

Emotionally Aligned Contextual beta offering one-sheet

Table of Contents

General	2
Why use contextual advertising?.....	2
NBC's research says.....	2
General benefits of NBCU contextual targeting.....	2
Why should clients buy our contextual solutions?	3
What types of contextual targeting do we offer?.....	3
What are the benefits of our contextual offering?.....	Error! Bookmark not defined.
Emotionally Aligned Contextual	4
Intro.....	4
How it works.....	4
Getting started	4

General

Why use contextual advertising?

It delivers the connections consumers crave, in the environments they choose, for maximum engagement.

Contextual advertising drives increases in:

1. Receptivity of your ad
2. Perception of your brand
3. Memorability of your message
4. Favorability over your competitor

Context drives connection

Consumers prefer contextually relevant ads and feel more connected to brands they see in the right context.

- Engagement: 69% more likely to watch an ad relevant to the content
- Preference: 74% see ads that match the content they are viewing
- Perception: 72% say surrounding content impacts their perception of ads

Connection drives action

Consumers value brand connection, and those connections drive action

- Recommendation: 68% more likely to recommend a brand they feel connected to
- Preferred: 76% more likely to buy over a competitor
- Loyalty: 64% more likely to be loyal to the brand

NBCU suite of contextual targeting solutions – contextual targeting by:

1. Genre
2. Industry
3. Custom inputs (new)
4. Emotional alignment (new)

NBC's research says

When commercials match the content of a series, show, or film, viewers respond favorably:

- 78% more open to advertising
- 79% agree it feels less interruptive
- 75% more aware of brands
- 76% find advertising more entertaining
- 79% would like to see aligned commercials more often

General benefits of NBCU contextual targeting

"44% of consumers have tried a new brand due to seeing a relevant ad alongside content they were consuming."

- DoubleVerify

Align your brand with the highly relevant, premium streaming content your customers love in the environments they choose. Put the power of contextual targeting to work for you.

Key benefits:

- Privacy-minded and future-proofed
- Increased reach and scale
- Brand-suitable
- Flexible activation via direct IO and PG
- Better brand engagement
- Customizable to brand

Why should clients buy our contextual solutions?

NBCU's contextual advertising enables advertisers to align their brands with highly relevant content their consumers love in the NBCU streaming environments they choose, creating a more organic ad experience that drives better ad receptiveness, brand perception, brand memorability, and brand favorability.

What types of contextual targeting do we offer?

Multiple types, all available across NBCU's streaming portfolio:

1. Contextual targeting by genre
 - a. Use editorial metadata to build aggregated packages of NBCU's premium brand-safe content aligned by genre (e.g., comedy, crime, news, sports, etc.) and then delivers ads within those packages.
2. Contextual targeting by industry category
 - a. We use AI-powered technology to analyze the visual and audio elements across NBCU's O&O VOD content at an episode level
 - b. In order to identify industry-specific themes (e.g., automotive, food & drink, shopping, travel, etc.) and then deliver ads within those relevant episodes.
3. **Custom contextual** targeting (in beta)
 - a. We use AI-powered technology to scan bespoke client inputs (e.g., logos, talent imagery, brand mentions, audio cues, and visual themes) against video, audio, and images to determine the best placement within Peacock.
4. **Emotionally aligned** contextual targeting (in beta)
 - a. We ingest client creative to identify key emotional themes and recommend placement on aligned NBCU premium content across our streaming footprint.

Emotionally Aligned Contextual

Intro

Build deep, meaningful connections with your customers and drive authentic engagement by aligning your ad creative's emotional values, themes, and tones with relevant movements across NBCU's premium VOD content.

Examples of emotional themes:

- Achievement
- Perseverance
- Uplifting
- Nostalgic
- Power
- Tradition
- Heroic
- Aspiration

How it works

NBCU's AI-powered technology scans and precisely matches ad creative and metadata to identify the most emotionally relevant content across NBCU's premium video portfolio

1. Client shares creative with NBCU to ingest into AI engine
 - a. Creative (e.g., "Boundless possibilities")
 - b. Metadata: themes, tones, values
2. AI analyzes creative, identifying emotional cues to match with relevant NBCU content
 - a. 80,000+ hours across NBCU's portfolio (e.g., Power, Nostalgia, Heroic, Achievement)
3. And finds the perfect fit for their brand's creative across our NBCU portfolio

Getting started

Eligibility for emotionally aligned contextual beta:

- Client must share ad creative with NBCU to be analyzed by our AI-powered tech
- 4-week min. campaign flight running in H2 2025
- 10M min. total impressions
 - o 2-3M per test cell, depending on KPI
- Activation via direct IO or PG

What is the pricing model for custom contextual and emotional alignment?

Custom contextual and emotional alignment betas are available for direct IO and PG only. Note: Standard Advanced pricing applies.