



# Audience One

**The future of media buying is here.**





Welcome to your  
**one-stop**  
**integrated**  
**robust**  
**intelligent**  
**strategic**  
media-buying shop



# Connecting brands to 7.5+ million households<sup>1</sup> 20+ million customers<sup>2</sup> 66+ million devices<sup>3</sup> in the largest TV market

That's the power of the New York Interconnect (NYI),  
a joint venture between Altice USA, Charter & Comcast.



optimum.

Spectrum

xfinity

fios

dish

DIRECTV

YouTube

Roku

SAMSUNG

Sources: 1. Nielsen October 2020 NY DMA TV HH Universe Estimate, includes broadband only homes. 2. Claritas 360, 2020.

3. Leichtman Research Group. Nielsen October 2020 TV HH NY DMA Universe Estimate, includes broadband only homes.

# We help you target audiences

on any screen or  
platform – *at any time* –  
for smart, powerful and  
effective campaigns.

## NYI AT-A-GLANCE:

### TARGETING

Linear TV, Addressable TV, OTT,  
STB VOD, Live Streaming & YouTube

### PLATFORM

Audience  
One

### DATA

Proprietary TV viewing data  
and 1st & 3rd party data

### CONTENT

100+ cable  
networks & providers

### EXCLUSIVE NEWS NETWORKS

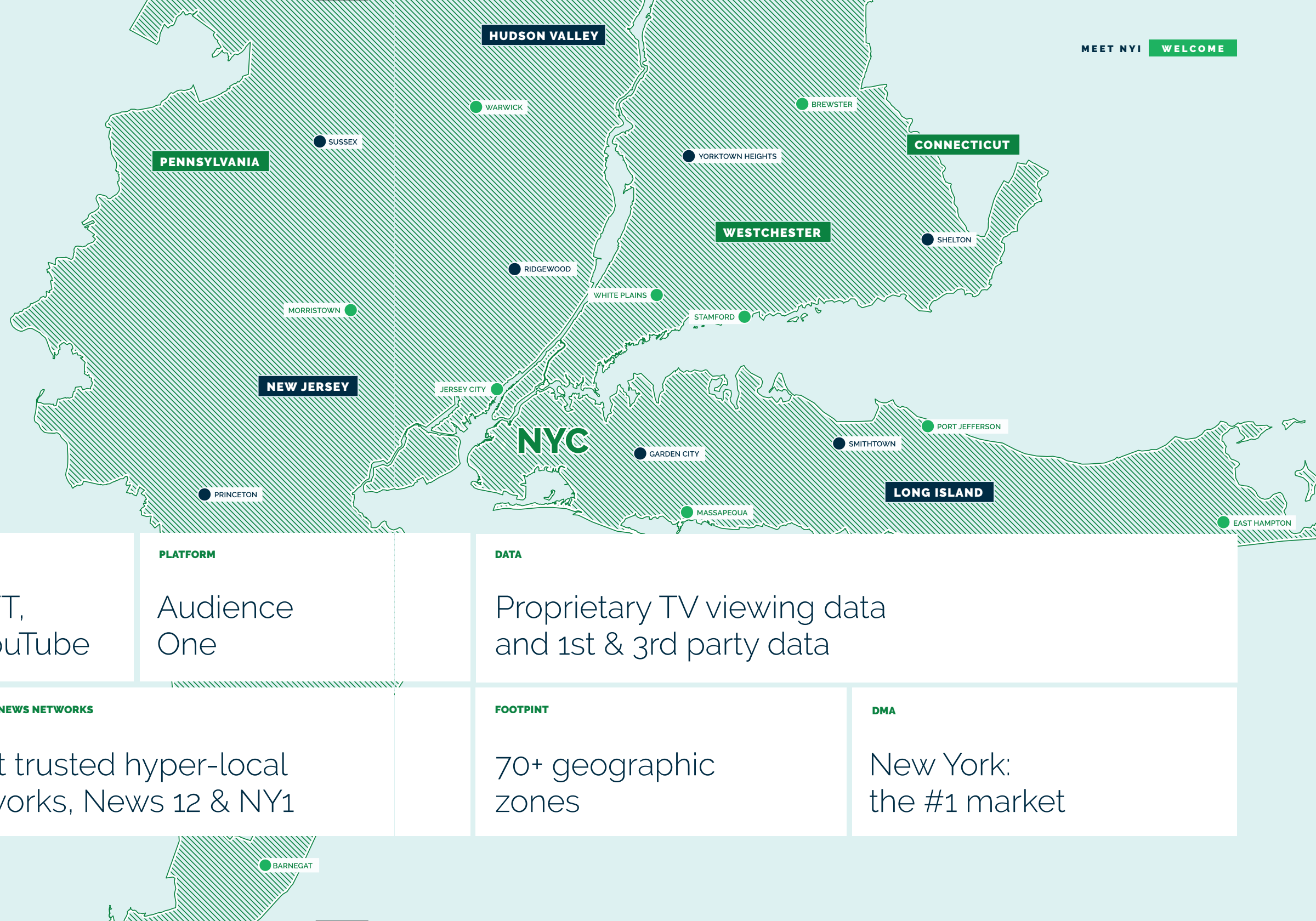
Most trusted hyper-local  
networks, News 12 & NY1

### FOOTPRINT

70+ geographic  
zones

### DMA

New York:  
the #1 market



MEET NYI WELCOME

## Why New York?

# It's the most powerful market. *Period.*



### New Yorkers have the highest income

They are 121% more likely to have a household income over \$250K vs. the total US.<sup>1</sup>



### New Yorkers are the biggest spenders

They have an effective buying income 27% higher than the total US.<sup>2</sup>



### New York is a diverse market

New York is the #1 and #2 market, respectively, for Black and Hispanic TV households.<sup>3</sup>



### New York has more cable & satellite homes

81% of NY homes have cable, satellite or telco, 11% more than the total US.<sup>4</sup>



### New York has huge TV coverage

96% of the households in the New York market have either linear TV or broadband-only service.<sup>5</sup>



### New Yorkers are watching on every screen

New Yorkers spend 49% of their time watching VOD, OTT, and live streaming in an average week.<sup>6</sup>

Sources: 1. Scarborough USA\* 2019 Release 2 (July 2018 – November 2019). Base: A18+. Target: NY DMA vs Total US. 2. Claritas 360. 2020. 3. Nielsen, 2020 DMA Universe Estimates for TV Households

4. Nielsen 2019-2020 Total HH Universe Estimates. 5. Nielsen 2019-20 Universe Estimates, NY DMA. 96% = Traditional TV service + Broadband Only Households. Base: Total Households.

6. MRI February 2020 Cord Evolution Study – 2019 Doublebase Fusion, NY DMA, A18+



**We bring you New York.**  
**The on-demanders.**  
**The live streamers.**  
**The app users.**  
**The YouTubers.**  
**The traditionalists.**  
**All with one simple ad buy.**

# New York is #1



AUTO ENTHUSIASTS

New Yorkers get behind the wheel

The NY DMA ranks #1 in vehicle registrations.<sup>1</sup>



FOODIES

New Yorkers love to eat in

They are 94% more likely to have used a restaurant delivery service like Grubhub and Uber Eats in the past 30 days.<sup>3</sup>



RX-ERS

New Yorkers aren't generic

They are 35% more likely to prefer brand-named meds, even if they cost more.<sup>2</sup>



WOMEN SHOPPERS

New Yorkers are casual shoppers

They are 58% more likely to have spent \$500 or more on women's casual clothing in the past year.<sup>2</sup>



MARKET TYCOONS

New Yorkers have money to invest

They are 85% more likely to have a net worth of over \$2 million.<sup>2</sup>



DELIVERY ENTHUSIASTS

New Yorkers prefer instant delivery

They are 120% more likely to have used a grocery delivery service like Instacart, Peapod, or Shipt in the past 30 days.<sup>3</sup>



HEALTH NUTS

New Yorkers live a healthier lifestyle

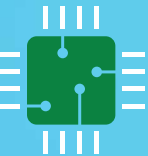
They are 17% more likely to follow an exercise routine.<sup>2</sup>



SHOP-TIL-YOU-DROPPERS

New Yorkers buy, buy, buy

They are 38% more likely to have spent \$2,500 in online purchases in the past year.<sup>2</sup>



TECHIES

New Yorkers are tech savvy

They are 21% more likely to have advanced tech and are willing to pay for top quality.<sup>2</sup>



Sources: 1. IHS Markit, NY DMA, 2019. New registrations only. 2. Scarborough USA+ 2019 Release 2 Household Total (July 2018 – Nov 2019). Base 18+. Target: NY DMA. Index based on NY DMA vs Total U.S. 3. Scarborough USA+ 2019 Release 2 Total (July 2018 – Nov 2019). Base A18+. Target: NY DMA. Index based on NY DMA vs Total U.S.

# The (one-stop) secret to our success

We arm advertisers with the most impactful ways to reach today's audiences — all in one single platform.

## ONLY NYI GIVES YOU:



### Team NYI

Don't trust your ad buys to a robot; let our experienced media consultants help build strategic media plans to ensure the highest possible ROI.



### The #1 Market

We offer an impressive footprint of over 7.5M households in the largest advertising market.



### The Best Content Around

Over 100 of the most-watched networks on TV, spanning a diverse range of genres and audiences.



### Trusted Local News Sources

Two of the most-watched local news brands in one hyper-local solution: News 12 and Spectrum News NY1.



### In-Depth Data

Our rich, proprietary data allows for better precision targeting across the Audience One platform — down to the household level.



### Premium Inventory

The most desirable spots are yours for the taking.



**There's no shortage of choices in New York, but New Yorkers always demand the best from everyone they do business with.**

That's why NYI only works with the best. We take pride in aligning ourselves with the top media and data partners, who not only complement each other perfectly, but who know how to work together to deliver the audiences our clients are looking for across the market — all in one single platform.

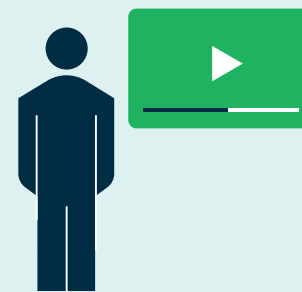
# The Future is TV

Whether you're watching from your comfy couch, or catching last night's episode during your morning commute, TV is all around us and is the go-to medium for information and entertainment.



No matter what device or platform, videos engage viewers, elicit emotions and build trust between consumers and brands like no other medium can.

## DID YOU KNOW...



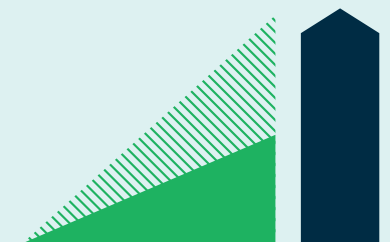
5 1/2 hrs.

Adults 18+ watch almost 5 1/2 hours of video daily<sup>1</sup>



75%

TV accounts for 75% of total video viewing for Adults 18+<sup>1</sup>



+2x brand lift

Brand favorability lift doubles when combining Linear TV & OTT vs. OTT only<sup>2</sup>

# Audience One: It's all about impressions.

NYI targets audiences whenever and wherever they're watching. Best of all, you can now benefit from our Data and Attribution insights across the platform.



Linear



Linear+



Addressable TV



STB VOD



Live Streaming



Over-the-Top (OTT)



YouTube

**NYI's Audience One platform reaches NY consumers beyond linear TV**



# Linear TV: Align your brand with the biggest shows.

Integrate branded content with the most popular programming.



Adults spend 34%  
of their media time  
watching TV<sup>1</sup>



93% of TV viewing  
on cable is done LIVE<sup>2</sup>



58% of consumers  
prefer advertising on TV  
over any other medium<sup>3</sup>



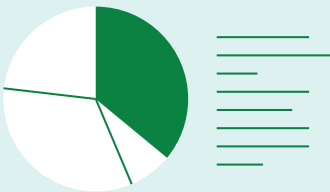
Linear never  
looked so good.

Sources: 1. Nielsen TV Audience Report April 2020. Data based on 4Q '19 Adults 18+. TV + Live + Time-shifted viewing.  
2. Nielsen, NY DMA, 2Q20, NYI cable networks, Persons 2+, Mon-Sun 3A-3A. 3. Clutch 2018, "What Consumers Want in Advertising"

# Linear+ with data & attribution

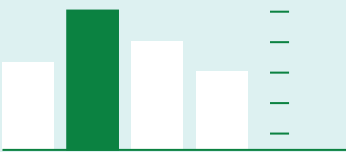
The first of its kind in the NY Market.

Learn what your linear TV plans can really do by adding NYI's coveted data and attribution capabilities to effectively close the campaign loop—and definitively prove your ROI.



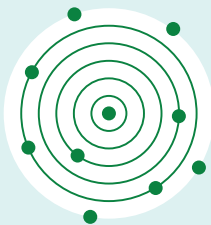
## More robust, data-infused linear media plans

that target your audience  
and grow your potential  
customer base.



## Best-in-class conversion analytics

using 1st-party data, as well  
as 3rd-party data from  
industry-leading partners.



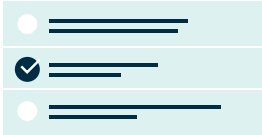
## The full reach of the NYI footprint.

100

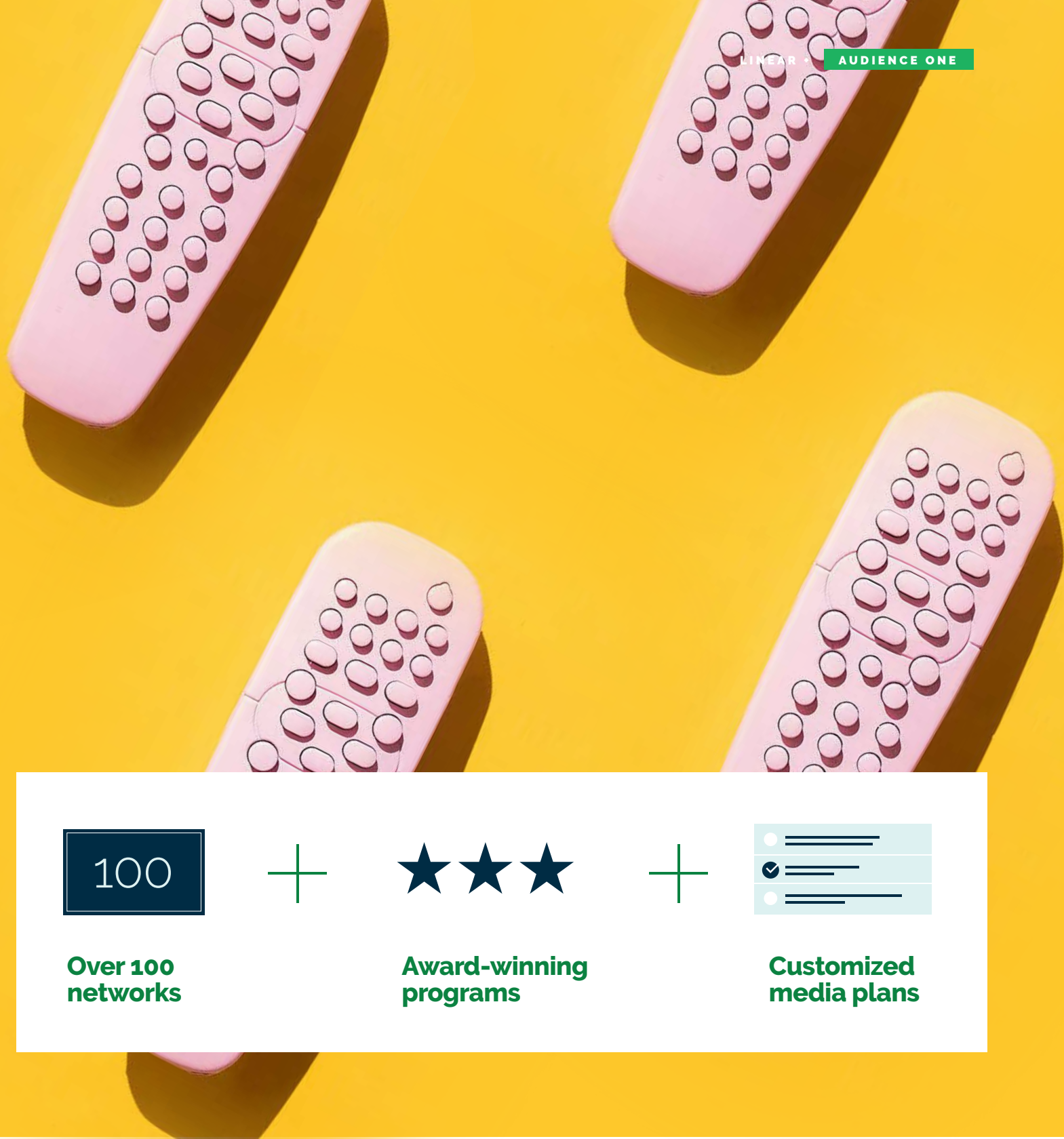
Over 100  
networks



Award-winning  
programs



Customized  
media plans



# Addressable TV:

## Make it about the household, not the program.

Give your ad a bigger impact in this new media landscape by engaging active viewers using hyper-targeted household-level data.



### Addressable TV is the perfect vehicle to help you:

- Deliver an ad to the specific households you want to reach
- Reduce waste and maximize your budget
- Target based on thousands of segmentation variables

### NYI offers brands two ways to deliver Addressable TV ads with greater attribution:



#### Spot-Based:

Target households you're looking to reach with multiple creatives that deliver relevant and relatable messages.



#### Impression-Based:

Locate the precise households you want to reach, and deliver your message directly to them.

ADDRESSABLE TV AUDIENCE ONE

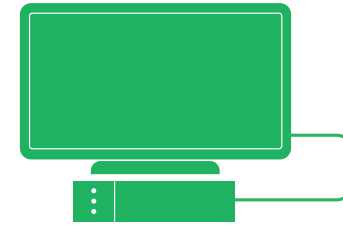
# Target the audience you want to reach.

# Viewers are watching TV everywhere

Extend your campaign beyond linear TV & reach audiences across every screen.



TV EVERYWHERE AUDIENCE ONE

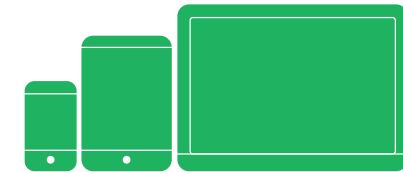


## STB Video on Demand (VOD)

When viewers turn to on-demand channels on their set-top boxes, they're giving you their undivided attention. The best part? VOD content is available (and viewed) around the clock!

### EXCLUSIVE INVENTORY

70+ PROGRAMMING NETWORKS | RETURN PATH DATA AVAILABLE.

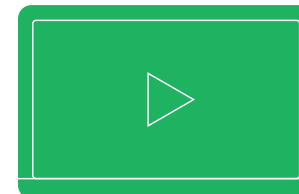


## Live Streaming

Access exclusive MVPD inventory across multiple media providers and networks via CTV, mobile and desktop platforms. Plus, authenticated viewing allows for a fraud-free environment for more accurate viewership reporting. **Includes Xfinity, News 12 & Spectrum TV apps.**

### EXCLUSIVE INVENTORY

ADDRESSABLE TARGETING THROUGH IP TECHNOLOGY



## Over-the-Top (OTT)

Reach audiences through FEP on publishers' websites or apps. Our authenticated inventory is available through CTV, mobile and desktop platforms, across all MVPDs and ISPs.

ADDRESSABLE TARGETING THROUGH IP TECHNOLOGY



## YouTube

Video targeting in a highly selective, curated environment on YouTube, the world's largest video platform.

EXCLUSIVE TO NYI IN THE NY MARKET

This is where it all comes together.  
Now you can create a seamlessly unified campaign  
that reaches audiences at every touchpoint —  
and harnesses the strength of every screen to guide  
audiences further along the customer journey.

**That's the power of Audience One.**  
**That's the power of NYI.**

## A multi-screen media strategy makes all the difference.

Don't just take our word for it. Independent research from  
leading organizations all come to the same conclusion:  
TV and Digital work better together.



**60%**

When TV works in  
conjunction with digital,  
ROI increases 60%<sup>1</sup>



**80%**

TV influences  
online brand search  
by up to 80%<sup>2</sup>

Sources: 1. Analytic Partners, 2016; Analysis based on over 3,200 campaigns from 2010–2015. Digital includes video and display advertising on desktop and mobile devices. Study presented at the 2016 ARF Conference.  
2. FastCasual, 2017.

**One Media Plan.**  
**Every Touchpoint.**  
**Millions of Impressions.**



# The TV Landscape is Complex.

## We Make it Easy.

STEP

1

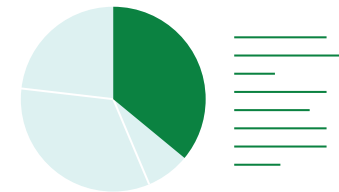


### Find Identify the Audience

- Viewership
- Demographics
- Behavior
- Client-list match

STEP

2

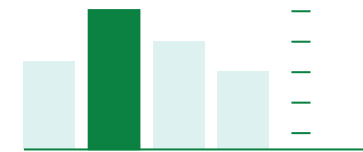


### Deliver Campaign Execution

- Data-driven media recommendations
- Where & when to reach them
- Distribution across multiple platforms

STEP

3



### Report Performance & Attribution

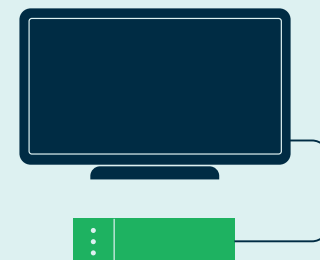
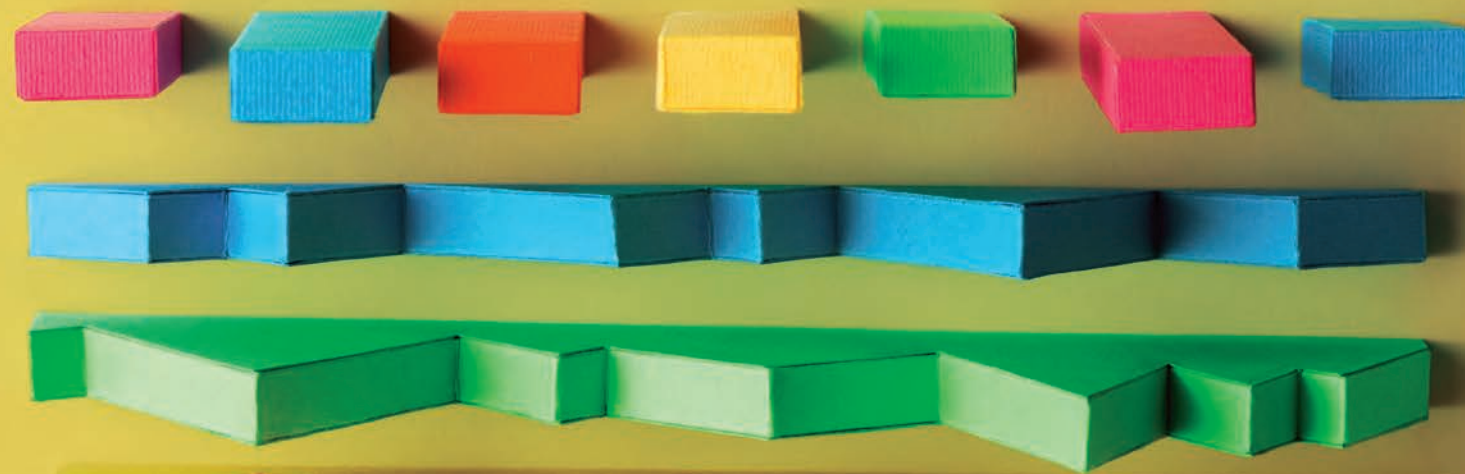
- Ad impression measurement
- Ad delivery performance
- Aggregated impressions by segment/network



# We're big on data

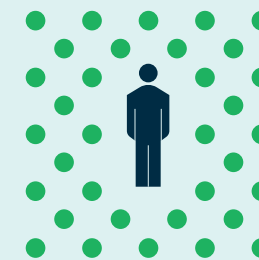
**We know audiences because we have the (right) data.**

Through Audience One, we can fuel your campaigns with viewing data, so we know when and where audiences are watching. Activating our robust, privacy-compliant 1st and 3rd-party data helps optimize performance, informs future campaign strategies, and delivers a demonstrable ROI across the Audience One platform.



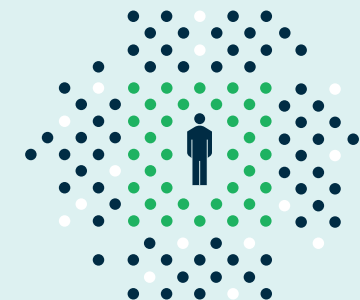
## The data journey begins with us...

Our rich, proprietary data consists of set-top box data with granular audience tuning metrics that drive detailed analyses of viewing behavior. These insights are captured in real time from subscribers' set-top boxes and can provide us with subscriber info, audience insights, and household attributes.



## ...and continues with the ability to add client data...

We are then able to layer on additional pieces like online activity or location data to build a more accurate consumer profile.



## ...and/or 3rd-party partner data.

We work with industry leaders including Experian, LiveRamp, Medicx, Shopcom, Nielsen (and more) to finally create a three-dimensional view of your target audience.

### HOW WE USE CUSTOMER DATA:

#### Find

your audiences using data which provides anonymized insights on geography, demographics, and psychographics (viewing trends, hobbies, purchase behaviors, and brand preferences, to name a few).

#### Target

them on the right platform, on the right screen, and at the right times.

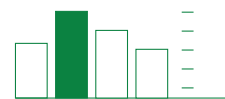
#### Deliver

ads with custom, relevant messaging for the biggest impact.

# Report: Performance & Attribution

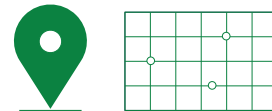
With NYI's post-campaign analytics, gain deeper insights on the impact of your multi-platform media campaign with standard and custom conversion analytics from all three major media partners.

## Post-campaign analytics



### Sales Conversion

ROI using conversion data against campaign exposure.



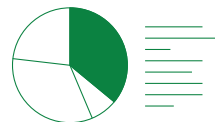
### Location Data

Household audiences exposed to a commercial who then cross the threshold of a location.



### Website Visitation

Household audiences exposed to the commercial who then visited the website.



### Brand Health Study

A custom survey that measures the campaign's effectiveness in raising total awareness, familiarity and consideration among the target audience.

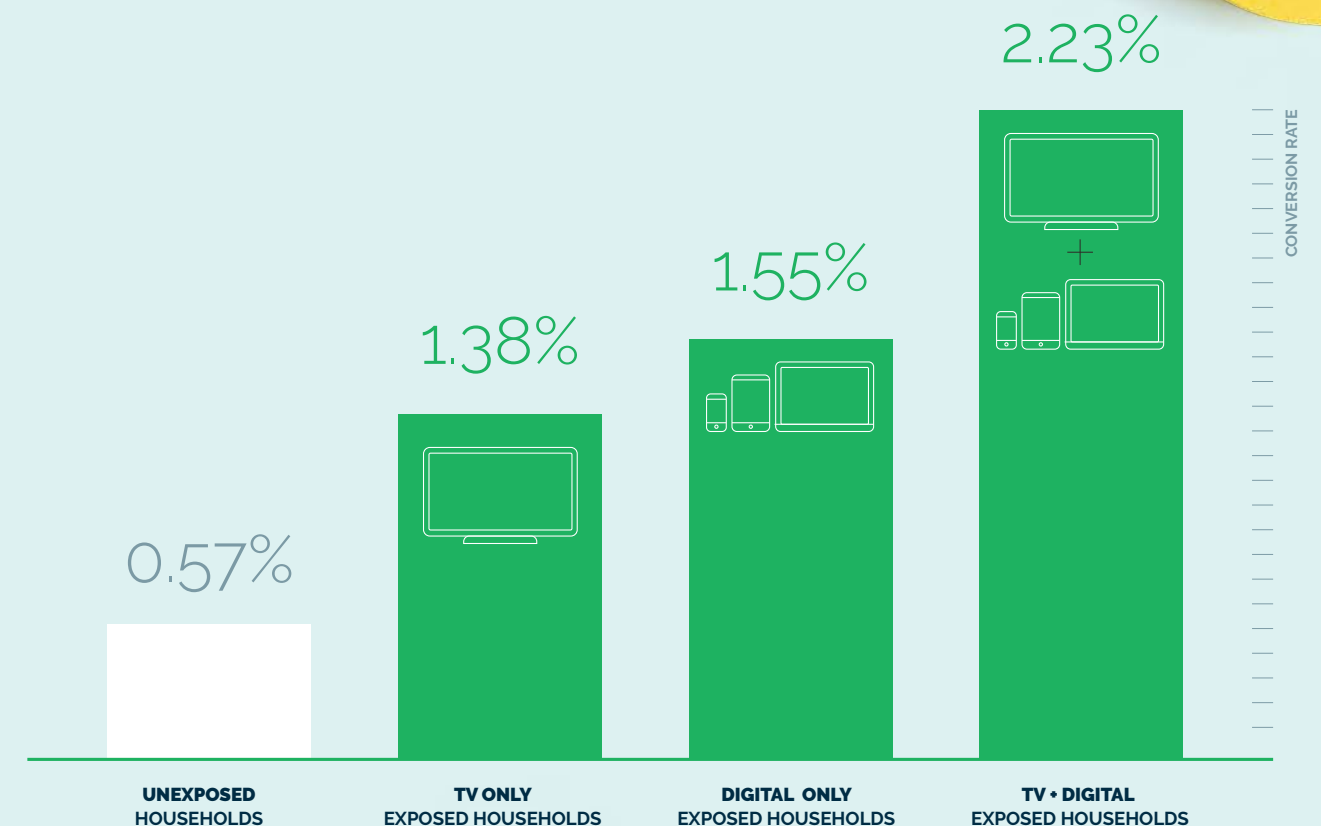


### Tune-In Conversion

Household audiences exposed to a show's tune-in spot who then viewed the program.

## DATA & REPORTING

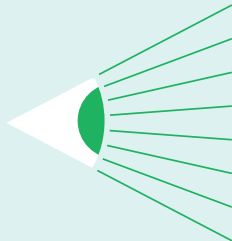
### SAMPLE REPORT



# We have the best content around.

## Reach audiences on over 100 of the top networks.

From national news to the highest-rated sports events, to award-winning programs, it's all here. And when you tell your brand's story alongside their audience's favorite TV stories, you forge strong relationships that maximize engagement and influence.



65%

of the top 20 ranked networks in 2020 were cable networks <sup>1</sup>



60%

of cable networks saw increased ratings in primetime in Q2 2020 <sup>2</sup>



62%

of all TV tuning hours during primetime were on cable networks (vs. broadcast) <sup>3</sup>


Sources: 1. 2020 (12/30/19-6/28/20) Nielsen, Live + SD, NY DMA, M-Su 8p-11p, A25-54 rtg. 2. Nielsen; L+SD; NY DMA; 2Q20 (3/30/20-6/28/20); Primetime - M-Su 8p-11p, A25-54 rating. Cable Networks - NYI insertable networks under syscode 1000 & N12/NY1 3. Set Top box data among Altice Households, NY DMA: April - June, 2020, Live Only Tuning. Primetime defined as: M-Su 8p-11p. Share of tuning: Cable networks: All ad-supported cable stations. Broadcast stations Includes all ABC, CBS, NBC, FOX, CW, TELEMUNDO, UNIVISION, INDEPENDENTS (non-affiliated stations), and PBS affiliates. The data herein is provided "as is" and Altice USA assumes no responsibility for errors or omissions. User bears all responsibility in determining whether this data is fit for the User's intended use. Private and confidential Altice USA LLC. Reproduction in whole or in part without written permission prohibited. All rights reserved.

### 100+ NETWORKS, INCLUDING:



# Local News Matters.

From breaking news to traffic, from weather forecasts to important morning updates, now you can leverage two of the most trusted local news brands in one hyper-local solution.



4 Million Households

REGIONS INCLUDE:

Bronx

Connecticut

Brooklyn

Westchester

Long Island

Hudson Valley

New Jersey

fios✓

Now in 1+M Verizon Fios Homes



2.5+ Million Households

REGIONS INCLUDE:

Manhattan

Staten Island

Bronx

Long Island

Brooklyn

New Jersey

Queens

Connecticut

Westchester

Hudson Valley

Source: 3Q'20 internal subscriber counts.

LOCAL NEWS

CONTENT

Together, News 12 & NY1 are #1 in network reach among Altice/Charter Homes

## Top Network Reach<sup>1</sup>

AVERAGE WEEKLY HOUSEHOLD COUNT (REACH) | JANUARY 2020 – JUNE 2020


NEWS 12 + NY1		1,856,462
ABC (WABC)		1,411,778
CBS (WCBS)		1,325,270
NBC (WNBC)		1,202,099
FOX (WNYW)		1,075,583
CW (WPIX)		679,365

Together, News 12 & NY1 deliver strong ratings in Early Morning among A25-54<sup>2</sup>

0.9	0.6	0.5	0.4	0.4	0.2
NEWS 12 + NY1	ABC (WABC)	FOX (WNYW)	NBC (WNBC)	CBS (WCBS)	CW (WPIX)

Sources: 1. Set Top Box data among Altice/Charter Households in the News 12/Spectrum News coverage area. Broadcast week averages 12/30/19-06/28/20. Live tuning to channel/viewing source minimally for five consecutive minutes over the reporting period. Tuning defined as total day M-Su 12a-12a. The data herein is provided "as is" and Altice USA assumes no responsibility for errors or omissions. User bears all responsibility in determining whether this data is fit for the User's intended use. Private and confidential Altice USA LLC. Reproduction in whole or in part without written permission prohibited. All rights reserved. 2. Nielsen Media Research; L\*SD DMA, WABC, WCBS; M-F 4:30-7a, WNBC; M-F 4-7a; WNYW; M-F 4:30-10a, WPIX; M-F 4:30-9a. News 12: M-F 6a-9a, NY1: M-F 6-9a. (12/30/19-06/28/20) 3. Scarborough Feb'19-Feb'20. A25-54, NY DMA: News12: EM: M-F 5a-9a, NY1 EM: M-F 6a-9a, Total Day: M-F 4a-2a. EM: WABC, WCBS M-F 4:30a-7a; WNBC: M-F 4a-7a; WNYW: M-F 4:30a-10a; WPIX: M-F 4:30a-9a. Fringe: WABC: M-F 4p-6:30p; WNBC M-F 4p-6:30p; WCBS, WNYW, WPIX: 5p-6:30p; Late: WABC, WCBS, WNBC: M-F 11p-11:30p; WNYW, WPIX: M-F 10p-11p.

Get the benefits of an exclusive audience:



54%

of Adults 25-54

who watch News 12 or NY1 in Total Day do not watch any local broadcast news.<sup>3</sup>



67%

of Adults 25-54

who watch News 12 or NY1 in Early Morning do not watch any EM local broadcast news.<sup>3</sup>

# When it comes to national headlines, all the top-rated newscasts are right here.



75%

of Adults who prefer to watch the news would rather watch it on TV<sup>1</sup>



51%

of Adults 25-54 who watch cable news do not watch any broadcast local news<sup>2</sup>



52%

of Adult viewers 25-54 are reached by CNN, MSNBC, and Fox News in Total Day<sup>3</sup>



Sources: 1. Pew Research Center, Survey of 3,425 Adults conducted 7/30/18 – 8/12/18. "Americans Still Prefer Watching to Reading the News – and Mostly Still Through Television". 2. Scarborough; New York 2020 Release 1 Total (Feb 2019-Feb 2020); Cable News (CNN,FXNC,MSNBC: M-SU 4A-2A); Broadcast Local News = WABC (M-F 430a-7a, 12p-1p, 4p-630p, 11p-1130p; Sa 6a-8a; Su 6a-8a, 9a-10a; WCBS (M-F 430a-7a, 12p-1230p, 5p-630p, 11-1130p; Sa 6a-7a, 9a-10a; Su 6a-9a); WNBC (M-F 4a-7a, 11a-12p, 4p-630p, 11p-1130p; Sa 6a-7a, 9a-930a; Su 6a-8a); WNYW (M-F 430a-10a, 5p-630p, 10p-11p); WPIX (M-F 430a-9a, 5p-630p, 10p-11p; Su 630a-7a). 3. NY DMA; L+SD; 2Q'20 (3/30/20-6/28/20); Total Day = M-S 3a-3a

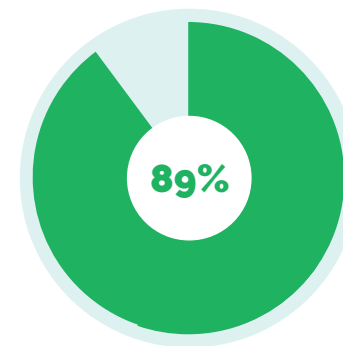
# NYI: The sports capital of New York

We follow New York's  
favorite teams...  
wherever they go.



## Where the best sports networks, live games – and fans – come to play.

From exciting home-openers to thrilling playoff finals – and every action-packed second in between.



**89% of cable viewing households watch sports and sports-related content on cable<sup>1</sup>**



**76% of the top 25 cable programs were sports/sports-related programs<sup>2</sup>**



**Sports and sports-related content ranks as the #3 viewing genre among cable viewing households<sup>1</sup>**

### BE PART OF OUR SPORTS PROGRAMMING:

NCAA | MLB | NBA | NFL | PGA | GRAND SLAMS | OLYMPICS | FIFA | MLS | WWE



ESPN



FS1

YES

MSG

SNY

Sources: 1. Set Top Box data among Altice households. Live-only viewing, 01/01/19 – 12/31/19, min. duration = 5 minutes. Cable Sports = All program genres classified by Gracenote as a sporting event (e.g. College Basketball, Surfing, Football) or 'Sports Talk'. The data herein is provided 'as is' and Altice USA assumes no responsibility for errors or omissions. User bears all responsibility in determining whether this data is fit for the User's intended use. Private and confidential Altice USA LLC. Reproduction in whole or in part without written permission prohibited. All rights reserved 2. Nielsen. 12/31/18-12/29/19, A25-54, L+SD, NY DMA, Total Day, Sports = Live Sports/Sports-Related Content.



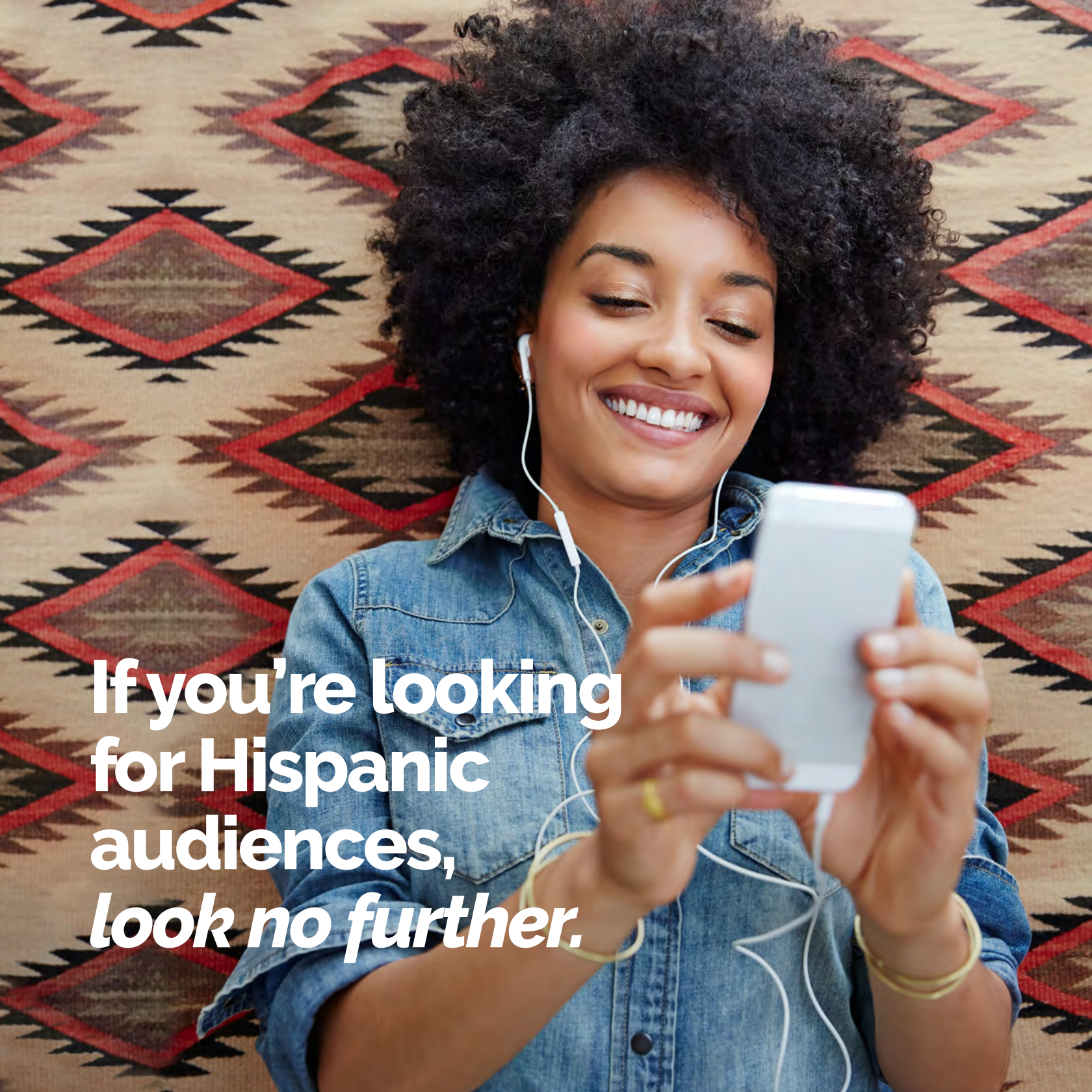
And for all those  
must-watch shows,  
we've got you  
covered.

From can't-miss live events  
to the latest scripted series,  
link your brand to TV's most  
in-demand content.



Sci-fi  
Reality  
Dramas  
Comedies  
DIY  
Award shows  
& more!



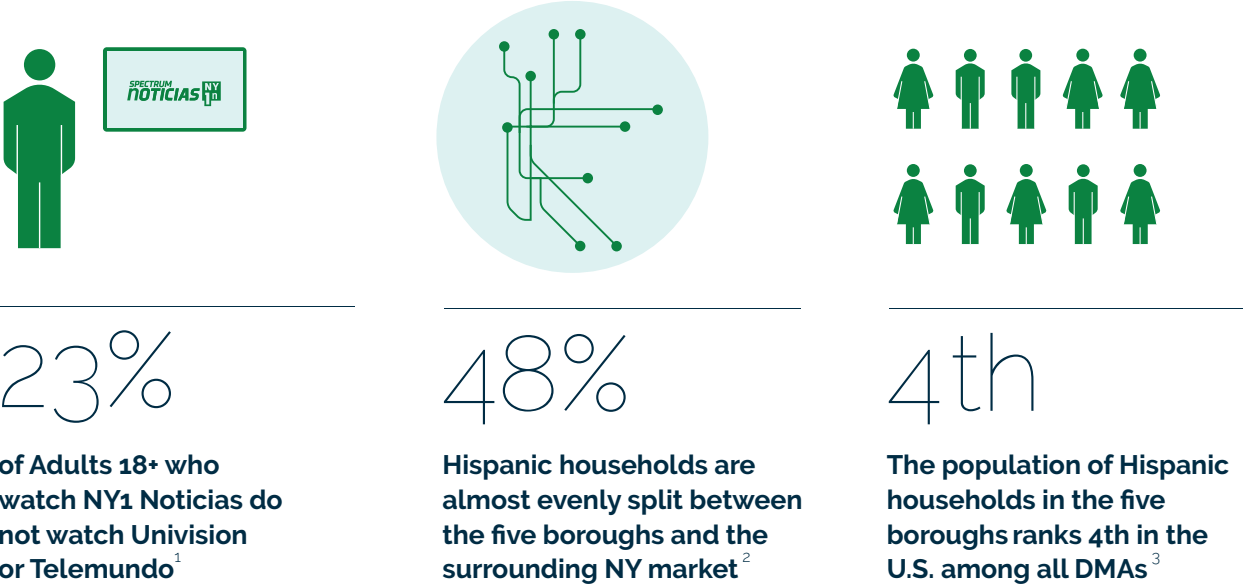


If you're looking  
for Hispanic  
audiences,  
*look no further.*

NY1 brings together top Spanish-language networks for the best in news, entertainment and sports – including championship games you won't find anywhere else.



DID YOU KNOW...



Sources: 1. Scarborough Feb18-Feb'20. A18+; NY market; Target: Watched Spectrum Noticias NY1 past 7 days. 2. Scarborough Research New York, NY 2020 Release 1 Household Total (Feb 2019 - Feb 2020). Base: Adults 18+. 3. Nielsen 2020 Hispanic households DMA Universe Estimates; Scarborough Research New York, NY 2019 Release 1 Household Total (Feb 2019 - Feb 2020).

# NYI: Your partner for custom media solutions

**We're more than just targeting & impressions.**

Let our team of marketers and strategists create end-to-end integrated media plans that will get audiences to sit up and take notice. From social to digital to on-air strategies, we do the heavy lifting so you don't have to.



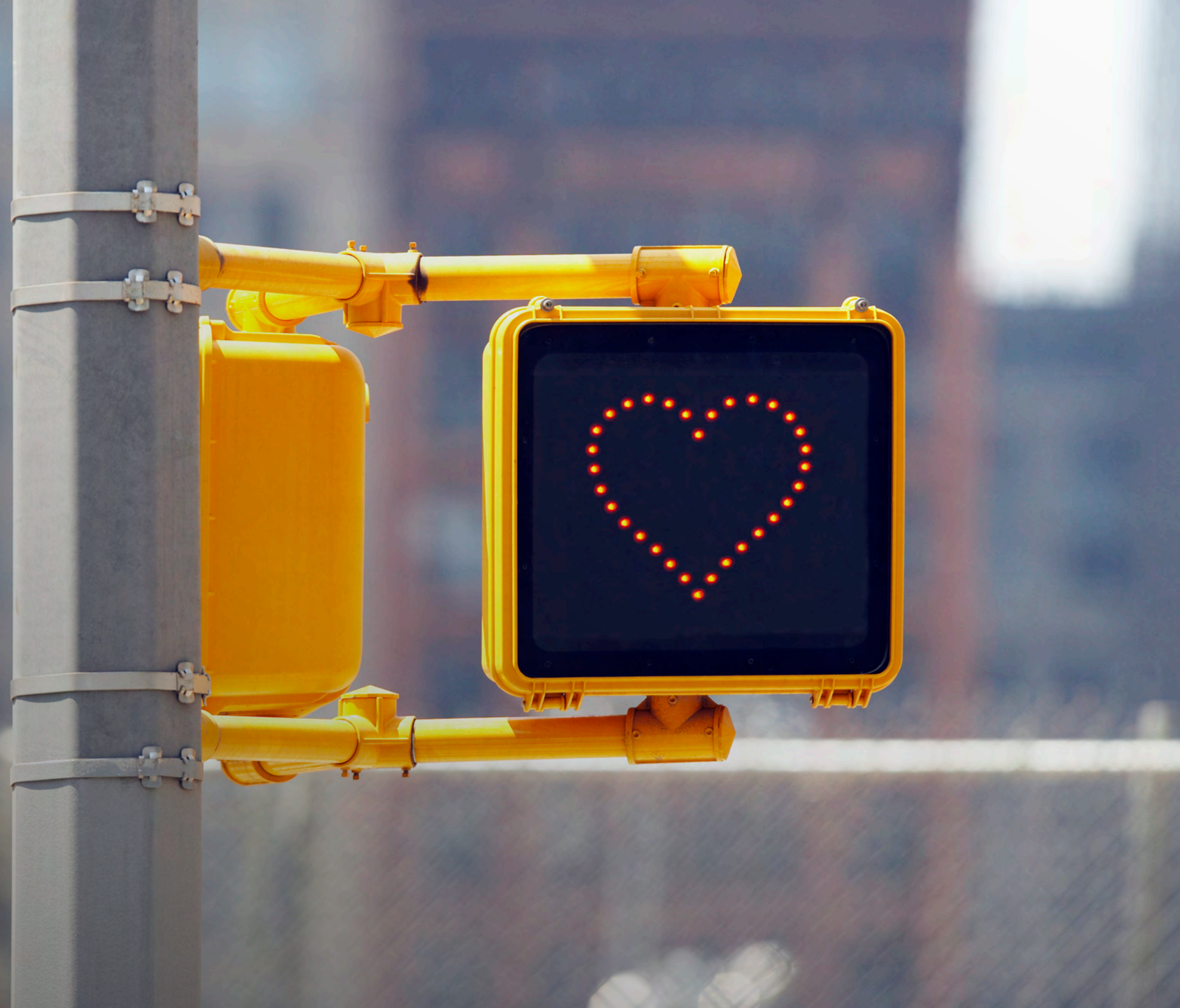
MARKETING SOLUTIONS

## Activations & Events: Make a Lasting Impression

Extend your media campaign off-air by driving traffic with a highly-publicized special event. Together with our network partners, we can execute brand-centric events that increase attention and attract new customers.





# NYI: One more reason to love New York





530 Fifth Avenue  
New York, NY 10036  
212.382.5300

[adsales@NYInterconnect.com](mailto:adsales@NYInterconnect.com)  
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