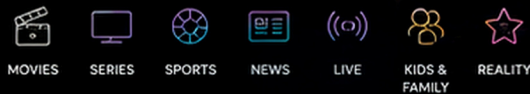




# PEACOCK LIVEVERSE

Everything You Love.  
Live in One Place.

The future of TV, streaming, and  
live entertainment — personalized  
for every moment.



## SPECULATIVE BRAND FUTURE

Creative direction, platform vision and campaign rationale





# From streaming app to entertainment home.

Audiences no longer experience television as a single channel. They move between live sports, breaking news, prestige series, movies, reality and family viewing - often across separate apps and devices.

Peacock Liveverse answers that fragmentation by positioning Peacock as the intelligent home of television: live and on demand, personal and shared, immediate and cinematic.



SPORTS ALERT

3 - 2

2ND HALF - 68'

Watch Live

CONTINUE WATCHING



YOU

cause you watched  
ic Adventures

peacock

Home

My Stuff

Live TV

Movies

Series

Sports

Your World.  
Your Way.

Personalized for You.

Browse All

LIVE &amp; ON NOW



Trending for You



New Series



New Movie



Reality



Comedy



02 / THE BIG IDEA

# PEACOCK LIVEVERSE

A living entertainment universe that brings live television and on-demand storytelling into one adaptive, personalized experience.

The word combines LIVE - Peacock's real-time advantage - with UNIVERSE, expressing scale, discovery and limitless choice.

peacock

Home

My Stuff

Live TV

Movies

Series

Sports

News

Kids



New Series

New Movie

Reality

Comedy

Kids & Family

# One platform. Four promises.

## ● UNIFIED EXPERIENCE

Live channels and on-demand titles coexist in one intuitive home.

### DISCOVER

Everything in one place

## ● PERSONALIZED

Profiles adapt recommendations, alerts and mood-based discovery.

### RECOGNIZE

Every viewer feels seen

## ● ALWAYS LIVE

Sports, news, awards and cultural moments remain immediately accessible.

### CONNECT

Never miss the moment

## ● ACROSS DEVICES

The same personal television world follows the viewer everywhere.

### CONTINUE

Seamless everywhere



# LIVEVERSE

## Everything You Love. Live in One Place.

The future of TV, streaming, and  
live entertainment — personalized  
for every moment.

### 04 / THE MESSAGE

## “Everything You Love. Live in One Place.”

### 01 EVERYTHING YOU LOVE

An emotional promise. It recognizes that television is not one genre or one habit - it is the full range of what each household cares about.

### 02 LIVE IN ONE PLACE

A functional promise with urgency. “Live” means real-time television, but also makes the platform feel active, current and culturally connected.



Brave  
New Worlds



## 05 / WHY THE VISUAL WORKS

### 01 A REAL LIVING ROOM

The environment grounds the innovation in an everyday viewing ritual.

### 02 THE SCREEN AS AN ANCHOR

The interface remains recognizable and immediately communicates television.

### 03 WORLDS ESCAPING THE FRAME

Content expands beyond the screen, turning selection into experience.

### 04 ONE CONTINUOUS RIBBON

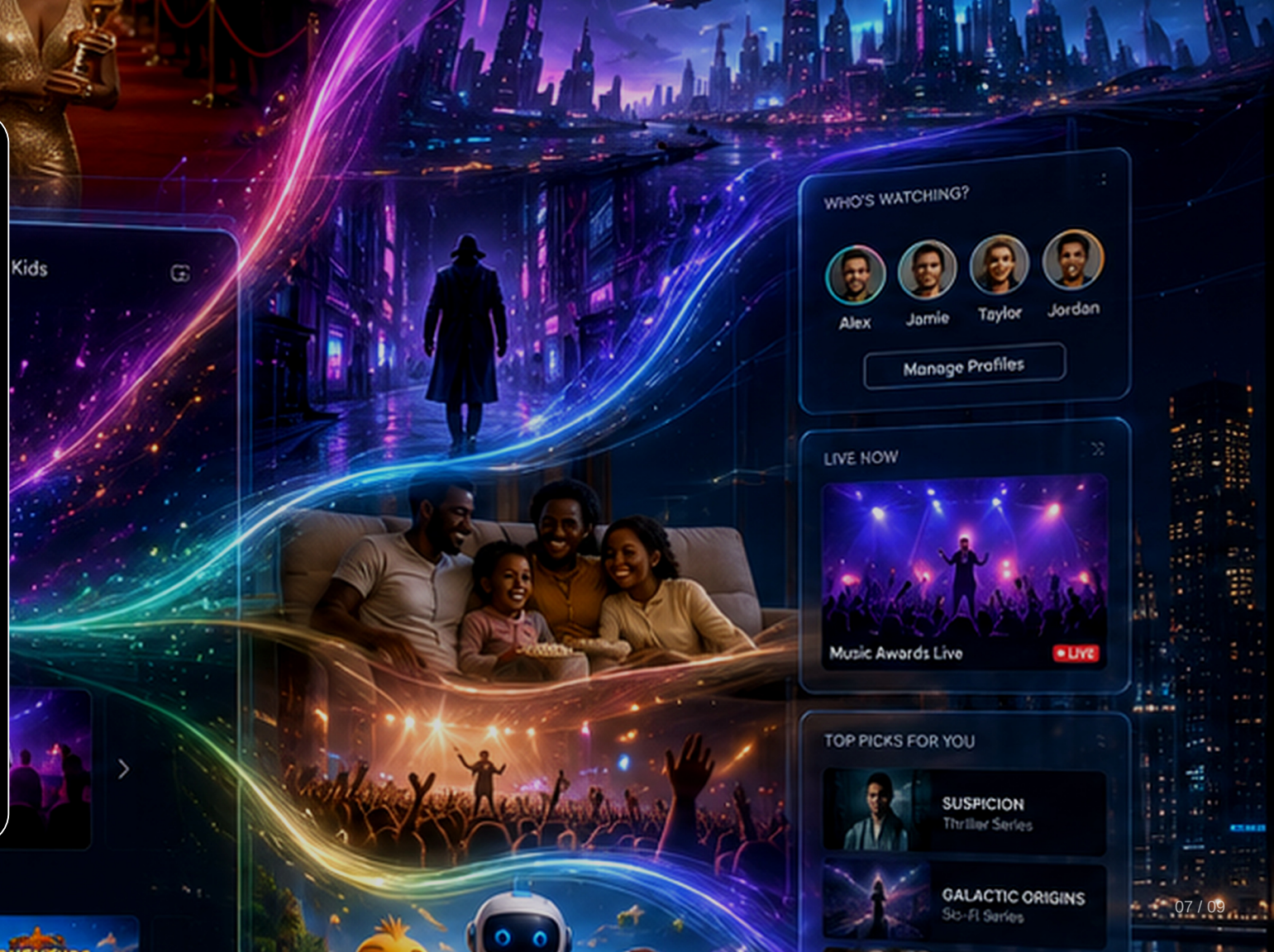
Every genre is connected by the same flow of light, expressing one ecosystem.





# Color is not decoration. It is the architecture.

The Peacock spectrum organizes a complex entertainment offer without making it feel fragmented. Each hue can signal a genre, mood or live event while remaining part of one instantly recognizable brand world.





# Familiar enough to trust. Different enough to desire.

01

## TRUE TO THE BUSINESS

The future idea improves Peacock's service rather than inventing an unrelated physical product.

02

## EMOTIONAL + FUNCTIONAL

The campaign sells both the feeling of limitless entertainment and the practical value of consolidation.

03

## A CLEAR DIFFERENCE

Live television becomes a strategic advantage, not simply another menu tab inside a streaming app.

04

## BUILT TO EXPAND

The visual system can flex across sports, awards, news, series launches, family and brand campaigns.





PEACOCK  
LIVE

Everything You Love  
Live in One Place

The future of TV, streaming, and  
live entertainment — personalized  
for every moment.



Movies. Series. Sports. News. Live. Reimagined.

08 / CAMPAIGN POTENTIAL

# The future of television feels alive.

A platform vision designed for launch films, out-of-home, digital takeovers,  
app onboarding, live-event promotion and category-specific campaigns.

LAUNCH FILM

SPORTS

AWARDS

NEWS

FAMILY

OUT-OF-HOME

Speculative creative concept. Not affiliated with or commissioned by Peacock or NBCUniversal.

WHO'S WATCHING?



Manage Profiles

LIVE NOW



TOP PICKS FOR YOU



UNIFIED EXPERIENCE  
Live TV and On Demand



PERSONALIZED  
For Every Member



ALWAYS LIVE  
News, Sports, Events



ACROSS DEVICES  
Wherever You Are