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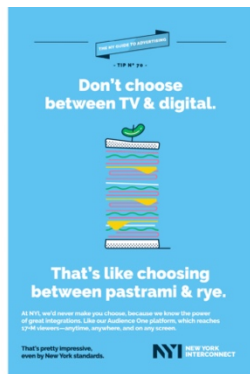
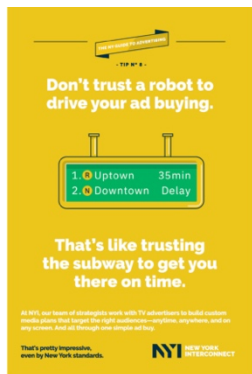
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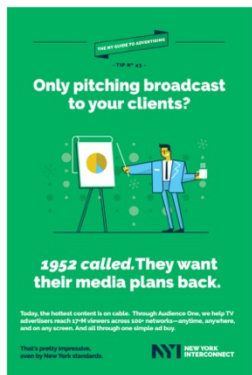
***NYI is a Finalist in the Synopsis Best of the Best Awards***

**NEW YORK, NY, January 31, 2020:** New York Interconnect (NYI) has been named as a finalist for the Synopsis Best of the Best Awards in the category of Best Multiplatform Branded Campaign. NYI – a joint venture between Altice USA, Charter and Comcast – was nominated alongside media conglomerates Viacom and NBCUniversal. Additional finalists in media-related categories include Netflix, CBS Sports Network, PBS, Bravo, and Discovery, Inc.

The Synopsis annual awards event salutes excellence in national TV programming and marketing campaigns. It also recognizes outstanding achievement across teams, platforms, and in overall merit. Winners will be announced on February 6 at ThreeSixty NYC in Tribeca, New York. David Osmond (TV Show Host for “Wonderama”) will emcee the event. Presenters include actress Angela Robinson (star of Tyler Perry’s “The Haves and Have Nots”), reality stars Matt Fraser and Alexa Papigiotis (“Meet the Frasers”), and comedian Megan Statler, among others.



“We’re honored to be recognized by Synopsis and named among such prominent organizations,” said NYI’s VP of Marketing and Communications, Dâna Barakat. “The goal of the *NY Guide to Advertising* campaign was to communicate the key value propositions of our innovative platform, as well as the vast capabilities of our strategic teams. And of course,” added Barakat, “the campaign wouldn’t be complete without NYI’s brand of humor that our clients seem to love.”



*The NY Guide to Advertising* showcases NYI’s data-driven platform, Audience One, which allows media buyers to reach viewers and capture impressions across multiple platforms with a single media buy. The entertaining campaign demonstrates NYI’s impressive reach and array of services while capturing that well-known New York wit.



## **About NYI**

NY Interconnect (NYI) is a joint venture among Altice USA, Charter Communications, and Comcast that offers advertisers a seamless, integrated solution to reach more than 19 million consumers in the largest advertising market in the country. NYI delivers the largest TV reach on over 100 of the top cable networks – through linear TV, live streaming, OTT, VOD, and contextual video platforms – with customized planning, measurement and attribution services.