**NBCU Rolls Out WatchBack App**

NBCUniversal has launched promotional research tool WatchBack app in hopes of increasing its fan base for its new shows. Users of the app are entered in a contest to win points for shows they watch; they can redeem the points with participating merchants such as Amazon, SiriusXM and Target.

***Variety 10/5/18***

<https://variety.com/2018/digital/news/nbcuniveral-watchback-app-launch-gift-cards-1202971047/>

Image credit:

<https://is2-ssl.mzstatic.com/image/thumb/Purple128/v4/65/57/02/6557021a-d1ed-b65e-2f52-3fac0ecbc373/source/750x750bb.jpeg>