

AT&T Entertainment Services:

“A new three-screen media company.”



AT&T Entertainment Services is a new group within AT&T that is focused on delivering innovative and unique entertainment services - and, in the future, multi-platform advertising opportunities - across the three screens at the center of customers' lives: the wireless device, the TV and the PC.

As the nation's leading broadband, voice and wireless provider, AT&T's total network assets are unmatched in the industry, giving AT&T an edge in delivering the integrated services and features consumers demand.

Delivering Compelling Content to Customers

In today's media environment, customers expect access to personalized, on-demand content and entertainment using a variety of devices. At the same time, programmers and content providers are looking for new ways to reach potential audiences. AT&T Entertainment Services can bring consumers and content providers together in new ways by capitalizing on AT&T's technology expertise and capabilities.

AT&T Entertainment Services is working to acquire and develop content that can be delivered across all three screens in every genre – such as sports, movies, music, gaming and reality programming. Three-screen entertainment is the future, representing the next opportunity to connect with consumer audiences.

Delivering Relevant Advertising to Customers in the Future

AT&T Entertainment Services will also develop a three-screen advertising platform that will deliver highly relevant messages just to those viewers who are likely to be interested in them. AT&T is one of the first companies of its kind to undertake such a widespread integrated advertising program.

Delivering The Future

The AT&T Entertainment Services group represents the intersection of the company's vision to be the premier communications and entertainment provider. As today's media environment continues to evolve, AT&T will have a head start in delivering next-generation three-screen services. The company is already executing on its three-screen vision today, and will be prepared to deliver a more enhanced and integrated entertainment experience in the future.