

## **CORUS ENTERTAINMENT TEAMS UP WITH PLAYWIRE TO LAUNCH E-GAMING NETWORK IN CANADA**

Playwire Partnership Brings New Digital Audiences to Advertisers with Exclusive Opportunities Online, In-Game, and Across Connected TV Devices

Corus Further Expands Digital Footprint With New YouTube Offering

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### **For Immediate Release**

**TORONTO, June 22, 2020** – **Corus Entertainment** announced today the launch of an e-gaming network in Canada in collaboration with one of the largest adtech networks in the world, **Playwire**, a revenue amplification company specializing in maximizing returns for publishers and content creators in verticals including e-sports, gaming, kids education and entertainment. The new offering in Canada delivers advertisers premium, exclusive whitelisted inventory online, in-game, and across connected TV devices, plus access to first party data.

The partnership underscores Corus' continued digital expansion across platforms, reaching 3.8 million gamers in Canada, and further bolsters its offering to advertisers to reach younger audiences. Building on major digital growth in the past year with Complex Networks, so.da, and Kin Community Canada, Corus continues to reach audiences beyond women, families and lifestyle.

"E-gaming has become a global phenomenon and attracts huge, highly engaged audiences," said Philippe Kleim, Head of Digital Sales, Corus. "Playwire is an innovative organization that seamlessly integrates brand messages into the world of e-gaming. Partnering with Playwire is another way Corus is delivering premium content across even more platforms, offering advertisers meaningful connections with Millennials and Gen Z in a brand safe environment."

Since Playwire began in 2007, it has helped publishers engage with audiences globally with highly custom media executions that maximize time spent and intent, while driving revenue. Playwire is the only firm in the world that provides access to in-game advertising and integration with some of the most popular games including *Fortnite*, *Minecraft* and *Call of Duty*, with a reach of 1.6 million unique visitors in-game in Canada. Exclusively representing Misfits Gaming Group, Playwire also provides branded opportunities with pro-gaming franchises, leveraging a network of some of the biggest influencers in the gaming and e-sports community.

"We are proud to be partnering with the largest media company in Canada, ensuring we are prioritizing revenue for our partners in every region globally," said Jayson Dubin, CEO and Founder of Playwire. "Playwire and Corus are aligned in both our passion and execution for our publishers, advertisers, and the gamers we reach."

In addition to partnering with Playwire, Corus also expands its digital footprint with its YouTube multichannel network, now selling its YouTube inventory directly. With over 200 channels on YouTube, Corus garners over 14 million monthly unique views and boasts 40 minutes average time spent with some of Canada's most recognizable brands, including Complex, Food Network, HGTV, Nelvana, Kin Community Canada, Global News and *ET Canada*. With full upload control, Corus provides advertisers broadcast quality production, with targeting abilities to ensure a brand safe environment across all verticals, including men's lifestyle, women's lifestyle, food, kids and parenting, and news and entertainment.

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that develops and delivers high quality brands and content across platforms for audiences around the world. Engaging audiences since 1999, the company's portfolio of multimedia offerings encompass 34 specialty television services, 39 radio stations, 15 conventional television stations, a suite of digital assets, animation software, technology and media services. Corus is an established creator of globally distributed content through Nelvana animation studio, Corus Studios, and children's book publishing house Kids Can Press. The company also owns innovative full-service social digital agency so.da, and lifestyle entertainment company Kin Canada. Corus' roster of premium brands includes Global Television, W Network, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic, Disney Channel Canada, YTV and Nickelodeon Canada, Global News, [Globalnews.ca](http://Globalnews.ca), Q107, Country 105, and CFOX. Visit Corus at [www.corusent.com](http://www.corusent.com).

### **About Playwire**

Playwire is a global technology and services company that helps publishers maximize revenue from their user base and run their businesses more efficiently. With its Complete Monetization Platform, the company is able to provide an all-inclusive solution to manage every aspect of the ad ecosystem for digital publishers through machine learning technology, dubbed Revenue Intelligence™. Playwire's portfolio includes managing over 450 websites, serving six billion video and display ads, and streaming one billion minutes of video each month. The exclusive nature of the company's relationship with its partners allows Playwire to provide all of its digital advertising services through one channel. Playwire is headquartered in Deerfield Beach, Florida and has business operations and satellite offices around the globe. For more information, please visit <http://www.playwire.com> and on LinkedIn.

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