

Sponsorship enhancements

Why is this collection of ads grouped together?

What does this look like?

Any stats?

Why should you use

Sponsorship enhancements?

Approval required: Curator ad, Brand tag

General use: Pause ad, Engagement ad, Solo ad, Binge ad, Pod bounce, Cinematic experience bumper

Ad innovations
you can
leverage to
help maximize
the impact of
your brand
sponsorship
when
sponsoring new
and existing
scripted/
unscripted
content.

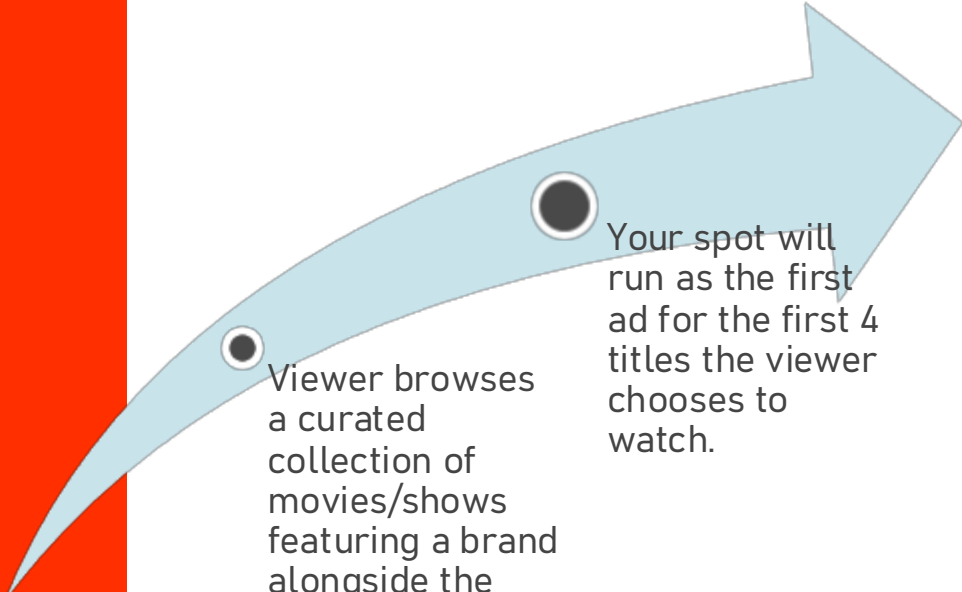


Curator ad

Sponsorship enhancement

(approval required)

Screenshot placeholder



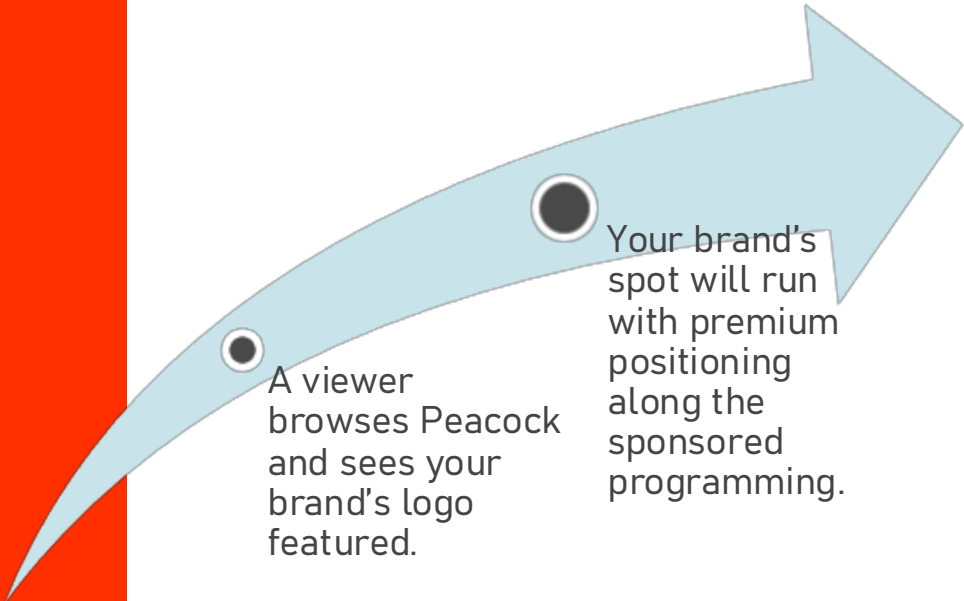
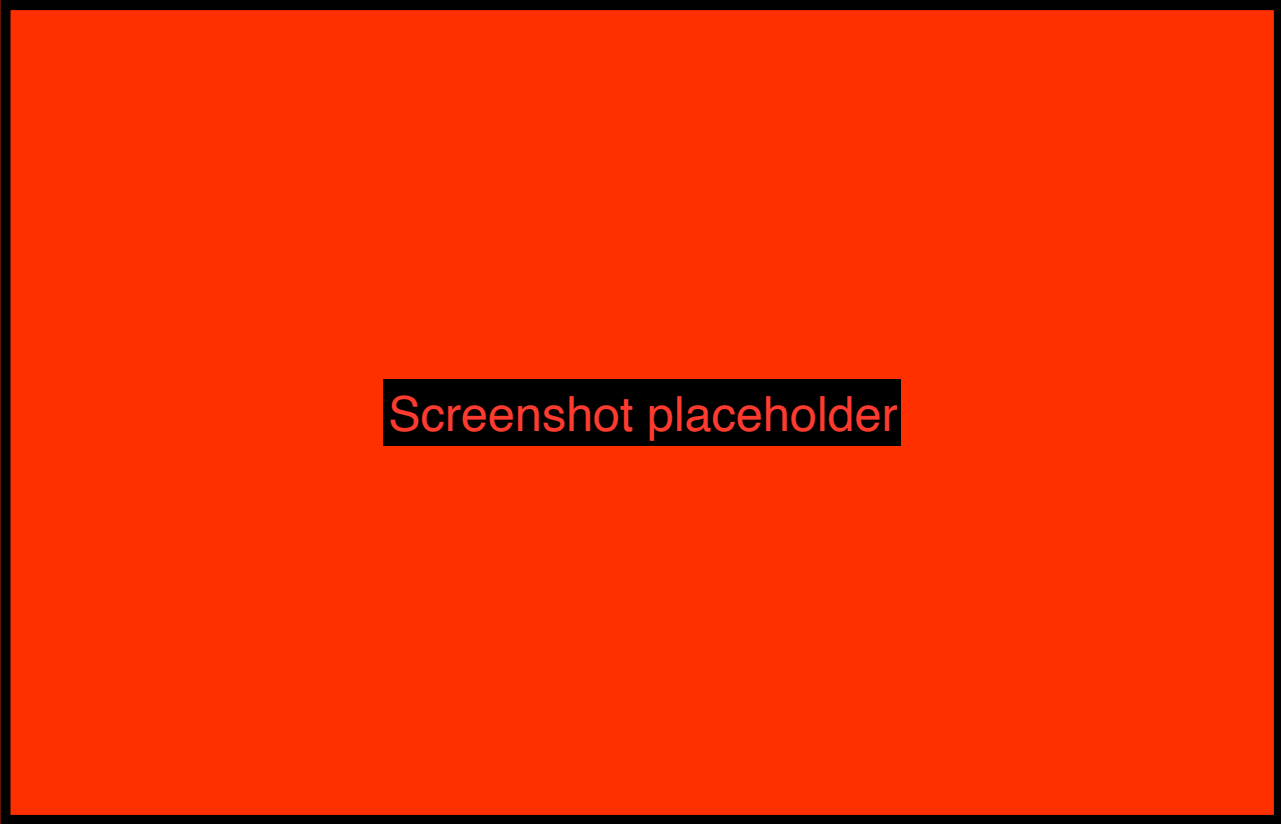
Viewer browses a curated collection of movies/shows featuring a brand alongside the sponsored rail name.

Your spot will run as the first ad for the first 4 titles the viewer chooses to watch.

**Integrating your brand into collections
of the best titles across our library**

Brand tag

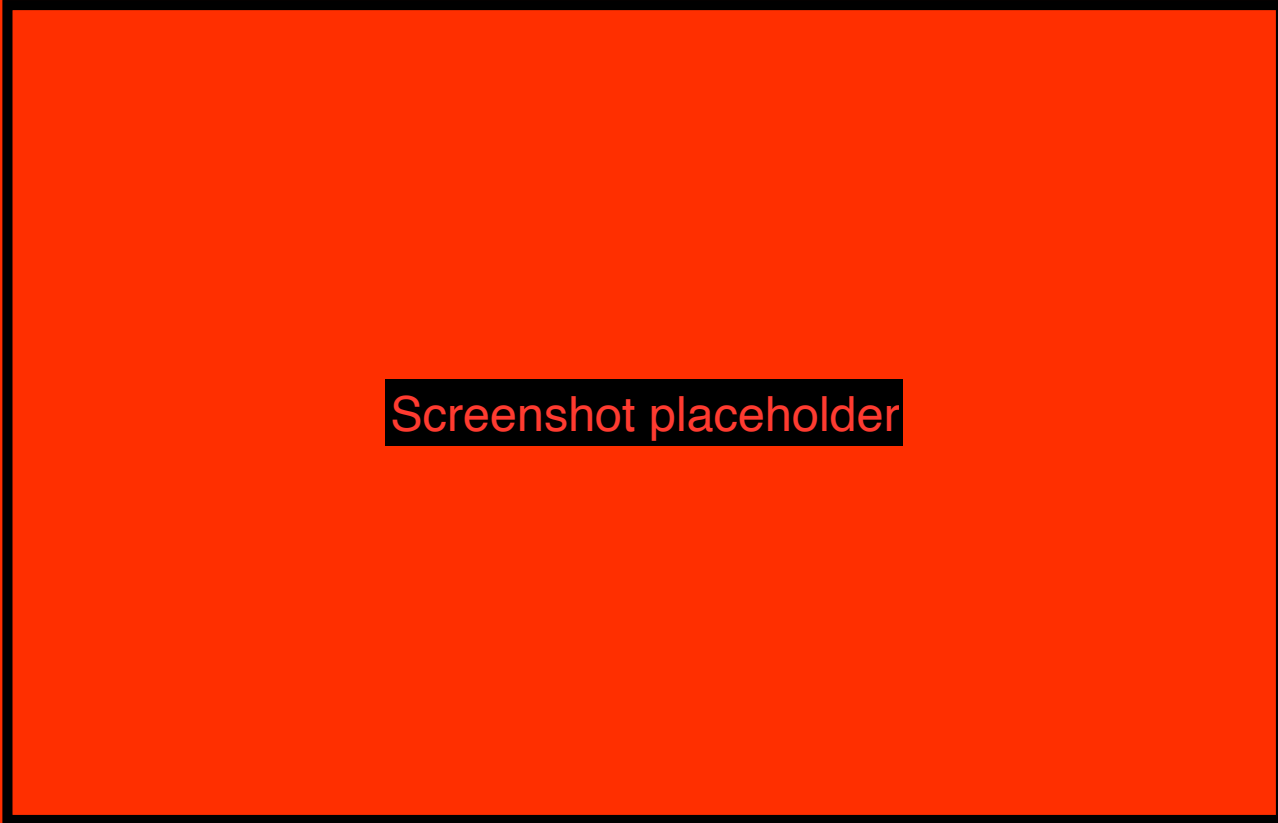
Sponsorship enhancement
(approval required)



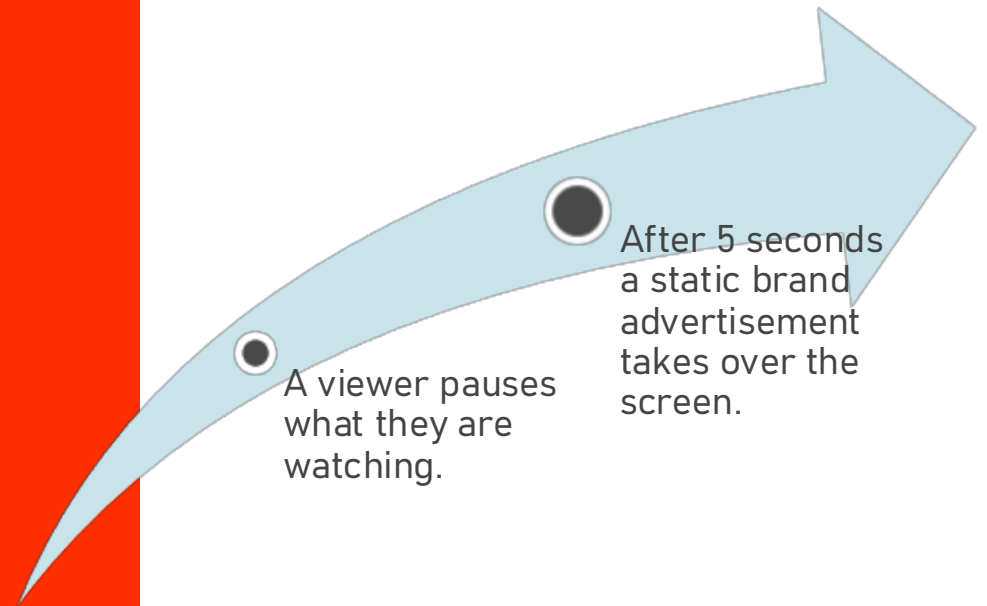
Highlighting your brand's sponsorship of a title within the "browse" experience

Pause ad

Sponsorship enhancement
(general use)



Screenshot placeholder



Offering an ad experience initiated by the viewer when they pause what they're watching

Solo ad

Sponsorship enhancement
(general use)

Screenshot placeholder

A viewer selects a solo ad-sponsored episode

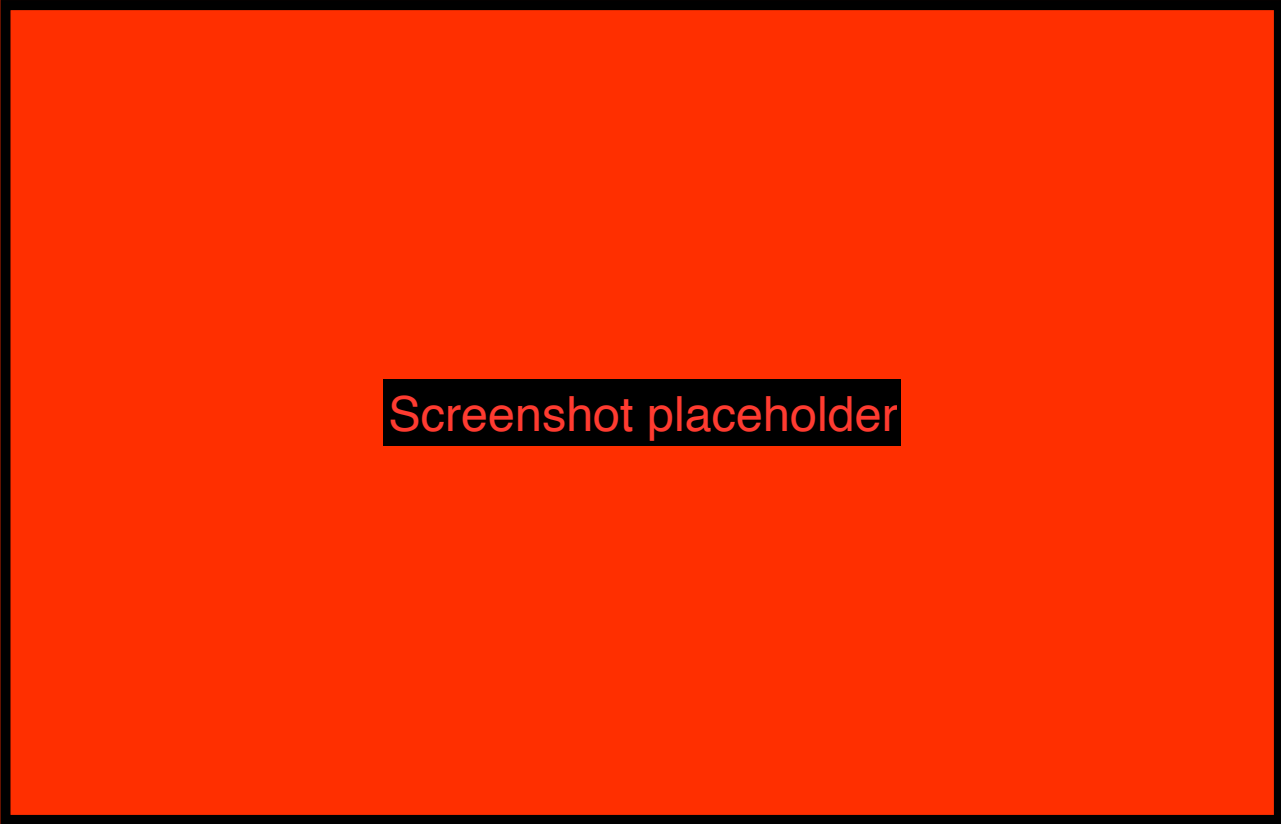
A short intro lets the viewer know there will only be 1 ad thanks to an advertiser's sponsorship.

Limiting advertising to a single ad within an episode

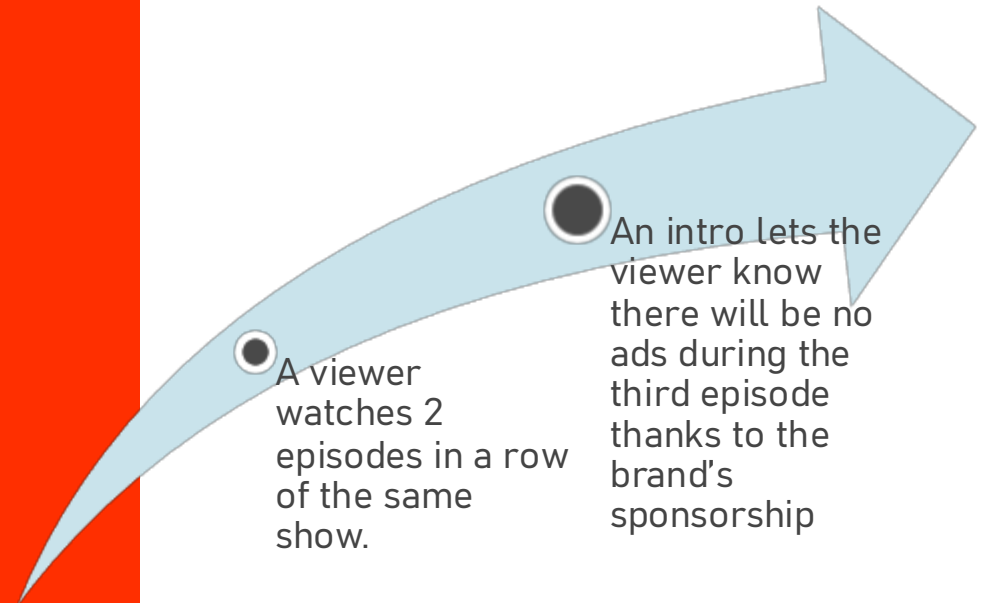
Binge ad

Sponsorship enhancement

(general use)



Screenshot placeholder

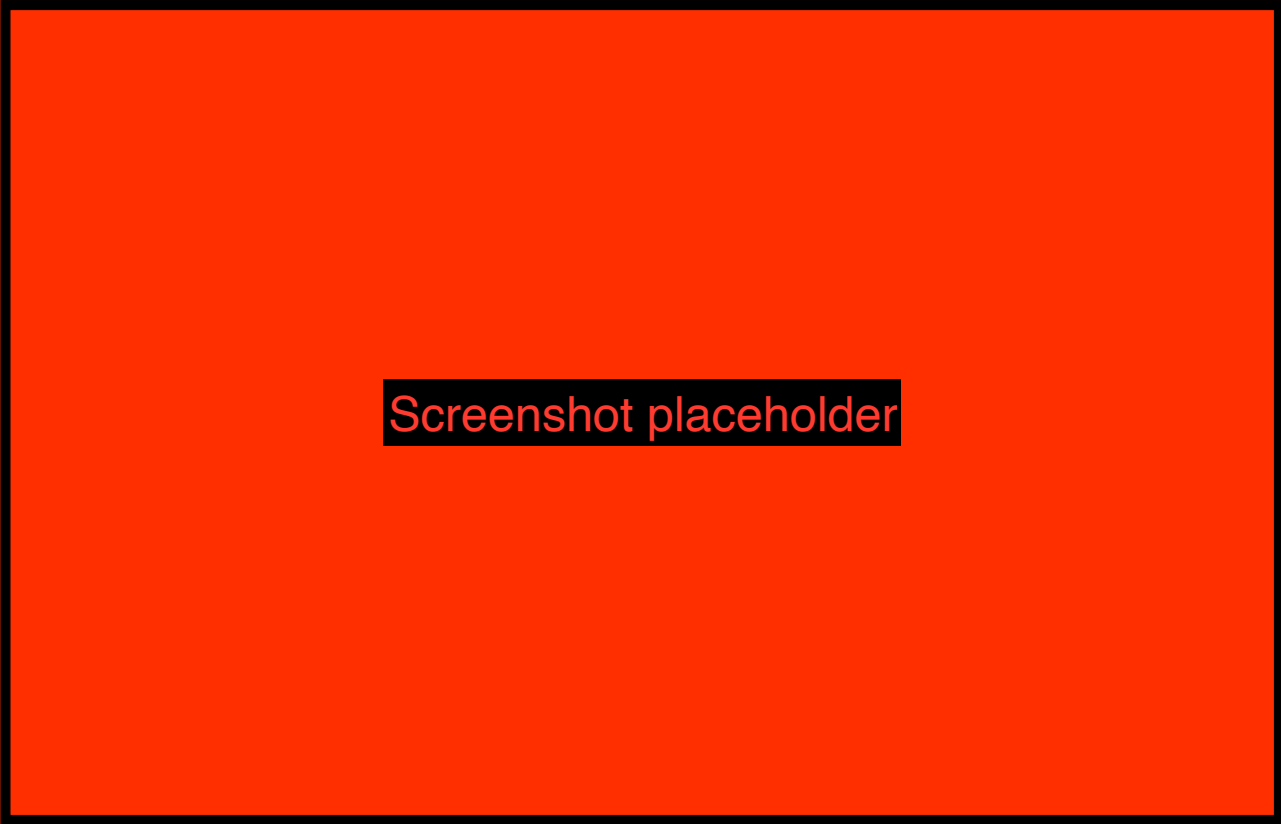


Rewarding viewers with an ad-free episode after watching 2 consecutive episodes of the same show

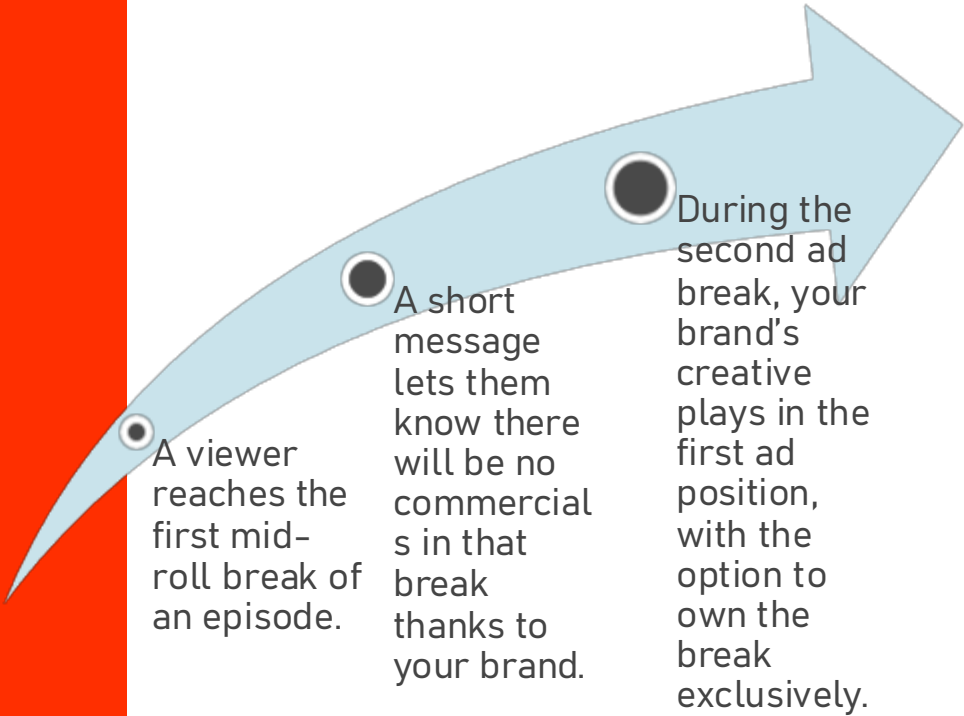
Pod bounce

Sponsorship enhancement

(general use)



Screenshot placeholder

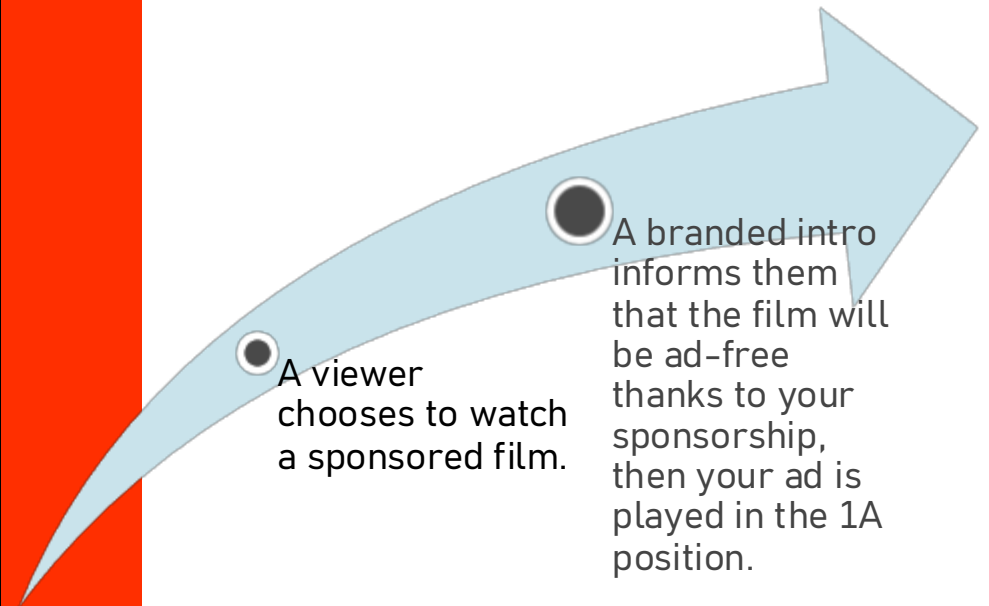


Enabling your brand to stand out during show content through a limited-commercial experience

Cinematic experience bumper

Sponsorship enhancement
(general use)

Screenshot placeholder



Spotlighting your brand's sponsorship and enhancing the film-viewing experience for users by reducing interruptions

Sports innovations

Why is this collection of ads grouped together?

What does this look like?

Any stats?

Why should you use

Sports innovations?

Marquee ad, Frame ad, Sportslight, Torchlight (Olympics only), Pause ad (on-demand only), Highlight ad (Peacock only), Engagement ad (Peacock only)

Ad
innovations
you can
leverage in
live and on-
demand
sport events.



Marquee ad

Sports innovations

Screenshot placeholder

A viewer watches the select Peacock content.

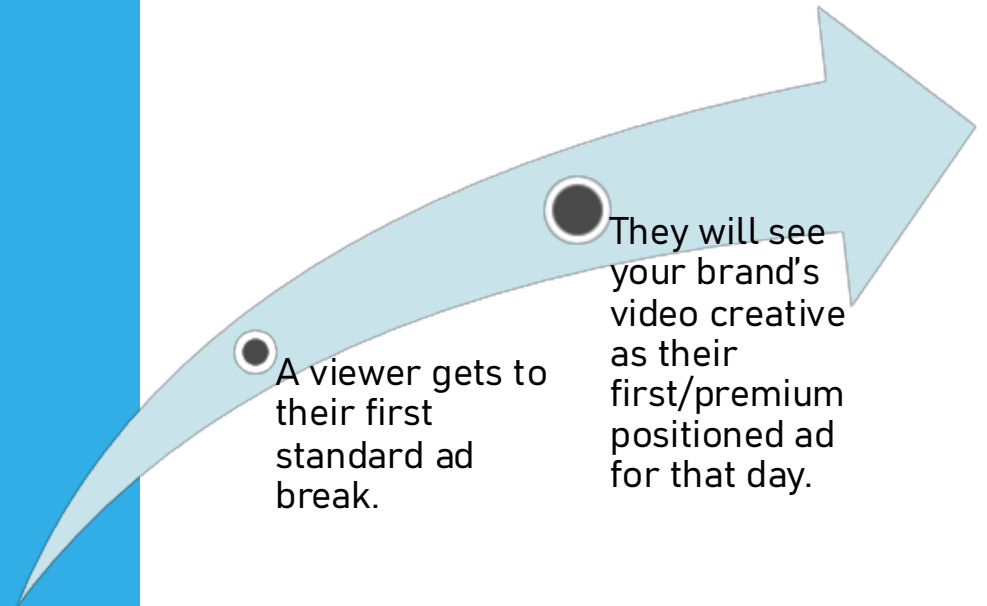
Your brand's imagery and messaging is placed within a title-safe area of the frame, maintaining the experience for the viewer while offering you exposure

Putting your brand alongside the excitement of high-profile programming in non-disruptive, in-content format

Sportslight

Sports innovations

Screenshot placeholder

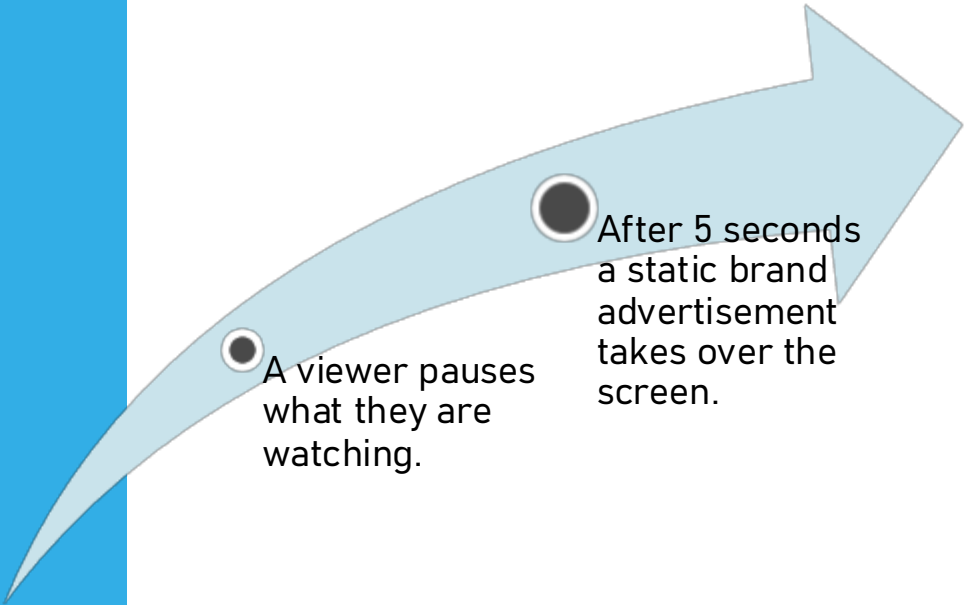
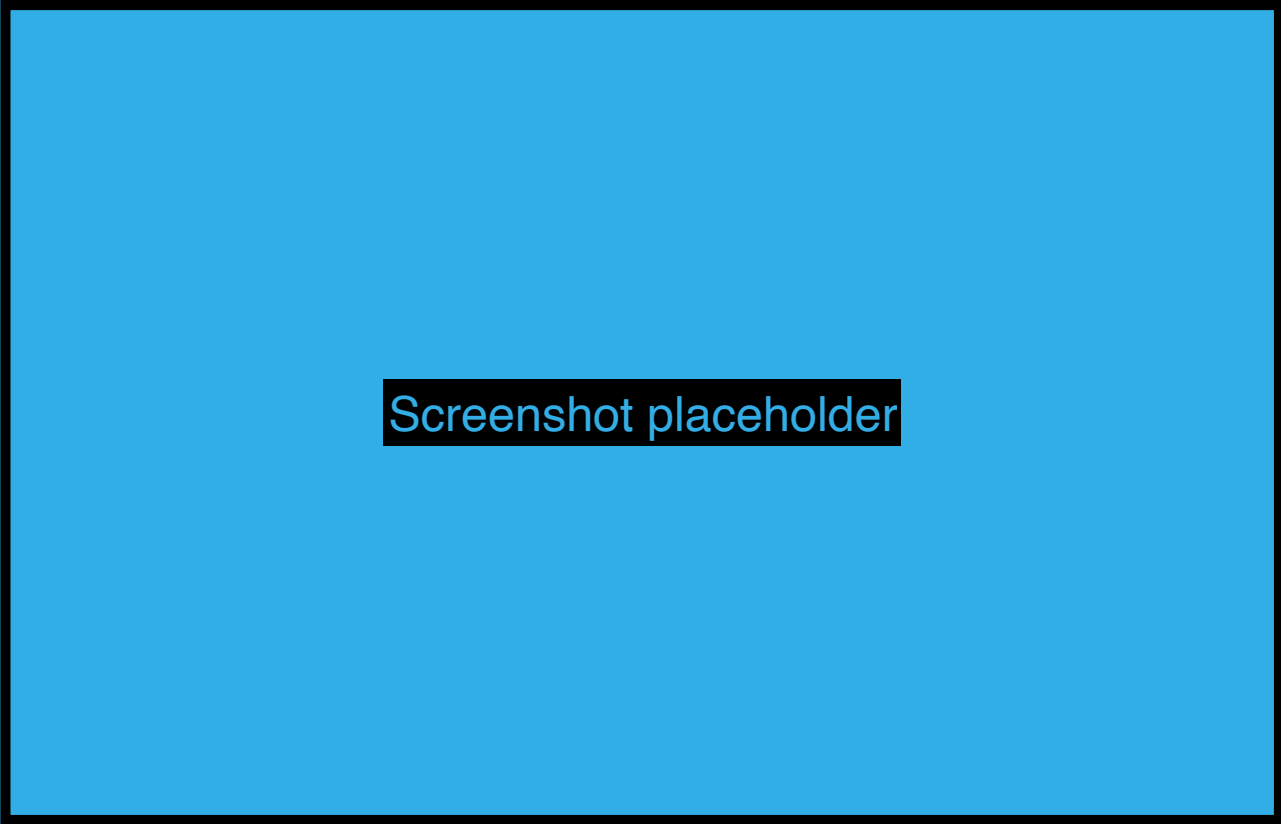


Letting your brand own the first impression or premium ad views across all devices over a 24-hour span

Pause ad

Sports innovations

(on-demand only)

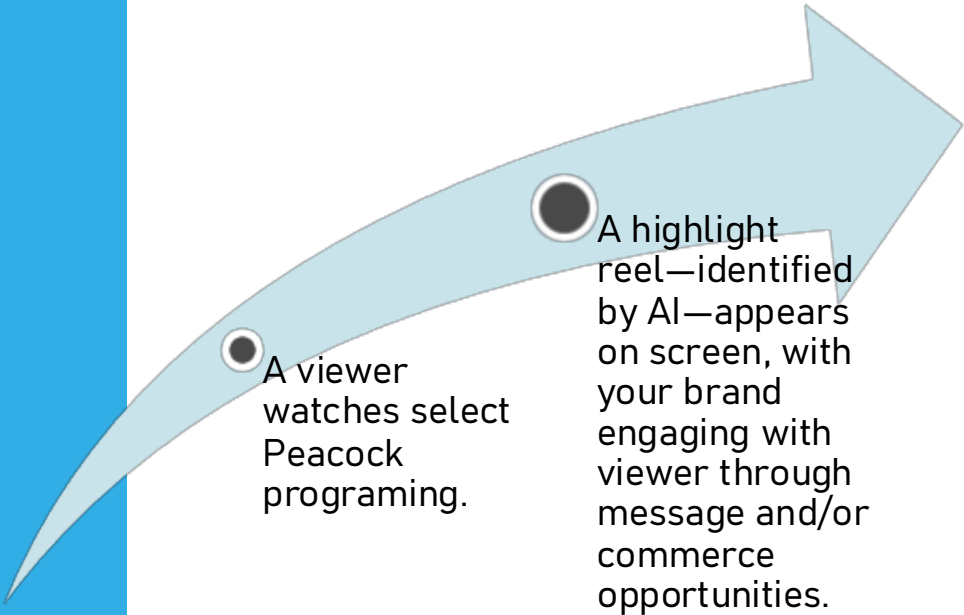
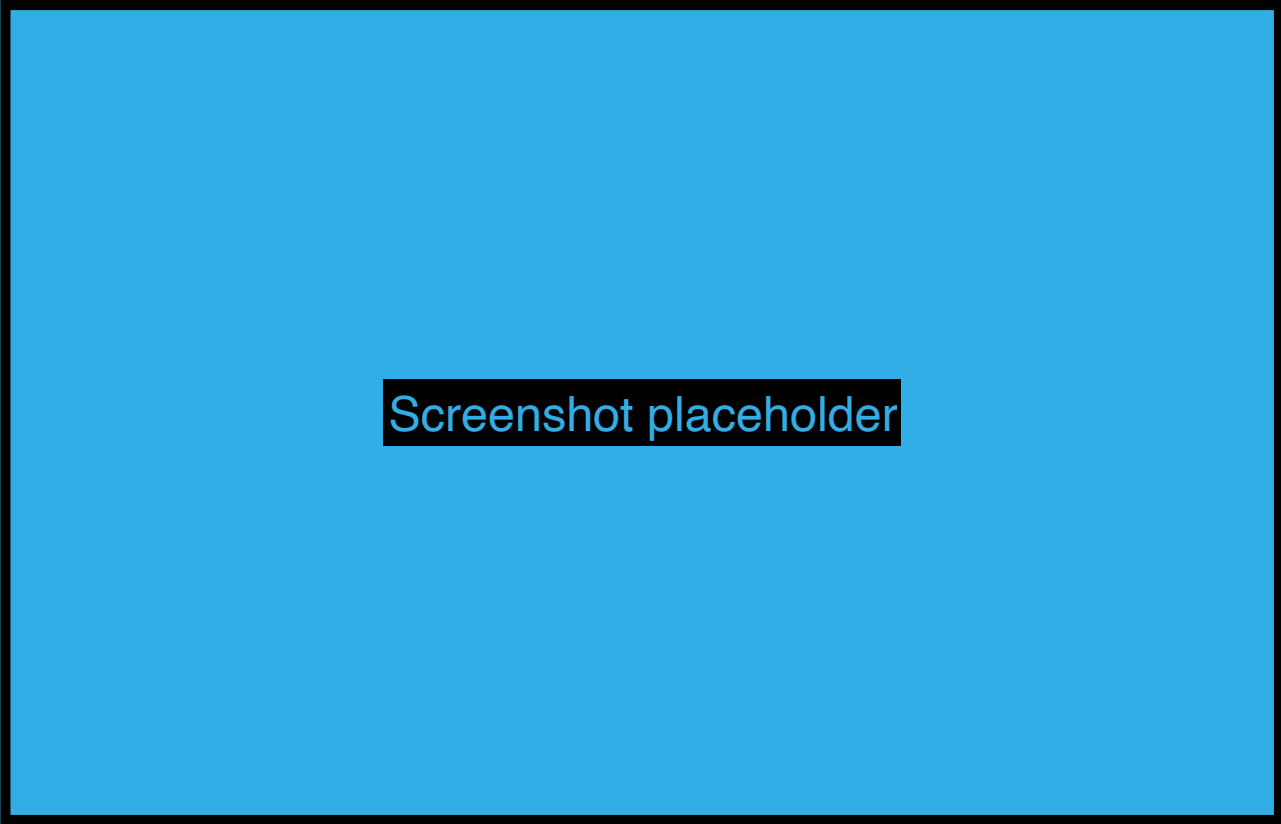


Offering an ad experience initiated by the viewer when they pause what they're watching

Highlight ad

Sports innovations

(Peacock only)



Bringing your sponsorship to life during key in-content moments in a non-interruptive, engaging format

Engagement ad

Sports innovations *(Peacock only)*

Screenshot placeholder

A viewer is served an ad during a standard ad break.

A call-to-action appears, prompting the viewer to interact (e.g., QR code)

Maximizing engagement with your brand's advertising through interactive experiences (e.g., galleries, geo-locators, trivia, etc.)

Attention suite

Why is this collection of ads grouped together?

What does this look like?

Any stats?

Why should you use the **Attention suite?**

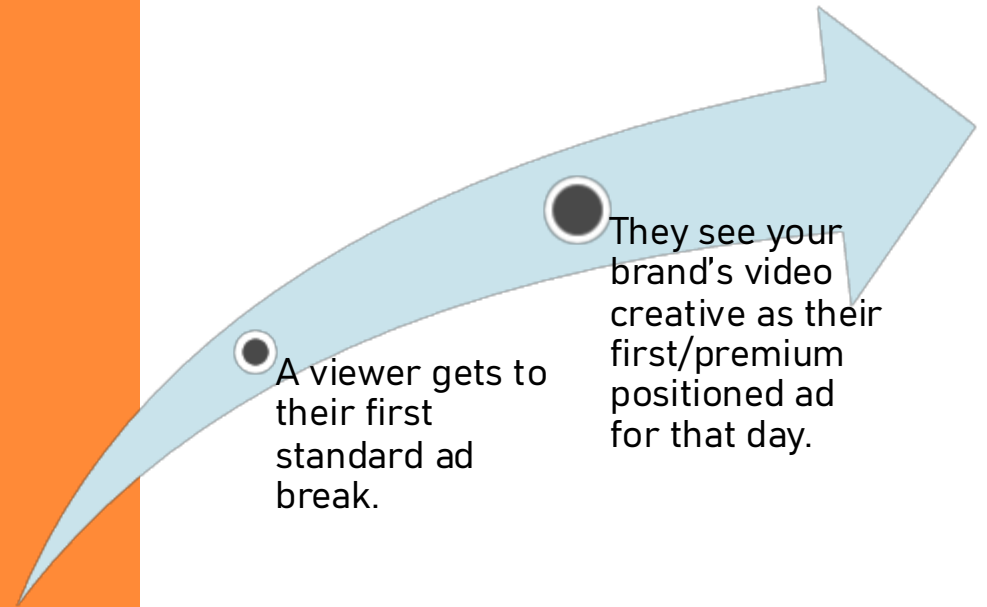
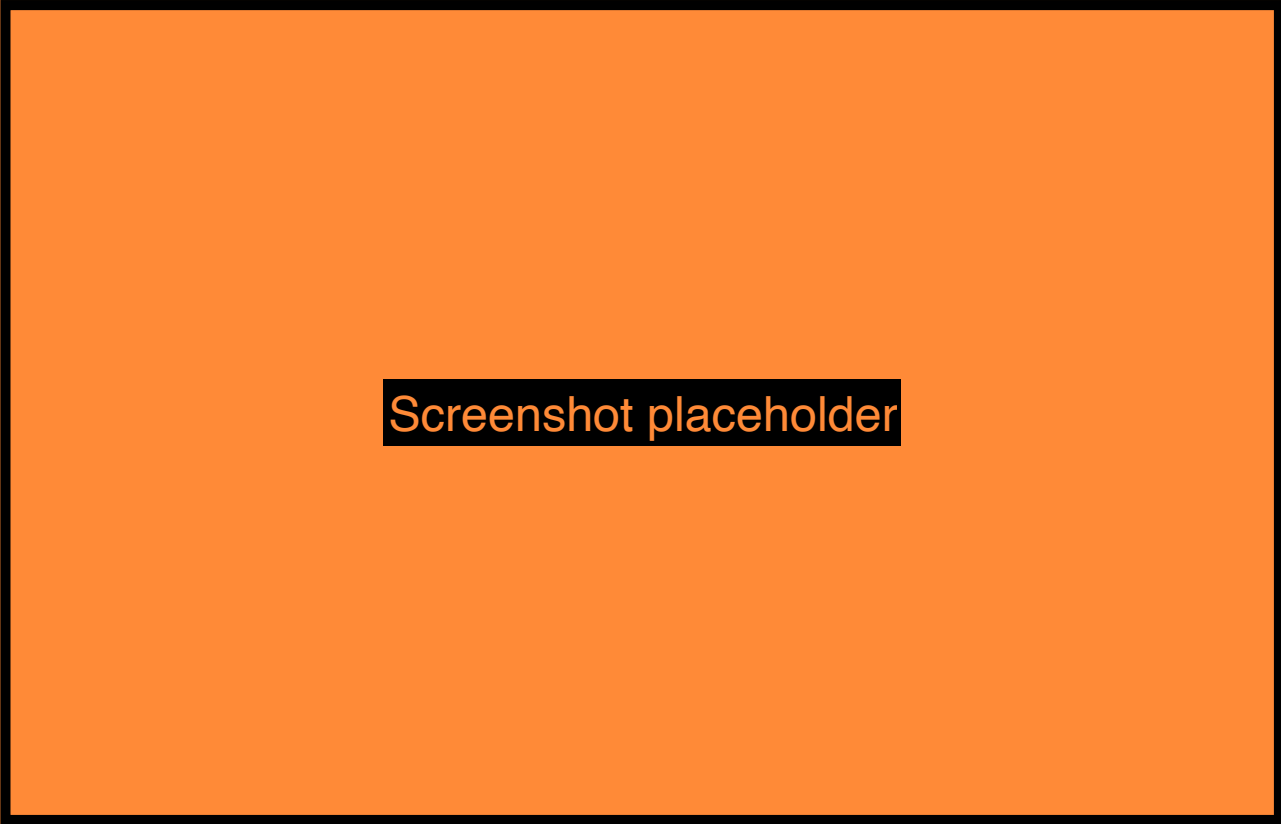
Spotlight, Pause (T), Pod hero (T), Binge hero (T), Episode hero (T), Cinematic ad experience

Ad
innovations
that capture
as much
viewer
attention as
possible in a
given frame



Spotlight ad

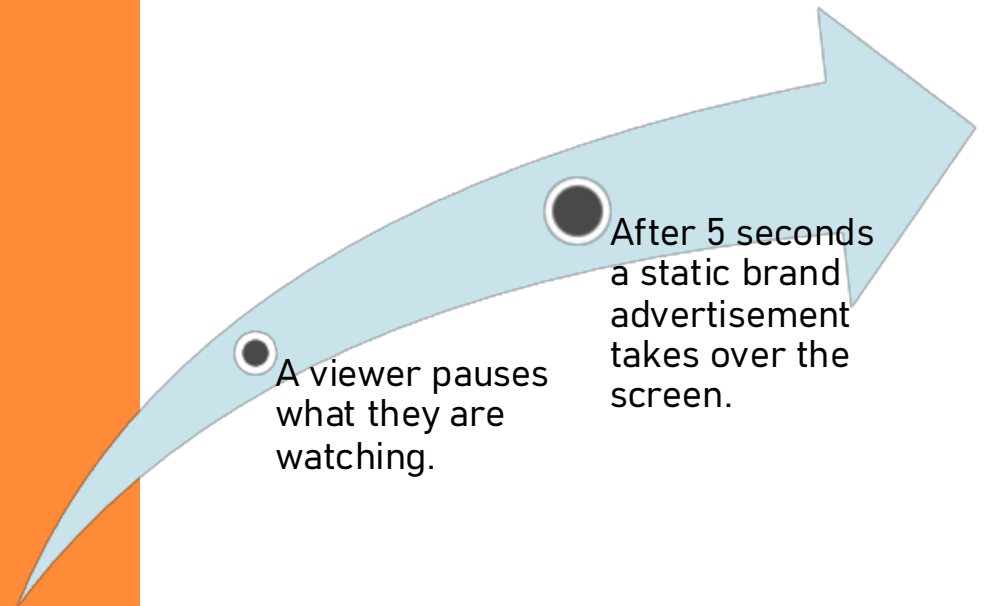
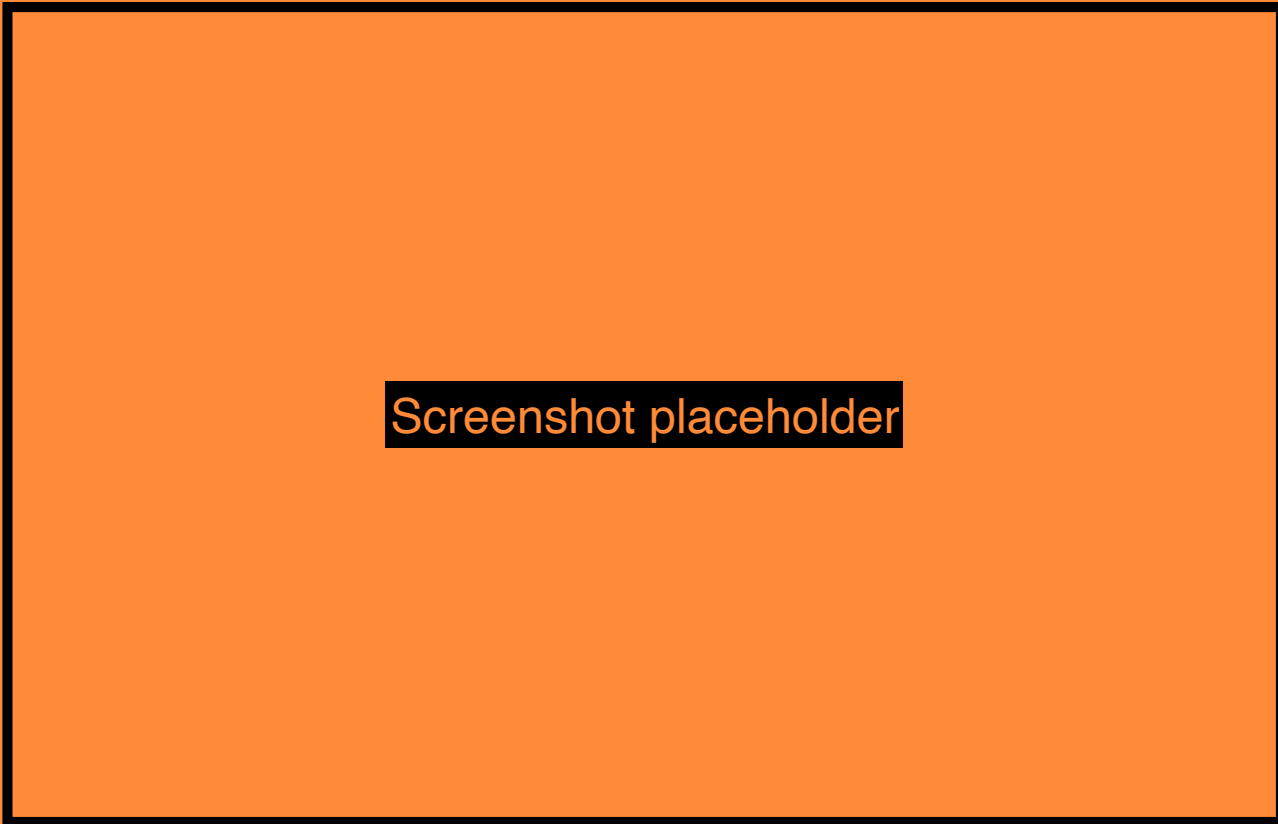
Attention suite



Letting your brand own the first impression or premium ad view across all devices over a 24-hour span

Pause ad

Attention suite
(with tracking)



Offering an ad experience initiated by the viewer when they pause what they are watching

Pod hero

Attention suite

(with tracking)

Screenshot placeholder

A viewer reaches the first mid-roll break of an episode.

A short message lets them know there will be no commercials in that break thanks to your brand.

During the second ad break, your brand's video creative plays in the first ad position, with the option to own the break exclusively.

Enabling your brand to stand out during show content through a limited-commercial experience.

Binge hero

Attention suite

(with tracking)

Screenshot placeholder

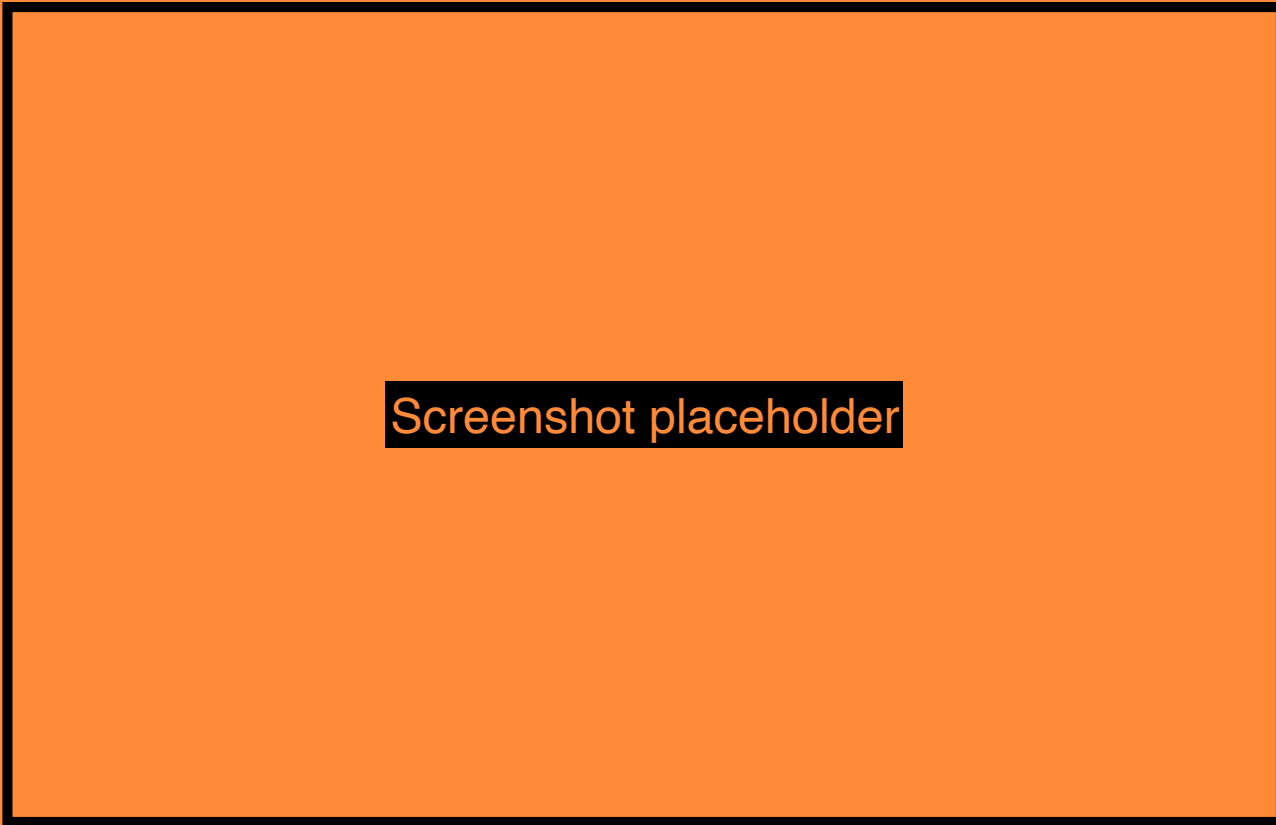
A viewer watches 2 episodes in a row of the same show.

An intro lets the viewer know there will be no ads during the third episode thanks to the brand sponsorship.

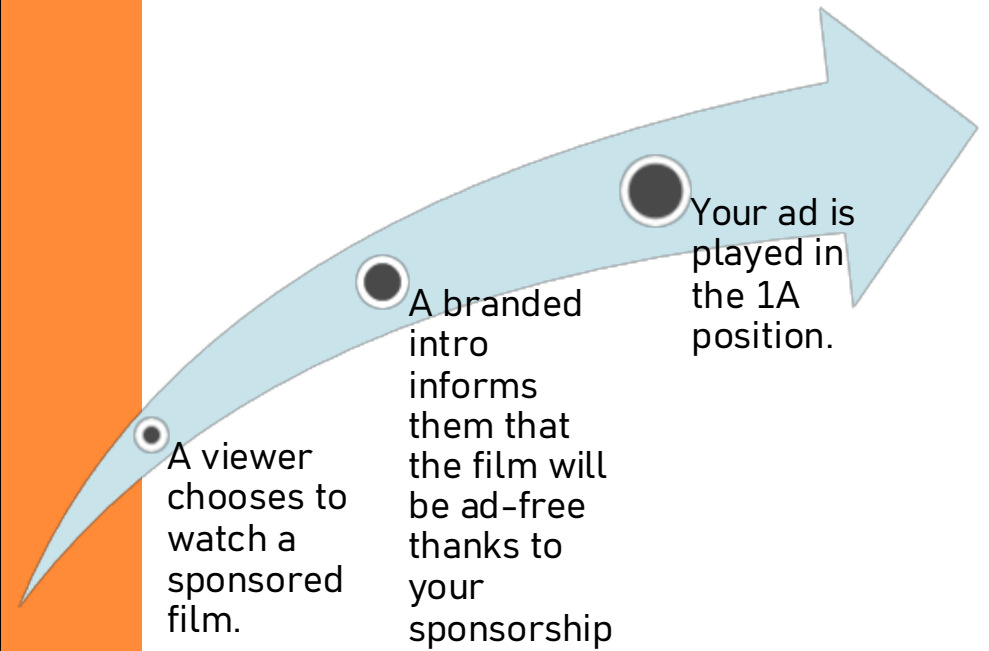
Rewarding viewers with an ad-free episode after watching two consecutive episodes of the same show

Cinematic ad experience

Attention suite



Screenshot placeholder



Spotlighting your brand's sponsorship and enhancing the film-viewing experience for users by reducing interruptions.

Commerce-enabled

Why is this collection of ads grouped together?

What does this look like?

Any stats?

Why should you use

Commerce-enabled?

Engagement ads (e.g., Must ShopTV, Click to contact), Sequential ads

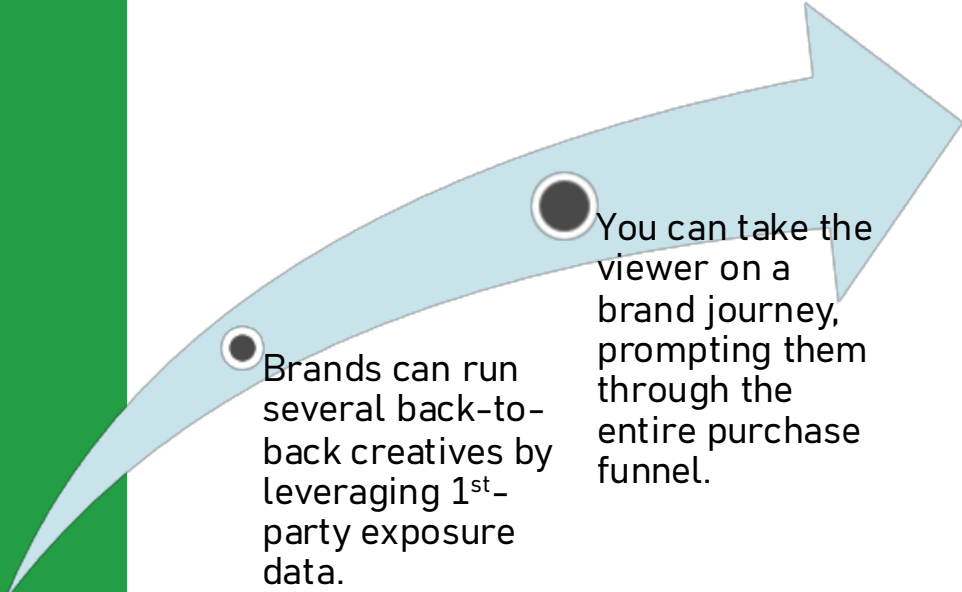
Ad
innovations
you can
enable with
scannable/
shoppable tv
(QR codes).



Sequential ad

Commerce-enabled

Screenshot placeholder



Brands can run several back-to-back creatives by leveraging 1st-party exposure data.

You can take the viewer on a brand journey, prompting them through the entire purchase funnel.

Telling an episodic brand story through chronological messaging and targeting, reaching clients with relevant messaging.