
OPEN LETTER FROM FOX NETWORKS GROUP, TURNER AND VIACOM ANNOUNCING OpenAP

Wednesday, March 15, 2017

OPEN A.P.

Consortium Launches the Television Industry's First Open Platform for Cross-Publisher Audience Targeting and Independent Measurement

March 15, 2017 - NEW YORK - The following open letter was released today by Fox Networks Group, Turner, and Viacom announcing OpenAP, TV's Advanced Audience Platform. Founded by a consortium of television publishers and operated by a leading, neutral third-party auditor, OpenAP is the television industry's first open platform for cross-publisher audience targeting and independent measurement. Additional information about OpenAP will be provided at an event hosted by Fox, Turner and Viacom next month.

The letter can be viewed below:

"The evolution of television has brought new advances in audience targeting across premium publishers, which is enabling advertisers and agencies to drive more efficiency and more effectiveness with their TV budgets.

While demand for audience targeting has grown significantly, adoption has been limited by the fact that audience buying is not as transparent, as consistent and as easy as traditional guarantees. It doesn't need to be that complicated. That changes today.

Today, we are proud to introduce OpenAP, television's first-ever open audience platform. Founded by a consortium of television publishers and operated by a leading independent auditor, OpenAP will deliver cross-publisher targeting and independent measurement for advanced audiences.

This means consistently defined audience targets can be activated across any OpenAP member publisher. It means truly independent measurement and reporting by design, not just reactive third party verification. It means an open platform that supports industry-standard measurement sources and data, not just proprietary, walled-garden, self-governed reporting. It is consistent matching for an advertiser's custom first-party audiences in the development of cross-publisher media plans.

OpenAP will be a single platform that agencies and advertisers can integrate with their own planning systems to activate advanced audience targeting and independent measurement within premium

content. That premium content reaches 93% of all television audiences today, and we hope it will expand if additional publishers join OpenAP in the future. This consortium is a necessity to move our industry forward.

On Friday, April 7, the three of us will gather and share more information about OpenAP with agency, client and media influentials across our industry. We have never been more excited about the future of television and look forward to sharing more with all of you.”

Joe Marchese
Fox Networks Group

Donna Speciale
Turner

Sean Moran
Viacom

About Fox Networks Group

Fox Networks Group (FNG) is a primary operating unit of 21st Century Fox (NASDAQ:FOXA). FNG consists of Fox Television Group, which includes Fox Broadcasting Company and 20th Century Fox Television; Fox Sports Media Group; Fox Cable Networks, which includes FX Networks and National Geographic Partners; and Fox Networks Group Europe, Asia and Latin America. Together these units create, program and distribute the world’s most popular entertainment, sports and nonfiction programming.

About Turner Ad Sales

Turner Ad Sales monetizes the company's portfolio of leading entertainment, kids, news and sports properties through advanced advertising capabilities that power business outcomes for brands. Attracting a wide-scale audience of diverse fans, the collection includes leading media brands Adult Swim, Boomerang, Cartoon Network, CNN, Great Big Story, HLN, TBS, TNT, truTV, Bleacher Report and Turner Sports' high-profile coverage of the MLB, NBA NCAA, PGA and the newly-formed professional eSports league ELEAGUE. In addition, the company has digital sales partnerships with the NBA, NCAA and PGA.

[Turner](#), a [Time Warner](#) company creates and programs branded news; entertainment; kids and young adult; and sports media environments on television and other platforms for consumers around the world.

About Viacom

Viacom is home to premier global media brands that create compelling television programs, motion pictures, short-form content, apps, games, consumer products, social media experiences, and other entertainment content for audiences in more than 180 countries. Viacom's media networks, including Nickelodeon, Comedy Central, MTV, VH1, Spike, BET, CMT, TV Land, Nick at Nite, Nick Jr., Logo, Nicktoons, TeenNick, Channel 5 (UK), Telefe (Argentina) and Paramount Channel, reach over 3.9 billion cumulative television subscribers worldwide. Paramount Pictures is a major global producer and distributor of filmed entertainment.

For more information about Viacom and its businesses, visit www.viacom.com. Keep up with Viacom news by following Viacom's blog at blog.viacom.com and Twitter feed at www.twitter.com/viacom.

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