



## Turner Broadcasting Partners With Epsilon To Launch Turner Data Cloud

June 30, 2015

### First Enterprise-Wide Initiative Powered by Data-Driven Insights Will Deliver New Level of Personalization for Direct-to-Consumer Content, Programming, Advertising Sales and Marketing

Under the terms of the new agreement, Epsilon will provide analytics and data services to support the Turner Data Cloud infrastructure, including bringing together all first- and third-party data sources and integrating predictive analytics, which anticipate consumer behavior. With this 360-degree view, which incorporates an understanding of past, present and future consumer behavior, the Turner Data Cloud will effectively support Turner's campaign initiatives in direct-to-consumer content, programming, marketing and advertising sales. These data management capabilities will help connect disparate data sources and are a critical part of enabling Turner to deliver more relevant consumer experiences and offer advertisers more effective methods to reach target audiences.

"It's essential that Turner understands its audiences above and beyond what traditional measurement can provide, and therefore we must make the necessary technology investments in order to build an enterprise-wide audience platform that includes first- and third-party data to help guide our product, advertising and marketing decisions going forward, which this deal reflects," said Jeremy Legg, head of technology strategy and product monetization for Turner Broadcasting System, Inc. (TBS, Inc.). "We are very pleased to partner with Epsilon on this now and in the future."

"Turner Broadcasting is at the forefront of the evolution of content distribution," said Andy Frawley, chief executive officer of Epsilon. "To enable the strongest possible brand experience for a consumer, it is imperative to leverage the power and value of data to drive marketing, advertising and programming to better connect the consumer's experience and engagement. We look forward to leveraging our full suite of Big Data capabilities to support the Turner Data Cloud."

The Turner Data Cloud is a data-management platform (DMP) that collects and leverages information about consumer interactions and preferences to enable more targeted digital and linear advertising campaigns that offer a highly personalized experience for consumers. Turner Data Cloud will allow advertisers the ability to harness their first-party data coupled with third-party data to effectively engage consumers and connect with the right audience across Turner Broadcasting's portfolio, which reaches approximately 75 percent of all Americans.

Additionally, Epsilon will explore opportunities with Turner to integrate Conversant services to help support advertising sales initiatives.

#### **About Turner Broadcasting**

Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news; entertainment; animation and young adult; and sports media environments on television and other platforms for consumers around the world.

#### **About Epsilon**

Epsilon is the global leader in creating connections between people and brands. An all-encompassing global marketing company, we harness the power of rich data, groundbreaking technologies, engaging creative and transformative ideas to get the results our clients require. Recognized by Ad Age as the #1 World CRM/Direct Marketing Network, #1 U.S. Digital Agency Network and #1 U.S. Agency from All Disciplines, Epsilon employs over 7,000 associates in 70 offices worldwide. Epsilon is an [Alliance Data](#) company. For more information, visit [www.epsilon.com](http://www.epsilon.com), follow us on Twitter [@EpsilonMktg](#) or call 1.800.309.0505.

#### **About Alliance Data**

[Alliance Data](#)<sup>®</sup> (NYSE: ADS) is a leading global provider of data-driven marketing and loyalty solutions serving large, consumer-based industries. The Company creates and deploys customized solutions, enhancing the critical customer marketing experience; the result is measurably changing consumer behavior while driving business growth and profitability for some of today's most recognizable brands. Alliance Data helps its clients create and increase customer loyalty through solutions that engage millions of customers each day across multiple touch points using traditional, digital, mobile and emerging technologies. An S&P 500 and Fortune 500 company headquartered in Plano, Texas, Alliance Data consists of three businesses that together employ more than 15,000 associates at approximately 100 locations worldwide.

[Alliance Data's Card Services](#) business is a leading provider of marketing-driven branded credit card programs. [Epsilon](#)<sup>®</sup> is a leading provider of multichannel, data-driven technologies and marketing services, and also includes [Conversant](#)<sup>®</sup>, the leader in personalized digital marketing. [LoyaltyOne](#)<sup>®</sup> owns and operates the [AIR MILES](#)<sup>®</sup> Reward Program, Canada's premier coalition loyalty program, and holds a majority interest in Netherlands-based [BrandLoyalty](#), a global provider of tailor-made loyalty programs for grocers.

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If one or more of these or other risks or uncertainties materialize, or if our underlying assumptions prove to be incorrect, actual results may vary materially from what we projected. Any forward-looking statements contained in this presentation reflect our current views with respect to future events and are subject to these and other risks, uncertainties and assumptions relating to our operations, results of operations, growth strategy and liquidity. We have no intention, and disclaim any obligation, to update or revise any forward-looking statements, whether as a result of new information, future results or otherwise, except as required by law.

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