

In-stream interactive

0.9%

Average Interaction
Rate

Micro-interactions with spots for measured attention

1		Trivia	4		Shoppable + Product Scroller
2		Quiz	5		Catalog Scroller
3		Click-to- Reveal	7		Product Customizer
4		Gamified	8		Engagement Ad

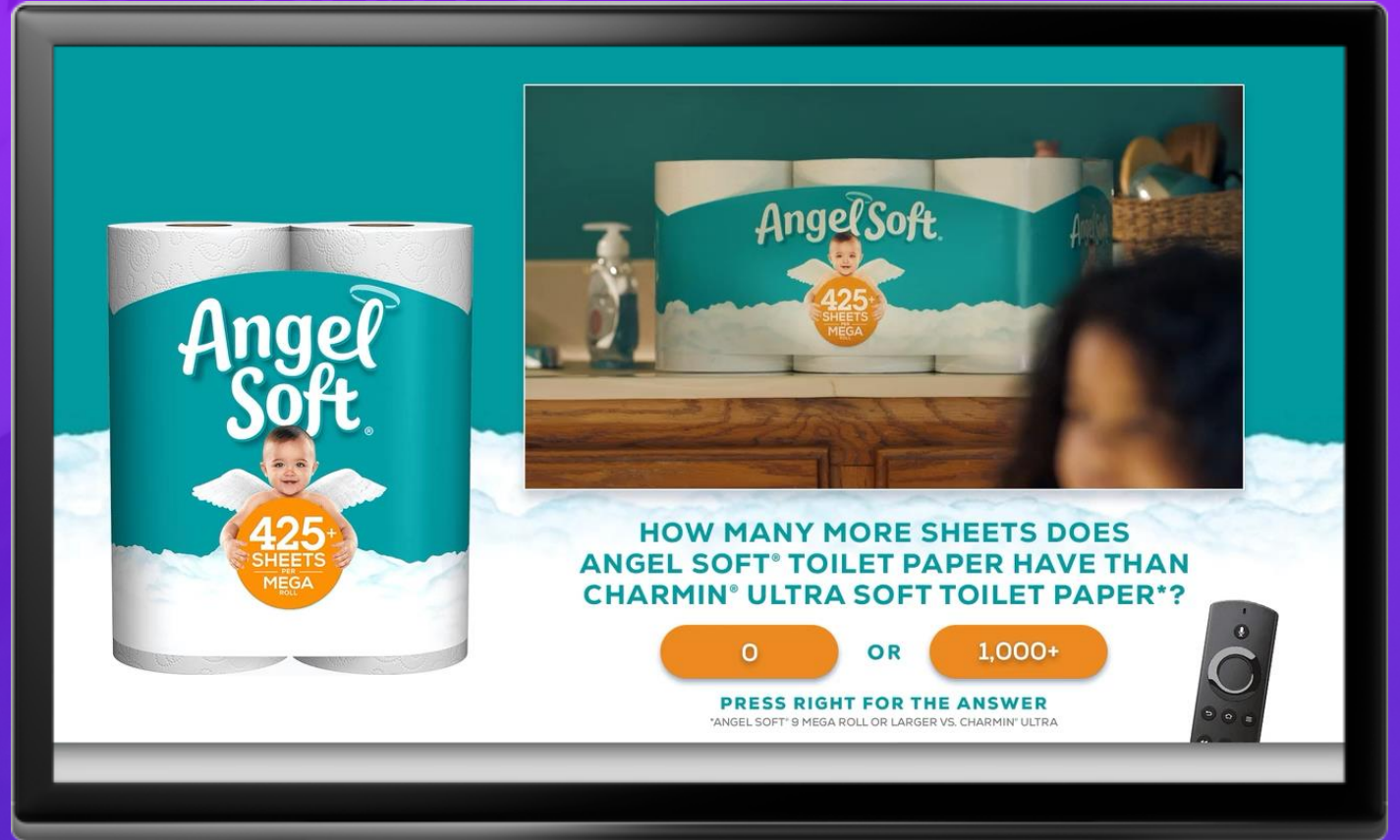
IN-STREAM Trivia

Product Description

Play to learn more about the product / test your category knowledge

Suggested Categories

Family Care, Auto, Tech, Insurance



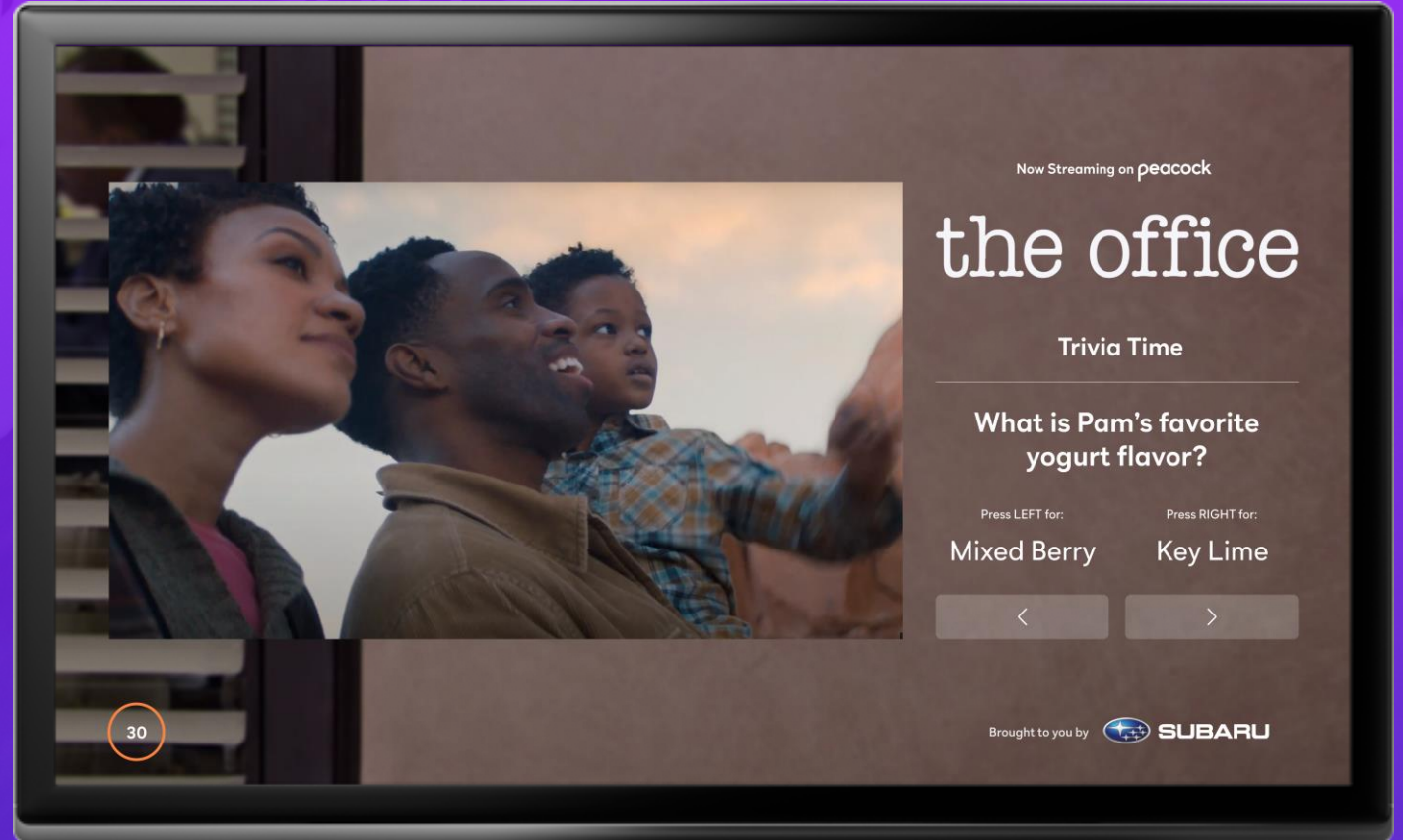
IN-STREAM Show IP Trivia

Product Description

Play to learn more about
your favorite NBCU Show
or Peacock Original

Suggested Categories

Family Care, Auto, Tech,
Insurance



IN-STREAM Quiz

Product Description

Interactive quiz to test your brand / category knowledge

Suggested Categories

Retail, Alcohol, Tech, Auto, Beauty



IN-STREAM

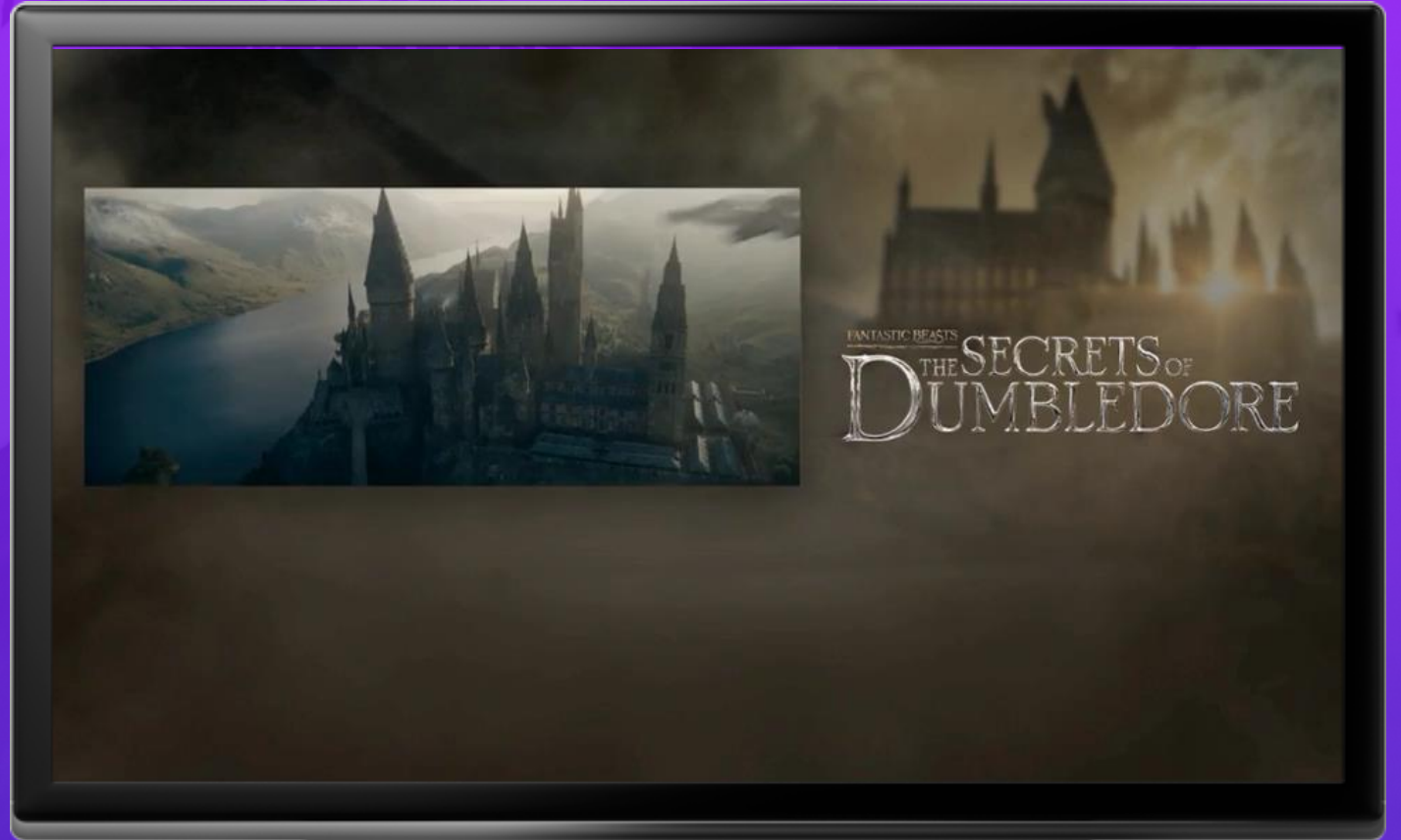
Click-to-Reveal

Product Description

Click and reveal a hidden message or image

Suggested Categories

Retail, Alcohol, Tech,
Auto, Beauty, Insurance



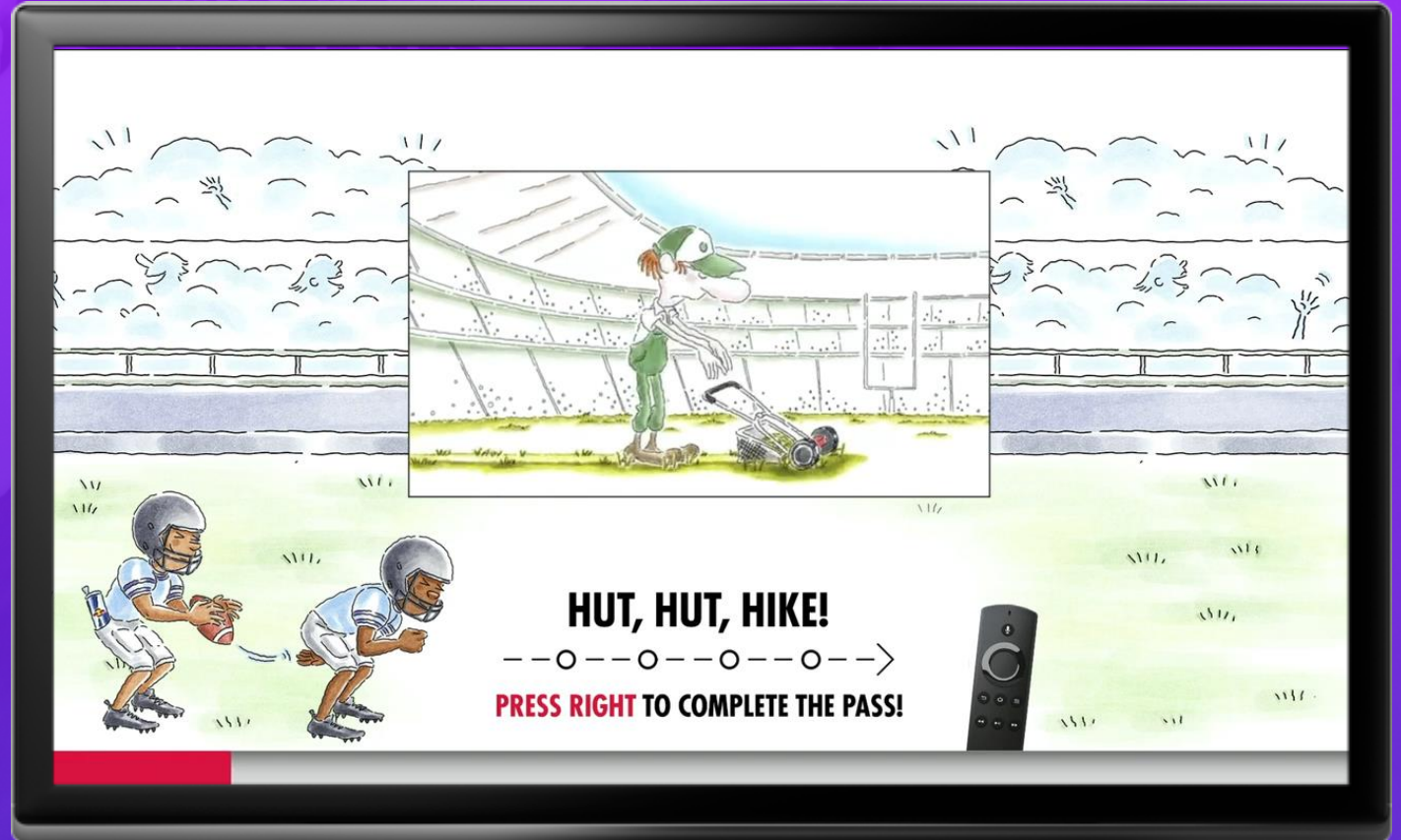
IN-STREAM Gamified

Product Description

Interactive game with
branded content

Suggested Categories

Retail, Alcohol, Tech,
Auto, Beauty, Insurance



Option to include a **QR or Text code** to add a lower-funnel component to your ad campaign, which can drive to a purchase page, download an app, send coupons, etc.

IN-STREAM Sweepstakes + Product Scroller

Product Description

Scroll and scan to enter
a branded sweepstakes

Suggested Categories

Auto, Beauty, Home



Option to include a **QR or Text code** to add a lower-funnel component to your ad campaign, which can drive to a purchase page, download an app, send coupons, etc.

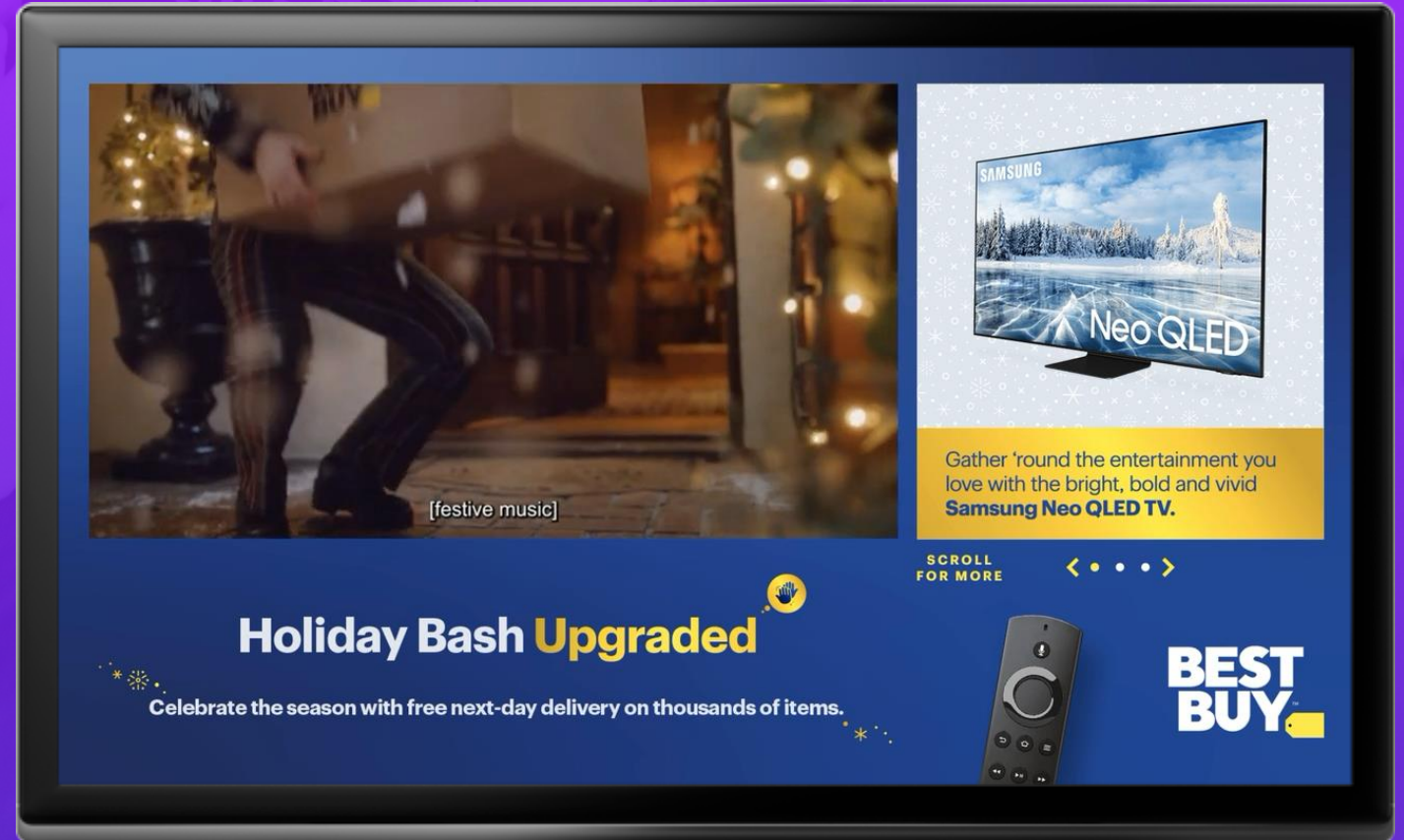
IN-STREAM Catalog Scroller

Product Description

A catalog showcasing a variety of products

Suggested Categories

Tech, Alcohol, Retail,
Restaurant, Auto



Option to include a **QR or Text code** to add a lower-funnel component to your ad campaign, which can drive to a purchase page, download an app, send coupons, etc.

IN-STREAM Car Colorizer

Product Description

Scroll to customize /
change the color of the
car

Suggested Categories

Auto



Option to include a **QR or Text code** to add a lower-funnel component to your ad campaign, which can drive to a purchase page, download an app, send coupons, etc.

Engagement Ad

Product Description

An in-stream scrollable
overlay enable
engagement with enhanced
brand creative

Suggested Categories

Travel, Restaurant, Retail,
Auto, Tech, Studios,
Pharma

