


**NBCUniversal**

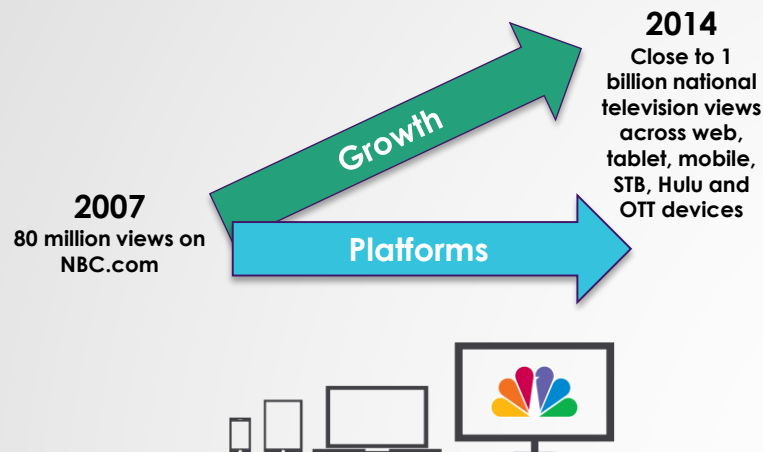
TOTAL AUDIENCE

# ANCHORED IN TELEVISION, AMPLIFIED ACROSS DEVICES



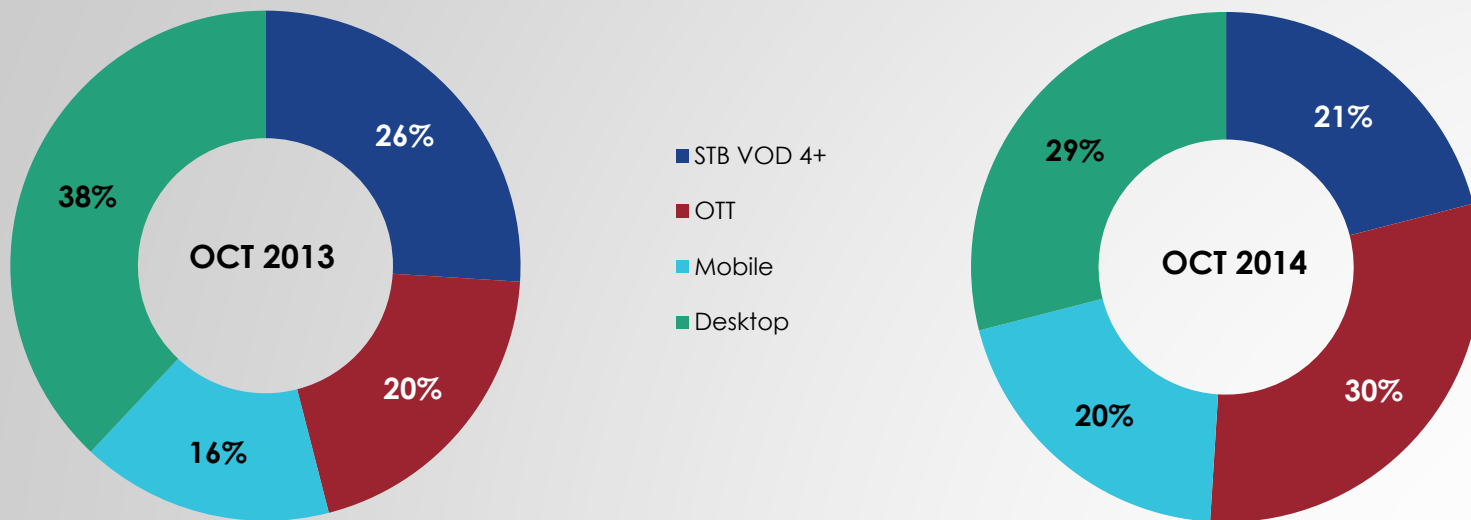
**Television is an  
unparalleled reach and  
engagement vehicle**

- But the definition of television has changed as consumption has migrated over time and across devices
- On demand views have grown 10 fold in the past 6 years
- More and more viewing is extending outside of the linear ecosystem



# DIGITAL PLATFORM VIEWS: NBC

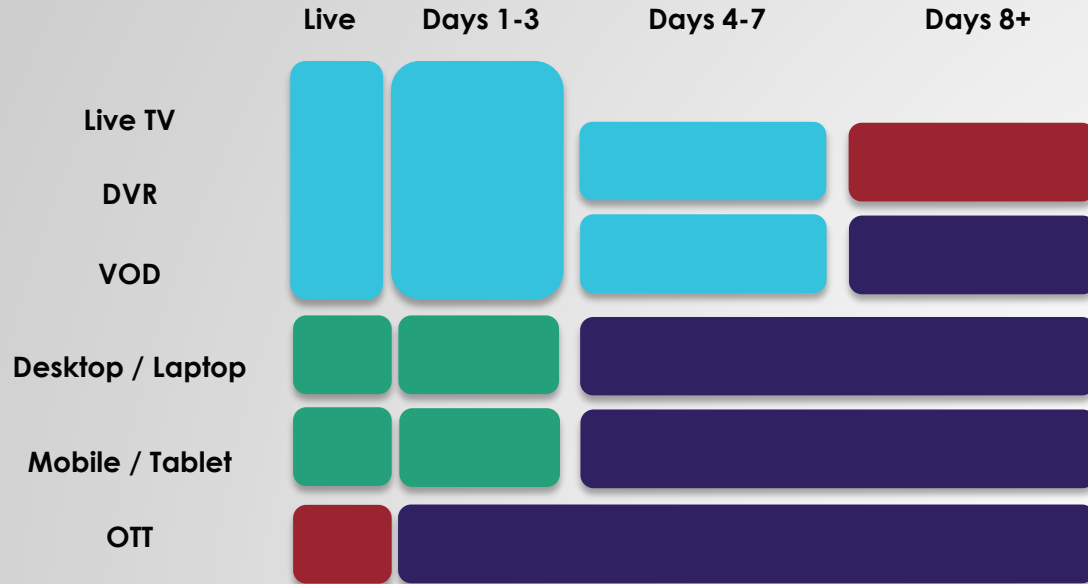
Digital FEP views by platform (NBC only)



Source: Adobe Analytics, Hulu Partner Portal, Rentrak, Xfinity

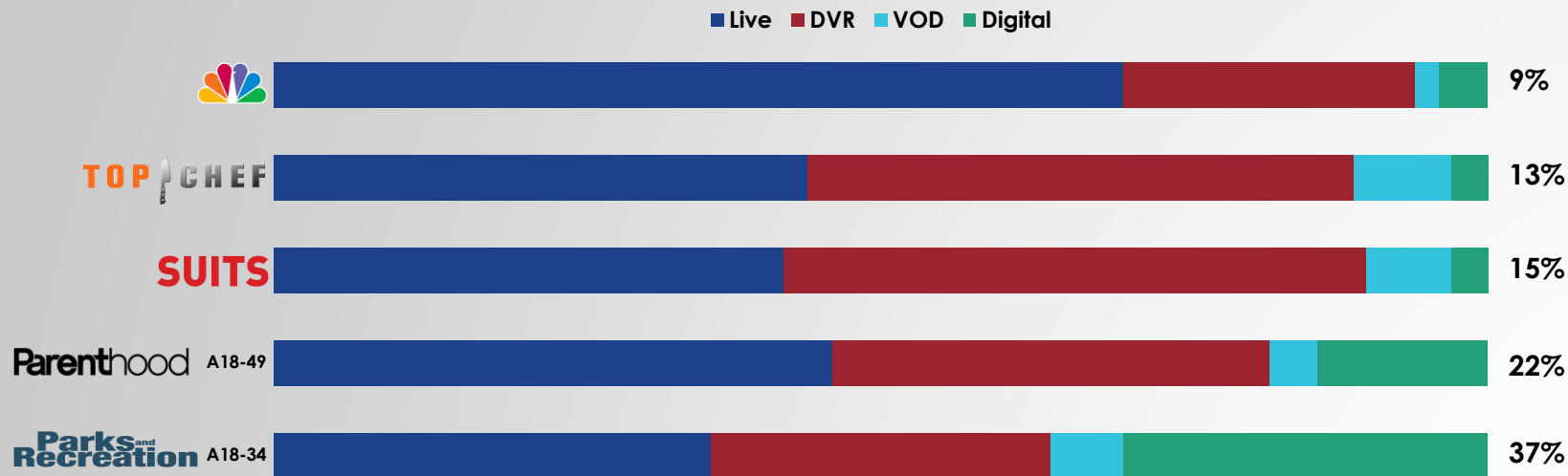
# EVOLVING VIEWING & MEASUREMENT LANDSCAPE

- No monetization
- Nielsen C3 / C7
- Dynamic Ad Insertion
- Option



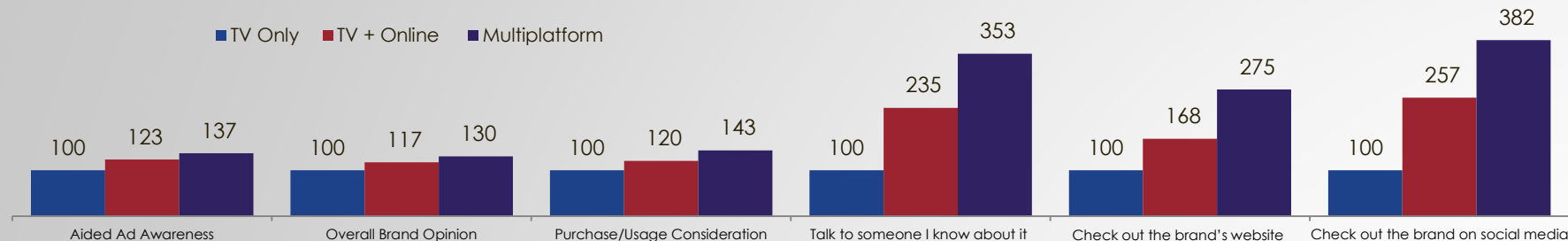
# THE TELEVISION SHIFT

Audiences continue to build over time and across platforms, pushing more and more exposure opportunities outside of the traditional environment – a unified expression of Total Audience is therefore critical to understanding the entire landscape of viewing



# THE POWER OF ALL SCREENS

The combination of exposures across all touchpoints and experiences yields substantial lifts in branding metrics, influence and conversion, and bolsters the overall TV effectiveness



Increased interest in brand  
due to TV integration

100

TV Only  
Viewers

152

TV + Online  
Viewers

198

Multiscreen  
Viewers