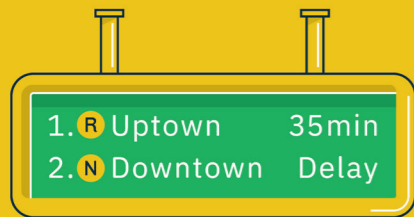


Don't trust a robot to drive your ad buying.



That's like trusting the subway to get you there on time.

At NYI, our team of strategists work with TV advertisers to build custom media plans that target the right audiences—anytime, anywhere, and on any screen. And all through one simple ad buy.

That's pretty impressive, even by New York standards.



Don't try marketing without attribution.



That's about as risky as buying bodega sushi.

At NYI, we have all the necessary data needed to help TV advertisers assess campaign performance, inform future strategies, and prove ROI — all through one simple ad buy.

That's pretty impressive, even by New York standards.



Only pitching broadcast to your clients?



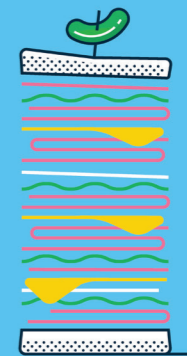
1952 called. They want their media plans back.

Today, the hottest content is on cable. Through Audience One, we help TV advertisers reach 17•M viewers across 100• networks—anytime, anywhere, and on any screen. And all through one simple ad buy.

That's pretty impressive, even by New York standards.



Don't choose between TV & digital.



That's like choosing between pastrami & rye.

At NYI, we'd never make you choose, because we know the power of great integrations. Like our Audience One platform, which reaches 17•M viewers—anytime, anywhere, and on any screen.

That's pretty impressive, even by New York standards.

