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# MarketShare Technology Powers New Turner Predictive Analytics Tool

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## Next Generation Predictive Analytics Planning Tool to Bring New Level of Analytics and Insight to the Upfront

As Turner Broadcasting continues to introduce new data and performance tools to the marketplace, the company announced today that it has selected MarketShare, the global leader in marketing analytics software for enterprise, to install new planning and attribution software to better help marketers understand the business impact in partnering with Turner. *Turner Incite, Powered by MarketShare* will be available across multiple categories and available to select partners in the 2015/16 Upfront, expanding the company's suite of ad products.

A breakthrough product, *Turner Incite, Powered by MarketShare* is a planning and forecasting tool that projects the sales lift that brands can achieve through advertising across Turner's linear and digital entertainment, news, kids and sports properties, and better enable brands to maximize their advertising returns. Leveraging MarketShare DecisionCloud, MarketShare's state-of-the-art analytics and attribution software, *Turner Incite* will provide transparency on how potentially adjusting the investment across the Turner portfolio can impact the advertiser's most important KPIs (Key Performance Indicators). Going beyond the typical industry metrics of viewership and engagement – which measure viewer interaction with ads, but not advertising impact on sales – *Turner Incite* provides guidance based on precisely calculated projections of business outcomes.

*Turner Incite* is the latest in a series of advanced analytic tools that Turner Broadcasting has produced to maximize a brand's messaging impact. During the 2014/15 Upfront, the company partnered with four agencies and eight advertisers, including blue chip advertisers like Taco Bell and T-Mobile, as part of the Targeting Now beta product, and has aligned with several brands through ROI Now, a product that directly demonstrates sales lifts for multi-screen campaigns through sales ROI and online exploration ROI data. Those data agnostic products will now be available across the Turner portfolio of news, entertainment, sports and kids properties.

"We want to better help our partners achieve their optimal business results while utilizing our powerful portfolio of brands and screens," said Donna Speciale, president of Turner Broadcasting Ad Sales. "In partnering with MarketShare, *Turner Incite* will allow greater transparency for advertisers as it joins our larger suite of ad products featuring the most advanced data and analytics tools."

“Turner has long led the way in approaching media as a data-driven investment with clear business returns,” said Wes Nichols, Co-Founder and CEO, MarketShare. “Our DecisionCloud Platform, which will power *Turner Incite* takes that approach to its next stage, providing unprecedented transparency into the investment opportunities Turner Broadcasting has to offer. We’re thrilled to work with Turner to bring that level of precise, actionable intelligence to MarketShare’s existing clients and to the entire marketing community.”

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### ***About MarketShare***

MarketShare helps marketers grow revenue through the most advanced attribution, optimization and allocation software available. Combining advanced analytics technology, scientific leadership and deep domain expertise, MarketShare enables large companies to measure, predict and dramatically improve Marketing’s impact on revenue across all forms of sales channels and advertising media —typically generating a 20%-30% improvement in marketing effectiveness and 3%-4% revenue increase, yielding a 3x-50x first-year ROI. Widely considered the market leader, MarketShare helps direct tens of billions of marketing investment dollars globally for a large number of the world’s largest advertisers. Visit .

### ***About Turner Broadcasting Ad Sales***

Turner Broadcasting Ad Sales monetizes the company’s portfolio of leading news, sports, kids and entertainment properties through advertising and brand activations. Attracting a wide-scale audience of diverse consumers, the collection includes leading media brands CNN, HLN, TBS, TNT, truTV, Cartoon Network, Boomerang, Adult Swim, Bleacher Report and Turner Sports’ high-profile coverage of the NBA, MLB, NCAA and PGA. In addition,

the company has digital sales partnerships with Funny Or Die, the NBA, NASCAR, NCAA and PGA.

TBS is part of , a company. Turner Broadcasting creates and programs branded news; entertainment; animation and young adult; and sports media environments on television and other platforms for consumers around the world.

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