

Peacock expands reach to bars and restaurants to boost visibility

Article

The news: NBCUniversal has reached a multiyear licensing agreement with **EverPass Media**, a company that works with rights holders and distribution partners to commercially distribute live events.

- Under the deal, EverPass will distribute Peacock's exclusive first-run live sports content library, including select NFL, soccer (US and England Premier League), and NCAA events, to commercial venues across the US, including bars and restaurants.
- NBCUniversal aims to attract more subscribers and make its streaming service more visible to potential customers.
- EverPass, backed by RedBird Capital Partners, works with rights holders, distribution partners, and business owners to commercially distribute premium live events.

Why it matters: Digital out-of-home content and advertising are growing in importance. In February, CTV content provider **Atmosphere** raised \$65 million to continue its mission of offering unskippable DOOH ads in venues like restaurants and gyms, attracting advertisers.

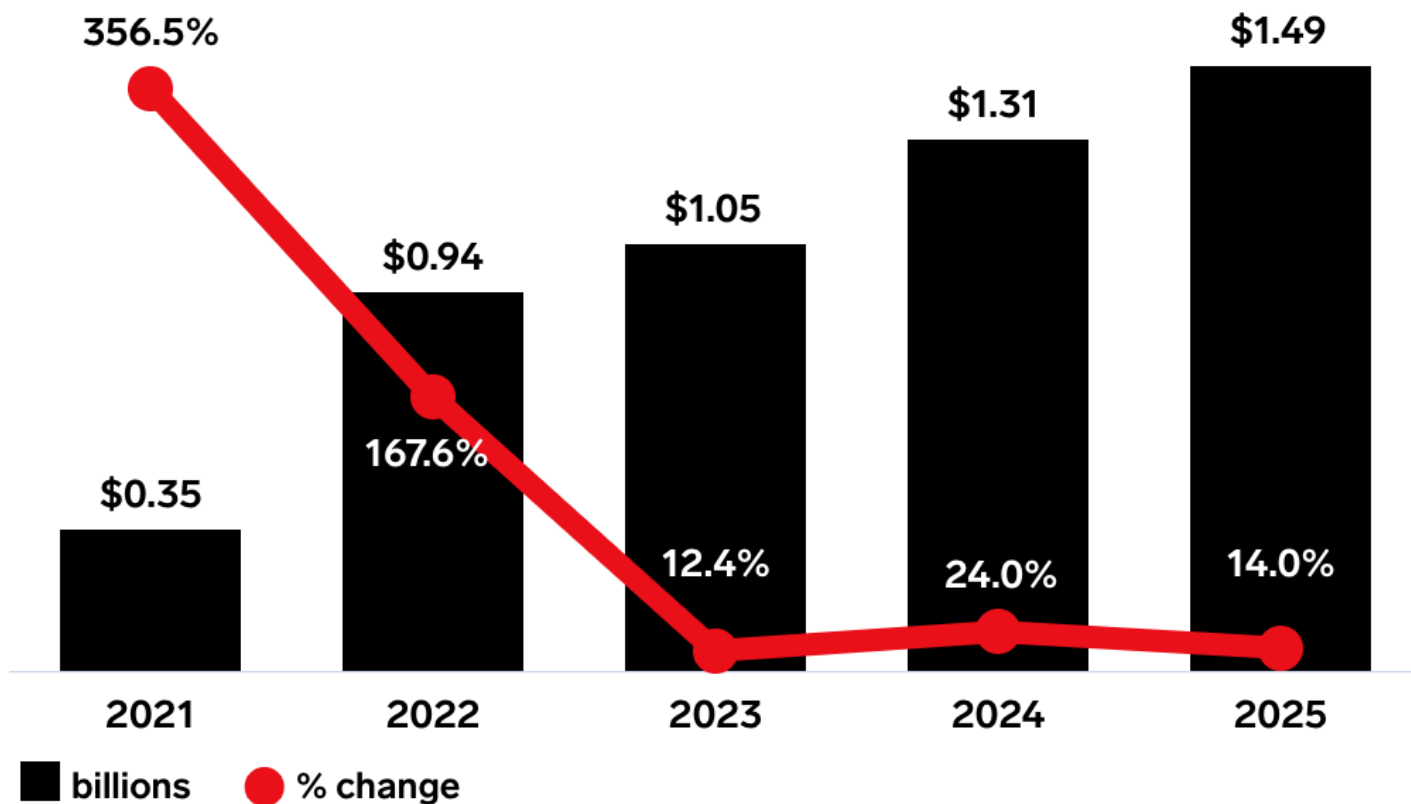
The partnership is meant to expose Peacock's sports offerings to a wider audience outside of the typical household setting.

Behind the numbers: Since its launch in 2020, Peacock has garnered 24 million paid subscribers.

- Despite that growth, Peacock has been facing financial difficulties, posting a \$651 million EBITDA loss in the second quarter, swelling 39% from the previous year's loss of \$467 million.
- Peacock's EBITDA losses are expected to exceed \$3 billion this year, but it should surpass \$1 billion in ad revenues in the US.

Peacock Ad Revenues

US, 2021-2025



Note: includes in-stream video such as those appearing before, during, or after digital video content on a subscription-based OTT platform (pre-roll, mid-roll, or post-roll video ads) and video overlays; appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices for all formats mentioned

Source: Insider Intelligence | eMarketer, March 2023

Insider Intelligence | eMarketer

Our take: The deal between NBCUniversal and EverPass is a strategic move to diversify Peacock's audience and increase its brand visibility.

- The partnership strengthens EverPass' role as a major commercial distributor of live events and positions it as a preferred partner for content creators and rights holders.
- Distributing exclusive live sports content to commercial venues allows Peacock to tap into a broader market and help drive growth (and eventually, profitability). But how many bar patrons pay all that much attention to the service provider a venue is tuned into?