

# Unlocking Reach in Premium Content



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**peacock**

# Unlocking Reach in Premium Video

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The rise of streaming video has made brand safety a major concern for advertisers

**Market Problem**

> 200 ad campaigns across Peacock alone have some form of content exclusions



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**Business Impact**



# The unintended consequences of brand safety decisioning

Decreased reach



Lower addressability



Increased premiums



Manual curation of content



Introducing

## Brand Suitability

NBCU's proprietary, AI-powered technology for automating brand safety decisioning

# NBCUniversal



## What it is

AI-powered, scene-level ranking based on industry standard GARM content categories to identify unsuitable episodes of shows on your DNA list and divert your ads from those episodes

## How it works

Automated scan and tag layered taxonomies using machine learning technology to categorize episode content and unlock valuable inventory that would have been excluded otherwise

## What it enables

Ensures your messaging doesn't run where it's not suitable for your brand without sacrificing the full scale and engagement Peacock has to offer!



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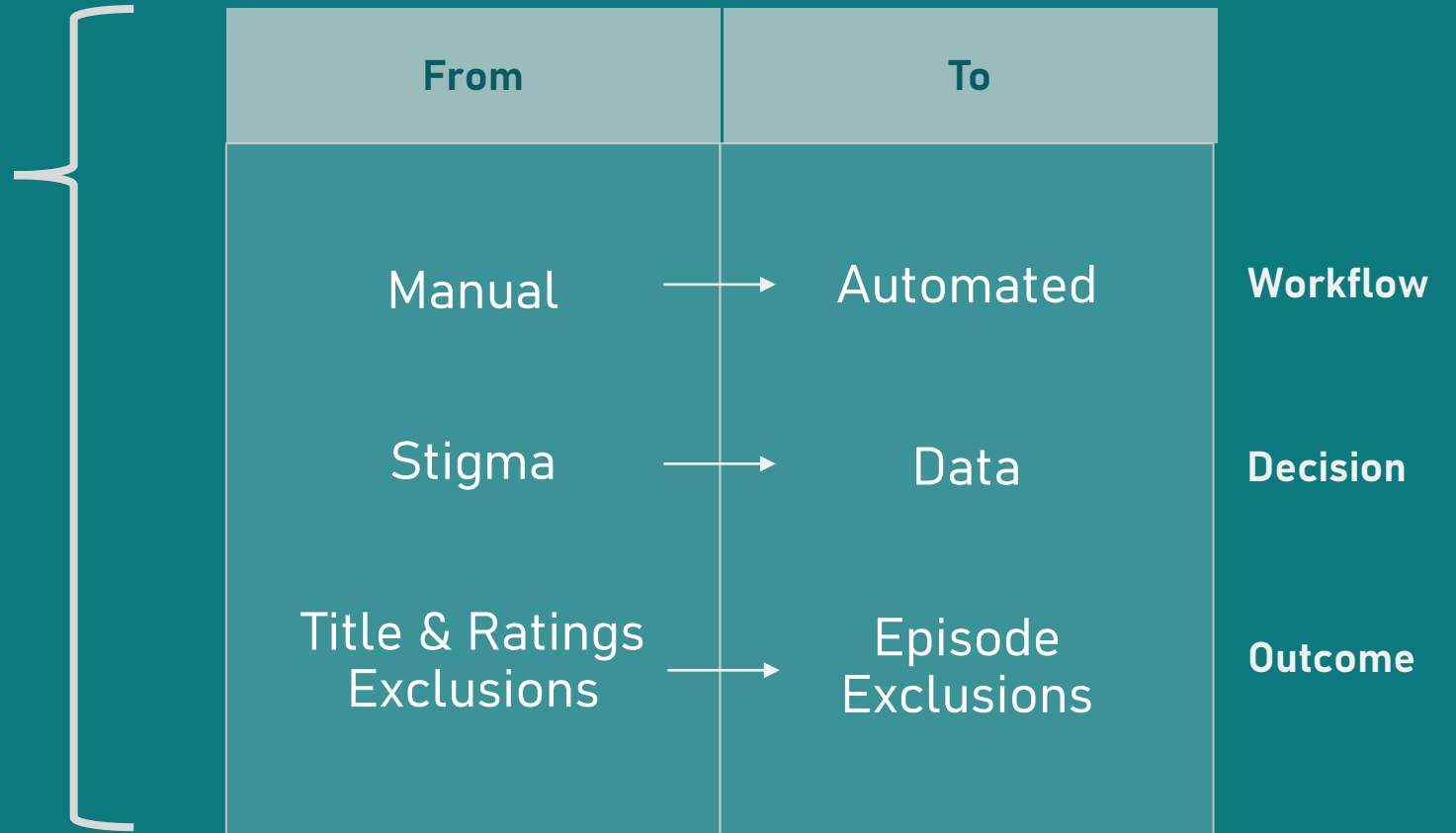
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# Unlocking premium reach

through a new way to  
address brand safety



# Research Objectives

1

## Establish tolerance

Is there an inflection point at which increasingly violent episodes of content starts to impact viewers' experience?

2

## Understand culpability

Do viewers assign blame to marketers for knowingly advertising during explicit or violent content?

3

## Examine extreme risk cases

Are there specific instances where immediate adjacency is affecting viewer sentiment towards an ad?



# Our Approach

Testing unconscious response to Peacock premium content and advertising

**1,800**

total  
respondents

across 9 cells

**9**

episodes  
measured

3 “low risk”  
3 “medium risk”  
3 “high risk”

**~100k**

hours of  
content viewed

facial coding data  
eye gazing data  
survey data

**5M+**

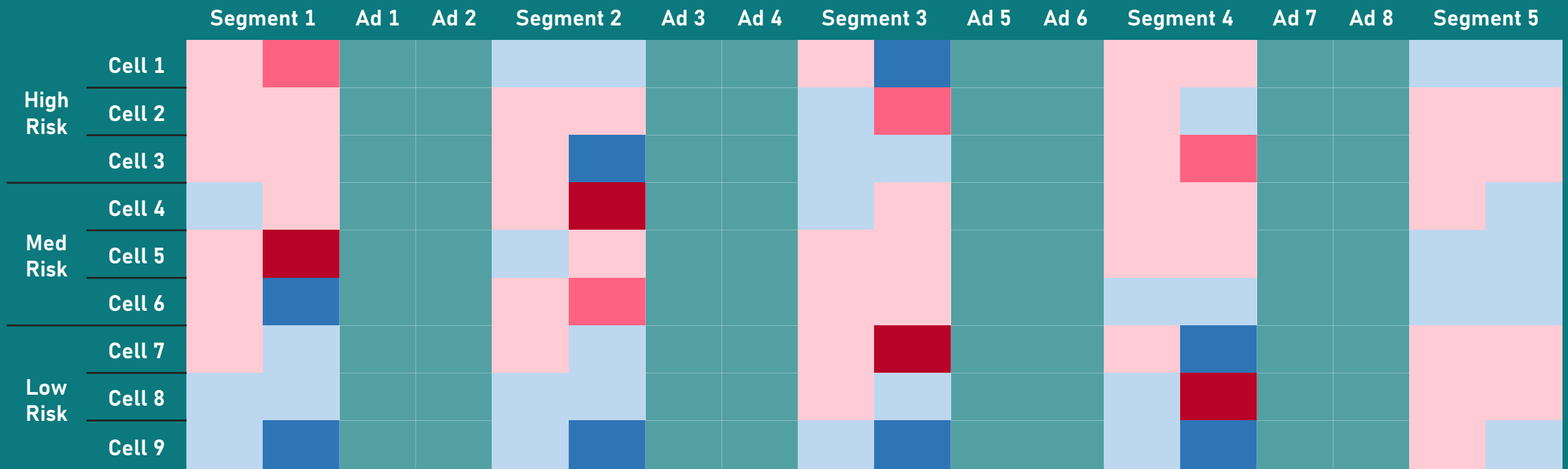
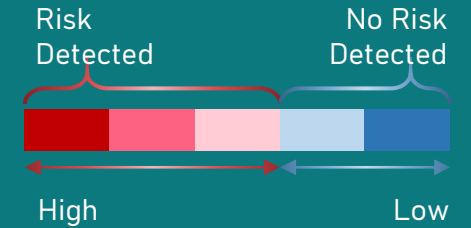
frame-level  
inputs scanned

audio, visual, and closed  
caption detections thru  
Brand Suitability AI



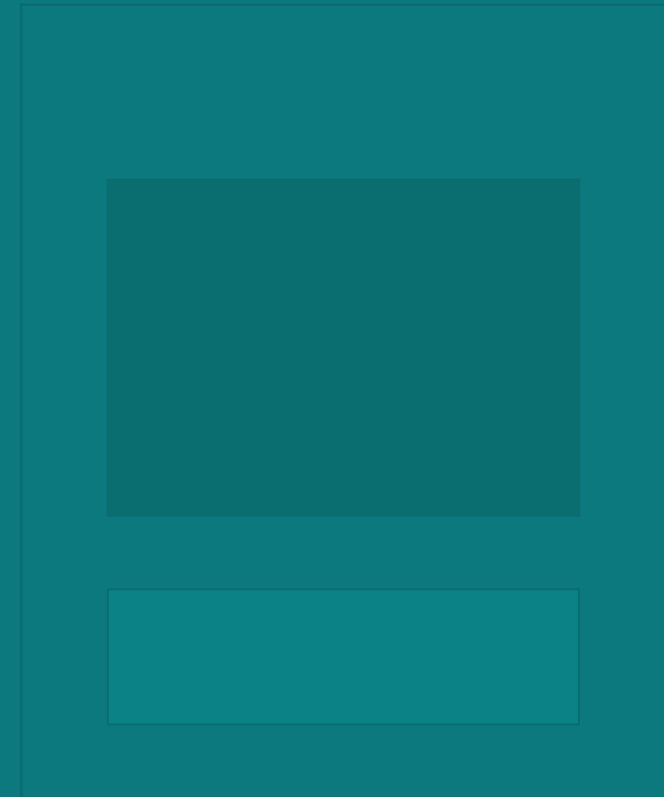
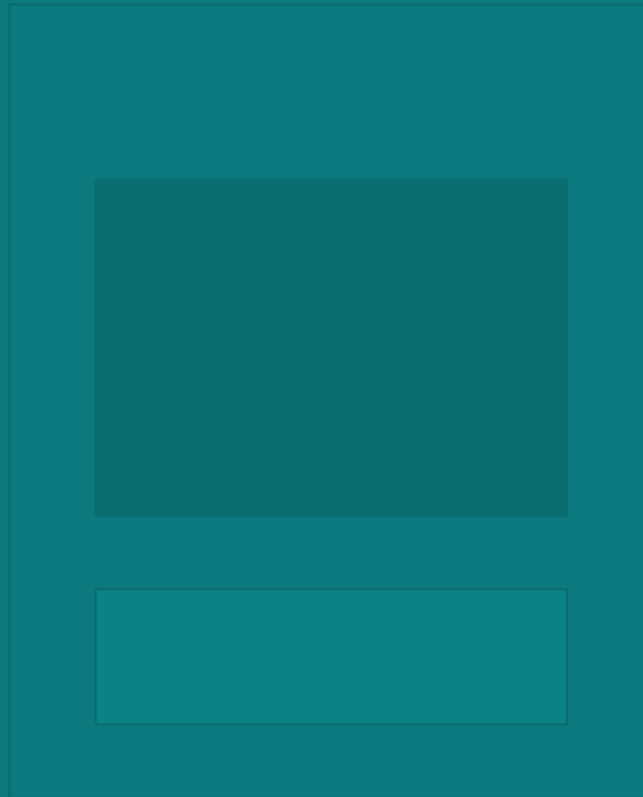
# Our 'Risk Heatmap'

Timeboxing content across each episode to identify cases where graphic content could pose a potential threat to brand safety



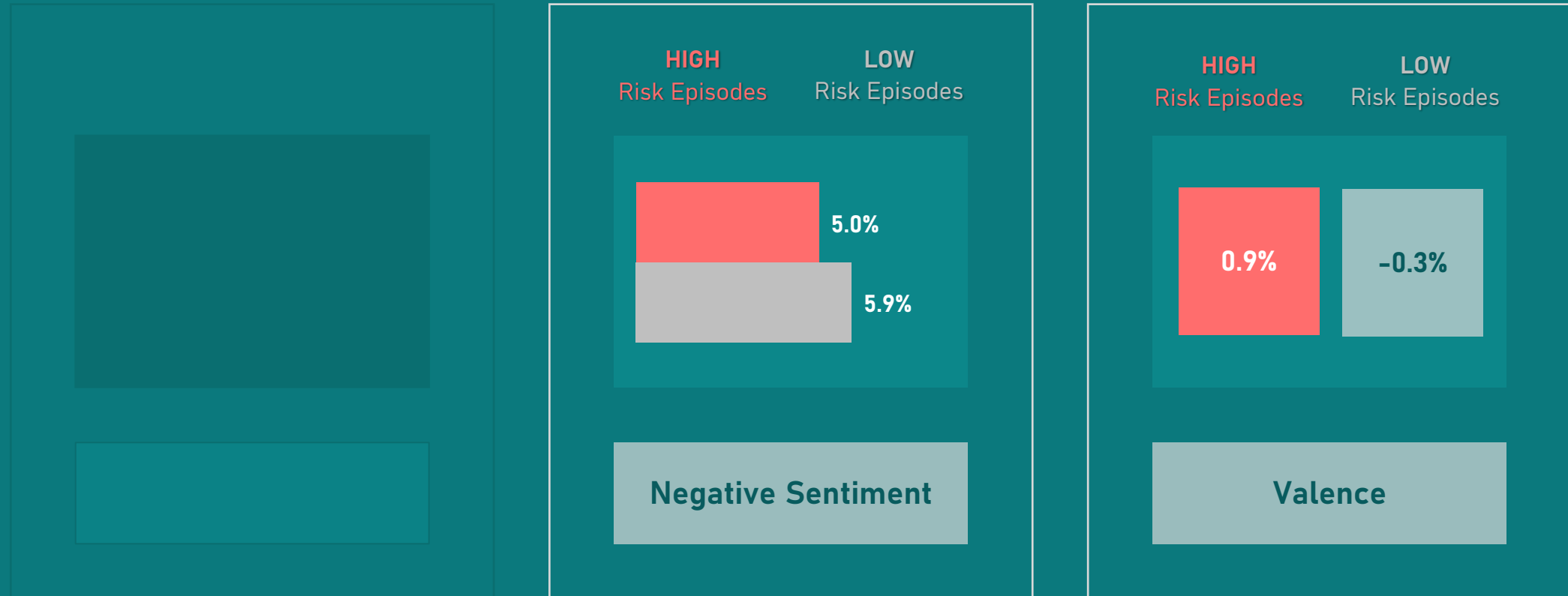
# How violence impacts attention

From the mildest episodes to the most violent, viewer attention remains stable



# How violence impacts cognitive response

Traces of negative emotion are scarcer in our most violent episodes



# Viewers don't attribute blame to advertisers.

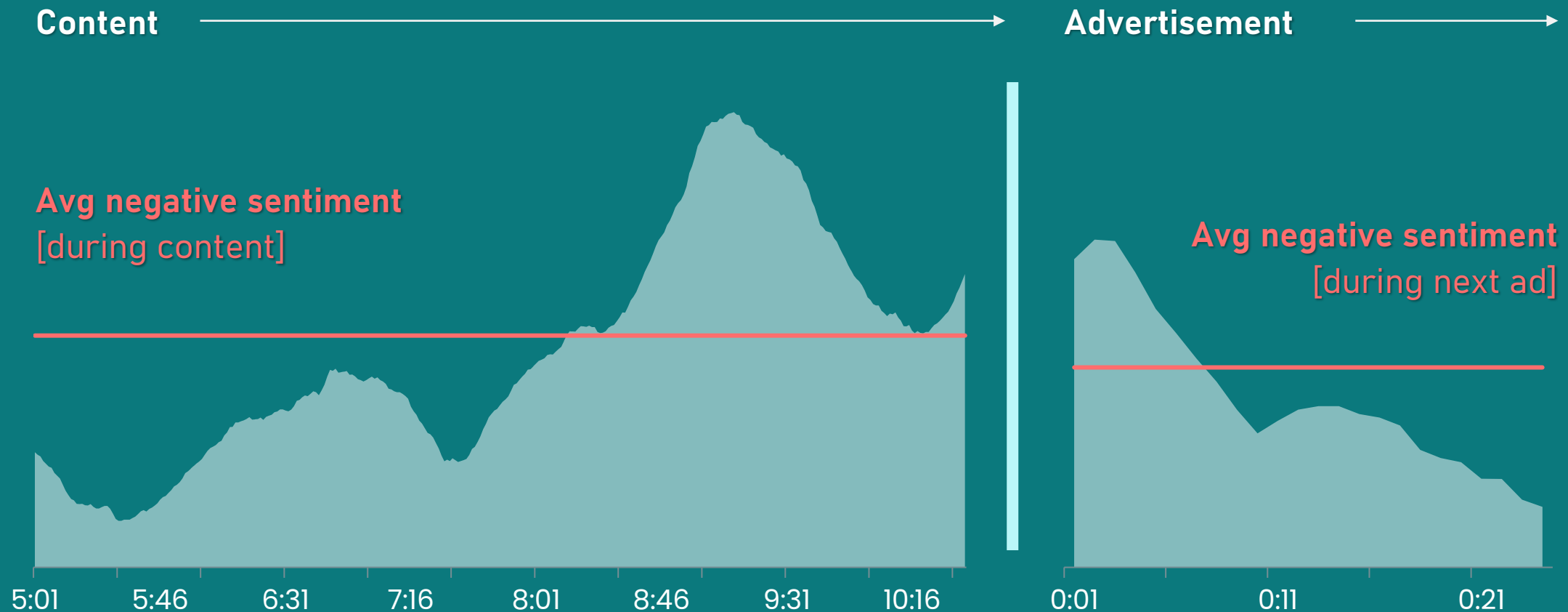
On the contrary, viewers tend to enjoy brands that are sponsoring the content that they love, controversial or not.





# What happens in our most extreme risk cases?

In several [rare] cases, gratuitous violence immediately preceding an ad break carries negative sentiment into the first seconds of the ad.



# Thanks!

[Let's answer some  
questions]

