



Beta opportunity

Custom contextual

Context drives connection and connection drives action

Align your brand's creative signals with thematically relevant moments across NBCU's premium content portfolio to drive meaningful engagement and inspire action.

How it works

AI-powered technology scans for bespoke client inputs (video, audio, images) at a frame-level, placing your message when and where it will resonate the most.



1. Client inputs are uploaded to the contextual AI platform.
 - Images and name (e.g., Cynthia Erivo) fed into system



2. AI-powered tech scans the thousands of hours of Peacock Premier VOD content (e.g., video, audio, images, text).



3. Client receives a perfect fit for their brand's messaging.

Note: Limited to Peacock Premier to start.

Examples of custom client inputs

Celebrity brand ambassadors

Target content featuring **brand ambassador** (e.g., Ariana Grande and Keanu Reeves across their latest blockbuster hits or red-carpet appearances)

Brand category-based inputs

Beauty and fashion: Detect runway looks, makeup routines, or fashion centric content

Travel: Find mentions of Airbnb, beach scenes, hotel stays, or road trips

Brand affinity

Competitive adjacency: Displayed in content where competitive brands appear (e.g., Lyft appears if Uber is mentioned)

Lifestyle alignment: Target content mirrors the brand's values or vibe (e.g., eco-conscious scenes for sustainable brands, fitness content for health brands).

Roadmap

Available now: Targeting by custom input in Peacock beta

- 20k Peacock assets currently scanned by vendor
- 7-day SLA due to manual input process

Coming in 3Q 2025: Additional custom input process automation

- Remainder of Peacock assets scanned
- 1-2 days SLA with new automated input process
- Automated scanning of first-run content

4Q and beyond: Backlog scanning

- Including all non-Peacock NBCU content

Note: Versant content scanning TBD

Pricing model

Custom contextual betas are available for direct IO and PG only. Please note, standard advanced pricing applies.



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Contextual advertising delivers the connections consumers crave, in the environments they choose, for maximum engagement. Consumers prefer contextually relevant ads and feel more connected to the brands they see in the right context.

Key benefits of contextual advertising

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

Custom contextual

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.

NBCU'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

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