

# Audience One

MAKING GREAT IMPRESSIONS ACROSS THE #1 MARKET





**media-buying  
shop**

# Connecting brands to

**7.6+ million  
households<sup>1</sup>**



**22+ million  
consumers<sup>2</sup>**



**72+ million  
screens<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.**



**Charter**  
COMMUNICATIONS



**optimum.**

**Spectrum**

**xfinity**

**fios**

**dish**

**DIRECTV**

**ROKU**

**SAMSUNG**

Sources: 1. The Nielsen Company (US), LLC January 2022 NY DMA HH Universe Estimate, includes broadband only homes 2. Claritas 360, 2022. 3. The NPD Group, "Device Ownership Trend & Profile Report" 2021 and The Nielsen Company (US), LLC January 2022 NY DMA HH Universe Estimate, includes broadband only homes. \*Screens include smartphones, laptop/desktop PCs, connected TVs, streaming media players, Blu-ray disc players, and video game consoles.

## NY1 AT-A-GLANCE

# Traditional TV, Addressable TV, OTT, STB VOD, Live Streaming

### 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<sup>1</sup>

Source: 1. Claritas 360, Total Population By U.S. DMA, 2022...



**We help you target  
audiences on any  
screen or platform**

— at any time — for smart, powerful,  
and effective campaigns.

## Why New York

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



### New Yorkers have the highest income

They are 128% more likely to have a household income over \$250K vs. the total US.<sup>1</sup>



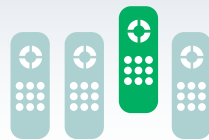
### New Yorkers are the biggest spenders

They have an effective buying income 28% 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

76% of NY homes have cable, satellite or telco, 14% more than the total US.<sup>4</sup>



### New York has huge TV coverage

94% 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 47% of their time watching VOD, OTT, and live streaming in an average week.<sup>6</sup>

Sources: 1. Scarborough USA+ 2021 Release 1 Household Total (Jan 2020 – May 2021). Base A18+. Index based on NY DMA vs Total US. 2. Claritas 360. 2021. 3. The Nielsen Company (US), LLC. 2021-2022 DMA Universe Estimates for TV Households w/ BBO 4. Scarborough USA+ 2021 Release 1 Household Total (Jan 2020 – May 2021). Base A18+. Index based on NY DMA vs Total 5. The Nielsen Company (US), LLC 2021 - 2022 Universe Estimates. NY DMA. 96% = Traditional TV service + Broadband Only Households. Base: Total Households. 6. MRI April 2021 Cord Evolution Study – 2020 Doublebase Fusion, NY DMA, A18+ Q40b



# We bring you New York.

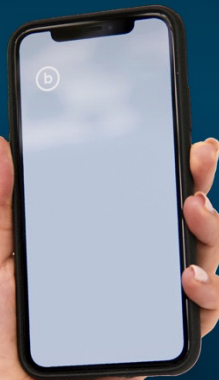
The  
on-demanders.



The  
live streamers.



The  
app users.



The  
OTT viewers.



The  
traditionalists.



All with **one** simple media 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 59% more likely to have used a restaurant delivery service like Grubhub and Uber Eats in the past 30 days.<sup>2</sup>



## RX-ERS

### New Yorkers aren't generic

They are 19% more likely to prefer brand-named meds, even if they cost more.<sup>2</sup>



## WOMEN SHOPPERS

### New Yorkers are casual shoppers

They are 64% more likely to have spent \$500 or more on women's casual clothes in the past year.<sup>2</sup>



## MARKET TYCOONS

### New Yorkers have money to invest

They are 97% more likely to have a net worth of over \$2 million.<sup>2</sup>



## DELIVERY ENTHUSIASTS

### New Yorkers prefer instant delivery

They are 71% more likely to have used a grocery delivery service like Instacart, Peapod, or Shipt in the past 30 days.<sup>2</sup>



## HEALTH NUTS

### New Yorkers live a healthier lifestyle

They are 9% more likely to follow an exercise routine.<sup>2</sup>



## SHOP-TIL-YOU-DROPPERS

### New Yorkers buy, buy, buy

They are 29% 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 2% more likely to have advanced tech and are willing to pay for top quality.<sup>2</sup>

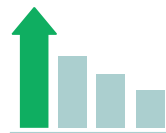
# The (one-stop) secret to our success

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



## Team NY1

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<sup>1</sup>

We offer an impressive footprint and household count in the largest TV 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.



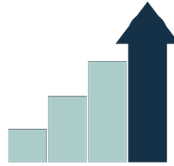
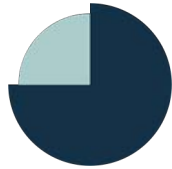
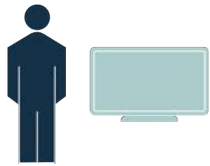
## Premium Inventory

The most desirable spots are yours for the taking.



# The Future is TV

No matter what device or platform, TV content engages viewers, elicits emotions and builds trust between consumers and brands like no other medium can.



**6 hrs.**

Adults 18+ watch almost 6 hours of video daily<sup>1</sup>

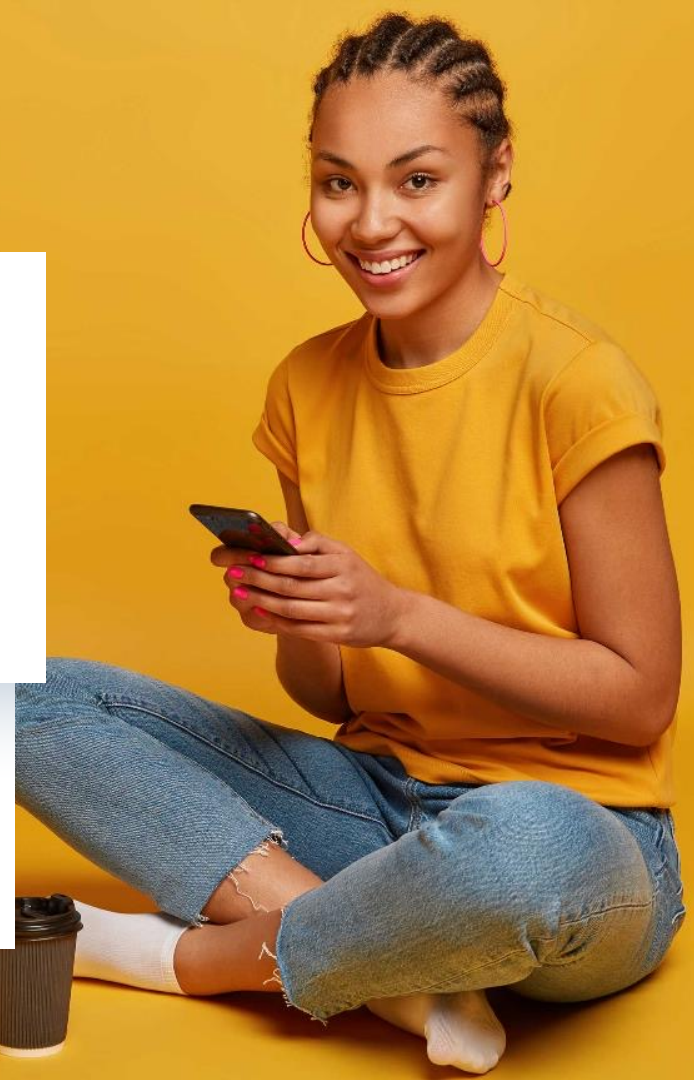
**75%**

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>

Sources: 1. VAB 1Q 2020 "Left to Your Own Devices." 2. VAB 2018 "Living Together in Harmony."

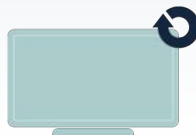


# Audience One: It's all about impressions.

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.



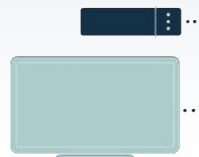
TV



TV360 (with data  
& attribution)



Addressable TV



STB VOD



Live Streaming



Over-the-Top  
(OTT)



Premium  
Content

NYI's Audience One platform reaches  
NY consumers beyond traditional TV:



# TV: Align your brand with cable's most popular programming.

Deliver your campaign to live TV audiences across the New York market.



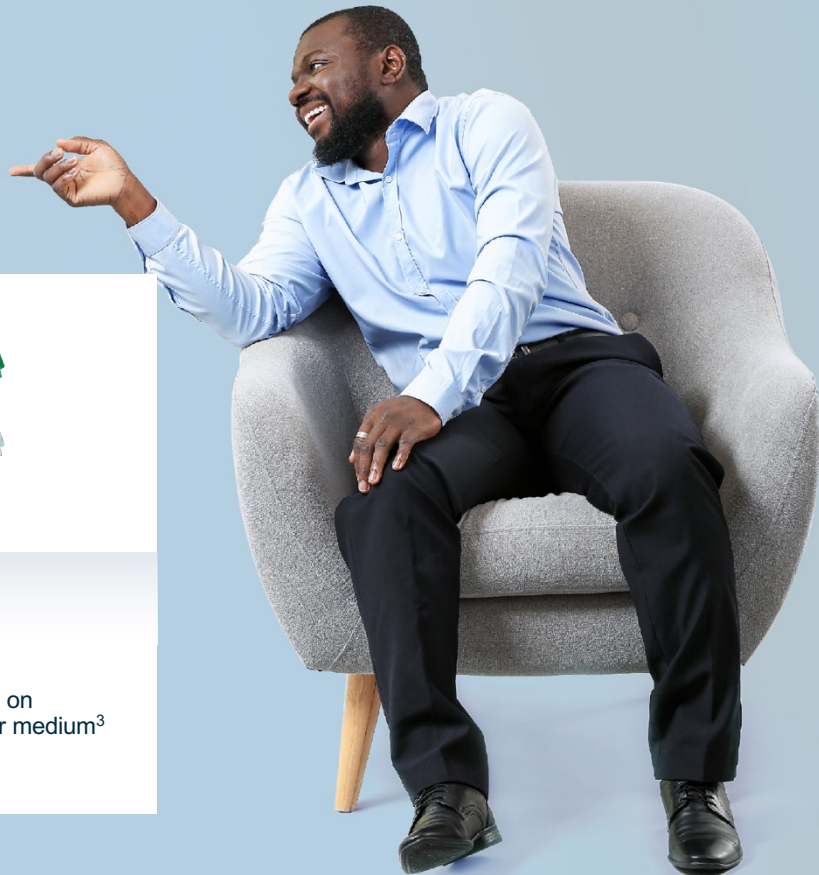
Adults  
spend 38%  
of their media time  
watching TV.<sup>1</sup>



91% 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>



# TV360

It's traditional TV, with data & attribution.

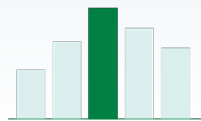
**The first of its kind in the NY Market.**

Get a full 360-degree view of your TV campaign, from data-informed media planning to final reporting and attribution. TV360 closes the campaign loop—and proves your ROI.



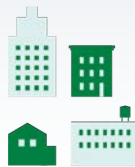
## **More robust, data-infused linear media plans**

that target your audience and grow your potential customer base.



## **Best-in-class conversion analytics**

using 1st-party data from Altice USA, Charter and Comcast, as well as 3rd-party data from industry-leading partners.



**The full reach**  
of the NY1 footprint.

**OVER 100  
NETWORKS**



**AWARD-WINNING  
PROGRAMS**



**CUSTOMIZED  
MEDIA PLANS**



**ADD STREAMING TO REACH  
AUDIENCES ACROSS ALL SCREENS**



# Addressable TV:

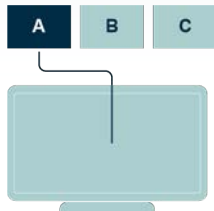
Make it about the household, not the program.

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

## NY1 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 traditional 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!



## 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.



## 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.



## Premium Content

Gain exclusive access to top-of-the-line premium content with both In-Home and Out-of-Home (OOH) opportunities including integrated Sponsorships, Custom Activations, Guide Units and more.

### EXCLUSIVE INVENTORY

70+ PROGRAMMING NETWORKS  
RETURN PATH DATA AVAILABLE.

### EXCLUSIVE INVENTORY

ADDRESSABLE TARGETING  
THROUGH IP TECHNOLOGY

ADDRESSABLE TARGETING  
THROUGH IP TECHNOLOGY





# This is where it all comes together.

A multi-screen media strategy makes all the difference. That's the power of Audience One.  
**That's the power of NYI.**

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>



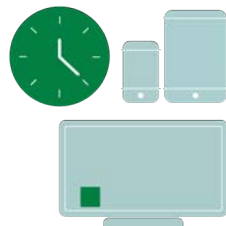
# The TV Landscape is Complex. We Make it Easy.



## STEP 1

### **Find** Identify the Audience

- Viewership
- Demographic
- 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

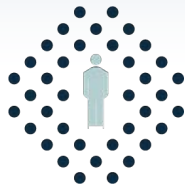
# We're BIG on data

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



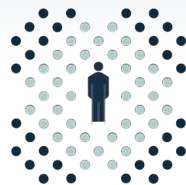
## The data journey begins with us...

Our rich, proprietary data consists of set-top box data with granular audience tuning metrics that drive detailed analyses of viewing behavior. These insights 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 that provides anonymized insights on geography, demographics, and psychographics (viewing trends, purchase behaviors, and brand preferences, etc.).

## 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.

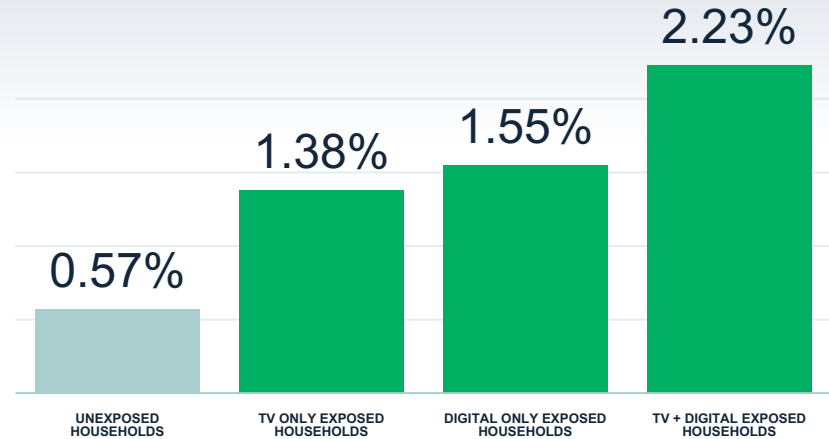
# Report: Performance & Attribution

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.

				
Sales Conversion	Location Data	Website Visitation	Brand Health Study	Tune-In Conversion
ROI using conversion data against campaign exposure	Household audiences exposed to a commercial who then cross the threshold of a location	Household audiences exposed to the commercial who then visited the website	A custom survey that measures the campaign's effectiveness in raising total awareness, familiarity and consideration among the target audience	Household audiences exposed to a show's tune-in spot who then viewed the program

# Sample Report

Gain deeper insights on the impact of your media campaign with standard and custom conversion analytics from all three major media partners.



CONVERSION RATE

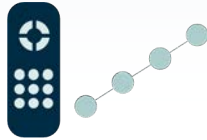


# We have the best content around

Reach audiences on over 100 of the top networks.

From national news, to the highest-rated sports events and 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.

TOP



55%

of the top 20  
networks in 2021 are  
cable networks<sup>1</sup>

43%

of cable networks  
saw increased ratings or no  
change in primetime in 2021<sup>2</sup>

62%

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



Sources: 1. 2021 (06/28/21-12/26/21) The Nielsen Company (US), LLC, Live + SD, NY DMA, M-Su 8p-11p, A25-54 rtg. 2. The Nielsen Company (US), LLC, L+SD, NY DMA, 3Q-4Q/2021 vs. 3Q-4Q/2020, Primetime = M-Su 8p-11p, A25-54 rating. Cable Networks = NY1 insertable networks under syscode 1000 & N12/NY1.3. Set Top box data among Altice Households, NY DMA, July – Sept. 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.



# NYI has 100+ networks



# 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.

## news12

4.1 Million  
Households

## SPECTRUM NEWS 1 NY

2.6 Million  
Households

### REGIONS INCLUDE:

Bronx  
Brooklyn  
Long Island  
New Jersey

Connecticut  
Westchester  
Hudson Valley



## fios

Now in 1+M  
Verizon Fios  
Homes

### REGIONS INCLUDE:

Manhattan  
Bronx  
Brooklyn  
Queens

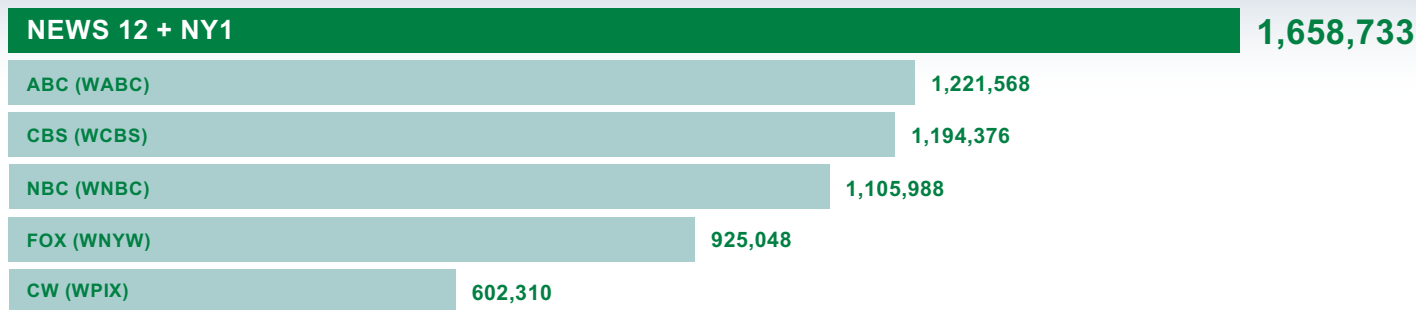
Staten Island  
Long Island  
New Jersey

Connecticut  
Westchester  
Hudson Valley

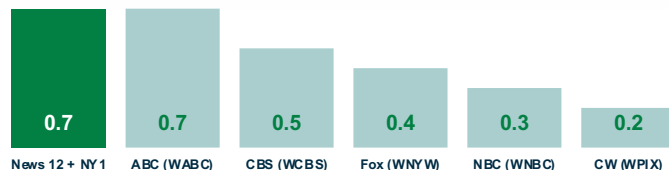
Together, News 12 & NY1 are #1 in network reach among Altice/Charter Homes

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

AVERAGE WEEKLY HOUSEHOLD COUNT (REACH) | JANUARY – DECEMBER 2021



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



Get the benefits of an exclusive audience:



**58%**

of Adults 25-54

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

**80%**

of Adults 25-54

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

Sources: 1. Set Top Box data among Altice/Charter Households in the News 12/Spectrum News coverage area. Broadcast week averages 12/28/20-12/26/21. 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. The Nielsen Company (US), LLC; 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 5a-9a, NY1: M-F 6-9a. (12/28/20-12/26/21) 3. Scarborough 2021 Release 2 (Aug'20-Aug'21). A25-54, NY DMA: News12: EM: M-F 6a-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.

WHEN IT COMES TO  
NATIONAL HEADLINES,

All the Top-Rated  
Newscasts are  
Right Here.



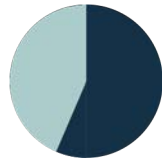
36%

of Adults prefer to get  
the news from TV<sup>1</sup>



55%

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



58%

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 US Adults conducted 7/26/21 – 8/8/21, "News Platform Fact Sheet"; 2. Scarborough, New York 2021 Release 2 Total (Aug 2020 - Aug 2021); Cable News (CNN/FX/MSNBC: M-Su 4A-2A); Broadcast Local News = WABC (M-F 430a-7a, 12p-1p, 4p-630p, 11p-1130p; Sa 6a-9a, 9a-10a; WGBS (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, (12/28/20-12/26/21); Total Day = M-S 3a-3a.



# NYI:

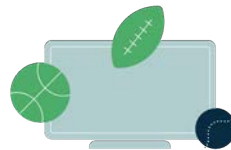
## The sports capital of New York

From exciting home-openers to thrilling playoff finals — and every action-packed second in between — we follow New York's favorite teams...wherever they go.



80%

80% of cable viewing households watch sports and sports-related content on cable<sup>1</sup>



97%

97% of the top 30 cable telecasts were sports/sports-related<sup>2</sup>



#3

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, Sept. - Oct. 2020; 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. The Nielsen Company (US), LLC. 9/27/21 - 12/26/21, A25-54, L+SD, NY DMA, Total Day; Sports = Live Sports/Sports-Related Content.



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!





# 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...



# 21%

21% of Adults 18+ who watch NY1 Noticias do not watch Univision or Telemundo<sup>1</sup>



# 48%

Hispanic households are almost evenly split between the five boroughs and the surrounding NY market<sup>2</sup>



# 4th

The population of Hispanic households in the five boroughs ranks 4th in the U.S. among all DMAs<sup>3</sup>

ESPN HD  
DEPORTES



Discovery  
EN ESPAÑOL

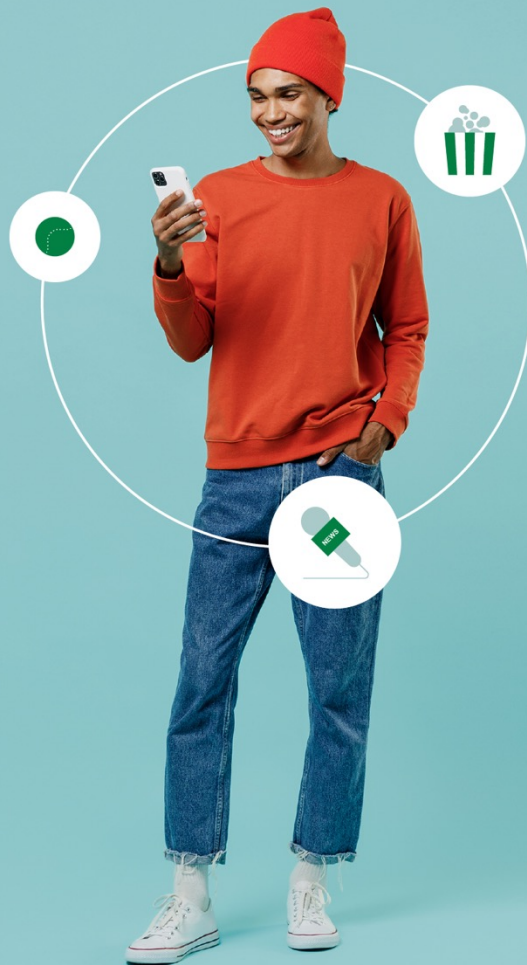
UNIVERSO

H  
HISTORY  
en ESPAÑOL

G  
Galavisión

tr3s

Sources: 1. Scarborough NY 2021 Release 2 Total (Aug 20-Aug 21) Base A18+ NY market; Target: Watched Spectrum Noticias NY1 past 7 days. 2. Scarborough New York, NY 2021 Release 1 Household Total (Feb 20 – Feb 21), Base: Adults 18+. 3. The Nielsen Company (US), LLC 2021 Hispanic households DMA Universe Estimates 2021-2022; Scarborough Research New York, NY 2021 Release 2 Household Total (Aug 20- Aug 21).



# 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.

## 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

1700 Broadway New York, NY 10019  
212.382.5300

[adsales@nyinterconnect.com](mailto:adsales@nyinterconnect.com)  
[nyinterconnect.com](http://nyinterconnect.com)



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