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FOR IMMEDIATE RELEASE

# Adobe Redefines Live Television With Personalized Advertising

## Adobe Advertising Cloud Brings First-Party Audience Data to TV Advertising

**SAN JOSE, Calif. — June 19, 2017** — We have entered an unprecedented era of television, with more available on more devices than ever before. Traditional TV, over-the-top (OTT), video on demand (VOD) and connected TV apps all compete for viewer attention – and ad dollars. However, TV ads aren't having the impact they once did. Less than one-third of Americans (26 percent) believe the TV ads they see are relevant to them, according to Adobe Digital Insights' most recent [Advertising Report](#). Legacy silos – between TV and digital, data and execution, and media planning and buying – are impeding advertisers' efforts to reach viewers effectively.

To address these challenges, Adobe (Nasdaq:ADBE) today announced the launch of Adobe Advertising Cloud TV, the most widely used solution in the industry for automated, data-driven planning and buying of television advertising. The solution builds on recently-acquired TubeMogul's PTV (Programmatic TV), an [industry-leading](#) solution first launched in 2014. The platform enables buying of TV ads in all of its forms – including live linear TV, addressable TV, connected TV, VOD and OTT – to reach over 95 percent of American households.

These new Advertising Cloud capabilities include an integration with Adobe Analytics Cloud to enable brands to use first-party audience data – a brand's own audience segments gleaned from marketing and advertising efforts – to better target linear TV ads. Marketers can also plan and buy TV ads against audiences that have already demonstrated intent through online searches. Finally, additional datasets from pay TV providers, MRI and TV manufacturers boost marketers' ability to plan, target, buy and measure discrete audiences.

"Adobe Advertising Cloud TV is knocking down the barriers between digital marketing and traditional TV ad buying to enable marketers to have a single strategy that works," said Brett Wilson, vice president and general manager, Adobe Advertising Cloud. "Adobe Advertising Cloud TV builds on an already industry-leading product to enable new firsts, like the ability to use a brand's data to better target audiences regardless of which device a viewer happens to be watching on."

Adobe Advertising Cloud TV works with more broadcast and cable networks in the industry than any other programmatic TV Ad platform and offers access to linear and on-demand inventory from brands like NBCUniversal, Univision, A&E Networks, Discovery Communications and others.

"Programmatic TV has been a critical component for us as we work with clients to apply more data to increase the effectiveness of traditional TV buys," said Mike Law, executive vice president and managing director, Video Investments at Dentsu Aegis Network. "The launch of Adobe Advertising Cloud TV enhances the back-end data access and tool set we can use to improve efficiencies and deliver targeted audiences at scale."

Adobe Advertising Cloud was recognized [as a leader](#) in "The Forrester Wave": Omnichannel Demand-Side Platforms, Q2 2017" report, which noted that Adobe's acquisition of TubeMogul gives Adobe Advertising Cloud clients access to programmatic TV planning and buying capabilities.

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### About Adobe Advertising Cloud

Adobe Advertising Cloud is the industry's first end-to-end, independent platform for managing advertising across traditional TV and digital formats. The platform already manages roughly \$3.5 billion in annualized ad spend on behalf of more than 1,000 global clients, including Allstate, Ford, Johnson & Johnson, Kraft, Liberty Mutual, L'Oréal, MGM, Nickelodeon and Southwest Airlines. Learn more about [Adobe Advertising Cloud](#).

### About Adobe Experience Cloud

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform and integrated with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery.

### About Adobe

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

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