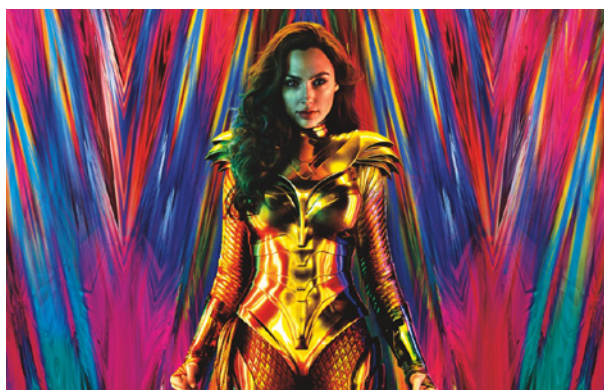


Better engage customers with the content and characters they love



Harness the power of WarnerMedia Content Experiences with exclusive messaging and entertainment brought to you by WarnerMedia and AT&T Business. Engage your customers and keep them informed with content they care about, while positively reinforcing your brand.

Integrated solutions from AT&T Business can help you drive your business forward. Now you can harness the power of WarnerMedia Content Experiences to create exclusive, content-driven products to help engage your customers with the right content and the right messaging, at the right time, and in the right place.

Offer your customers best-in-class, tailored content featuring popular TV shows, movies, news, sports, animation, documentaries, and shorts from the exciting and diverse collection of WarnerMedia brands. Custom-crafted from more than 3,000 story and character assets, WarnerMedia Content Experiences can inspire the actions, brand perceptions, and loyalty you want from your customers.

Choose from a list of flexible solutions, or layer on data with proprietary Xandr insights to create even more personalized experiences. The use cases for what you can do with WarnerMedia Content Experiences are versatile and exciting, as AT&T Business and WarnerMedia bring innovative technologies to life.

Features and benefits:

- Flexible delivery options for custom streams, including new or existing broadband internet, DIRECTV, and Wi-Fi for mobile devices
- Makes channels available on your customers' devices as well as on your digital signage
- Provides WarnerMedia story and character assets throughout multiple touchpoints along the customer journey
- Offers news, sports, and entertainment programming tailored to your industry, company, and even location
- Provides the ability to exclude competitor marketing and advertising
- Programming tools enable you to deploy and manage dozens of custom streams
- Encourages increased dwell times in private rooms, employee areas, lounges and lobbies, and other public spaces

WarnerMedia™

Give customers one-of-a-kind experiences with WarnerMedia assets

From CNN to Conan, HBO to Harry Potter, Ellen to All Elite Wrestling, the WarnerMedia library of assets provides time-tested, proven appeal for virtually every demographic and market. Infuse WarnerMedia story and character assets and the unique offerings of on-demand content

throughout your customers' experiences to bring excitement and enhance customers' interaction with your brand at every touchpoint.



Partner-branded, tailored content streams

"Own" your own branded network, control the ads, and choose the content most relevant to your audiences to increase engagement in employee areas, private rooms, lounges, lobbies, and other public spaces.

For example, imagine a network of children's urgent clinics that could feature cartoons from Boomerang alongside location-specific branding and healthcare marketing on wall-mounted screens in waiting areas. A regional bank could include local surveys and offers within CNNMoney programming segments that appear on lounge area screens, focusing on "women in business" in certain locations, or "startup entrepreneurship" in others.

1. Company-specific live stream

For companies, such as big box retailers, regional banks, large hotel chains, or restaurant franchises.

- Custom-curated, 24/7 live stream of news, sports, and entertainment
- Exclusive branding options using your company logo and messaging
- Localized content, company training, or insertion of corporate messaging

2. Industry-specific live stream

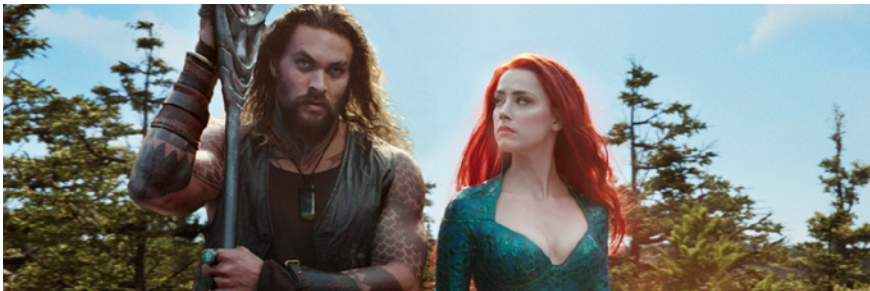
Examples include healthcare networks, financial networks, and airport networks.

- Programmed 24/7 live stream of news, sports, and entertainment focused on your industry
- Optional production of company or subject-specific content
- Capable of localized content and ad insertions

3. Genre-specific live stream

For any business, but not specific to companies or industries. Examples include comedy networks, kids' networks, drama networks, or news and sports networks.

- 24/7 content loop of themed VOD titles
- Optional production of company or subject-specific content
- Capable of localized content and ad insertions



Xandr + WarnerMedia Content Experiences for smarter personalization

Combine the power of Xandr, AT&T Business, and WarnerMedia to put data to use for even more targeted personalization. With Xandr data and AT&T Business consumer insights and engagement information, individuals can be served relevant advertising and messages. This allows marketers, advertisers, and content creators to enhance their customer engagement with tailored content specific to that individual – driving intimacy, loyalty, and value across multiple touch points.

A big box retailer could combine known customer preferences with Xandr media viewership data to provide a customer with an in-store display featuring their favorite characters. A large hotel chain could use loyalty program data with Xandr data to have their favorite entertainment with them along their journey – from making a reservation to checking out.

Easy-to-use content studio for promotions and advertising

If you don't have the time or resources to create your own high-end, local promotional content or advertising, we have the perfect solution. Rely on the proven expertise and production capabilities of WarnerMedia to help you easily develop, design, and deploy high quality local content with your own tailored messaging.



AT&T Business is a leading provider of edge-to-edge solutions that integrate a uniquely intelligent ecosystem of connectivity, technology, and expertise to help you gain actionable insights from every corner of your enterprise.

For more information, call your AT&T Business representative or visit att.com/contentexperiences.

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