true for multicultural families, 55% of whom made purchases last year to improve home productivity.

**As smart device ownership grows, consumers are increasingly considering their homes a 'smart home.'**

**In the Smart Home market,**  
household penetration is expected to reach:

**40%** in 2021...

&

**57%** by 2025

# PURPOSE 2.0

With an estimated **\$5 Trillion of revenue potential at play globally with purpose** influencing many consumer's decisions to pick, continue, or switch a brand...

**Trust is going to be the single biggest currency brands have to stand out & win in the marketplace.**

Today,

## 65%

of Americans believe that technology companies **“often fail to anticipate how their products and services will impact society.”**

## 81%

of Multicultural consumers are more loyal to companies who prioritize the community's wellbeing over business

## Looking Ahead

**Gen Alpha**, the generation comprised of children born from 2010 - 2025, cares more about purpose than any other ever before it.  
**[AND 40-50% are multicultural]**

# KEY FORWARD- LOOKING TRENDS SUMMARY



ENTERTAINMENT REIMAGINED  
**The age of 'screenless screens' is upon us**



WELLNESS GETS AN UPGRADE  
**The next generation of wellness services emerge**



WORK EVOLUTION  
**Hybrid work is here to stay**



THE INTERCONNECTED FAMILY  
**Households & tech become one**



PURPOSE 2.0  
**Recognizing total societal impact**



# NBCU TECH STRATEGIC RECOMMENDATIONS

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*Driving Growth for Brands*

# KEY STRATEGIC RECOMMENDATIONS

## 1. Bring your Purpose to Life

Effectively communicate your **brand purpose** through specialized events, custom content, & mass media opportunities.

## 2. Maximize Impression Impact

Make the most of your **media investment** by immersing your brand in innovative, commercial experiences, sponsorships, & tentpoles.

## 3. Showcase the Use Case

Differentiate & convey your **unique selling proposition** through product integrations amongst the most premium talent, IP, & editorial sources.

## 4. Cement Brand Loyalty

Capitalize off rich **data assets & insights** to broaden scope of adoption within ecosystem of services amongst households as well as individual consumers.

## 5. Serve Your Growth Customers

Speak directly to **multicultural audiences both domestic and abroad** to help maintain growth & establish new consumer relationships.

# 1. BRING YOUR PURPOSE TO LIFE

## Why

As technology's influence on our daily lives continues to broaden, and as consumer's reliance on tech intensifies, many question the impact it's having on society. As such, it's become apparent that **purpose needs to be an organizing principle to a company's value and effectively attached to a brand's identity.**

## What

Humanize the brand through authentic storytelling experiences and opportunities that effectively convey ***the why*** behind your company's existence.



Cultural  
Moments



Custom  
Content



Innovative  
Storytelling



Related  
Events

## Goals

Perception | Favorability | Loyalty | Meaningful Connections



# 1. BRING YOUR PURPOSE TO LIFE

68% of consumers expect brands to be clear about their values.

## Innovative Storytelling

**Stand out & inspire** by tapping into innovative commercial experiences and/or talent.



Pods with a Purpose



Talent Room



ShoppableTV

## Custom Content

**Educate & rally communities** around your cause through engaging editorial.



**BRANDSTUDIO**

## TELL YOUR STORY

with narratives  
& content shaping  
collective dialogue

## Cultural Moments

**Fuel a cultural moment** and shine a light on your commitment to the cause.



## Relevant Events

**Own an event related to your purpose** & play an active role in the conversation.



## 2. MAXIMIZE IMPRESSION IMPACT

### Why

In any competitive marketplace, people's choice of brands typically corresponds to the scale of impressions. Thus, **the strength and nature of a brand's impression helps guarantee them a spot on consumers' short list when shopping.**

As the tech space becomes increasingly crowded, it's critical that impressions are not only maximized across screens, but done so in ways that help them stand out amongst their competitors.

### What

Breakthrough and maximize share of voice by aligning messaging to impactful moments, innovative ad formats, and an omni-channel approach.



Tentpole  
Moments



Commercial  
Innovation



Diversified  
Media Mix

### Goals

Impact | Share of Voice | Maximized Reach | Perception | Breakthrough

## 2. MAXIMIZE IMPRESSION IMPACT

Share of voice (SOV) is closely correlated to profit – on average, a 10-point difference in SOV leads to 0.5% extra market share growth.

### Tentpole Moments

Tentpoles are one of the last consistent sources of reach & deliver greater impact than standard programming.

62%

more likely to search

### Commercial Innovation

Commercial innovation shines a spotlight on your ad, making it great.

88%

more likely to remember the brand

### Always On: Diversified Mix

CTV & other digital platforms account for

30%

of total video consumption



Cross-platform campaigns are the most effective in driving key KPIs



### 3. SHOWCASE THE USE CASE

#### Why

Tech often treats product launches as cultural events and their success dictates how well a product is received long term. **As with any innovation, there's typically a learning curve brands need to overcome - and though standard :15/:30s ads may help boost awareness, it may miss the mark when it comes to demonstrating the use case or value proposition.**

#### What

Effectively display the product use case and value add to consumers by integrating it within premium content, and/or featuring it alongside influential talent or editorial.



Talent



Product  
Integrations



Branded  
Content



Social

#### Goals

Innovation | Consideration | Purchase Intent | Awareness | Education | Differentiation

### 3. SHOWCASE THE USE CASE

Seven out of 10 (73%) consumers said they feel devices such as smartphones and tablets have become far too complicated.



Eliminate confusion & **organically highlight the value add** through trusted touchpoints

#### ● EDUCATE

Inform your audience through **branded content** that features the product, its value, and use case.

#### ● ADVOCATE

Create champions for your product or service through a roster of influential **talent** and beloved programming with strong **social** followings

#### ● DEMONSTRATE

**Integrate** your product alongside content or in-show to help convey its application and normalize its adoption.

## 4. CEMENT BRAND LOYALTY

### Why

Slowly but surely, Tech companies are expanding their product suites to encompass nearly every aspect of a consumer's needs. As their portfolios diversify and become increasingly interconnected, **these product ecosystems also produce powerful data arsenals for brands to utilize to promote personalization and help grow the adoption of their entire tech stack.**

### What

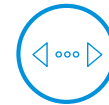
Leverage best in class data and technology ad products to create custom audiences, along with media experiences that incentive action.



Audience  
Targeting



Ad Impact &  
Measurement



Programmatic



Actionable  
Media

### Goals

Loyalty | Consideration | Targeted Reach | Lead Gen | Customer Lifetime Value | Cross-sell/Upsell

## 4. CEMENT BRAND LOYALTY

Existing customers spend  
67% more on average  
than new customers.

### Maximize Customer Lifetime Value

by effectively promoting buy in of the total product suite.



#### Segment

customer data based on previous  
purchase decisions or actions.



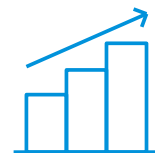
#### Personalize

messaging per segmented target audience.



#### Incentivize

engagement with actionable media



#### Track & Optimize

performance to effectively gauge ROI.



# 5. SERVE YOUR GROWTH CUSTOMERS

## Why

There's long standing illusion of 'total market' which is the assumption that a brand already connects with multicultural consumers via their existing, mainstream investments; also known as the 'halo effect of media.'

However, several studies have shown that this approach is ineffective, confirming that reach is very different from connecting with multicultural consumers. To maximize success, marketers need to connect in culture and in language.

## What

To connect authentically, both domestically (U.S.) and abroad, invest where Multicultural audiences are consuming content.



National  
to Global



Audience  
Targeting



Multicultural  
Touchpoints



Contextual  
Alignment

## Goals

Maximized Reach | Global Presence | Awareness | Consideration | Brand Building |  
Cultural Relevance | Sales Growth

## 5. SERVE YOUR GROWTH CUSTOMERS

100% of today's population growth is attributed to multicultural segments, yet only 5.9% of total spend is specifically invested in this audience.

## SYNCHRONIZE

General Media Investments with **Touchpoints that Closely Connect with Multicultural Audiences**



GROW

**Reach +**

**Engagement +**

**Sales**

# NBCU RELEVANT MATERIALS

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*NBCU Tech Industry Content*

# KEY PARTNERSHIPS FOR THE TECH CATEGORY @ NBCU



amazon  
**MR.  
MAYOR**



**SAMSUNG**





# NBCU TECH INDUSTRY CONTENT

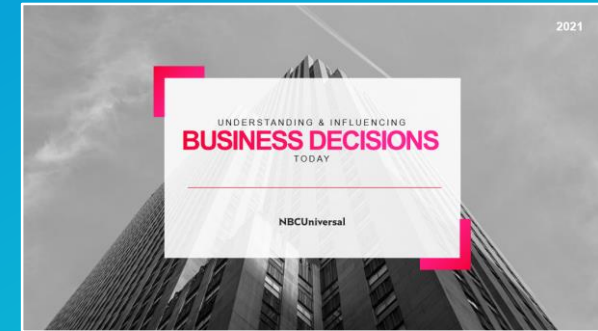
TOGETHER SITE



Consumer Electronics  
Category Assessment



B2B Go-to-Market  
Narrative



Today's Business  
Decision Maker



Connected Fitness  
Opportunity Highlight



Gaming Go-to-Market  
Pitch Template

2021

# TECH INDUSTRY ASSESSMENT

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**NBCUniversal**

**NBCU TECH CLIENT STRATEGY TEAM:**

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