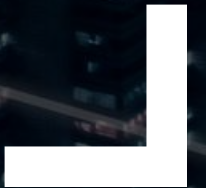


MAY 2023

Capitalizing on the Telco B2B Opportunity

Storytelling to Today's
Business Leaders

NBCUniversal



What We'll Cover

The Telco & B2B Landscape

Key Areas of B2B Evolution & Storytelling Opportunities

- Increasingly Competitive Marketplace
 - Diversified Media Consumption Habits
 - Growing Opportunities in the Decision-Making Journey
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Given macroeconomic & wireless challenges, Telcos are placing big bets behind other LOBs & new infrastructures

Slowed Wireless & Wireline Growth

<1% Churn/Switching
Across the Big 3
Carriers in 2022

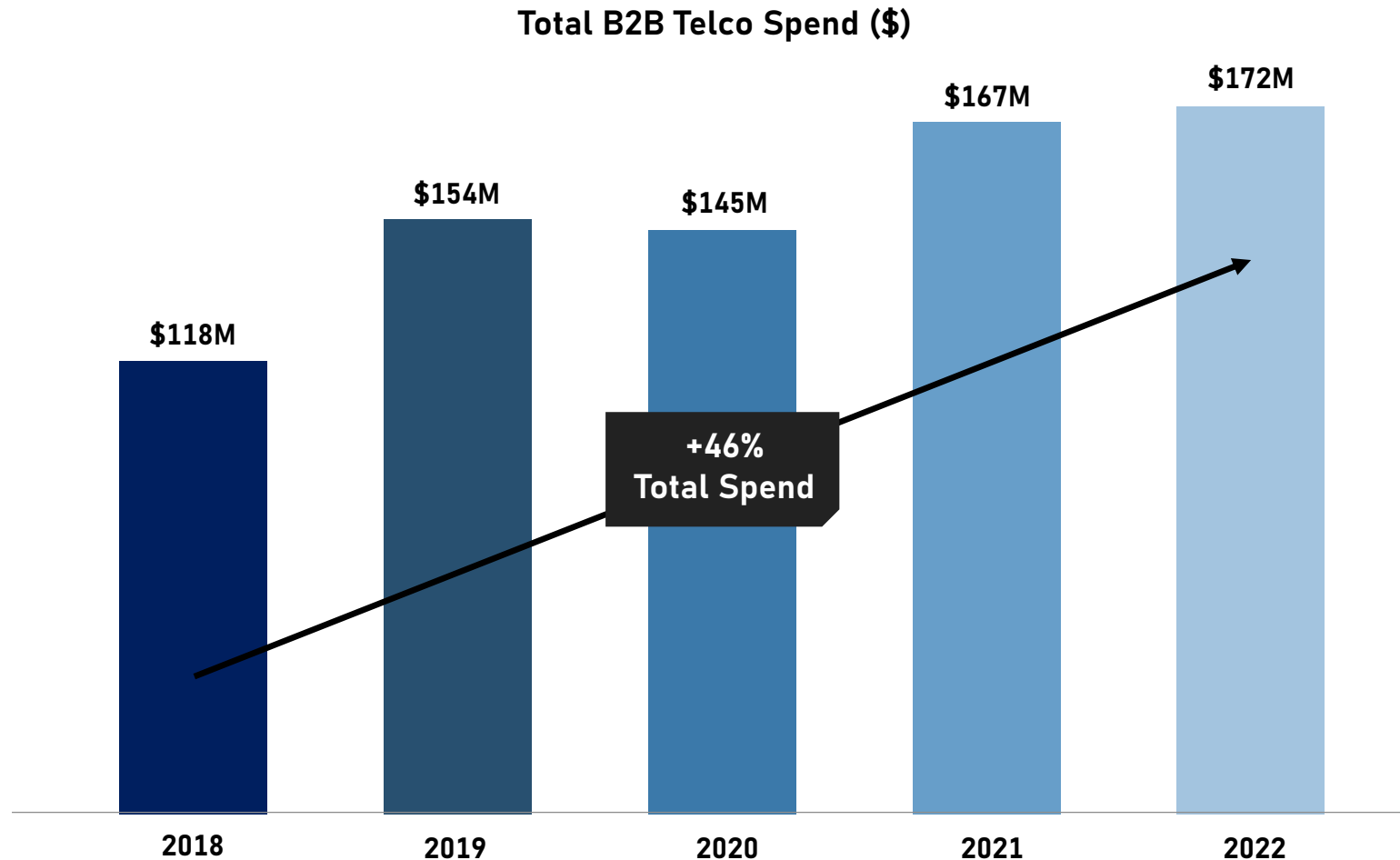
Shift to 5G & Internet Investments

\$1.1T+ to be Invested in
Network Infrastructure
2020-2025

Prioritizing B2B for Growth

\$181B+ Global B2B
Telco Projected
Revenue by 2030
(15% CAGR 2022-2030)

Telcos are especially capitalizing on the valuable B2B opportunity and significantly growing marketing efforts YoY, representing an increasingly competitive field



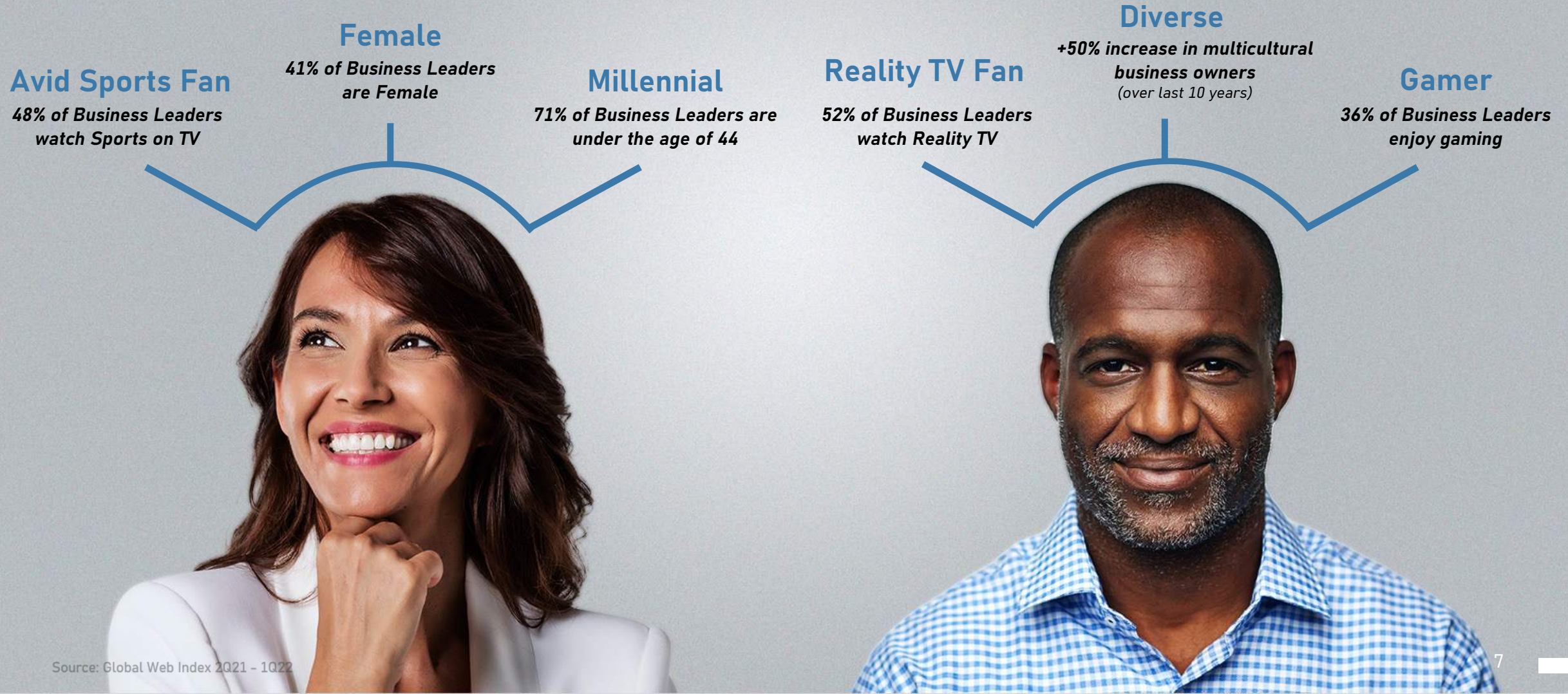
And today's B2B landscape is **incredibly dynamic**

as enterprises, mid-market and small businesses
undergo rapid digital transformation &
B2B decision-making practices evolve in this
macroeconomic landscape

Across the B2B landscape, each target segment has unique dynamics and requires nuanced marketing tactics

	SMALL	MID-MARKET	ENTERPRISE
NEEDS	Establishing foundational & operations	Scaling growth & establishing digital operations	Driving market share, profitability, & shareholder value
TRENDS	<p>High Price Sensitivity</p> <p>60% will switch telco providers in response to price increases</p> <p>75% of tech spend decisions determined by CFO/Owner</p>	<p>Tech Integration Priorities</p> <p>57% have moved permanently to digital communications or plan to near-term</p> <p>75% faster growth for orgs with robust digital roadmap (vs. less digitally sophisticated orgs)</p>	<p>“Year of Efficiency”</p> <p>Big Tech CEOs have announced major cost-cutting in 2023</p> <p>171K+ tech workers laid off in 2023 to date</p>
TELCO OPPORTUNITY	Leverage mass scale channels to emphasize flexibility & competitive pricing for foundational products	Provide connectivity services that level-up mid-market orgs’ digitalization & scale efforts	Offer premier service & customized solutions accelerating efficiency & digital transformation

And with today's business leaders being more diverse, B2B storytelling should evolve accordingly to authentically speak to these audiences



At NBCU, we work with top B2B marketers to reach these evolving business decision-makers (BDMs) at scale

Each Month, Comcast & NBCU Properties Reach More Than

85%

of \$10K+ BDMs
in the United States

18M

Storytelling is critical to effectively reach these business decision makers

What are the three key B2B trends that require evolved storytelling?



Increasingly competitive marketplace



Evolved messaging



Diversified media consumption habits



Evolved channel mix



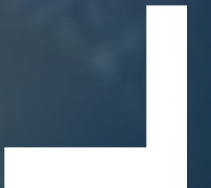
Growing opportunities throughout the decision-making journey



Evolved storytelling lifecycle

Evolved Messaging

Increasingly Competitive Marketplace



The Telco B2B marketplace is rife with competition, often targeting the same consumer in the same environments

B2B messaging needs to differentiate and break through the noise

Recent Telco B2B creative has centered around small business & utility, presenting an opportunity to differentiate

Small Business Narratives



Majority of B2B creative targets the small business-owner (SBO)

Massive Savings & Bundled Deals



Creative has promoted sales incentives to entice SBOs given their leaner resources

Flexible Deal Terms



Telcos are offering more flexible deals to cater to SBOs' unique needs & nimbler operations

And while showcasing functionality and value prop is important, Telcos should also infuse **emotion-driven elements to drive desired actions**

56%

of the business decision-maker choice comes down to **emotional factors**

88%

of business leaders are more likely take note of advertising from B2B brands that **speak to their passions and interests**

2x

B2B video ads that incorporate emotional content see **2x the web visitation** vs those that only incorporate rational content

Telco Brand Opportunities to Standout:

Address mid-market & enterprise with both brand & performance messaging

Engage Mid-Market & Enterprise

Transition from Telco to Techco Identity

Position as a critical tech partner that will accelerate digital transformation as orgs optimize operations and infrastructures for the future

Drive Performance

Emphasize Value over Price

Given tight budgets in today's macroeconomy, highlight value of offerings and efficiencies of end-to-end, one-stop-shop service to acquire and retain customers

Amplify Brand

Capture Attention with Fan-Favorite Talent

Our proprietary analysis uncovered that telco ads with public figures, coaches, & comedians performed best vs. other types of talent

Takeaway:

Deploy strategic, updated messaging across the funnel to maximize impact

Marketing Funnel KPIs

NBCU Solutions

Brand



Leverage emotion via **Cultural Moments, Sports & Premier Live Events**

Consideration



Differentiate offerings via **Branded Content, IP Integrations, & Talent Collaborations**

Performance



Highlight value prop & utility via **Commercial Innovation, Advanced Targeting, & Events**

B2B campaigns that balance lower & upper funnel spend have a **+65% boost** in ROI vs. +20% ROI for lower funnel-only spend

Evolved channel mix

Diversified Media Consumption Habits



We know that today's business decision-maker is increasingly diverse in terms of demographics, cultural interests and content consumption.

Evolved consumption habits are revealing more opportunities to reach BDMs where they really are.



While today's business leaders do consume endemic content...



...they also spend time with a wide-range of genres



Drama 71%



Reality 60%



Comedy 68%



Live Sports 69%



Talent 60%



Award Shows 55%

Telcos can forge deepened BDM engagement at scale by deploying a multi-channel, authentic storytelling campaign

90%

of business leaders say a good B2B ad captures their attention if they're relevant; **it does not matter if they run in business content**

Takeaway:

Achieve incremental reach & impact with a diversified multi-channel strategy across NBCUniversal's portfolio

Business-Related Content

Foundational endemic content & events geared towards business audiences



Non-Endemic Content

Only including CNBC & Golf on a plan leaves **63% of BDMs on the table...**







PROGRAMMING EXAMPLES:



Data-Driven Targeting

NBCUnified Example: **Where BDMs are Interacting with NBCU**

NBCU BDM REACH
(SELECT PROPERTY EXAMPLES):

 4.2M	 3.5M
 3.4M	 2.3M
 2.1M	 0.9M

Evolved storytelling lifecycle

Growing Opportunities in the Decision-Making Journey



Making business decisions is a complex process, requiring new strategies to entice BDMs

Follow the active decision-making journey...

On average **17 interactions** are required to complete a purchase

Average vendor selection process is **2.5 months**

...But also stay relevant for future decision windows

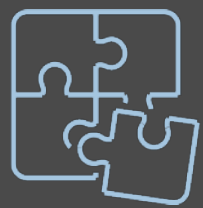
Only **5%** of decision-makers are projected to be in-market to buy at a given point in time

Over **80%** of decision-makers already have a set of vendors in mind before conducting any research and **90%** ultimately choose a vendor from that first set

Takeaways:

Deploy engagement tactics that capitalize on key dynamics of the decision-making cycles

Follow the active decision-making journey...



Sequential Storytelling

Reach BDMs across those 17 interactions with NBCU commercial innovation and optimized frequency tools

But also stay relevant for future decision windows



Always-on Approach

Stay top-of-mind via NBCU year-round programming for in-market BDMs and the 95% of BDMs that will be in-market in the future

Summary:

Today's multidimensional B2B landscape requires tailored marketing solutions to break through

B2B TRENDS

Increasingly competitive marketplace



Diversified media consumption habits



Growing opportunities in the decision-making journey

TAKEAWAYS

Balancing brand and performance messaging to deploy within a full-funnel approach

Diversified, multichannel strategy to reach BDMs where they are

Always-on approach with engagement tactics e.g., sequential storytelling

Conclusion:**How we can work together to amplify a Telco B2B storytelling approach****Augment brand identity for upper funnel impact**

In addition to precision & performance tactics, infuse emotional, passion-point elements into messaging to build upon brand identity & differentiation

Deploy an endemic + non-endemic approach

To foster wider & deeper B2B connections, activate across channels that BDMs are passionate about and delivers incremental reach with credibility

Activate a year-round cadence to stay top-of-mind

Maintain and grow established share of voice across NBCU's regular cadence of programming, events & sponsorships to optimize frequency in and out of the purchasing window

Thank You

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