

CORUS ENHANCES ITS DIGITAL ADVERTISING WITH NEW CUSTOM-BUILT NATIVE OFFERING

For Immediate Release

TORONTO, February 2, 2017 – Corus announced today at FFWD Advertising and Marketing Week that it has partnered with [Sharethrough](#), the industry's leading native supply side platform, to launch a new native advertising offering across all of its online properties.

Through this new partnership, Corus will be able to offer dynamic video and display formats that match the visual style of natural content and remain consistent with the native user experience, resulting in a less disruptive audience experience than traditional display ads. For brands, native advertising has shown to be a significantly higher impact ad unit, looked at more often than banner ads, attracting more visual attention, with greater brand lift and purchase intent, according to research done by Sharethrough and IPG Media Lab.*

“Corus continues to lead the industry in ad tech and next generation advertising solutions, and this new offering expands on our capabilities to enable advertisers to reach Corus’ premium audiences in an integrated, customized and automated way,” said Greg McLelland, Executive Vice President and Chief Revenue Officer at Corus. “We now have the ability to create customized ad units that offer a seamless experience to users and fit the exact needs and requirements for each campaign.”

With this new offering, Corus will offer custom-built native ad placements across all of its digital properties, featuring a roster of its prominent brands such as: Global News – one of the largest and fastest growing news sites in Canada, Food Network Canada, ET Canada, HGTV Canada, Q107 and over two dozen others which collectively see over 15 million unique visitors each month.** This new native ad offering will allow Corus to sell branded content and customized native advertising directly to brands and automate the buying process for programmatic buyers.

“As we continue to expand into the Canadian market, getting the chance to work with a company of Corus’ scope and magnitude is huge validation of the global appeal of our Sharethrough for Publishers SSP software,” said Patrick Keane, Sharethrough President. “Corus has a large network of sites of uniform high quality and they’re a fantastic addition to our client base of over 1100 premium sites globally.”

*In 2013 IPG Media Lab and Sharethrough conducted an original study with 4,770 participants to study behavior and perceptions towards native ads, utilizing both eye tracking technology and surveys. Campaigns were for leading brands across travel, CPG and entertainment verticals.

**comScore MediaMetrix Multi-Platform – Oct-Dec 2016 Monthly Average Unique Visitors for ‘Corus Entertainment Network’

About Corus Entertainment Inc.

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that creates and delivers high quality brands and content across platforms for audiences around the world. The company’s portfolio of multimedia offerings encompasses 45 specialty television services, 39 radio stations, 15 conventional television stations, a global content business, digital assets, live events, children’s book publishing, animation software, technology and media services. Corus’ roster of premium brands includes Global Television, W Network, OWN: Oprah Winfrey Network Canada, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic Channel, Q107, CKNW, Fresh Radio, Disney Channel Canada, YTV and Nickelodeon Canada. Visit Corus at www.corusent.com.

About Sharethrough

Founded in 2008, Sharethrough is the leading global native advertising platform, helping publishers maximize revenue and brands earn meaningful attention by powering ads that fit into - rather than interrupt - the audience experience. Sharethrough's flagship product, Sharethrough for Publishers (SFP), is a native advertising Supply Side Platform used by the world's largest publishers to power their complete monetization strategy for in-feed native ad inventory across mobile, tablet and desktop. Sharethrough is headquartered in San Francisco, with offices in New York, Chicago, Los Angeles, Austin, Detroit, London, Tokyo and Toronto.

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