

A PORTFOLIO OF PROPERTIES WITH UNMATCHED CROSS-CHANNEL REACH

SECONDARY AUDIENCES

- AFFINITY
- NIELSEN/MRI
- SMART TV AD REACH
- SMART TV VIEWERSHIP
- FIRST-PARTY



“In partnership with NBCU, we’ve taken a major step forward in meaningfully automating the TV planning and buying process for both the buy and sell side. Now advertisers can plan using their data to plan more strategically and buy inventory seamlessly in one workflow, making for smarter buys and more effective reach.

SEIF HAMID, SVP STRATEGIC OPERATIONS, 4C

Discover

Uncover the best networks and programming for your target audience across NBCU’s portfolio of properties with 4C’s unique data science and custom audience segments.

Further resources available:

Brand Compass
Audience Hub

Execute

Programmatically buy linear NBCU ads for a lower effective CPM against your target. View performance data in real time.

Further resources available:

TV Planner
NBCU Linear Scatter Integration