

# 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\*



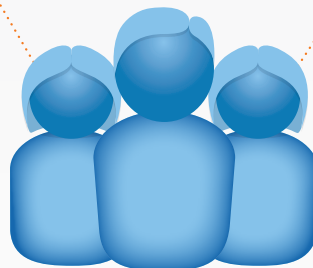
**Fastest Growing**  
TV Provider

**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



AT&T  
AdWorks

## 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 User Base

we start with billions of impressions across top-tier publisher sites



#### Audience Targeting

then we effectively utilize AT&T aggregate data to form audience groups



#### Ad Serving

display ads are served to these audience groups through our platform on brand-safe 3rd party websites



## AT&T U-verse® TV

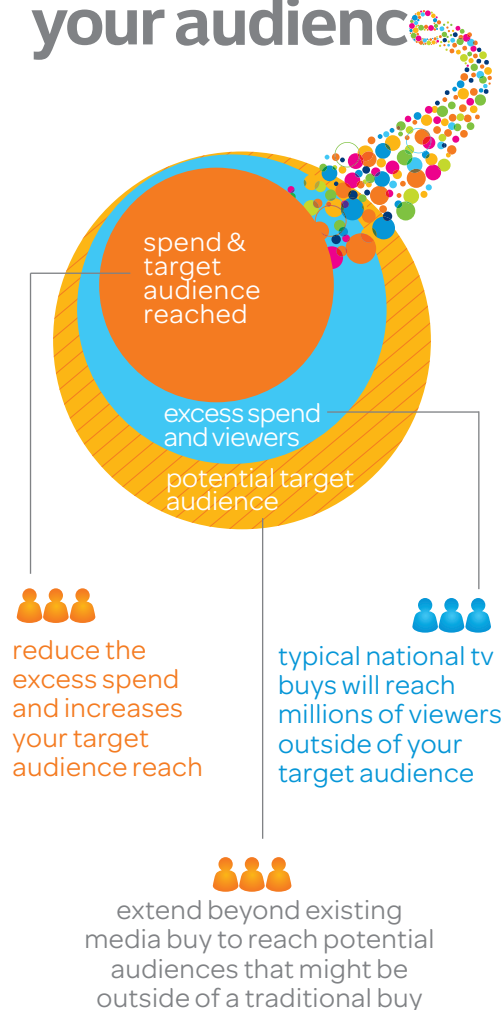
### The AT&T AdWorks Difference:

- 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



we effectively use data insights across 10B impressions on a network of premium publishers, carriers, operating systems and devices to reach the audiences you're looking for



we then serve and optimize ads to achieve the greatest impact and relevance for your campaign

\*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