



CASE STUDY NBCUniversal

How NBCUniversal achieved a strong start to implementing a new modern commerce architecture

NBCUniversal

NBCUniversal Media is a leading media conglomerate anchored by its broadcast network NBC, with more than 200 affiliate stations (including 10 that are company-owned), and its Universal Studios feature film division.

Other broadcasting operations owned by NBCUniversal include Spanish-language network Telemundo and a portfolio of cable TV channels that includes Bravo, E! Entertainment, Syfy, USA Network, Oxygen and news channel MSNBC. It also owns the Universal theme parks, with locations in the US, Japan and Singapore. Comcast, one of the top US cable systems operators, owns NBCUniversal.

COMPANY SIZE

28 Billion USD

MARKETS

2

HEADQUARTERS

New York City, US

INDUSTRY

Retail

BUSINESS MODEL

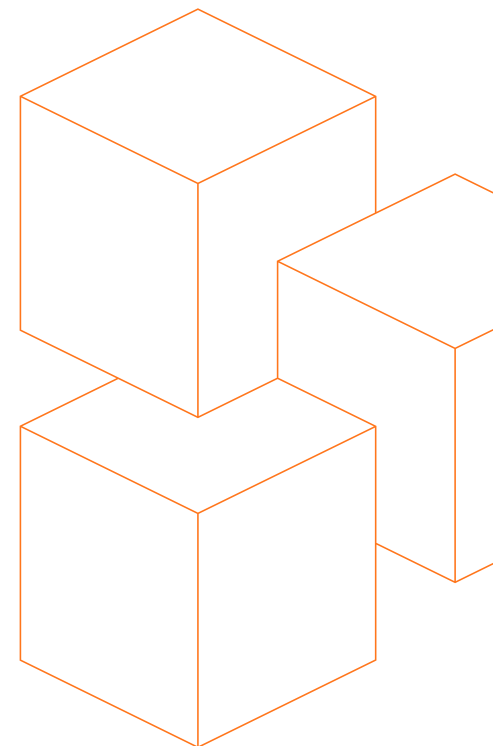
B2B

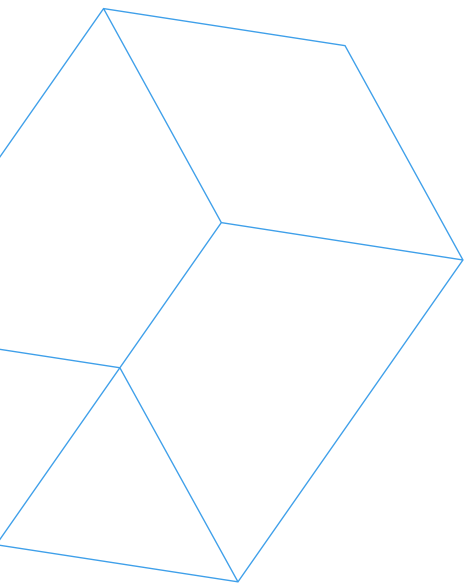
WORKED WITH PARTNERS

EPAM, Mirakl, Contentstack, Braintree

The Challenge

NBCUniversal was new to modern and headless commerce, and wanted to test and trial new digital revenue streams. They uncovered that visitors of their multiple media sites wanted to buy products related to their favorite movies, films, articles and more, all related to NBCUniversal's collections of franchises and series.





The Solution

NBCUniversal turned to commercetools and Mirakl to be at the center of their commerce solution. commercetools provides cart functionality, while Mirakl connects existing marketplaces that sell their products.



When NBCUniversal first began developing the commerce platform for their digital stores, they knew they wanted a MACH approach so that they would have the capability to continually add new brands and products across their website and keep their platform future-proof.

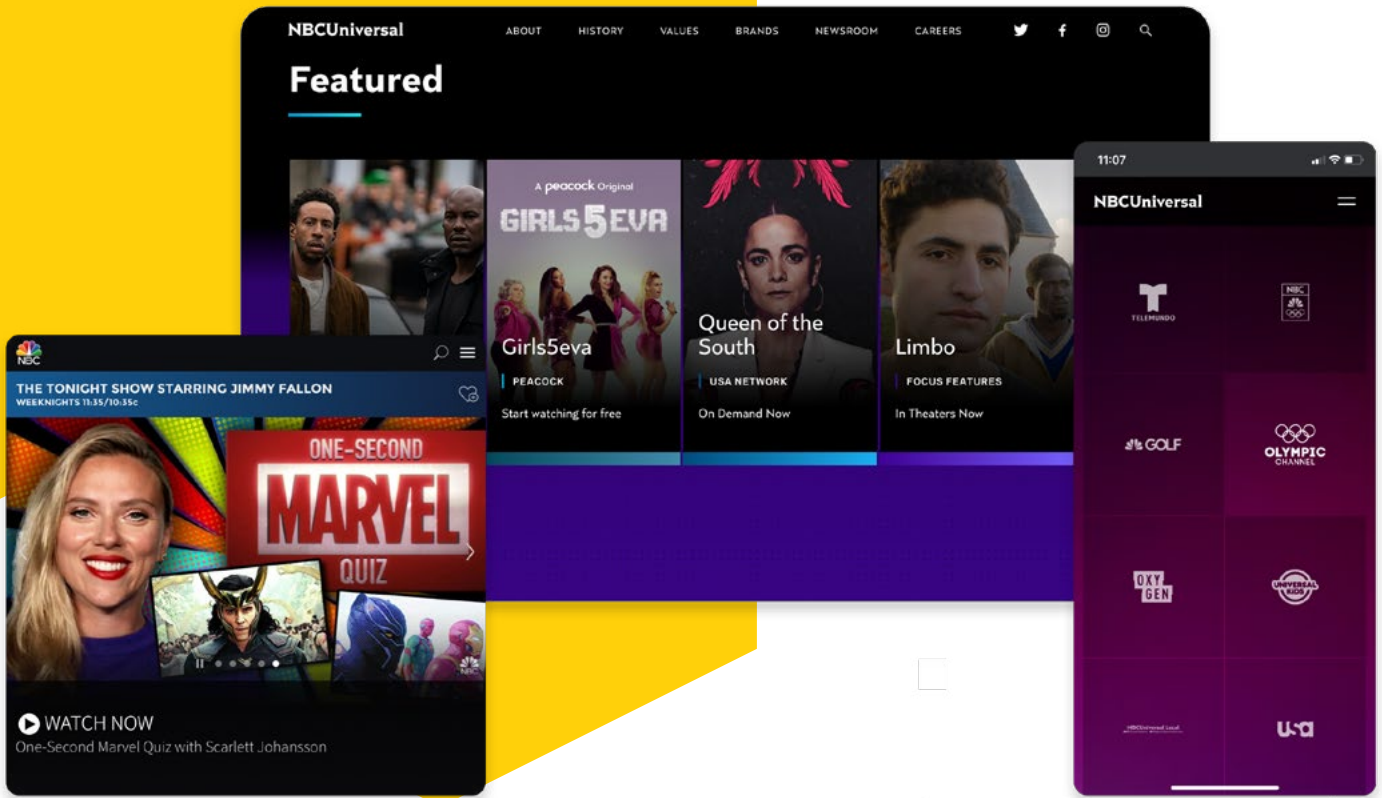
HAUKE RAHM

VP CUSTOMER SUCCESS, COMMERCETOOLS

NBCUniversal

Why it was a success

NBCUniversal's current commerce platform enjoyed a successful launch. With a portfolio consisting of several TV channels, NBCUniversal will be able to sell shoppable products directly through their dedicated personalized websites via a Contentstack CMS. Products are sold through 6 main retail channels. The first project with SyFy went live in just a few months, followed by consistent personalization and roll-out of new brands.



commercetools features for NBCUniversal



PIM (Product Information Management)

Unlimited number of product types provides true adaptability.



Innovation

Integrations with Mirakl marketplace functionality increases product range offerings.



Channels

Customers can purchase merchandise from the latest TV shows via 6 main sales channels.



About commercetools



commercetools

commercetools is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. commercetools is one of the fastest growing enterprise software companies in Europe with 300 employees at its offices in Munich (HQ), Berlin, Jena (GER), Amsterdam (NL), London (UK), Zurich (CH), US Durham (NC), Singapore (SG), and Melbourne (AU). The cloud-native platform enables brands and retailers to build innovative shopping experiences across all touchpoints like web, mobile, voice, in-car and many more.