

# CORUS FIRST MAJOR CANADIAN BROADCASTER TO OFFER STANDALONE FIRST-PARTY DIGITAL DATA TO ADVERTISERS

## For Immediate Release

**TORONTO, March 2, 2017** - Corus today announced that it is the first major Canadian broadcast publisher to offer first-party data to advertisers. Beginning today, the standalone data sets will be available for buyers to purchase via their digital programmatic platforms.

Corus' premium audience network reaches 15.1 million\* unique visitors every month across verticals such as women's and men's lifestyle, families, millennials and young adults. As a leader in food, news, home and entertainment content, Corus's robust first-party data can help advertisers reach online consumers with the right ads at the right time.

"By taking advantage of Corus' audience intelligence platform, advertisers can ensure that their brands and products are being exposed to the right audience," said Brett Pearson, VP Digital Sales at Corus. "Corus' data sets can help reach customers with ads that are relevant and engaging based on their viewing habits and interests."

Through integrations with leading demand-side platforms, Corus allows buyers to target audiences based on anonymous cookie data. "Corus allows us to target specific audiences against any media purchased and this is allowing us to increase campaign performance. This will also enforce our unique capability to get a better understanding of consumer insights," said Massimo Sangiorgi, Director of Data at Amnet.

Corus is currently running data sharing tests with two partners, Amnet and Cadreon, with the expectancy that all major agencies will be integrated by the end of 2017. Matt Ramella, Head of Digital Strategy and Partnerships at IPG Mediabrands, parent company to Cadreon said, "In a data starved market, we welcome Corus' commitment to lead the way and open up their first-party audience segments across programmatic media buys, enabling us to better reach high value audiences on behalf of our clients at UM and Initiative".

Corus is also exploring other data offerings such as cross-platform audience targeting - a unique combination of TV and Digital ad inventory delivered to specific audiences. By leveraging its audience intelligence data, Corus has the ability to deliver relatable content to consumers while providing the best user experience through premium content and brands.

\*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](http://www.corusent.com).

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