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**SCREEN ENGINE/ASI TEAMS WITH DSTILLERY TO
UNLOCK PREMIUM WORD-OF-MOUTH AUDIENCES FOR DIGITAL MARKETERS
USING TICKTBOX SEED DATA**

LOS ANGELES, July 7 – Leading research consultancy Screen Engine/ASI (SE/ASI) has partnered with Dstillery, the leading custom audience solutions partner for agencies and brands, to leverage TicktBox'®s film and television influencer seed data, unlocking premium audiences for digital marketers.

The premium audience ad targeting initiative uses Dstillery's patented technology to build a custom AI model that can be updated and refreshed daily using TicktBox's proven Gofobo® word-of-mouth influencers who identify as fans of a specific genre. These "AI" built film and TV audiences are used for digital and OTT ad campaigns targeting entertainment, media and technology consumers. Clients can use the "off-the-shelf" audience segments based on historical data from the TicktBox database or create their own, for their specific title releases. These targets will be made available through Dstillery and programmatic ad platforms.

"A recent study from social analytics leader Engagement Labs empirically proved and quantified how incredibly influential and impactful the recently acquired TicktBox Gofobo member database is in driving positive word-of-mouth for entertainment viewing and transactions. We know seeding audiences are critical for feature film and TV marketing. At a time when cost and targeting efficiency is needed most, we are thrilled to make these influential word-of-mouth audiences available to the industry-at-large to realize our collective desired business outcomes," said Bruce Friend, Chief Product and Innovation Officer at Screen Engine/ASI. "This will enable us to activate audiences that are most likely to motivate friends, family and acquaintances to action through person-to-person conversation and social media amplification."

"Our collaboration with Screen Engine/ASI provides a solution for marketers seeking to generate concentrated consumer awareness in an increasingly fragmented audience environment," said Peter Ibarra, Director Strategic Initiatives at Dstillery. "It is a great way to offer access to TicktBox's influential and impactful Gofobo members to drive word-of mouth for movies, TV shows and streaming services, using our patented AI technology."

"Our premium audience ad targets uniquely go beyond the current practice of targeting based on limited ticket purchase, location-based data or prior viewing behaviors, to activate audiences that

are most likely to drive positive word-of-mouth during the course of a film or TV ad campaign," stated Julanne Schiffer, SVP, Audiences, Screen Engine/ASI and the lead for this new product.

About Screen Engine/ASI

Screen Engine/ASI, headquartered in Century City, CA, is one of the top three data acquisition and analytics companies serving the international entertainment industry. SE/ASI conducts movie test screenings, creative advertising testing, in-theater exit polling, television program and promo testing, content lifecycle research, pre-release tracking of movie, TV & home entertainment titles, and a variety of digital entertainment research products through online, central site, and in-field intercept methods. SE/ASI is a full-service research and information agency and consultancy working with major Studios, television broadcasters, cable networks, streaming services, production companies and other leaders in digital entertainment to better identify and leverage opportunity and assess and manage risk.

About ticktBox

TicktBox® is a world class digital marketing and ticketing platform. As a global leader in online ticketing and integrated marketing solutions, TicktBox® provides powerful solutions for some of the world's top entertainment brands within the Fortune 500.

TicktBox® operates in over 20+ countries worldwide, while enabling companies within the entertainment industry to effectively market products and manage their digital campaigns in one beautifully designed suite. TicktBox® also owns a variety of online properties including the leading online advance movie screening destination gofobo.com.

About Dstillery

Founded in 2008, Dstillery is the leading custom audience solutions company, empowering brands and their agencies to maximize the value of customer data and transform the way they connect with their audiences.

Our premier product, Custom AI Audiences, is built by just-for-your-brand Custom AI models that deliver the ideal combination of accuracy and scale. Because Dstillery continuously rescores candidates in and out of audiences, our audiences are always up-to-date and on-target. That's why brands across Retail, CPG, Finance, Luxury, B2B, Telco, Travel, and Tech rely on Dstillery's audience solutions for branding and direct response initiatives to thrive.

To learn more, visit us at www.dstillery.com or follow us on Twitter @Dstillery.