

### TIME WARNER CORPORATE DATABASE

The Time Warner Corporate Database is a collection of 60 distinct direct marketing-based businesses across Time Warner contributing approximately 63MM unduplicated households. Almost all of our magazines, book clubs, video/music clubs and merchandise catalogs contribute their customer records to the database.

#### Available Data

The database has two distinct types of data available: Time Warner transactional data and data appended from outside sources.

- **Time Warner transactional data.** This proprietary data consists of product purchases from Time Warner customers (i.e.: what they buy from us – magazines, books, video, etc.) and marketing and promotional data (i.e.: how they buy from us – insert cards, direct mail, telemarketing, etc.)
- **Appended data.** This data is primarily demographic (adult age, presence and ages of children, gender, marital status, etc.) and geo-demographic (Income, Home Value, etc.) information that *is purchased from outside traditional data-append sources*. We buy this data for marketing purposes and have no input into how the data is compiled, maintained, or updated by the original source.

#### "Household" Records

Although subscriptions/orders are addressed to an *individual* at a specific address, once the subscriber/customer files become a part of the Time Warner Corporate Database, they are no longer listed as an *individual* record, but rather a *household* record.

For example: The Smith family resides at 123 Maple Lane. Bob Smith subscribes to *Sports Illustrated* and Peggy Smith subscribes to *People* and *Entertainment Weekly*. There are two teenagers in the household as well. When the database is refreshed each quarter, Bob's *SI* record and Peggy's *People* and *EW* records become *one* Smith household record.

#### Outside Data Sources

The Smith household record then goes through the process of being appended with data from our outside sources. When the Smith record matches the outside sources' Smith record, any data, including age information or child information, available on the Smiths will then be "appended" to their Time Warner record.

In the past, the majority of our age data coverage has simply indicated "presence of a 25-34 year old," "presence of an adult 45-64 year old", etc. However, new age data recently added to our database now allows us to link a specific name of the household member with an age, such as "Bob: 25", thus making it easier to qualify adult subscribers by actual age. So, a subscriber is counted as 21+ if their exact first and last names match one of our data sources and the age field indicates that this name is someone 21+.

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