

SHOPPABLETV EXPERIENTIAL SOCIAL COMMERCE RETAIL MEDIA NETWORK EXTENSIONS NATIVE DIGITAL EXPERIENCES

ShoppableTV

Must ShopTV



NBCU audiences are deeply curious about what products are featured and used by talent. **Must ShopTV** is an innovative and interactive way for consumers to seamlessly shop all season long.

+46%

Conversion Rate
vs. Traditional e-Commerce
Site

ShoppableTV



ShoppableTV drives our highly engaged audience directly to the point of purchase elevating the commerce experience within premium content

1 in 4

Streamers buy direct from advertising experiences

SHOPPABLETV FORMATS

Integrations

+168%

Lift in purchase intent
for Shoppable NBCU
integrations vs.
Category norms



One Platform

Shoppable ads are
more effective
than the standard
ads in generating a
lift in incremental
sales by

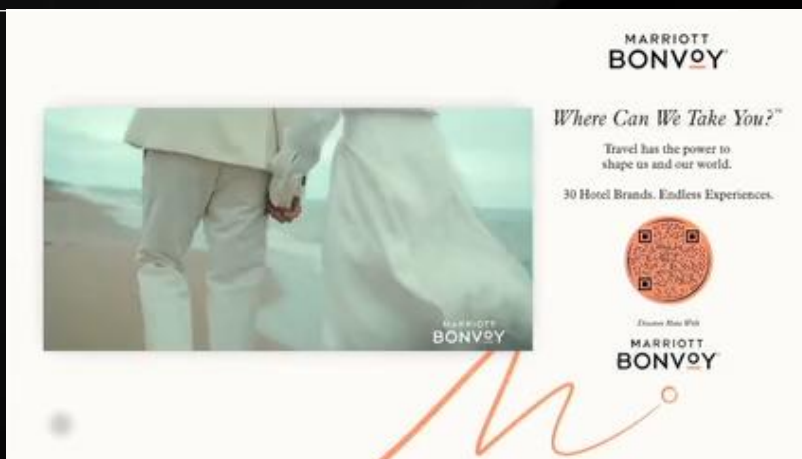
+12%



Streaming

2x

Greater
engagement
rate vs. industry
benchmark



Programmatic

**1st to
Market**



Leveraging **SHOPPABLETV** *for good*



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Adding ShoppableTV to
pro-social campaigns
drives memorability,
action & impact

+57%

Brand Opinion