



## NBC taps Microsoft Advertising as preferred digital marketing partner for launch of fall lineup



*Multi-screen campaign will reach broad audiences with custom content and strategic targeting.*

To drive buzz and create fans for its new fall shows, NBC has chosen Microsoft Advertising as its preferred digital marketing partner. The collaboration will result in one of Microsoft Advertising's largest and most comprehensive campaigns ever, a multi-screen execution weaving NBC's "More Colorful" branding across 19 digital owned and operated properties, as well as those of syndicated partners. Multi-screen advertising with Microsoft Advertising is a cross channel initiative that gives advertisers the ability to run integrated campaigns across PCs, mobile devices, and TVs to establish mass awareness and deep customer engagement. As part of the campaign, Microsoft Advertising will develop original branded entertainment content, using exclusive footage from NBC shows and sets, tailored for specific audiences. "This strategic teaming with Microsoft Advertising will allow NBC to strengthen its ability to attract new viewers via cutting-edge media opportunities," said Adam Stotsky, President of Entertainment Marketing at NBC. "We are always searching for unique methods of informing people about our programs, and we are fortunate that this fall's lineup promises to be one of NBC's best."

NBC's multi-screen digital advertising campaign will kick off May 17—the day after NBC announces its new 2010–11 program schedule—and run through the premiere of the fall schedule. This unprecedented early launch of the NBC marketing campaign is designed to engage TV enthusiasts and influencers so they can sample, share, and discuss the upcoming fall shows.

Microsoft Advertising is working closely with NBC to feature many innovative digital advertising components, including multiple takeovers of MSN and Wonderwall; remessaging to network enthusiasts across Microsoft properties; integrating with Bing Visual Search, a mobile dimension; and in-game advertising on new Xbox LIVE games. NBC will also work with Microsoft content experts at MSN TV and MSN Entertainment for a custom-built "Preview to Fall TV" media hub that will go live in conjunction with the announcements of the broadcast networks' fall schedules.

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– Adam Stotsky, President of Entertainment Marketing, NBC



“Working with NBC to get behind-the-scenes access to their fall shows will allow MSN to create custom content that can live in contextually relevant areas that take advantage of Microsoft’s multi-screen advertising platforms,” said Scott Moore, Regional Partner Executive Producer at MSN. “This is a novel way for NBC to promote its new shows, and will help build loyalty with existing fans and capture the attention of new audiences as the fall premiere season draws near.” “This partnership is exciting on many different levels, since we are able to offer NBC such a wide variety of audience segments—across a broad spectrum of potential viewers—while getting creative with the content that is right for each property,” said Robin Domeniconi, Vice President at Microsoft Advertising. “We are able to take NBC’s content and tailor it for each screen, from MSN to Xbox to Mobile, and flex our targeting muscles to tell a cohesive story of NBC’s new brand and fall lineup.”

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*—Robin Domeniconi, Vice President, Microsoft Advertising*

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#### **About Microsoft Advertising**

Microsoft Advertising provides advertisers and publishers with media, tools, and services to drive deep and profitable engagement with their audiences. This includes a global media network of all of Microsoft’s digital advertising businesses: MSN, Windows Live, Office Live, Xbox LIVE, Bing, and more; Microsoft Advertiser and Publisher Suites, which simplify planning and management of campaigns and content; and a range of services that help advertisers and publishers untangle the complexities of digital media and get more out of their marketing and content investments. Microsoft Advertising makes buying and selling media simple, smart, and cost-effective across media and devices in the Microsoft network of properties and beyond. Visit <http://advertising.microsoft.com> for more information.

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