



**Microsoft®**

## **MICROSOFT GO LIVE**

This winter, take a wild ride through five LIVE NBC television events with NBC and Microsoft.

**Microsoft Go Live** is an on-air and online campaign that uses the brand's technology and products to give fans a digital backstage pass and unprecedented access to their favorite LIVE events on NBC.

Leading us through this cross-seasonal program will be a recognizable, engaging, and social media-savvy Talent who – hand-in-hand with Microsoft – will share with viewers a fun new perspective on NBC's time-honored LIVE broadcasts.

Imagine Nick Offerman suiting up to be a balloon handler at the famed Macy's Thanksgiving Day Parade or helping people find love and kisses before the ball drops in Times Square. Whatever the scenario, our celebrity guide will use Microsoft technology to play different roles at each event.

Through Microsoft, our talent will be joined to fans at home throughout his or her experiences. Viewers will participate in these LIVE events by posting videos, photos, messages, and more across various social network platforms, and select submissions will be shown, read, and used for inspiration LIVE on the air.

Through the inclusion of LIVE social feeds, viewer video/photo submissions, and/or product usage, these custom content pieces become broader than just the event alone. We kick the campaign off on Thanksgiving Day:



## **MACY'S THANKSGIVING DAY PARADE – NICK OFFERMAN: BALLOON HANDLER**



During the Macy's Thanksgiving Day Parade, Nick Offerman will help wrangle one of the parade's iconic balloons. Prior to the broadcast, we'll see Nick prepping with Microsoft's Surface 3 to get a thorough understanding of the mechanism ([just like architect and Surface user Mark Kushner](#)) before he learns the ropes at a Balloon Boot Camp. On the day of the event, we'll strap a Microsoft device to Nick as he handles a balloon such as the giant inflatable turkey, in the parade. The footage will be streamed LIVE online so fans at home can feel like they're walking the streets with our talent.



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**CHRISTMAS AT ROCKEFELLER CENTER (TREE LIGHTING) – NICK OFFERMAN: ANGEL**

Prior to the event, in the comic style of a Stephen Colbert remote interview, Nick will go behind the scenes of the decorating and raising of the tree. He'll offer tree-trimming suggestions and attempt to climb the 100ft tree to put the star on the top – he'll even don a pair of angel wings and angle a Microsoft smartphone near the top to provide our online tree's-eye view of Rockefeller Center.



LIVE at the tree lighting, in the sketch tradition of Jimmy Fallon's "Audience Suggestion Box," Nick, coming to you LIVE on site from Rockefeller Plaza, will read "wishes" that viewers have posted to social media and then make those wishes come true in fun ways using Microsoft tech on site.

**NEW YEAR'S EVE – NICK OFFERMAN: MATCHMAKER**



Prior to New Year's Eve, viewers will be asked to send photos of themselves to Nick for their chance at a midnight kiss.

On New Year's Eve, Nick will be LIVE in Times Square, playing matchmaker. He will pair people on the street with those online, so everyone will have someone to kiss at midnight (even if it is just an image on the Surface).

**SUPERBOWL – NICK OFFERMAN: COLOR COMMENTATOR**

In the week(s) leading up to the event, contestants will enter online for the chance to play in an XBOX football game broadcast LIVE from the Super Bowl NFL Village Tailgate.

In the ultimate day long tournament, Nick will provide color commentary while players from around the country take on former NFL greats or perhaps members of the NBCU Fantasy Football League in a special Microsoft space set up as part of the pre-game NFL Tailgate. Skype and Surface platforms will also be used to supplement coverage of the event.





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**GOLDEN GLOBES – NICK OFFERMAN: PERSONAL ASSISTANT**



Nick will act as the personal assistant to Golden Globes hosts, Tina Fey and Amy Poehler\*, tending to their she-mergencies throughout the evening. On that night, anywhere they go, Nick goes, too.

Pre-globes, viewers can send in their burning questions for the duo to Nick via social media. He will utilize his skills to gain access to people and places at the venue that can provide fans a very revealing peek into Hollywood.

The night of the event, using his Surface or phone, Nick can push out video and photos from a side of the star-studded awards show that is rarely seen. For example, In the kitchen, he might talk to the chef who prepared the food (Is that Jennifer Aniston's half-eaten plate?! ); he could chat with the makeup artist who "touches up" some of the biggest names in Hollywood in the green room; maybe he even cozies up to a bathroom attendant and pumps her for information, because as everyone knows, this is the busiest place to hang out at the Golden Globes.

\*Golden Globes host confirmation is TBD and participation is contingent upon approval.