



AT&  
AdWorks

# The AT&T AdWorks Audience Network

AT&T AdWorks connects advertisers with their audiences across online, mobile and TV channels. Our proprietary, aggregate data and insights help advertisers effectively tap into billions of ad impressions across platforms - all while respecting consumer privacy. Our higher intelligence leads to higher returns for you.

181 Million  
Unique Visitors\*\*



#3 ranked  
Online Ad Network\*\*

120 Million  
Unique Users\*



More Smartphone  
Users

4.1 Million  
Subscribers\*



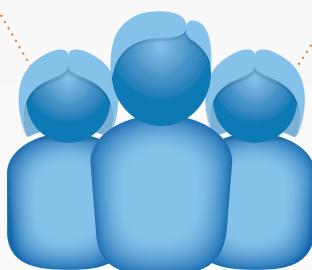
Fastest Growing  
TV Provider

Data

Insights

We use aggregate data from over 150MM relationships across platforms - including 100MM mobile subscribers, 10MM advanced set-top-boxes, 50MM online users - to help inform and enhance your campaign effectiveness.

Robust analytics and reporting allow us to continuously measure campaign performance to help deliver advertising with greater effectiveness.



## The Audiences You Want to Reach

It is this combination of reach, data and insights that helps you achieve your goals.

## 3 Screens: Many Benefits

- Audience targeting and cross-media capabilities enable seamless connectivity based on relevance
- Engaging formats for each screen to capture audiences' attention

- Easy media planning, using a single partner
- Post-campaign analytics to measure the effectiveness of your campaign



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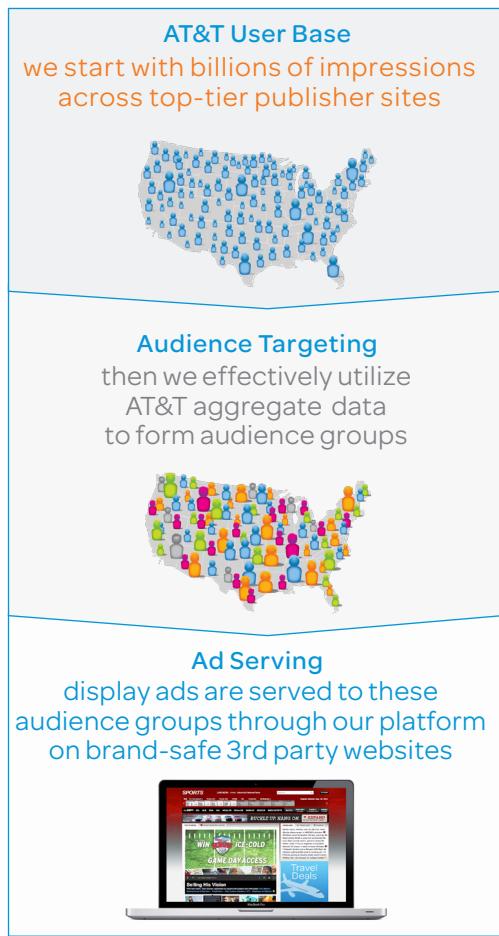
# Online Audience Network

## The AT&T AdWorks Difference:

- 1) #3 Ranked Online Ad Network.\*\*
- 2) We use proprietary, aggregate data to enable more targeted audience reach through our platform.

## Reach, Insights & Analytics:

- Access to 181 Million Unique Users\*\*
- AT&T Data and Insights – all while respecting consumer privacy
- Better results by effectively and efficiently connecting to the right audience



# AT&T U-verse® TV

## The AT&T AdWorks Difference:

- 1) Proprietary, aggregate data from 10 million advanced set-top boxes delivers a targeted media schedule that goes beyond traditional demo targeting.
- 2) Robust interactive TV product suite.

## Reach, Insights & Analytics

- 1.4 billion potential monthly ad impressions\*
- Real-time campaign analysis allows you to see what's working

**your audience**



# Mobile Audience Network

## The AT&T AdWorks Difference:

- 1) Proprietary, aggregate subscriber data used to target audiences in a privacy compliant manner.
- 2) Advertising and creative opportunities across publishers, carriers, operating systems and devices.

## Reach, Insights & Analytics:

- Over 10 billion available monthly mobile ad impressions\*
- Over 120 million monthly uniques
- Unparalleled audience reach based on demographic, behavioral and psychographic insights

**we start with proprietary, aggregate data from 100+ MM subscriber connections**



\*Owned and operated + 3rd party ad inventory    \*\*comScore Media Metrix Core Reports™ - June 2012

## Let's Talk

For more information on how to turn Higher Intelligence into Higher Return for your brands, contact us at [www.att.com/adworks](http://www.att.com/adworks) or 888-268-3648