

NBCUNIVERSAL IS LAUNCHING SHOPPABLE ENTERTAINMENT

By Livvy Houghton and Holly Friend

10 : 05 : 2019 Retail : Entertainment : Shopping



NBC Shoppable TV

Watch this video at <https://www.lsnglobal.com/news/article/24076/nbcuniversal-is-launching-shoppable-entertainment>

US – The seamless shopping experience will give viewers the opportunity to make purchases within television shows.

ShoppableTV aims to bring together the spaces of entertainment and retail by integrating purchasable products into channels such as NBC Sports, Bravo and E!. To obtain the items, viewers must hold their mobile phones over the on-screen QR codes that appear during 'on-air shoppable moments'. They will then be directed to the brand's website to complete the purchase.

The announcement represents the first time this technology will be used on national television to activate direct sales and is part of **NBCUniversal**'s strategy to improve the commercial experience. 'With ShoppableTV, NBCUniversal is transcending the legacy business practices of television and driving business outcomes by creating an on-air real-time commerce experience,' says Josh Feldman, executive VP at NBCUniversal.

In a similar vein, **NTWRK is shaking up the retailtainment industry** by merging video commerce and real-time shopping.