NBCUniversal Will Unite Linear and Digital Ad Inventory With ‘One Platform’ Offering



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In its biggest step yet to streamline advertising buys across all of its various platforms, NBCUniversal will soon unite its linear and digital inventory via a single tool.

The new offering, One Platform, will enable NBCUniversal to sell its ad inventory across all screens, the company said Tuesday at CES. Previously, it used separate tools to transact linear and digital advertising.

It will take NBCU three years to complete the new platform, but the company said an iteration of One Platform will be up and running in time for this year’s upfront.

Going forward, buyers will be able to use One Platform to create one plan across all NBCUniversal’s linear and digital offerings (including its Peacock streaming service, set to

debut in April). The platform, which will utilize the company’s CFlight united measurement metric, will include a cross-platform optimizer to enable audience targeting.

“We know that viewers do not differentiate content by network, time or screen; instead, our fans see NBCUniversal as one giant home to the best stories, so that’s the mindset we’ll go to market with in 2020,” said Linda Yaccarino, chairman, advertising and partnerships, NBCUniversal, in a statement.

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