



News Release

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Media contact:
Gareth Jordan
Gareth.Jordan@verizonmedia.com

Verizon Media accelerates premium native supply with Apple News and Stocks

By Guru Gowrappan, CEO, Verizon Media

At Verizon Media, we are deeply focused on delivering trusted content, connections and commerce to people around the world. Today, we accelerate this business strategy by exclusively offering premium native programmatic advertising opportunities built for brand safety in Apple News and Stocks across iPhone, iPad and Mac in Australia, Canada and the U.K.

Apple News is a highly-personalized, curated news experience that shares our commitment to providing quality stories from trusted outlets to large audiences. We believe that such content experiences provide meaningful consumer engagement opportunities for brands with relevant, engaging advertising.

This news builds on a strong year of native advertising growth for Verizon Media, where we've seen our diverse native formats drive 11x the average engagement of a traditional banner ad.¹ We've quickly become a thriving native marketplace for scalable and exclusive premium supply, and are excited to expand our premium content experiences to millions of readers through Apple News and Stocks in Australia, Canada and the U.K.

The future of premium media will be powered by trust.

¹ Verizon Media, Internal data, Ad Platform 2018; Mobile Formats study, Q4 2018

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About Verizon

Verizon Communications Inc. (NYSE, Nasdaq: VZ) is headquartered in New York City. The company operates America's most reliable wireless network and the nation's premier all-fiber network, and delivers integrated solutions to businesses worldwide. With brands like Yahoo, TechCrunch and HuffPost, the company's media group helps consumers stay informed and entertained, communicate and transact, while creating new ways for advertisers and partners to

connect. Verizon's corporate responsibility prioritizes the environmental, social and governance issues most relevant to its business and impact to society.

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