

Peacock Advertising and Partnerships Fact Sheet

NBCUNIVERSAL UNVEILS FIRST-OF-ITS-KIND ADVERTISING EXPERIENCE AND UNPARALLELED SPONSOR LINEUP ON PEACOCK

*Sponsors Eli Lilly and Company, State Farm, Target, and Unilever
Join NBCUniversal to Launch the Upcoming Streaming Service, With More to Come*

*NBCUniversal Sets the New Standard in Ad-Supported Streaming with
the Lightest Ad Load and More*

*Commercial Innovation Roadmap Reinvents and Reimagines the Consumer Ad Experience
to Scale on Peacock and Across NBCUniversal*

Peacock, the upcoming streaming service from NBCUniversal, will feature a first-of-its-kind advertising experience. Peacock will launch with a select group of top brand sponsors, bringing in hundreds of millions in initial advertising revenue. Brands including **Eli Lilly and Company**, **State Farm**, **Target**, and **Unilever** will each have the exclusive opportunity to help define Peacock's new advertising experience and give consumers the best content at the best price: free.

"With Peacock, we're giving consumers the free service they want and advertisers the reach and scale they desperately need—this is the best thing to happen to everyone's screens in a long time," said Linda Yaccarino, Chairman of Advertising & Partnerships at NBCUniversal. *"Peacock marks a doubling-down on the ad-supported ecosystem, and the next phase of NBCUniversal's One Platform offering. By investing in the next generation of streaming video, we are pushing the industry forward today and future-proofing it for tomorrow."*

For more details on Peacock's advertising approach, including innovations and guidelines, please see below.

PEACOCK SPONSORS

Peacock will reinvent the streaming video ecosystem focused primarily on delivering ad-supported premium content, with the best partners in the business to do so. Several of the world's leading companies are joining NBCUniversal as brand sponsors for the launch of Peacock. **Eli Lilly and Company**, **State Farm**, **Target**, and **Unilever** will each have the exclusive opportunity to be a part of defining the new ad-supported streaming service's brand and experience, while giving consumers exactly what they want: all the best content, and none of the cost. Additional launch sponsors will be announced in the coming weeks.

Each Peacock launch brand sponsor enters a true partnership with NBCUniversal, one in which they are given both a voice and a megaphone. Peacock sponsors will be invited to join the

Peacock Streaming Council, a group dedicated to building, testing, and learning what resonates most with audiences. And along with each brand's own efforts and NBCUniversal's hundreds of millions of dollars in marketing, the Peacock sponsors will take center stage with the new streaming service in the largest-ever NBCUniversal Symphony—NBCUniversal's unequaled, cross-platform offering that has launched brands, opened movies, and made its networks number #1—during the 2020 Tokyo Olympic Games.

"Peacock is fueled by partnerships, and we're giving our sponsors the first-mover advantage to build the future alongside us," said Laura Molen, President, Advertising Sales and Partnerships, NBCUniversal. *"We're offering brands a much-deserved seat at the table, next to our engineers, creators, and executives, and launching a council that will be tasked with not only improving the viewer experience on Peacock, but setting the standard for the streaming landscape as a whole."*

"State Farm® is excited to be working hand-in-hand with Peacock to help define what the modern streaming ad experience should look like. It goes beyond simply filling traditional ad space. We are striving to connect with consumers in new and interactive ways," said Patty Morris, Marketing Assistant Vice President, State Farm.

"We're thrilled to be a Peacock launch partner," said William White, Senior Vice President of Marketing, Target. *"From its hit programming to advertising innovations, NBCUniversal offers new and exciting opportunities to connect with our guests."*

"We're excited about Peacock's innovative consumer platform pairing classic shows and must see original content," said Rob Master, Vice President, Media and Digital Engagement, Unilever North America. *"We look forward to pioneering on Peacock with our iconic brands like Dove, Hellmann's and Talenti to bring content to viewers in a creative and engaging way."*

PEACOCK PLAYBOOK

Peacock signals a new era in the consumer advertising experience and the next phase of NBCUniversal's strategy to build out a single advertising platform to reach all audiences and offer marketers massive scale.

Peacock's industry-leading playbook for advertising goes well beyond anything currently in the market to support the future of advertising on OTT and beyond, featuring the best environment possible for viewers and for advertisers.

Peacock's playbook will include:

- The **lightest ad loads** in the industry: **five minutes per hour or less**
- Industry-leading policies on **frequency caps** so audiences aren't inundated with the same ad over and over
- New patent-pending quality assurance tools to enforce the **highest standards for audio and video quality**, including resolution, bit rate, and more
- A **100% premium viewer and brand safe environment**

- **Data-driven insights to improve relevancy**, combining Peacock’s direct-to-consumer connection with its audience; NBCUniversal’s powerful existing relationships with consumers; Comcast set-top box data; and more, all augmented by advertisers’ own customer ties
- **Transparent, full-funnel metrics and attribution** for brands
- A **risk-free opportunity** for sponsors backed by the power of the entire NBCUniversal portfolio
- Sponsor access to NBCUniversal's **full suite of talent and creative capabilities**
- And the guarantee that **successful innovations will be extended to the complete NBCUniversal platform** to improve the ad experience for all

PEACOCK AD PRODUCTS

Peacock's ad experience will be 100% driven by [Commercial Innovation](#)—from NBCUniversal offerings that consumers and brands already love, to the reinvention and reimagining of streaming industry ad experiences, to completely new formats pioneered by Peacock—setting the platform apart from anything else in the market. NBCUniversal is propelling its ad innovation roadmap forward, creating the ad experience of the next decade in partnership with the marketing community, all backed by **measurement that matters**.

These innovations, which will roll out during Peacock's launch period, are all both consumer and marketer approved following extensive testing. They are focused on creating the lightest traditional ad load and giving marketers new ways to create additive experiences for consumers, all while keeping the streaming service free.

Peacock's Ad Products will include:

- **[ShoppableTV](#)**: Commerce and content unite for an average conversion rate almost 30% higher than ecommerce benchmarks
- **[Prime Pods](#)**: Single, 60-second, ownable pods that reduce ad load and interruptions
- **Pause Ads**: A full screen, high-impact takeover with messaging from relevant brands and products around the idea of “taking a break” when a viewer pauses content
- **Binge Ads**: Watch three episodes of a show, have a sponsor bring the fourth episode ad-free
- **Engagement Ads**: Innovative activations that maximize engagement through personalized, interactive experiences such as trivia questions, product galleries, extended-look videos, and more
- **Trending Ads**: Timely ad experiences alongside the day's most topical content
- **Solo Ads**: An exclusive sponsorship that limits advertising to a single ad within an episode of a show
- **Curator Ads**: Peacock's editorial team curates collections of the best titles across the NBCUniversal library, based on specific moods, genres, events, or other themes, and brands organically integrate into these collections through contextually relevant sponsorships
- **Explore Ads**: During a pause, unique data populates the screen with contextually relevant content that relates to what the viewer was just watching and offers the option

for a viewer to take action—like getting a brand experience or discount sent to their phone

- **On Command Ads:** Comcast's best-in-class Xfinity voice technology integrates directly into Peacock, allowing audiences to use their voice to interact with a brand following on-screen prompts to speak into their remote and get an exclusive offer

"Like everything at NBCUniversal, Peacock was built around consumers—and that is especially true for the advertising experience. We've built the platform with commercial innovation at its core, so we can introduce engaging and interactive ad formats to allow consumers to better connect with both content and brands," stated Krishan Bhatia, Executive Vice President of Business Operations & Strategy, NBCUniversal. *"Untethered to legacy, Peacock will provide a better experience for consumers, drive more impact for brands, and provide insights that we can scale across the entire NBCUniversal portfolio and platform."*

For mockups of select Peacock Ad Products, [click here to download](#).

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