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# Adobe Marketing Cloud Redefines TV Experience

## New Adobe Primetime Capabilities Help TV Networks and Pay-TV Providers Grow Audiences, Personalise TV Experiences

**London, UK - March 22, 2016** – Multiscreen and on-demand viewing have fundamentally changed the TV industry. Today, TV networks and pay-TV providers are challenged by consumers' desire to view content in alternative ways to traditional TV. Increasingly, viewers are watching movies, TV programmes, live sports and other content via a broad range of internet-based devices and platforms. Audiences are seeking alternatives to cable, satellite and mobile carrier pay-TV packages, and are embracing "over the top" (OTT) TV and film delivered to every screen.

Today at Adobe Summit, Adobe (Nasdaq:ADBE) announced an end-to-end offering with Adobe Primetime that extends the solution to help drive audience acquisition, engagement and monetisation across every screen and platform. The new offering delivers more personalised TV and ad experiences directly to consumers via mobile, laptops and connected devices such as Apple TV, Sony PlayStation, Roku and Microsoft Xbox. With the integration of Adobe's digital marketing tools, TV networks and pay-TV providers can more effectively package and sell subscription and advertising-based OTT services, offer highly engaging experiences, and build audiences with more personalised content and advertising.

"TV networks and pay-TV providers are eager to capitalise on OTT, but need a comprehensive platform to effectively acquire, engage and monetise viewers," said Jeremy Helfand, vice president, Adobe Primetime. "By integrating Adobe's advertising, analytics, data management, ad campaign and personalisation engines with the video playback, ad insertion and DRM capabilities of Adobe Primetime, media companies are transforming their businesses with more personalised and engaging viewing experiences across screens."

The new Adobe Marketing Cloud and Adobe Primetime offering is helping media companies launch direct-to-consumer services by addressing critical industry challenges, including:

- **Building an audience:** Adobe's digital marketing tools convert audiences into paying subscribers. Adobe Analytics and Adobe Audience Manager help customers identify specific audience segments based on current content consumption patterns and grow those segments through outreach to similar audiences. Adobe Media Optimizer and Adobe Target increase conversions from trials to paid subscriptions through automated ad campaign buys across search, display and social channels. To develop consistently effective marketing messages, Adobe Target also offers A/B and multivariate testing and content optimisation for both in-app and on-site experiences, which maximise the difficult challenge of audience acquisition.
- **Engaging audiences:** Adobe's new video personalisation engine, [Adobe Primetime Recommendations](#), harnesses Big Data to increase viewer engagement and viewing time. Primetime Recommendations learns from more than 200 billion online video consumption points across most U.S. households that stream TV and film content. Deep contextual insights, such as how much and what content a viewer has watched, yield compelling personalised TV recommendations. To alert viewers to recommended TV content outside of a video app, Adobe Campaign can also orchestrate email campaigns and notifications based on known consumer preferences. Support for instant-on content delivery and dynamic ad insertion through Adobe Primetime offer viewers more personalised TV and ad experiences.
- **Monetising audiences:** Adobe Marketing Cloud's monetisation capabilities enable TV networks and pay-TV providers to find the right balance among potential revenue streams: monthly subscriptions, rentals, electronic sell-through and advertising. Together with Adobe Primetime, Adobe Audience Manager and Adobe Target deliver more relevant

advertising to viewers, execute and measure dynamic ad insertion across any screen or platform, and create targeted advertising based on the characteristics of identified audience segments.

- **Measuring audience impact:** Adobe Analytics makes it easy to understand how audiences are watching TV – the who, what, when, where, how, and most important, why of a consumer's viewing decisions across multiple devices. This treasure trove of aggregated and anonymous data improves the acquisition, engagement and monetisation of audiences when fed into the rest of the Adobe Marketing Cloud activation capabilities.

### **About Adobe Marketing Cloud**

Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalised marketing content across devices and digital touch points. Eight tightly integrated Solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management and creation, testing and targeting, advertising, video, audience management, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide, including two-thirds of Fortune 50 companies, rely on Adobe Marketing Cloud.

### **Helpful Links**

- [Adobe Primetime Blog Post](#)
- [Adobe Primetime Homepage](#)
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### **About Adobe**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com/uk](http://www.adobe.com/uk).

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