

ADVERTISING GUIDELINES

Standards, TV & Streaming

2026 NBCUniversal

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INTRODUCTION

OVERVIEW

The Peacock Advertising Guidelines were created to help advertisers and their representatives, including agencies and legal counsel, create advertisements which adhere to NBCUniversal's ("NBCU") standards and policies.

The Peacock Advertising Guidelines provide general guidance regarding our policies and procedures for advertisements in adult directed streaming content. These guidelines should not be considered exhaustive or a substitute for consulting with NBCU's Advertising Standards Department ("Advertising Standards").

The Peacock Advertising Guidelines are subject to change at any time. Advertisers are encouraged to ensure they are adhering to the most up-to-date requirements.

COMPLIANCE

Each advertiser and their representatives are responsible for ensuring that their advertising materials are in compliance with all applicable industry standards, laws, and governmental regulations, including the rules of the Federal Communications Commission (FCC), the Federal Trade Commission (FTC) and the Food and Drug Administration (FDA), as well as Peacock's internal guidelines, standards, and policies. Additionally, each advertiser and their representatives are responsible for ensuring all necessary rights, clearances and permissions have been obtained for all submitted advertising material.

CLEARANCE PROCEDURES

Final versions of all advertising in the categories that require review listed on page four (4) must be submitted to Advertising Standards for approval. Please allocate sufficient time for the review of all materials. Prior to production, advertisers may also submit scripts or rough cuts of the proposed advertisement for review. Clearance materials may be uploaded to www.nbcustandards.com.

Peacock reserves the right to: (1) require revisions to advertisements; (2) accept or reject any advertisement at any time, including any advertisement with discriminatory and/or potentially offensive content that is deemed incompatible with Peacock's viewing environment or general standards; (3) expand or limit an advertisement's scheduling based on content considerations, audience composition and program compatibility; (4) investigate the advertiser and the accuracy of all statements and claims made in advertising materials; and (5) at any time, revoke its approval of any advertisement which is inconsistent with Peacock's standards and policies in response to emergency circumstances or situations of unusual significance.

CONFIDENTIALITY

Advertising Standards treats all information and materials submitted by an advertiser or its authorized representative in connection with commercial clearance as strictly confidential.

ADVERTISING CATEGORIES

The following categories are prohibited on Peacock:

PROHIBITED CATEGORIES
Adult Products and Services
Astrology, Fortune Telling and Psychic Services
Cannabis and Marijuana (Ingestible)
Firearms, Weapons and Fireworks
Get Rich Quick and Pyramid Schemes
Illegal Drugs, Products, Services and Paraphernalia
Religious Advertising
Tobacco Products (including electronic cigarettes)

The following categories require review and approval before appearing on Peacock:

CATEGORIES THAT REQUIRE REVIEW
CBD Products (Topical, Non-Ingestible)
Competitive Streaming Content and Services
Controversial Issue and Political Advertising
Dietary Supplements
Fantasy Sports
Gambling
Homeopathic Remedies
Prediction Markets
Weight Loss Products

ADVISORIES

The use of advisories in advertising (e.g., "The following … contains adult subject matter, parental discretion advised") and simulated censorship (e.g., "bleeps," blurring, pixilation) is generally not permitted.

ALCOHOLIC BEVERAGES

I. Advertising must be in good taste without glamorizing, encouraging or sanctioning alcohol abuse or misuse.

   A. In accordance with federal Alcohol and Tobacco Tax and Trade Bureau (TTB) regulations, beer, malt beverage and wine advertising must include a legible disclosure of the corporate name, city, and state of the brewer, producer, packer, wholesaler, or importer responsible for its broadcast.

   B. Malt beverage advertising must disclose that the product is a malt beverage in video.

   C. Advertising for hard soda and similar alcoholic beverages should not appeal to persons below the legal drinking age. These advertisements may be subject to additional disclosures and restrictions beyond the standard malt beverage guidelines outlined above.

   D. In accordance with TTB regulations, distilled spirits advertising must include a legible disclosure of the corporate name, city, and state of the brewer, producer, packer, wholesaler, or importer responsible for its broadcast as well as the percentage of alcohol by volume. Distilled spirits advertising may be deemed unacceptable for certain audiences and/or programs and thus may be restricted.

II. All alcohol advertising must include a drink responsibly message.

ADULT PRODUCTS AND SERVICES

Peacock does not accept advertising for sexually explicit publications, products, or services.

ASTROLOGY, FORTUNE TELLING AND PSYCHIC SERVICES

Peacock does not accept advertising for astrology, fortune telling, phrenology, numerology, mind reading, or similar services and products.

CBD PRODUCTS (TOPICAL, NON-INGESTIBLE)

This policy, in conjunction with the CBD Advertiser Certification, governs advertising for hemp-derived cannabidiol ("CBD") products on Peacock. Advertisements for CBD products ("CBD Advertising") may only be accepted if they are consistent with this policy and meet the criteria set out below. This policy does not apply to sponsorships or in-program elements that promote CBD products.

I. CBD Advertising Principles

A. Peacock accepts CBD Advertising subject to the following restrictions:

i. Peacock only accepts advertisements for topical, non-ingestible CBD products (e.g., lotions and creams). Advertisements promoting drugs, food products, dietary supplements, animal foods, animal drugs, tobacco products, and medical devices that contain CBD are prohibited.

ii. Peacock only accepts advertisements for CBD products derived from hemp produced in compliance with all applicable laws, including the Agricultural Improvement Act of 2018 (also known as the "Farm Bill").

iii. Advertisements for CBD products may not:
   a. make express or implied health or therapeutic claims about the product or CBD; or
   b. create the impression through images or other design elements that the product or CBD provides health, therapeutic, or medicinal benefits.

iv. Advertisements for companies, brands, or products whose name(s) suggests or references any health, therapeutic, or medicinal benefits will be reviewed on a case-by-case basis.

v. CBD Advertising may not be targeted at viewers under the age of 21.

vi. The products promoted may not contain substances that render the product injurious to users under the conditions prescribed in the labeling, or under such conditions of use as are customary or usual.

vii. Advertisers must agree in writing to NBCU's Advertiser Certification for CBD Advertising.

viii. All CBD Advertising must include the following disclaimer: "Products may not be available in all areas. Only available where legally sold."

ix. Advertising that portrays or encourages the use of marijuana is unacceptable.

x. Advertising that associates CBD products (topical, non-ingestible) with cannabis imagery including but not limited to plants, leaves, seeds, etc., are unacceptable. However, any such imagery that appears as part of the product's standard retail packaging may be allowed at Peacock's discretion.

xi. Advertisements must clearly advise consumers to follow label directions (e.g., "Use as directed").

II. Distribution Guidelines

A. CBD Advertising may only air on NBCU Cable, NBC Sports Regional Networks, NBCU Local Stations, Peacock, NBCU Digital Properties, Fandango and OneApp/Cable Digital.

B. CBD Advertising may not air in any programming restricted under any applicable rights agreements.

CONTESTS AND SWEEPSTAKES

Advertising Standards will review contests, sweepstakes, and other similar promotions featured in advertisements to ensure that the material terms are clearly disclosed, and that the promotion is being conducted fairly, honestly, and according to all applicable rules.

I. Contests and Sweepstakes

A. The following must be included for review:

i. Complete details, including the final official rules, must be submitted.

B. Copy regarding promotions should contain clear and complete information regarding:

i. How to enter, including alternate means of entry, where appropriate

ii. The termination date of the promotion

iii. Any restrictions or eligibility requirements

iv. For sweepstakes, the disclosures "No Purchase Necessary," and "Void Where Prohibited."

CONTROVERSIAL ISSUE AND POLITICAL ADVERTISING

Controversial issue and political advertisements will not be reviewed until an order to buy is placed with NBCUniversal Sales. Peacock will accept advertisements that comment on controversial issues, subject to the below conditions. We reserve the right to reject controversial issue and political advertisements on Peacock that violate the below guidelines.

I. General Standard for Acceptance

A. NBCUniversal accepts issue and political advertisements that express divergent points of view (including religious beliefs or political ideologies). As we do with all advertisements submitted for air, we reserve the right to require substantiation of factual

claims made by an advertiser.

B. Subject to the guidelines set forth in sections II and III below, advertisements generally will be accepted if there is a factual basis for the claims and such claims fall within the bounds of reasonable debate.

C. An acceptance may be subject to limitations regarding time period and type of programming.

II. Use of NBCUniversal Content is Not Authorized

A. The inclusion of NBCU content in controversial issue or political advertising can potentially mislead viewers as to NBCU's endorsement of the position taken in an issue advertisement or otherwise be misconstrued. Accordingly, NBCU does not grant permission for the use of our footage in issue advertisements, and we ask advertisers not to include our footage in these advertisements.

III. Unacceptable Content

B. An advertisement may be rejected if its content, or other content referenced in the advertisement or otherwise disseminated by the advertiser, is grossly offensive (e.g., on racial, religious, or ethnic grounds).

C. An advertisement may also be rejected if: (1) it is merely an attack of a personal nature, a direct attack on a specific organization (either a non-profit or a business) or a comment on a private dispute; or (2) it contains violent or otherwise graphic or potentially offensive content that is deemed incompatible with a network's viewing environment or general standards; (3) its content or style of production is otherwise deemed inconsistent with a network's viewing environment or general standards, as determined by the applicable network in its sole discretion; or (4) it includes NBCU content in violation of the above policy.

IV. Disclaimers/Disclosures

A. Issue advertisements must disclose the party who paid for the advertisement for at least four (4) seconds in a readable and contrasting font equal to 4% of screen height or larger. Any issue advertising that refers to any federal candidate or solicits contributions must disclose whether the advertisement was authorized by a candidate. If the advertisement was not so authorized, the disclaimer should state: "Paid for by [Advertiser Name] and not authorized by any candidate." If the advertisement was paid for by a federal candidate, the candidate must sign a certification at the time the advertisement is purchased that pledges that the relevant advertisement either: (1) does not refer to any opposing candidate or (2) includes a statement in the paying candidate's voice disclosing that he or she has paid for the advertisement, along with the candidate's likeness.

DIETARY SUPPLEMENTS

Congress defined the term "dietary supplement" in the Dietary Supplement Health and Education Act (DSHEA) of 1994 as an ingestible that contains a "dietary ingredient" intended to supplement the diet. Dietary ingredients include vitamins, minerals, herbs, botanicals, amino acids, and substances such as enzymes and metabolites.

I. Dietary supplement advertisements may not include disease claims, explicit or implied, unless the claims have been approved by the FDA (e.g., osteoporosis and calcium, anemia, and iron). For more information about FDA-approved health claims and qualified health claims, see the FDA's Label Claims for Conventional Foods and Dietary Supplements.

II. Under DSHEA, nutritional supplement manufacturers are allowed to make "structure/function" claims, defined as statements that describe the role of a specific substance in maintaining normal healthy structures or functions of the body (e.g., "helps maintain digestive health"), under certain circumstances:

   A. Structure/function claims are acceptable provided that they are supported by "competent and reliable scientific evidence" defined as "tests, analyses, research studies or other evidence based on the expertise of professionals in the relevant area conducted and evaluated in an objective manner by qualified persons and using generally accepted procedures to yield accurate and reliable results."

   B. Claims must be accompanied by the DSHEA disclaimer: "This product is not intended to diagnose, treat, cure, or prevent any disease. This statement has not been evaluated by the Food and Drug Administration."

III. NBCU generally will not accept advertisements for dietary supplements with claims that have been the subject of FTC, FDA, Better Business Bureau, or ERA action.

IV. NBCU requires studies conducted on the advertised product to substantiate claims when the claims in the advertisement make a link between the product itself and the results attained. Studies of other products, individual ingredients, or alternate formulations will not be accepted as adequate support. However, when the link is made between the ingredients in the product and the results attained, then reliable scientific data on the ingredients themselves may be acceptable.

V. The following are not acceptable:

   A. Claims about the safety of dietary supplements.

   B. Claims that compare or equate dietary supplements with over-the-counter or prescription drugs, explicitly or by implication.

VI. Nutrient comparisons between dietary supplements may be acceptable provided no comparative health benefits are claimed.

VII. Physicians, dentists, nurses, or actors representing them may appear in dietary supplement advertisements so long as the advertiser provides sufficient documentation to support the professional endorsement of the advertised product where such professional endorsement is

implied. Additionally, other health professionals such as pharmacists, nutritionists, physical therapists, or actors representing them are permitted in these types of advertisements under the same conditions.

VIII. "Doctor recommended" and "pharmacist recommended" claims require a nationally representative survey of at least 250 doctors/pharmacists in the relevant specialty, showing that at least 20% of those surveyed recommend the advertised product in their practice.

DISCLAIMERS AND SUPERS

I. Disclaimers cannot be used to contradict or materially alter a claim.

II. Disclaimers should be clear and conspicuous.

A. Visual disclaimers should appear in a font that is easy to read and remain on the screen long enough to be noticed, read, and understood by an average viewer. The first line should appear on screen for at least three (3) seconds. Each additional line should appear for one (1) second (e.g., five (5) seconds for a three-line disclaimer).

III. Audio disclosures should be clear and loud enough to be easily heard and understood by an average viewer.

EMERGENCY ALERTS AND TONES

I. The use of false or deceptive Emergency Alert System (EAS) or Wireless Emergency Alert (WEA) Signals or Tones is not permitted.

A. The FCC prohibits the transmission of the EAS and WEA codes or Attention Signal (853 Hz and 960 Hz transmitted simultaneously) or a recording or simulation thereof except in the case of an actual emergency or authorized EAS/WEA test.

B. This rule applies to all forms of content, including programs, advertisements, paid programming, PSAs, promos, and all interstitial material. Content containing EAS/WEA tones, simulations or other related sound effects will not be accepted, except as permitted by the FCC (e.g., during an actual emergency or official EAS/WEA test).

II. The use of Amber Alerts is not permitted.

FANTASY SPORTS

I. Fantasy Sports Leagues

A. Advertisements for fantasy sports leagues, including fantasy sports leagues with real cash prizes, are acceptable, provided that the following disclaimers are included:

i. "Void where prohibited."

ii. Clear disclosure of geographical limitations/restrictions (e.g., a list of states where the legality of fantasy sports is unclear or "Must be physically present where required by state law," etc.).

B. As a rule, visual disclaimers should appear in a font that is easy to read and remain on the screen long enough to be noticed, read, and understood by an average viewer. The first line should appear on screen for at least three (3) seconds. Each additional line should appear for one (1) second (e.g., five (5) seconds for a three-line disclaimer).

FIREARMS, WEAPONS AND FIREWORKS

Peacock does not accept advertisements for fireworks, firearms, or weapons, including firearm or weaponry paraphernalia or accessories. Advertisements that contain: (a) fleeting depictions of firearm or weaponry paraphernalia or accessories; or (b) firearms, weapons or fireworks as props will be approved on a case-by-case basis.

GAMBLING

I. General Overview

A. The advertising of legalized and lawfully licensed betting, gambling, lottery, and other games of chance are acceptable on Peacock subject to the following:

i. Advertisements for any publication, "tip sheet," electronic or mechanical device, application, or other product or service whose primary purpose is the giving of odds or promotion of betting, will be considered on a case-by-case basis.

ii. The lawful advertising of lotteries permissible under the law of the state in which they are conducted may be acceptable, so long as any such lottery is conducted by a:

a. Not-for-profit 501(c) organization,
b. Governmental organization
c. Commercial entity, provided that the lottery is promotional, occasional, and clearly ancillary to the primary business of that commercial entity, or
d. Lawful Indian gaming

B. The advertising of legalized betting, including horse racing may be acceptable provided the advertisement is not instructional in nature and the organization complies with all state and federal laws. At a minimum such advertising must include:

i. A video disclaimer stating, "Void where prohibited", and

ii. Gambling responsibly messaging (i.e., if you or someone you know has a gambling problem, please call 1-800-GAMBLER).

C. Advertisements permitted under these guidelines must not present fictitious winners or winnings or misrepresent actual winners or winnings.

D. As a rule, visual disclaimers should appear in a font that is easy to read and remain on the screen long enough to be noticed, read, and understood by an average viewer. The first line should appear on screen for at least three (3) seconds. Each additional line should appear for one (1) second (e.g., five (5) seconds for a three-line disclaimer).

E. In all instances, Peacock requires substantiation for claims, including those made in testimonials.

F. In all instances, gambling advertisements will be restricted from programming directed at children. Additionally, advertisements may be subject to discretionary program and daypart restrictions based upon content.

II. Online Gambling & Sports Betting

A. The advertising of legalized and lawfully licensed online gambling and sports betting is acceptable on Peacock subject to the following:

i. One of the states in the applicable coverage area has legalized online gambling and sports betting, and

ii. The advertising of online gambling and sports betting services is not illegal in any of the states in which the advertisement is available.

B. The advertisements MUST NOT:

i. Include content which is instructional in nature.

ii. Unduly exhort the audience to bet.

iii. Mislead or exaggerate one's likelihood of winning money or other prizes.

iv. Present fictitious winners or winnings or misrepresent actual winners or winnings.

v. State or imply praise for those who participate in the advertised activity or denigrate those who abstain.

vi. Include third-party likenesses or intellectual property without the express permission of the owner or otherwise create unauthorized associations with third parties.

C. All advertising includes disclaimers disclosing applicable regional gambling and betting restrictions and the risks associated with gambling, including at a minimum:

i. Clear disclosure of geographical limitations/restrictions (e.g., a list of states where online/sports gambling is legal as applicable or "Must be physically present where required by state law," etc.) and "void where prohibited";

ii. The minimum age requirements of the applicable state(s); and

iii. Gambling responsibility messaging (e.g., If you or someone you know has a gambling problem, please call 1-800-GAMBLER).

III. Other Gambling-Related Platforms

A. Advertisements for gambling, betting, games of chance, lotteries and contests not specifically referred to in these guidelines shall be considered on a case-by-case basis

B. Advertisements for websites that provide gaming simulations or instructions for educational purposes only (e.g., online poker schools), will be reviewed on a case-by-case basis.

GET-RICH-QUICK AND PYRAMID SCHEMES

Peacock does not accept advertising for pyramid or get-rich-quick schemes that promise guaranteed employment or earnings, or otherwise provide misleading information to potential participants.

HOMEOPATHIC REMEDIES

I. Peacock will accept advertisements for OTC homeopathic remedies for minor, self-limiting conditions provided that the product is made from homeopathic ingredients recognized by the Homeopathic Pharmacopoeia of the United States (HPUS).

II. Pursuant to the FTC's Enforcement Policy Statement on Marketing Claims for OTC Homeopathic Drugs, unqualified treatment claims for self-limiting disease conditions amenable to self-diagnosis and treatment must be substantiated by competent and reliable scientific evidence, defined as "tests, analyses, research, or studies that have been conducted and evaluated in an objective manner by qualified persons and generally accepted in the profession to yield accurate and reliable results." When such support is not available, advertisers must communicate the following:

A. There is no scientific evidence that the product works; and

B. The product's claims are based only on theories of homeopathy from the 1700s that are not accepted by most modern medical experts.

III. Peacock generally will not accept advertisements for products with claims that have been the subject of FTC, FDA, Better Business Bureau, or ERA action.

IV. Peacock requires studies conducted on the advertised product to substantiate claims when the claims in the advertisement make a link between the product itself and the results attained. Studies of other products, individual ingredients, or alternate formulations will not be accepted as adequate support. However, when the link is made between the ingredients in the product and the results attained, then reliable scientific data on the ingredients themselves may be acceptable.

V. The following are not acceptable:

A. Claims about safety of homeopathic remedies.

B. Claims that compare or equate homeopathic remedies with OTC or Rx drugs, explicitly or by implication.

VI. Physicians, dentists, nurses, or actors representing them may appear in homeopathic remedy advertisements so long as the advertiser provides sufficient documentation to support the professional endorsement of the advertised product where such professional endorsement is implied. Additionally, other health professionals such as pharmacists, nutritionists, physical therapists, or actors representing them are permitted in these types of advertisements under the same conditions.

VII. "Doctor recommended" and "pharmacist recommended" claims require a nationally representative survey of at least 250 doctors/pharmacists in the relevant specialty, showing that at least 20% of those surveyed recommend the advertised product in their practice.

ILLEGAL DRUGS

Peacock does not accept advertising for illegal drug products, services, publications, or paraphernalia.

MEDICAL DEVICES

I. General Overview

A. Medical device advertising must comply with applicable FDA and FTC regulations.

B. 510(k) clearance and complete labeling must be submitted for review for all medical devices advertisements.

C. Premarket approval (PMA) from the FDA must be provided for restricted Class I, Class II, and Class III medical device advertisements.

D. Medical device "product claim" advertisements should disclose relevant warnings, precautions, side effects, and contraindications that may result from the use of the device under its labeled, advertised, or usual conditions of use.

II. Advertisements for restricted devices should include the following:

A. References for consumers to conveniently access detailed labeling information via a toll-free telephone number and/or a website address.

B. Language that tells consumers to seek the advice of a healthcare professional.

C. Advertisements for prescription devices should clearly state that the advertised product is available by prescription only.

III. Pregnancy Test Kits

A. Advertisements must include an audio or video disclosure reminding viewers to "Follow Label Directions" and "See Your Doctor."

MEDICATIONS

I. General Overview

A. It is the advertiser's responsibility to ensure that all claims, including any claims with respect to the efficacy of the product, are properly substantiated with reliable scientific and/or clinical evidence.

B. Claims and demonstrations must be consistent with the product's indications, directions, and warnings. General safety claims are not acceptable (e.g., Drug X is safe).

C. Depictions of product ingestion are generally not acceptable but may be considered on a case-by-case basis.

D. Advertisements for online prescription and diagnosis websites will be considered on a case-by-case basis. (See Telemedicine Platforms)

II. Over-the-Counter ("OTC") Drugs

A. Advertisements must clearly advise consumers to follow label directions (e.g., "Use as directed").

B. Advertisements for OTC medications can only promote occasional use and treatment of minor to moderate conditions.

III. Prescription Drugs

A. Prescription drug advertising must comply with applicable FDA regulations. Advertisers should also reference the FDA's Prescription Drug Advertising Guide for Consumers for additional guidance.

i. Advertisements must clearly advise consumers to consult a healthcare professional or call their doctor.

ii. Advertisements must clearly state that the advertised product is available by prescription only.

MOTION PICTURE AND HOME ENTERTAINMENT ADVERTISING

I. All advertising for domestic theatrical films must disclose the Motion Picture Association ("MPA") rating in both the audio and video.

II. All advertising for home entertainment must include a disclosure of the film's rating in the video in a font that is large enough to be read by viewers.

III. Peacock may accept, on a case-by-case basis, advertising for films pending a rating provided that the advertisement discloses that the film "is not yet rated."

NEWS AND PROGRAMMING SIMULATION

I. Advertisements may not contain audio or visual approaches or formats that could confuse viewers as to the origin of the material being presented. The simulation of: (1) programming or (2) the interruption of programming (e.g., snow, fuzz, or a blank screen) is generally not acceptable.

II. Advertisements may not contain language, visual techniques or sound effects that simulate news broadcasts. Techniques including news language such as, "We interrupt this program (advertisement) to bring you…," "breaking news," "flash," "This just in…," newsroom settings, and call letters or numbers are usually not acceptable. Horizontal crawls on the lower third of the screen are also unacceptable.

PERSONAL PRODUCTS

I. General Overview

A. Products and services of a personal nature including, but not limited to, feminine hygiene products, personal lubricants, contraceptives, incontinence products and other products that require sensitivity in presentation should be presented in a tasteful manner and will be accepted on a case-by-case basis. Scheduling restrictions may apply.

II. Personal Lubricants, Deodorants, and Cosmetic Douches

A. Generalized statements of product efficacy (e.g., "Helps you feel fresh for hours") are acceptable as long as they are supported by reliable and competent scientific evidence.

B. Health claims are not acceptable.

C. Advertisements for cosmetic douche products must include the disclosures "Use only as directed" or "Follow label directions."

PIRACY AND INFRINGING ACTIVITY

Peacock respects the intellectual property rights of others and expects our advertisers to do the same. The following guidelines apply to advertisements for services, products or other mechanisms that may be used to infringe the intellectual property rights of others.

I. An advertisement may be deemed unacceptable for broadcast if it is for a service, product or other mechanism that is used to infringe the intellectual property rights of others. Infringing activity includes, but is not limited to:

A. The illegal dissemination of content, or the selling or offering of content on an unauthorized platform or by an unauthorized user in a way that infringes the intellectual property rights of the owner of such content;

B. The circumvention of restrictions imposed by an owner of content with regard to the geographic reach of its content or other viewing options deemed permissible by such owner;

C. The circumvention of copyright, trademark, or other proprietary notices marked by an owner of content; or

D. Uploading, sharing, obtaining, modifying, or accessing content in a way that was not intended or authorized by the owner of such content.

II. Peacock reserves the right to:

A. Request additional materials from an advertiser to address any suspected infringing activity or acts of piracy, including evidence of the advertiser's efforts to control, combat, and prevent such infringing activity or acts of piracy;

B. Require revisions to an advertisement;

C. Reject advertisements from advertisers that have a demonstrated history of infringing on the rights of content owners; or

D. Reject an advertisement at any time in response to situations of unusual significance.

III. An advertisement for a service, product or other mechanism that is used for infringing activity may be rejected regardless of whether such infringing activity is featured in the advertisement.

IV. These guidelines are not exhaustive, and all advertisements are reviewed on a case-by-case basis.

PREDICTION MARKETS

I. Peacock will accept ads for prediction market platforms ("Prediction Market Ads") that are regulated by the Commodity Futures Trading Commission ("CFTC") subject to the following conditions:

A. Ad Content Restrictions

i. Prediction Market Ads may not include or otherwise reference political elections (including ballot measures) or legislative action.

ii. Peacock will accept Prediction Market Ads that include references to sports on a case-by-case basis.

iii. Prediction Market Ads cannot include or reference predictions relating to NBC linear and streaming programs, talent, logos, or other intellectual property.

iv. Prediction Market Ads may not include or reference predictions that are, in NBC's sole judgment, in poor taste or contrary to the public interest (e.g., war, death, etc.).

B. Required Statements

i. Prediction Market Ads must include a statement indicating that the advertising entity (i) is registered with the CFTC, including the name of the entity through which the advertising entity obtained its CFTC registration, OR (ii) is authorized as a brokerage by the National Futures Association to offer third-party access to products listed by a Designated Contract Market registered with the CFTC.

ii. Prediction Market Ads must clearly and conspicuously (i) indicate the markets where the advertiser currently operates, including applicable age requirements, and (ii) include a statement substantially similar to the following: "Event contract trading involves substantial risk of loss and is not suitable for everyone. Market availability varies. Eligibility restrictions apply."

II. Programming Restrictions

A. Prediction Market Ads cannot be targeted to children.

B. Prediction Market Ads may be subject to additional program and daypart restrictions at NBC's sole discretion.

III. Advertisers related to prediction markets shall be considered on a case-by-case basis and additional considerations may apply.

IV. Prediction Markets are an evolving advertising category. This policy may be revised at any time at NBC's sole discretion.

TELEMEDICINE PLATFORMS

The following guidelines are applicable to advertisements for any digital platform, including applications and services using two-way video, and other forms of telecommunications technology, that facilitates the use of medical information exchanged from one site to another via electronic communications to (1) diagnose and treat patients , and (2) sell and deliver prescription drugs and/or other regulated healthcare products, including dietary supplements and over the counter drugs ("Telemedicine Platform"). Advertisements for Telemedicine Platforms are also subject to the Medications and Dietary Supplements guidelines.

I. NBCU will only accept advertisements for Telemedicine Platforms that:

A. Operate legally and have a physical address and telephone number in the United States; and

B. Comply with applicable FDA, FTC and state laws and regulations.

II. Advertisements must include a clear disclosure of the availability and all applicable limitations, and exclusions and restrictions of the Telemedicine Platform's services. Please refer to the Disclaimers and Supers section for additional guidance.

III. In addition to the above guidelines, Telemedicine Platforms advertising prescription drug services must also comply with applicable FDA regulations and the following:

A. Advertisements must not encourage self-diagnosis and self-treatment.

B. Advertisements must include messaging that directs viewers that consultation with a doctor will be required to access prescription drug services.

C. Advertisements that mention a specific drug or contain a representation of a drug in combination with claims about the drug must disclose the risks and all other information as applicable, in accordance with FDA regulations.

D. Advertisers must submit a letter from the advertiser's legal counsel certifying that the Telemedicine Platform:

i. Complies with all FDA laws and regulations and all state pharmacy laws and regulations;

ii. Does not dispense drugs solely on the basis of an online questionnaire except where permitted under applicable telemedicine state laws or regulations with a pre-existing patient-prescriber relationship that has included a face-to-face physical examination.

iii. Has a licensed pharmacist that is reasonably accessible during regular business hours to address consumer inquiries.

iv. Provides consumers access to the drug's FDA-approved prescribing information.

v. Requires a valid prescription from a doctor or other licensed health care professional authorized to prescribe under applicable laws in the state where the consumer is located.

vi. Operates its pharmacy shipping services legally and only in states where such pharmacies are licensed by the state board of pharmacy, or equivalent state agency.

TOBACCO PRODUCTS

Peacock does not accept advertising for or the depiction of the use of cigarettes (including electronic cigarettes or e-cigarettes), chewing tobacco, snuff tobacco, and small cigars in advertisements. On a case-by-case basis, Peacock will accept fleeting depictions of tobacco use in advertisements for FDA-approved smoking cessation products, services, or advertising to discourage or prevent smoking.

VIDEO GAMES

Advertising for video games must contain an audio and video disclosure of the Entertainment Software Rating Board (ESRB) rating.

WEIGHT LOSS PRODUCTS

I. Weight loss supplements are subject to the Dietary Supplements and Homeopathic Remedies guidelines, as well as the guidelines in this section.

II. Weight loss advertisements must disclose that weight loss is achieved as part of a healthy reduced-calorie diet and exercise program.

III. All weight loss claims must be supported by valid and reliable scientific evidence. Studies must provide strong evidence that the advertised product, as part of a diet and exercise program, resulted in weight loss above and beyond weight loss caused by diet and exercise alone. Study subjects should be representative of the targeted audience.

IV. Documented “before and after” representations will be approved on a case-by-case basis and must be accompanied by a producer’s affidavit.

V. Advertising for weight control may not be directed to children.

VI. Advertising including mentions of specific weight loss amounts or the rate of weight loss consumers can expect must comply with the following:

A. Rates of weight loss advertised must not exceed two pounds a week for a month or more without diet and exercise or three pounds per week for more than four weeks. Mentions of specific weight loss amounts must be accompanied by a disclosure of the amount of time it took to lose the weight (e.g., “I lost four pounds in two weeks”).

B. When a featured consumer lost weight at a faster rate than a typical consumer can expect, the typical results consumers can expect to achieve must also be disclosed (e.g., “Typical consumers lose one to two pounds per week on average”). Typical results must also be disclosed when an advertisement refers to the rate of weight loss (e.g., "Lose weight quickly”).

C. Weight loss advertisements containing testimonials must be accompanied by a testimonial affidavit from each featured consumer. If a specific amount of weight loss is

mentioned, the affidavit must include the amount of weight loss and the length of time it took to achieve the loss.

VII. The FTC has issued a document that warns against deceptive weight loss claims entitled Gut Check: A Reference Guide for Media on Spotting False Weight Loss Claims. Consistent with the FTC's recommendations, NBCU will not accept claims that a weight loss product:

A. Causes weight loss of two pounds or more a week for a month or more without dieting or exercise;

B. Causes substantial weight loss no matter what or how much the consumer eats;

C. Causes permanent weight loss even after the consumer stops using product;

D. Blocks the absorption of fat or calories to enable consumers to lose substantial weight;

E. Safely enables consumers to lose more than three pounds per week for more than four weeks;

F. Causes substantial weight loss for all users; or

G. Causes substantial weight loss by wearing it on the body or rubbing it into the skin.