



## THIRD SCREEN MEDIA BRINGS INCREASED AWARENESS TO DISCOVERY PROGRAMMING THROUGH MOBILE ADVERTISING

**BOSTON – June 18, 2007** – Seeking to promote its popular television programs and mobile Web (WAP) sites, Discovery Communications has chosen Third Screen Media to deliver Discovery-themed mobile advertising. Using its MADX technology, Third Screen Media, a leading provider of mobile advertising software and services, has managed and served mobile advertisements for Discovery Channel's **DEADLIEST CATCH** and its Discovery Health Channel.

In addition to promoting Discovery Health and the Emmy-nominated series **DEADLIEST CATCH** in Q2 2007, Discovery plans to use Third Screen Media to bring 12-14 additional campaigns to the mobile platform to promote new programming launches throughout the year, seeking to drive traffic to its programs' respective WAP sites by using MMS trailers and banner advertising. Mobile content offered to **DEADLIEST CATCH** fans includes wallpapers, ringtones, crew bios, show facts and sneak peeks, captain's quotes and even mobisodes that bring the chill and thrill of the Bering Sea to them—on the go. Mobile users also have the option to demonstrate their opinions and knowledge in mobile polls and quizzes.

"Fans now have the ability to build a deeper connection with their favorite Discovery programs, anywhere and at any time," said Chris Schembri, senior vice president, Media Planning and Partnerships, Discovery Communications. "Working with Third Screen Media, Discovery can target and build out its mobile content for fans with advertising initiatives that heighten awareness of our programming and rich WAP sites to the growing number of Discovery viewers who wish to take their experience on the go."

Running through June, the initial Discovery campaign appeared on Verizon's Wireless portal, VZW Today, across multiple categories, including sports, news, weather and entertainment. The campaign generated impressive click-through performance; more than ten times above traditional Internet click-through averages\*. The overall positive reception of mobile advertising campaigns by the consumer—as seen in Discovery's initial campaign—has proven the medium as an important and effective way for brands to connect with targeted audiences.



“The expansion of the mobile channel to Discovery’s marketing and advertising mix supports both the growth of the mobile advertising market and the customers’ positive response to it,” said Tom Burgess, CEO, Third Screen Media. “The addition of large media companies like Discovery to the third screen demonstrates that brands and agencies are seeking multi-media mobile campaigns to increase brand awareness and drive positive customer engagement by offering the content consumers want, when and where they want it.”

\* Source: ABI Research, 2006

# # #

#### **About Third Screen Media**

Third Screen Media ([www.thirdscreenmedia.com](http://www.thirdscreenmedia.com)) is a software and services company dedicated to enabling advertising on mobile devices. Its MADX product suite links advertisers, publishers and carriers together on a common platform to increase the efficiency and time-to-market for the buying and selling of mobile advertising in WAP, video, MMS and downloadable applications. MADX goes beyond ad delivery by providing in-depth research, planning and publisher inventory management analytical tools, yielding the highest possible ROI. The company’s TSM|Network is North America’s largest single source of mobile advertising inventory, offering best-in-class content, targeted demographics and broad reach. Customers and partners, including many of the world’s largest marketers, advertising agencies and media companies rely on Third Screen Media’s products and services to deliver, manage and optimize mobile advertising campaigns. Third Screen Media is a wholly owned subsidiary of AOL’s Advertising.com.

#### **Contacts:**

Jeff Janer  
Third Screen Media  
617.333.3443 x242  
[jjaner@thirdscreenmedia.com](mailto:jjaner@thirdscreenmedia.com)

Nathaniel Eberle  
Racepoint Group, Inc.  
781.487.4620  
[neberle@racepointgroup.com](mailto:neberle@racepointgroup.com)