

At 2024 Upfront, NBCUniversal touts power of unified ad platform and premium content

Article

The news: NBCUniversal showcased its vast array of content and innovative advertising solutions at its annual upfront presentation, emphasizing its commitment to forging emotional connections with audiences through a diverse range of content in English and Spanish across its properties.

- The event highlighted NBCUniversal's revamped audience experience, which leverages both data and technology, allowing content delivery tailored to viewer preferences on any platform. This development signifies a major step in personalized media consumption.
- NBCUniversal reaches 273 million viewers monthly across all platforms, underscoring its potential impact on both content distribution and advertising effectiveness.

RoAS and transparency: According to **Mark Marshall**, chairman of NBCUniversal global advertising and partnerships, the introduction of **One Platform Total Audience** in January marked a significant innovation: a unified tool that integrates linear and digital media planning.

- Early results from the tool are promising. For instance, a campaign with **Amgen** achieved a **38% higher in-target reach and a 22% increase in search volume**, while a **Domino's** campaign had a **38% uplift in sales** across digital platforms.
- Marshall addressed concerns about transparency in streaming advertising, stating, “Here at NBCU, we have this crazy idea that it’s actually your money—you deserve to know where every single unit runs.”

Tech versus talent: The strike that loomed large last year was nowhere to be found—but there remains a tension regarding disruptive innovation.

- **Donna Langley**, head of the NBCUniversal Studio Group, pointed out the company’s role in elevating artistic voices and its long-standing support for storytellers. This seemed to be a veiled suggestion that creatives need not fear being disrupted by tech—and that NBCU is on the side of creatives.
- That tension between creatives and tech was on display during **Jimmy Fallon’s** opening bit; in song, he predicted, “Next year, I’ll be a hologram run by ChatGPT.”

Looking ahead: The company’s content strategy includes heavy investments in both technology and premium content.

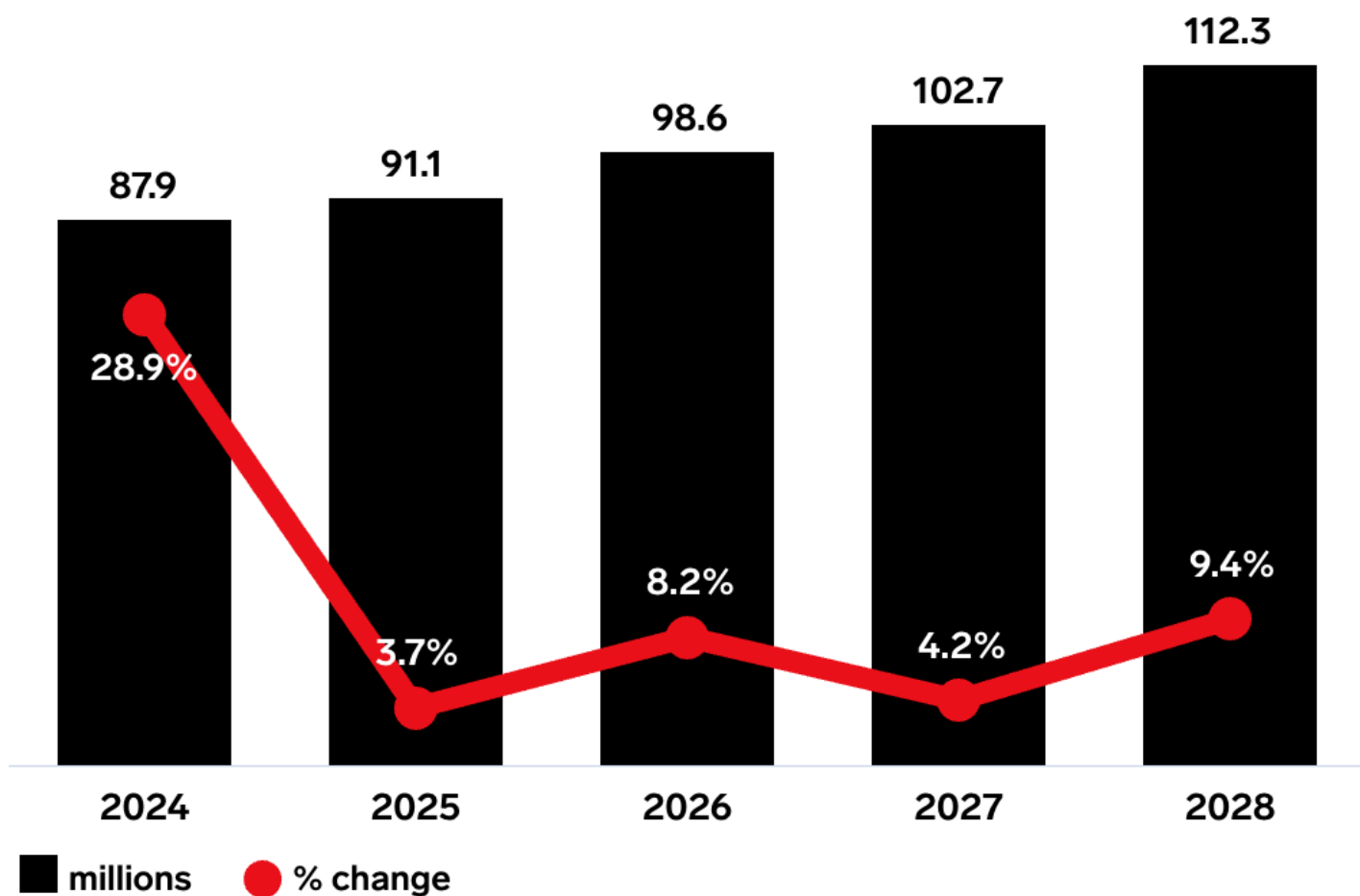
- At the Upfront, the **Olympics** continued to shine, with host **Mike Tirico** promising “eight Super Bowl's worth of audience impressions” for the upcoming Paris Games. **Snoop Dogg** joined Tirico, surprisingly emerging as an Olympic personality.
- However, NBC's broadcast network garnered minimal focus beyond Olympic coverage. Aside from appearances by network stars Fallon and **Seth Meyers**, the event gave little other spotlight to non-Olympic content—focusing on properties like Bravo and Telemundo and its streamer, **Peacock**.

The bottom line: With its approach to unified audience engagement and the strategic use of data and technology, NBCUniversal is charting a new course in the media and entertainment industry.

The company's focus on both scale and quality of content positions it as a formidable player in the streaming and media landscape.

Peacock Viewers

US, 2024-2028



Note: individuals of any age who watch Peacock via app or website at least once per month

Source: EMARKETER Forecast, February 2024