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# Turner Selects AWS as Its Preferred Cloud Provider

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**Global media leader embarks on cloud-first, digital transformation with AWS; migrating thousands of virtual machines and leveraging AWS's machine learning capabilities to drive more personalized viewer experiences**

SEATTLE -- Today, Amazon Web Services, Inc. (AWS), an Amazon.com company (NASDAQ: AMZN), announced that Turner, a Time Warner global entertainment, sports, and news company, has named AWS as its preferred cloud provider. Turner is moving thousands of virtual machines to AWS and creating cloud-native applications that meet the evolving business and technology demands of its broad portfolio of brands and partners, including TBS, TNT, Cartoon Network, Adult Swim and CNN. By leveraging sophisticated analytics and machine learning on top of AWS, Turner aims to reimagine the TV viewing experience for its fans and achieve deeper insights into their preferences.

Turner has reengineered its end-to-end media supply chain on AWS for a more secure, cost effective, and elastic way to distribute digital content to its customers. As part of this effort, Turner is moving decades of content to the cloud—including a 15-petabyte-sized library of archived CNN videos—and is using AWS for a wide variety of services spanning compute, storage, networking, databases, developer tools, analytics, and machine learning. AWS's machine learning capabilities, for example, will allow Turner to analyze and extract video metadata to make decisions about how to best optimize content delivery systems for more personalized viewer experiences, and better inform advertisers, content creators, and media research analysts on viewing trends.

"We're going through the largest technology transformation since Ted Turner started the company, and the advancements we're making today are enabling us to reimagine what television can be for our viewers," said Jeremy Legg, Chief Technology Officer at Turner. "We're changing our broadcast technology stack to a fully digital, cloud environment built on AWS, which will enable us to adapt to new video delivery models, as well as provide our viewers with more personalized content and advertisements. Our relationship with AWS and the services they provide are essential to our success. Given that we reach over 80 percent of adults and 70 percent of millennials every month, we needed a cloud provider that has the ability to support massive-scale media businesses like ours which often have spikes in demand across our diverse portfolio."

"We're seeing media and entertainment companies leverage the on-demand, pay-as-you-go benefits of AWS to scale and cost effectively stream videos across a variety of devices, broadcast programs, and publish content around the world," said Mike Clayville, Vice President, Worldwide Commercial Sales at AWS. "AWS is enabling industry leaders like Turner to experiment and innovate at a rapid pace with less financial risk. Turner is delivering more relevant and meaningful content to its viewers using AWS to offer tailored viewing experiences and targeted advertisements across every screen. We look forward to seeing their momentum continue as they leverage AWS to create new media and entertainment experiences in the cloud."

Turner joins a growing list of media companies and broadcasters running their media supply chains and Over-the-top (OTT) delivery pipelines on AWS, including Amazon Video, AOL, BBC, Channel 4, C-SPAN, Daily Voice, Discovery Communications, Flipboard, GoPro, Guardian News & Media, Hearst Corporation, Hulu, LIONSGATE, NDTV, Netflix, News International, News UK, Newsweek, PBS, Simfy Africa, Sony DADC, SoundCloud, Spotify, Time Inc., and United Daily News.

## **About Amazon Web Services**

For more than 11 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers over 100 fully featured services for compute, storage, databases, networking, analytics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, and application development, deployment, and management from 44 Availability Zones (AZs) across 16 geographic regions in the U.S., Australia, Brazil, Canada, China, Germany, India, Ireland, Japan, Korea, Singapore, and the UK. AWS services are trusted by millions of active customers around the world—including the fastest-growing startups, largest enterprises, and leading government agencies—to power their infrastructure, make them more agile, and lower costs. To learn more about AWS, visit <https://aws.amazon.com>.

## **About Amazon**

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit [www.amazon.com/about](http://www.amazon.com/about) and follow @AmazonNews.

## **About Turner**

Turner, a Time Warner company, is a global entertainment, sports and news company that creates premium content and delivers exceptional experiences to fans whenever and wherever they consume content. These efforts are fueled by data-driven insights and industry-leading technology. Turner owns and operates some of the most valuable brands in the world, including Adult Swim, Bleacher Report, Boomerang, Cartoon Network, CNN, ELEAGUE, FilmStruck, Great Big Story, HLN, iStreamPlanet, Super Deluxe, TBS, Turner Classic Movies (TCM), TNT, truTV and Turner Sports.

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