FALL 2022

BDM Narrative

NBCUniversal

MORE
Diverse

MORE
Informed

MORE
Self-reliant

MORE
Complex Decisions

MORE
Stakeholders

The Business World Is Changing

CREATING NEW

Challenges

As a result of these changes, one of the primary challenges B2B CMOS see today is **understanding and predicting consumer behavior.**

REQUIRING PROVEN

Solutions

B2B Customers Turn to Advertising for Discovery

54%

More than half of BDMs say advertising helps them choose what to buy

116 index v. Nat rep

Sight, Sound, & Motion

DELVERS GREATER B2B IMPACT

B2B MARKETERS NEED EFFECTIVE MEANS TO REACH & INFLUENCE

Decision Power

COMCAST NBCUNIVERSAL

REACHING

Quality BDMs

Each Month, Comcast & NBCU Properties Reach More Than

85%

of $10K+ BDMs
in the United States

→ **18M**

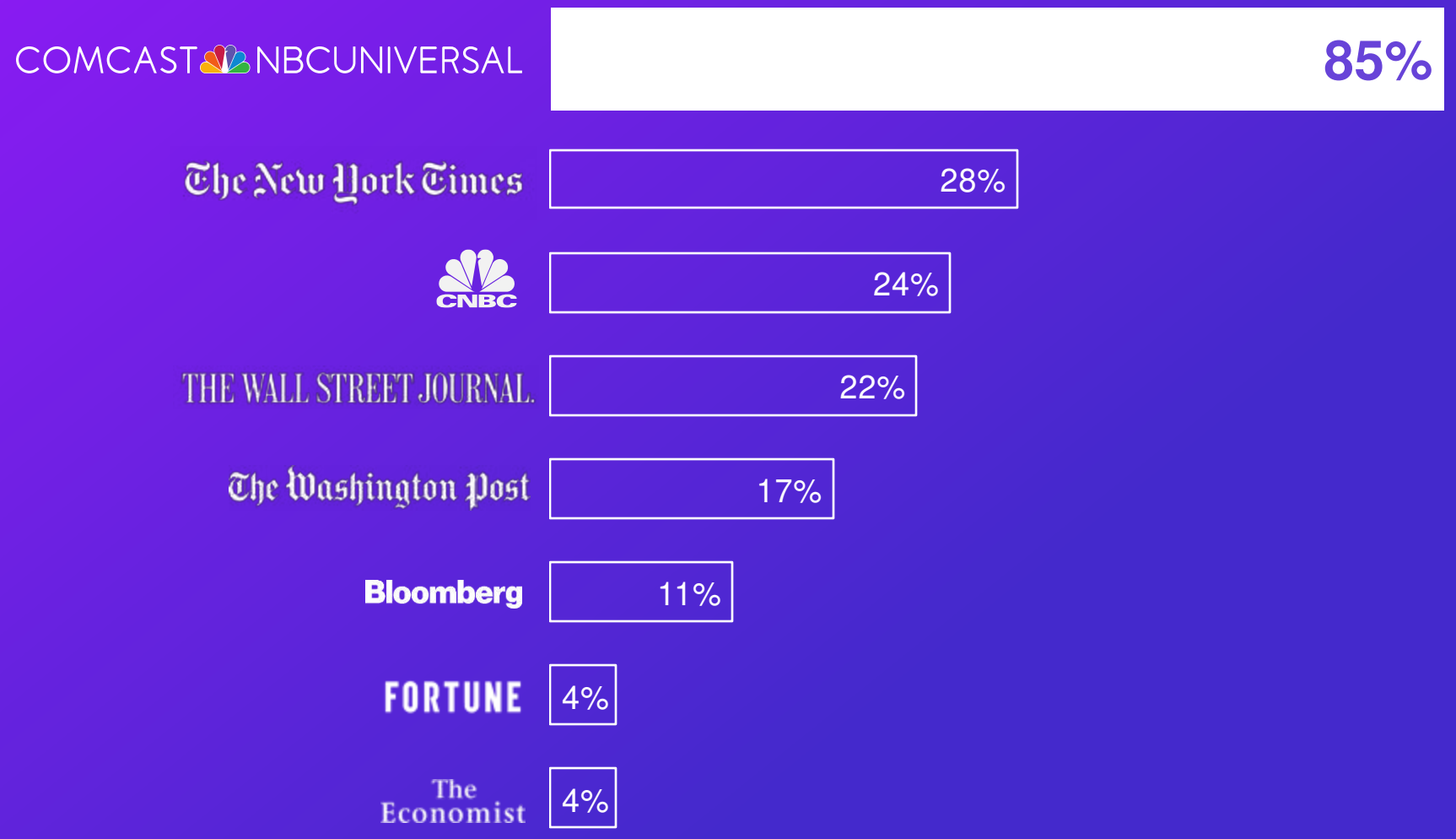
Source: 2021 GfK Custom Cable Study, Weighted to U.S. A18+ population.
NBCU Cross-Platform or Visited Universal Theme Parks or Comcast/Xfiniti Cable/Internet subscriber – BDM Spend 10K+s

NBCU Reaches More

High Value Business Targets

EACH MONTH THAN TRADITIONAL B2B POWERHOUSES

BDMS Spending $10K+ Annually	C-Suite	C-Level Execs / Top Management	Business Owners



Sources: Source: 2021 GfK Custom Cable Study, Weighted to U.S. A18+ population.

Has an Exclusive Audience of High Value Business Targets

THAT OTHER NOTABLE PUBLISHERS DO NOT REACH

% of CNBC Cross-Platform Audience that DOES NOT CONSUME…	BDMS Spending $10K+ Annually	C-Level Execs / Top Management	Business Owners	Tech BDMs
FORTUNE	90%			
The Economist	95%			
Forbes	78%			
Bloomberg	82%			
The Washington Post	69%			
WSJ	70%			
The New York Times	59%			

Source: 2021 GfK Custom Cable Study, Weighted to U.S. A18+ population.

NBCUniversal

UNIQUELY ENGAGES BUSINESS DECISION MAKERS ON BOTH A

Professional

&

Personal

LEVEL

ENGAGEMENT @

Work & Play

CNBC

sky news

NBC NEWS

MSNBC

NEWS DIGITAL

NOTICIAS TELEMUNDO

GOLF

NBCSports

sky sports

Premier League

FIFA WORLD CUP

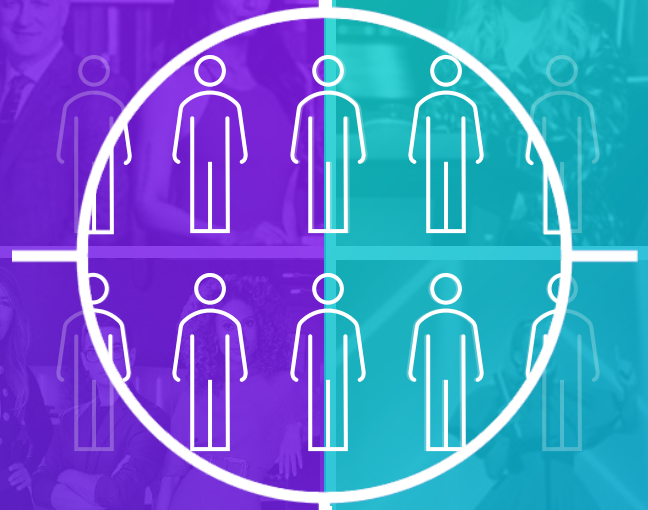
Tour de France

NBCUniversal

Advanced Targeting

YOUR SPECIFIC

BDM Targets



IN THEIR CHOSEN

Brand Safe Environments

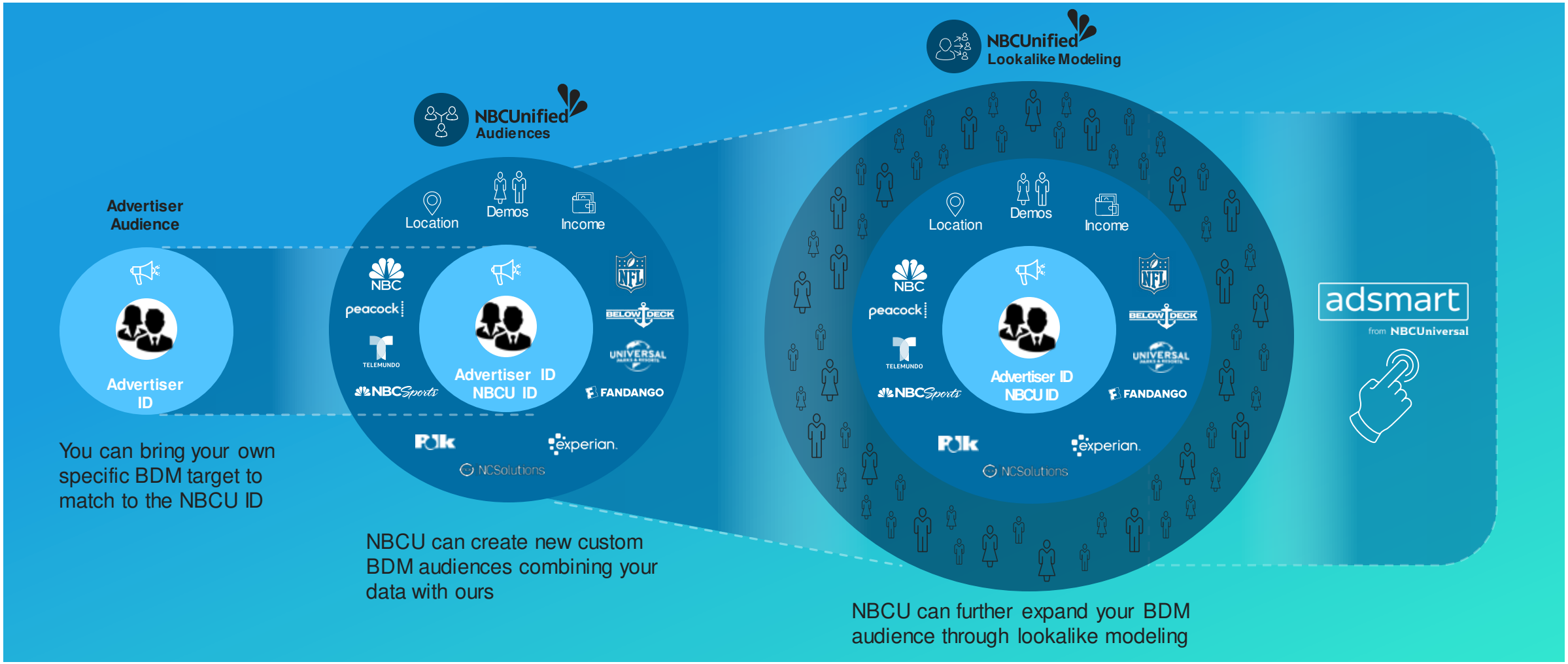
NBCUnified

adsmart

from NBCUniversal

Finding BDMs Across NBCU One Platform

Multiple options connecting to AdSmart for activation



Note: NBCUnified Audiences can be leveraged for NBCU campaigns only (i.e., they cannot be used for OpenAP campaigns).

BDM Playbook

BRAND FOCUSED
Storytelling

BDM FOCUSED
Experiences

POWERFUL
Tentpoles

PARTNERSHIP
Innovation

Story-telling

CREATIVE PARTNERSHIPS at NBCU

CNBC BRAND STUDIO

CNBC CATALYST™

Branded content works:

79%
of BDMs said a winning vendor's content had a significant impact on their buying decisions

62%
More positive reaction

17%
Lift in "very likely" to buy featured brand

Sources: demandbase

CNBC EVENTS

1-to-1 Marketing

High Touch Experiences & Opportunities to Showcase **Thought Leadership**

Tentpoles

MOMENTS THAT MATTER TO BDMs

Innovation

AD-SUPPORTED STREAMING

peacock

COMMERCE

ShoppableTV
NBCUniversal

NBCUniversal
Checkout

COMMERCIAL INNOVATION

OUT-OF-HOME

reach tv

WHEREVER BDMs ARE

Local

Global

FOUR ENGAGING

Cross-Platform Concepts

Disruptors

An NBCU portfolio solution

The Business of…

CNBC @ The Majors

Front-Office Focus

BDM Connections

FROM BRAND BUILD THROUGH 1-TO-1

BDM Reach	COMCAST NBCUNIVERSAL bravo, CNBC, E!, GOLF, MSNBC, NBC, NBC NEWS, NBC Sports, NBCUniversal Owned Television Stations, Olympics, UNIVERSO, OXYGEN, peacock, sky, SYFY, TELEMUNDO, TELEMUNDO DEPORTIVO, UNIVERSAL KIDS, USA, effectv, NBC SPOT ON, UNIVERSAL, UNIVERSAL MUSIC & SPORTS
BDM Engagement	CNBC, GOLF, N, sky news, adsmart from NBCUniversal
BDM 1:1	CNBC EVENTS, GOLF

NBCUniversal

THE HOME OF

Decision Power

FALL 2022

Appendix

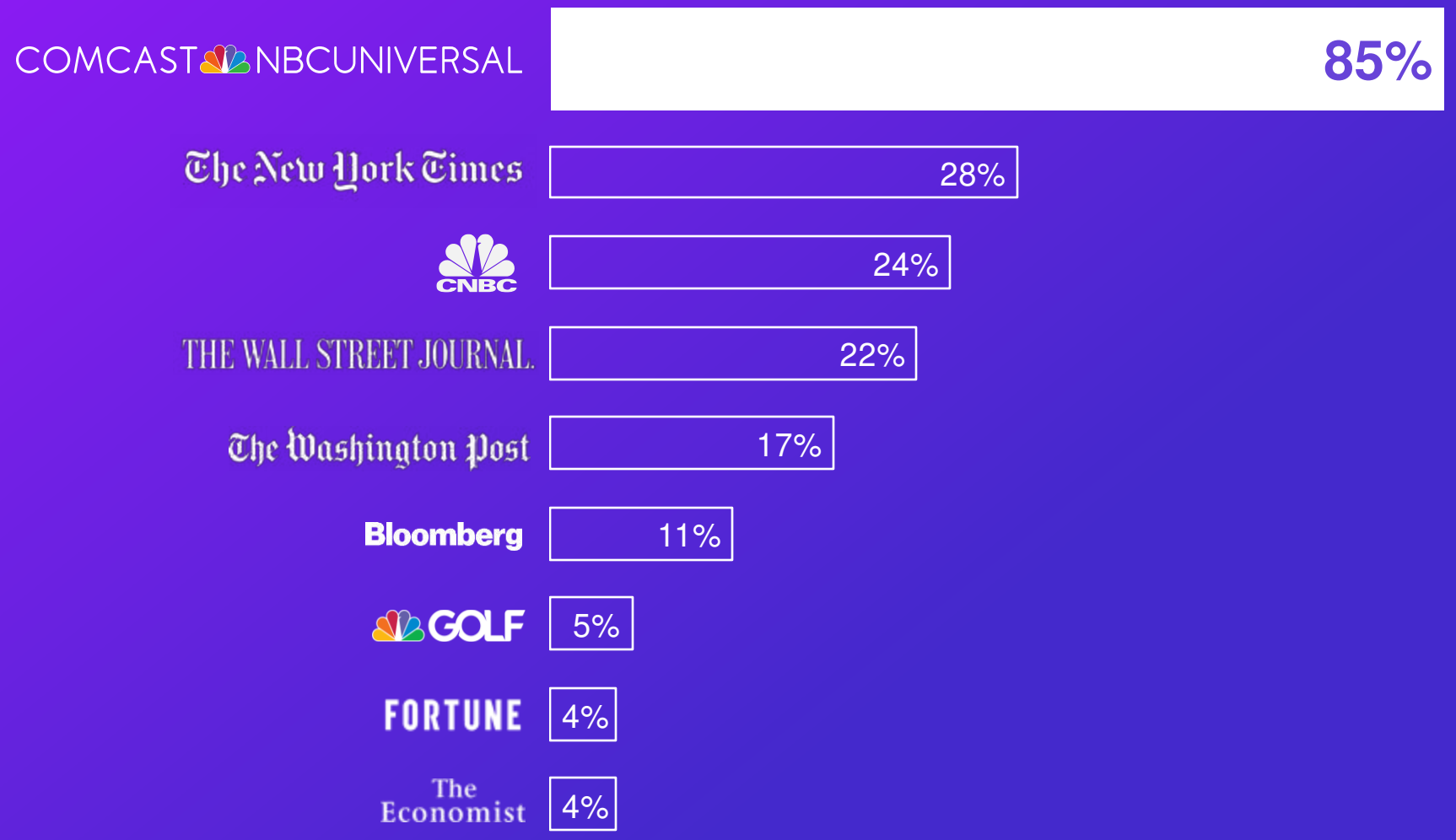
NBCUniversal

NBCU Reaches More

High Value Business Targets

EACH MONTH THAN TRADITIONAL B2B POWERHOUSES

BDMS Spending $10K+ Annually	C-Suite	C-Level Execs / Top Management	Business Owners



Sources: Source: 2021 GfK Custom Cable Study, Weighted to U.S. A18+ population.

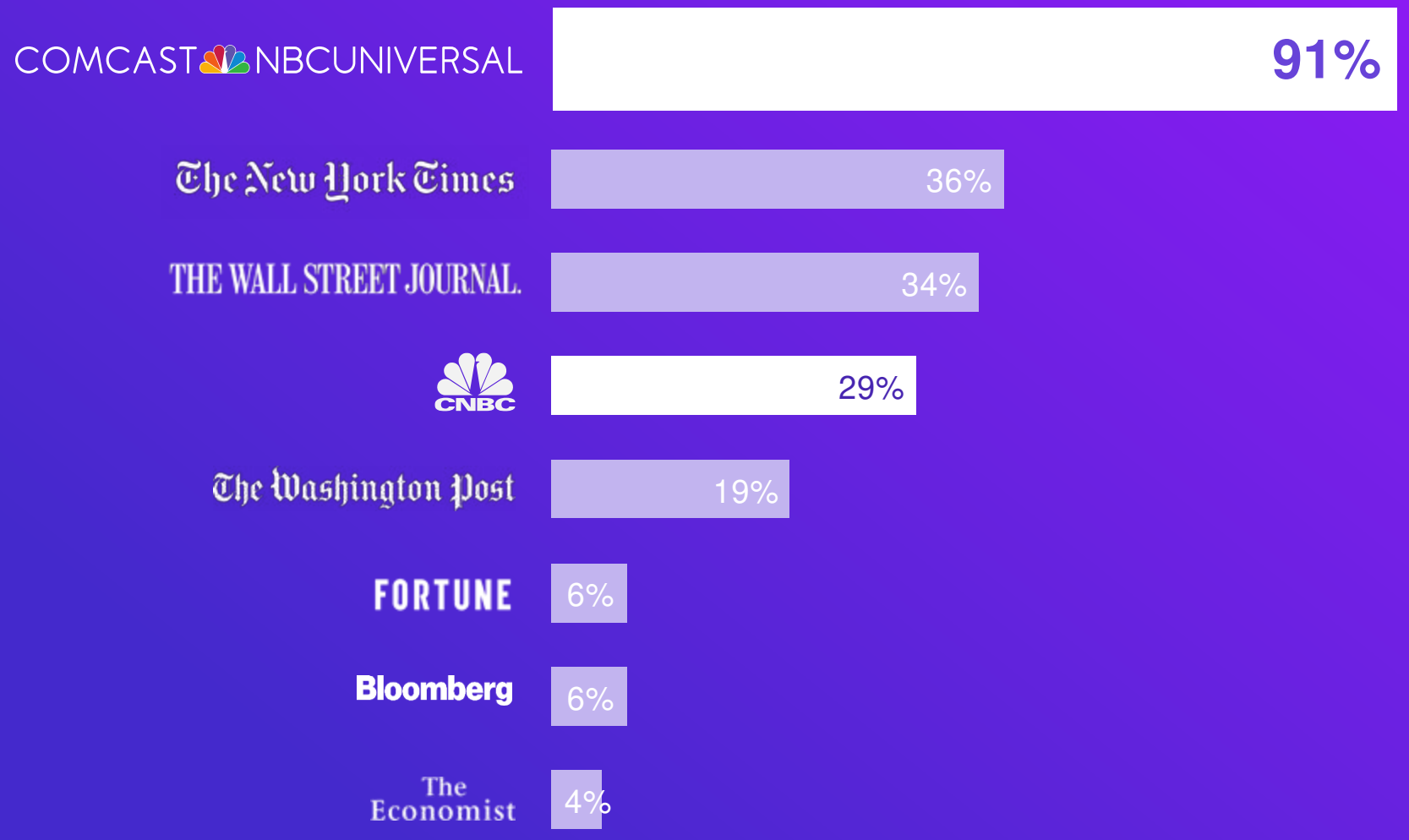
NBCU Reaches More

High Value Business Targets

Each Month Than
Traditional B2B Powerhouses,

and Has the Tools to Target
Them Across Our Platforms

BDMS Spending $10K+ Annually | **C-Suite** | C-Level Execs / Top Management



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High Value Business Targets

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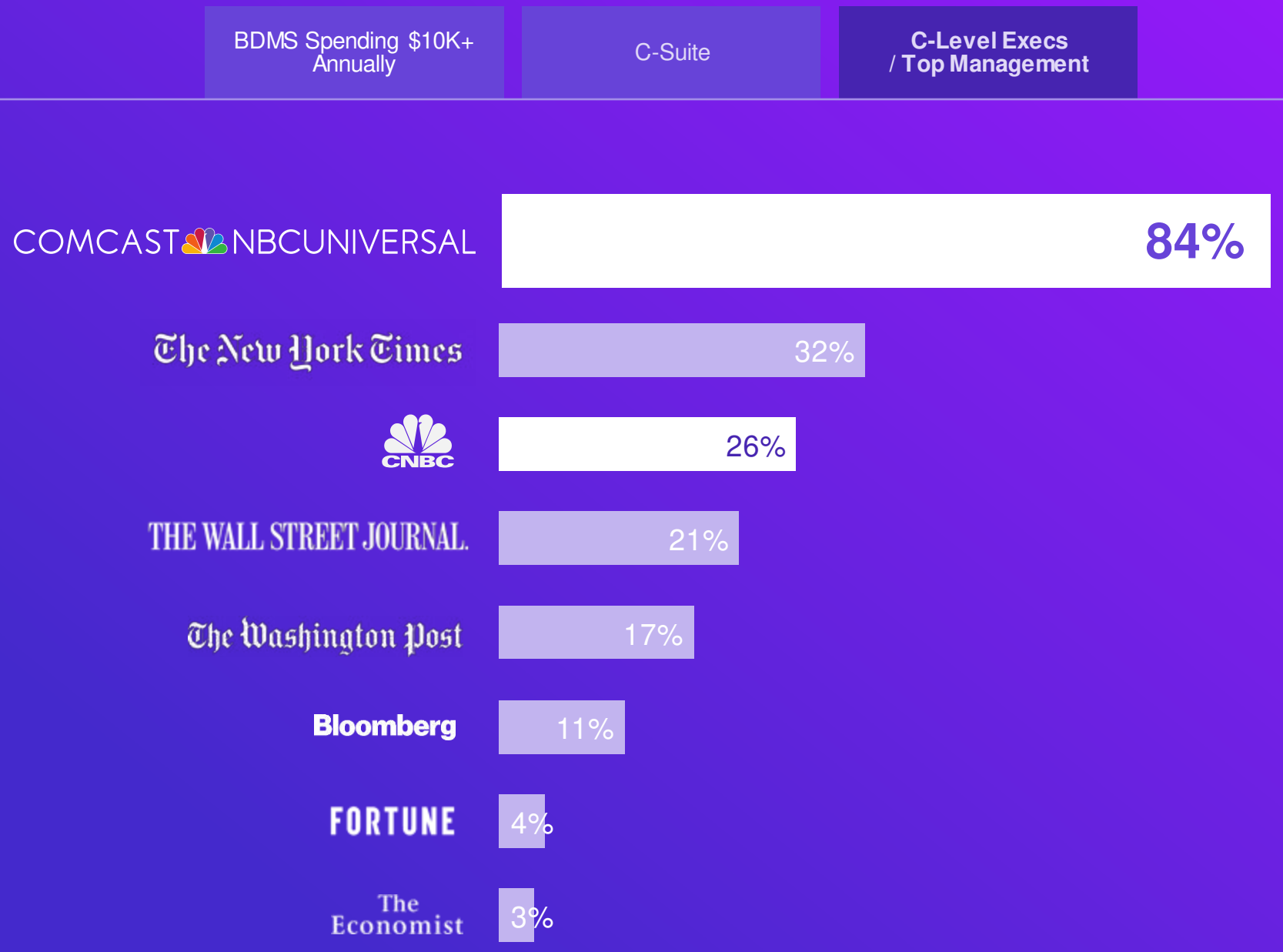
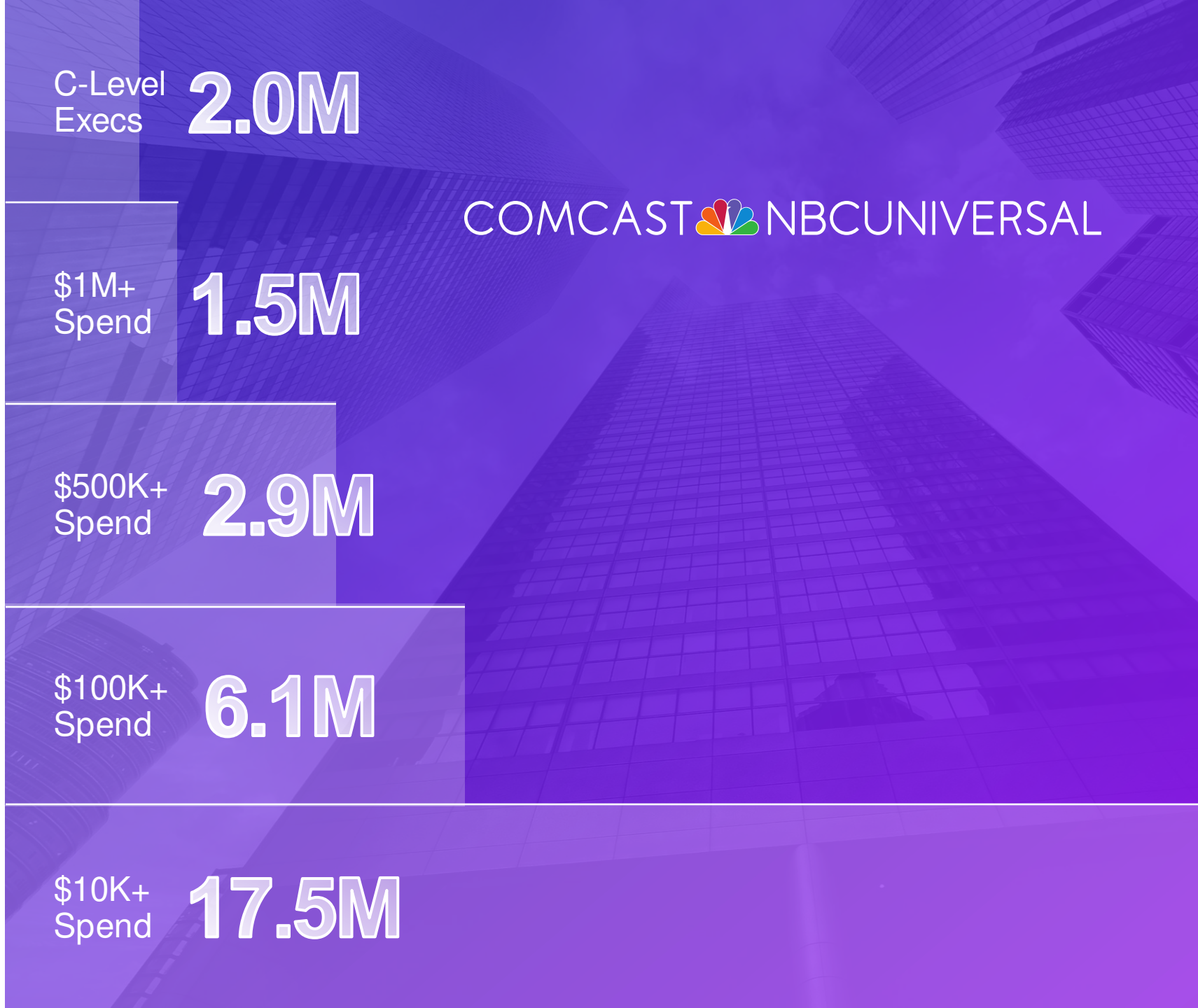


Sources: Source: 2021 GfK Custom Cable Study, Weighted to U.S. A18+ population.

NBCU Monthly Unique Reach by

High Value Audience Target



COMCAST NBCUNIVERSAL

Source: 2021 GfK Custom Cable Study, Weighted to U.S. A18+ population.

NBCU Reaches More

High Value Business Targets

THAN THE OTHER LARGEST MEDIA PLAYERS

BDMS Spending $10K+ Annually	C-Suite	C-Level Execs / Top Management

NBCUniversal	17.5M
facebook	16.1M
Disney	14.6M
Discovery	14.1M
VIACOMCBS	13.3M
FOX	12.8M
WARNER MEDIA	12.3M

Sources: Source: 2021 GfK Custom Cable Study, Weighted to U.S. A18+ population.

Has an Exclusive Audience of High Value Business Targets

THAT OTHER NOTABLE PUBLISHERS DO NOT REACH

% of CNBC Cross-Platform Audience that DOES NOT CONSUME…

BDMS Spending $10K+ Annually

C-Level Execs / Top Management

92%

97%

79%

79%

66%

75%

45%

Source: 2021 GfK Custom Cable Study, Weighted to U.S. A18+ population.

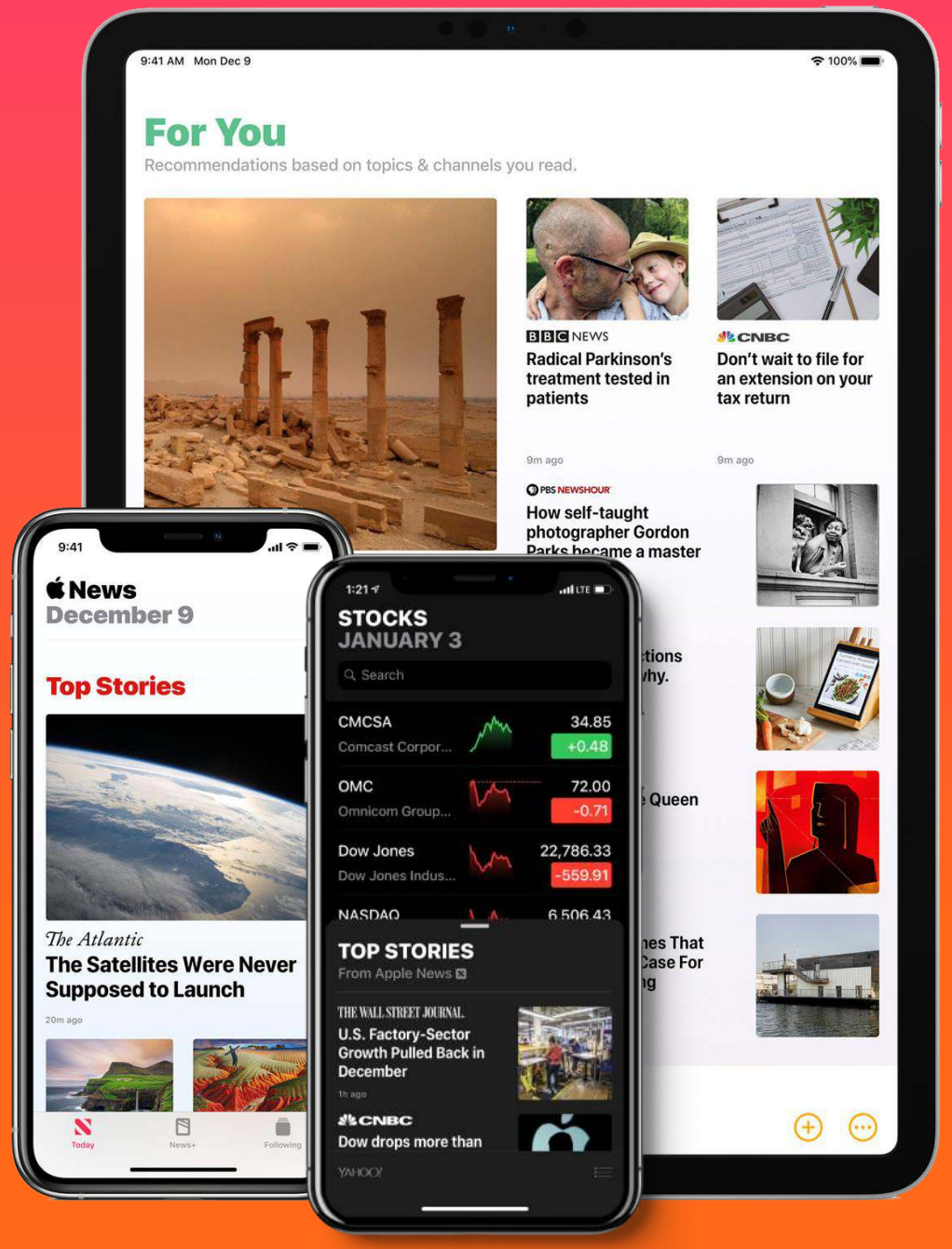
Apple News & Apple Stocks

Everything BDMs Want to Read in One Place

BDMs turn to Apple News because everything is here. We collaborate with premium Business News publishers on their channels to create a simple yet dynamic environment that's more than just an aggregation tool.

100+
PUBLISHERS

72MM
MONTHLY UNIQUES



Apple News

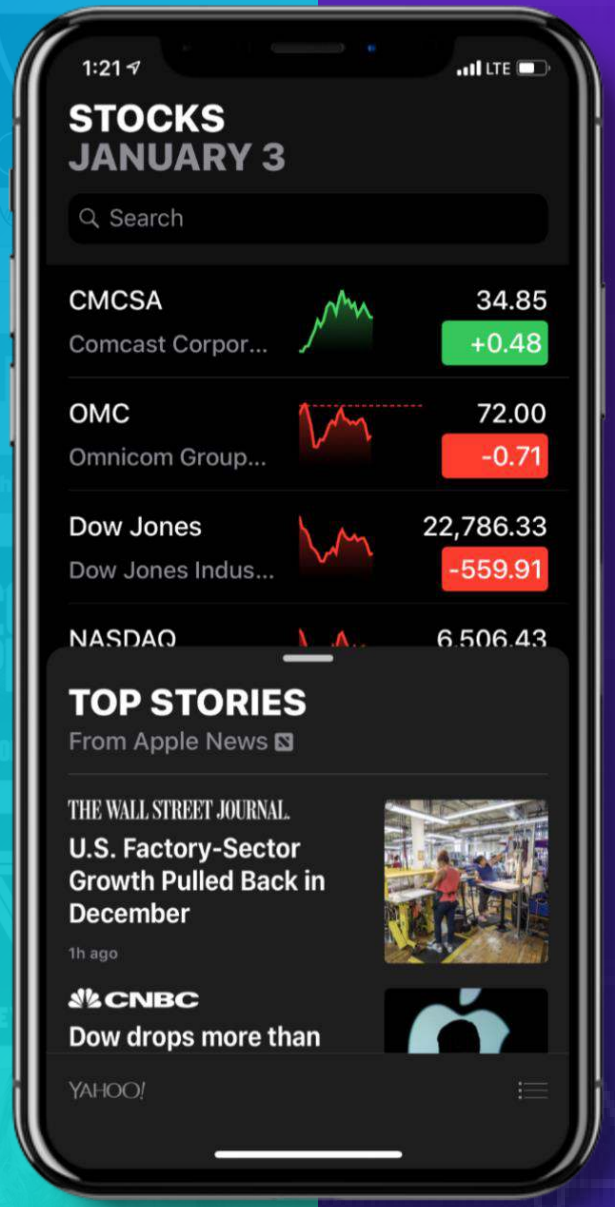
The #1 Mobile Destination
For Dependable Information

12.5M
Business Decision Makers

10.4M
Business Owners

3.0M
C-Suite executives

Source: comScore. Plan Metrix Audience Profile. Jan 2021. Apple News. A18+.



Apple Stocks

Featuring Apple News

4.5M
Business Decision Makers

3.8M
Business Owners

1.2M
C-Suite executives

Source: comScore. Plan Metrix Audience Profile. Jan 2021. Apple Stocks. A18+.

Delivering **Influential BDMs**

241
Job Title: VP

158
Top Management

Source: 2021 GfK Custom Cable Study, Weighted to U.S. A18+ population.

GOLF

The Biggest BMD Moments

Q4 2022

- Sept 23-25 **Presidents Cup**
- 11/24 **NFL Thanksgiving Game**
- Sept - Nov **Notre Dame**
- Sept - Dec **SNF**

Q1-Q3 2023

- Mar-Nov **F1**
- May 27 **UCL Final**
- Jan **CNBC Events @ WEF**
- April 6-9 **Masters**
- Jun 15-18 **U.S. Open**
- June **Aspen Ideas: Festival**
- July 9 **Wimbledon**
- July 20-23 **The Open**
- Aug - May **Premier League**
- Sept - Nov **Notre Dame**
- 9/29 – 10/1 **Ryder Cup**
- Sept - Dec **SNF**

NBCU · Sky · NBCU + Sky

NBCUnified & AdSmart – the Perfect Combination

Here's How it Works

Note: NBCUnified Audiences can be leveraged for NBCU campaigns only (i.e., they cannot be used for OpenAP campaigns).