Audience One

The future of media buying is here.
Welcome to your one-stop integrated robust intelligent strategic media-buying shop
That’s the power of the New York Interconnect (NYI), a joint venture between Altice USA, Charter & Comcast.

Connecting brands to
7.5+ million households¹
20+ million customers²
66+ million devices³
in the largest TV market

Sources:
1. Nielsen October 2020 NY DMA TV HH 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:**

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<th>CONTENT</th>
<th>PLATFORM</th>
<th>DATA</th>
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<tr>
<td>100+ cable networks &amp; providers</td>
<td>Audience One</td>
<td>Proprietary TV viewing data and 1st &amp; 3rd party data</td>
</tr>
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</table>

**EXCLUSIVE NEWS NETWORKS**

- Most trusted hyper-local networks, News 12 & NY1

**FOOTPRINT**

- 70+ geographic zones

**DMA**

- New York: the #1 market
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.¹

New Yorkers are the biggest spenders

They have an effective buying income 27% higher than the total US.²

New York is a diverse market

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

New York has more cable & satellite homes

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

New York has huge TV coverage

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

New Yorkers are watching on every screen

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

Sources:

It’s the most powerful market. Period.
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

**New Yorkers get behind the wheel**
The NY DMA ranks #1 in vehicle registrations.  

**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.  

**New Yorkers live a healthier lifestyle**
They are 17% more likely to follow an exercise routine.  

**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.  

**New Yorkers aren't generic**
They are 33% more likely to prefer brand-named meds, even if they cost more.  

**New Yorkers buy, buy, buy**
They are 38% more likely to have spent $2,500 in online purchases in the past year.  

**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.  

**New Yorkers are tech savvy**
They are 21% more likely to have advanced tech and are willing to pay for top quality.  

**New Yorkers aren’t generic**
They are 33% more likely to prefer brand-named meds, even if they cost more.  

**New Yorkers have money to invest**
They are 85% more likely to have a net worth of over $2 million.  

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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.

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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.
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

- **75%**
  - TV accounts for 75% of total video viewing for Adults 18+

- **+2x brand lift**
  - Brand favorability lift doubles when combining Linear TV & OTT vs. OTT only

**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.
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 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.
- 93% of TV viewing on cable is done LIVE.
- 58% of consumers prefer advertising on TV over any other medium.

Linear never looked so good.
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

Best-in-class conversion analytics

The full reach of the NYI footprint.

- 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.

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.
Viewers are watching TV everywhere

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

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%.

80%
TV influences online brand search by up to 80%.

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.

**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.

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, Medick, Shopcom, Nielsen (and more) to finally create a three-dimensional view of your target audience.

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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.

**Sample Report**

- **TV + Digital Exposed Households Conversion Rate**
  - Digital Only: 1.38%
  - TV Only: 1.55%
  - TV + Digital: 2.23%
  - Unexposed Households: 0.57%
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.

60% of cable networks saw increased ratings in primetime in Q2 2020.

62% of all TV tuning hours during primetime were on cable networks (vs. broadcast).

1. Sources: 1. 2020 (12/30/19-6/28/20) Nielsen, Live - All TV, DMA, M-Su 8p-11p, A25-54. 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. Set Top box data among Altice Households, NY DMA: April - June 2020. Live Only. 3. Set Top Box: viewing in unique households, NY DMA: April - June 2020. Live Only. 4. Nielsen, Live + 3 Days: All ad-supported cable stations. Broadcast stations include all ABC, CBS, NBC, FOX, CW, TELEVISIONS, INDEPENDENTS (non-affiliated stations), and PBS affiliates. The data herein is provided "as is" and Altice USA assumes no responsibility for errors or omissions. The data is based on determining whether the Ad is R or better User’s intended view. Private and confidential Altice USA LLC. Reproduction in whole or in part without written permission prohibited. All rights reserved.
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.

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

**Top Network Reach**

**AVERAGE WEEKLY HOUSEHOLD COUNT (REACH)**

<table>
<thead>
<tr>
<th>NEWS 12 • NY1</th>
<th>1,856,462</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC (WABC)</td>
<td>1,411,778</td>
</tr>
<tr>
<td>CBS (WCBS)</td>
<td>1,325,270</td>
</tr>
<tr>
<td>NBC (WNBC)</td>
<td>1,202,099</td>
</tr>
<tr>
<td>FOX (WNYW)</td>
<td>1,075,583</td>
</tr>
<tr>
<td>CW (WPIX)</td>
<td>679,365</td>
</tr>
</tbody>
</table>

Together, News 12 & NY1 deliver strong ratings in Early Morning among A25-54.

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.

67% of Adults 25-54 who watch News 12 or NY1 in Early Morning do not watch any EM local broadcast news.

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/minimal viewing source; if no, the last active channel/minimal for five consecutive minutes over the reporting period. Tuning defined as any time the viewer is watching the channel. The data is sourced from provider “con” & not from Affiliate 1 (A1) or responsibility. The data 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)
When it comes to national headlines, all the top-rated newscasts are right here.
NYI: The sports capital of New York

We follow New York’s favorite teams... wherever they go.
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!

And for all those must-watch shows, we’ve got you covered.
If you’re looking for Hispanic audiences, look no further.

NYI 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...

- 23% of Adults 18+ who watch NY1 Noticias do not watch Univision or Telemundo
- 48% Hispanic households are almost evenly split between the five boroughs and the surrounding NY market
- 4th The population of Hispanic households in the five boroughs ranks 4th in the U.S. among all DMAs

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