

# Audience One

Making Great Impressions  
Across the #1 Market

# multi- screen platform

**integrated**

**intelligent**

**one-stop**

**strategic**

**robust**

# 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.



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.



## NYI 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

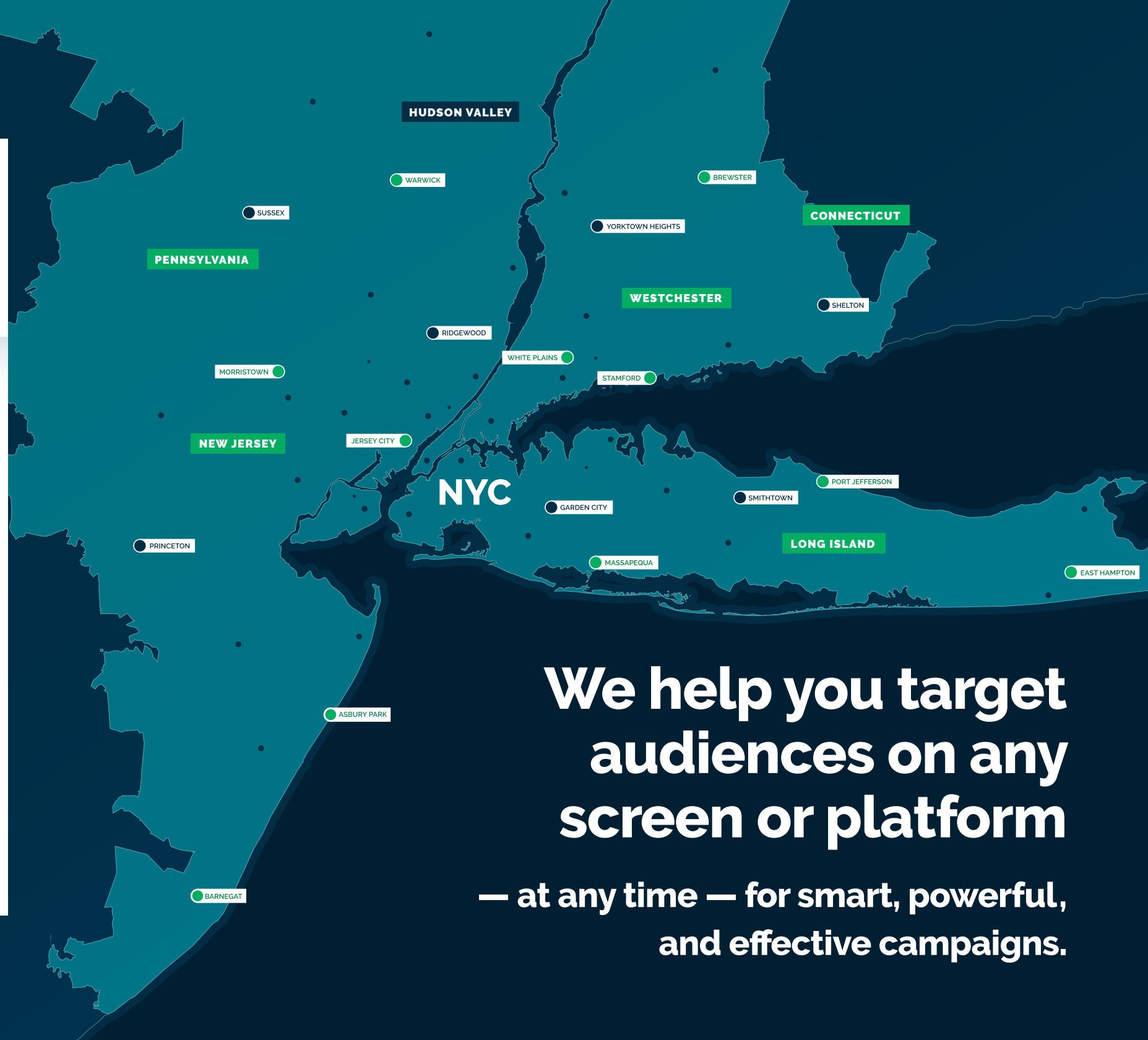
### FOOTPRINT

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 107% more likely to have a household income over \$250K vs. the total US.<sup>1</sup>



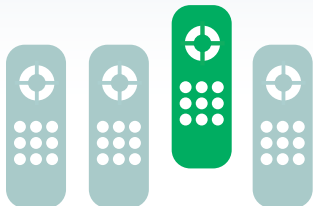
## New Yorkers are the biggest spenders

They have an effective buying income 25% 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>



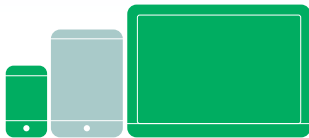
## New York has more cable & satellite homes

72% of NY homes have cable, satellite or telco, 12% 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 46% of their time watching VOD, OTT, and live streaming in an average week.<sup>6</sup>

Sources: 1. Scarborough USA+ 2021 Release 2 Household Total (Jun 2020 – Nov 2021). Base A18+. Index based on NY DMA vs Total US. 2. Claritas 360. 2022. 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, 94% = Traditional TV service + Broadband Only Households. Base: Total Households. 6. MRI March 2022 Cord Evolution Study -F21 Doublebase, NY DMA, A18+ Q40b

The  
on-demanders.



The  
live streamers.



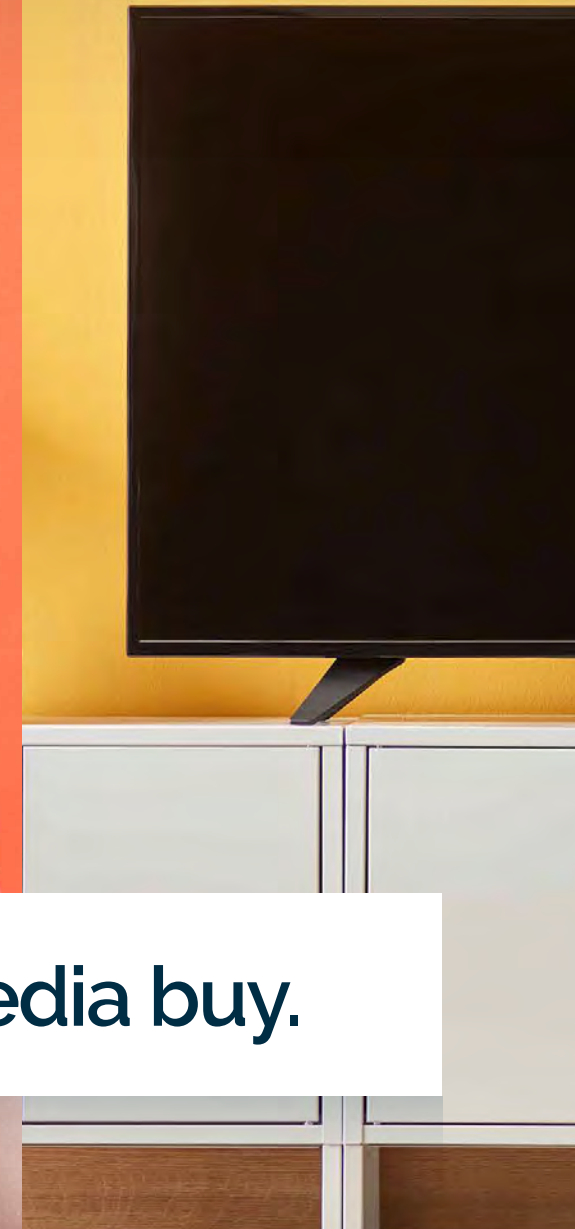
The  
app users.



The  
OTT viewers.



The  
traditionalists.



We  
bring you  
New York.

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 53% 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 18% more likely to prefer brand-named meds, even if they cost more.<sup>2</sup>



## FREQUENT FLIERS

### New Yorkers are major travelers

They are 55% more likely to have taken over 3 international trips in the past year.<sup>2</sup>



## MARKET TYCOONS

### New Yorkers have money to invest

They are 88% more likely to have a net worth of over \$2 million.<sup>2</sup>



## THEATRE-GOERS

### New Yorkers crave the stage

They are 39% more likely to have attended a live theater show in the last year.<sup>2</sup>



## HEALTH CONSCIOUS

### New Yorkers live a healthier lifestyle

They are 4% more likely to follow an exercise routine.<sup>2</sup>



## SHOP-TIL-YOU-DROPPERS

### New Yorkers buy, buy, buy

They are 7% more likely to think shopping is a great way to relax.<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>

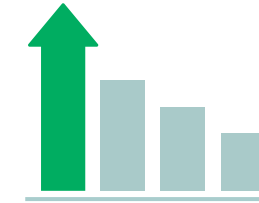
# The (one-stop) secret to our success

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.



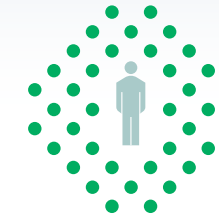
## The Best Content Around

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.



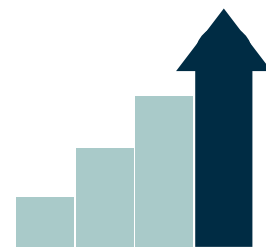
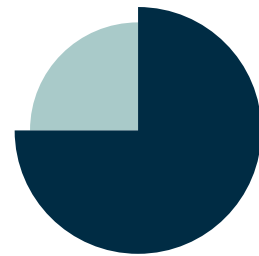
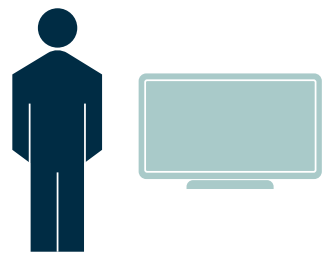
## Premium Inventory

The most desirable spots are yours for the taking.

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

# 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%

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

## DOUBLE-DIGIT INCREASE

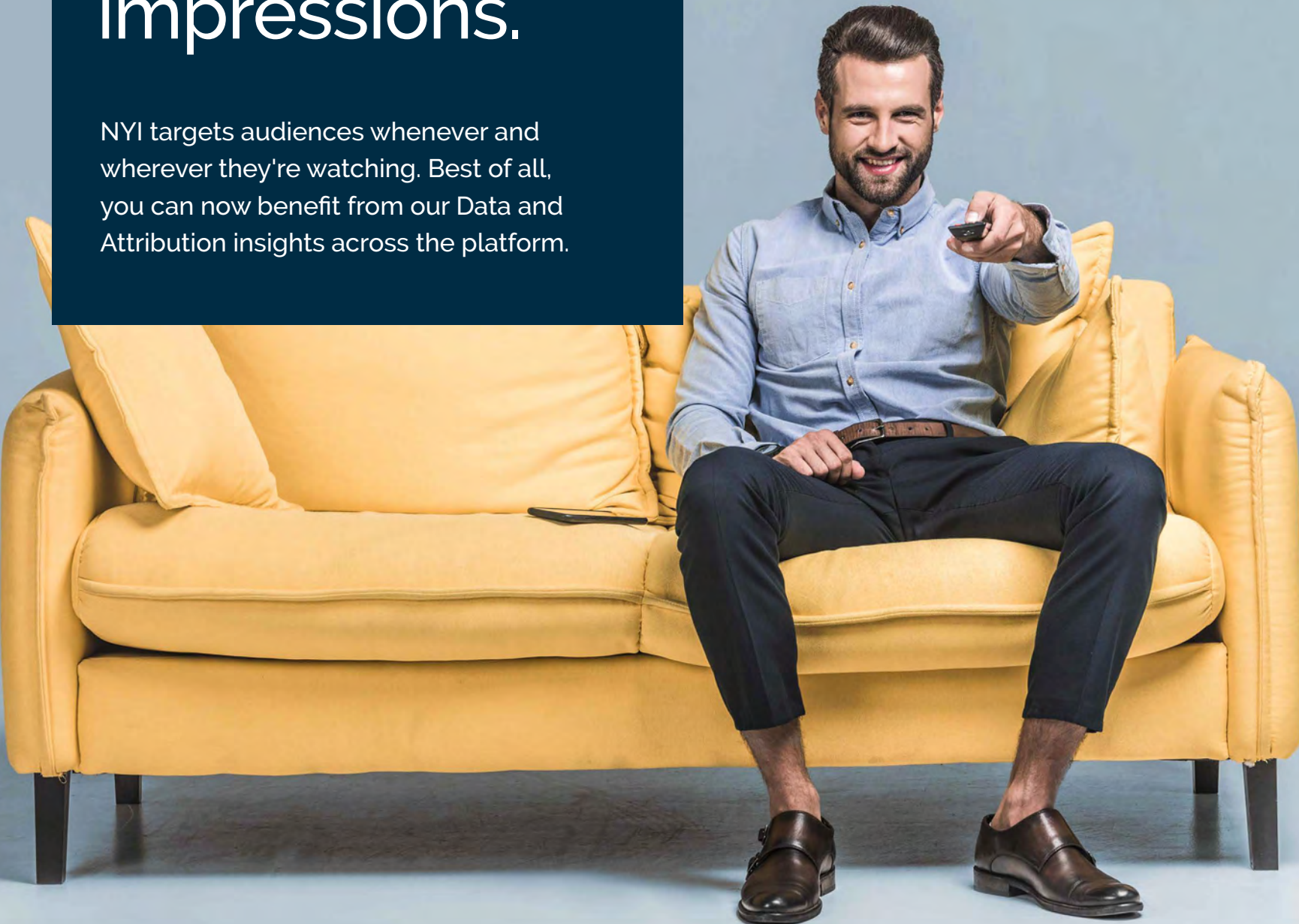
Brands see a double-digit increase in unique visitors to their digital platforms during active TV campaign months<sup>2</sup>

Sources: 1. VAB 1Q 2021 "Left to Your Own Devices." 2. VAB 2022 "5 Reasons Why Marketers Invest Billions in Linear TV."



# 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



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



TV360 (with data  
& attribution)



Addressable TV



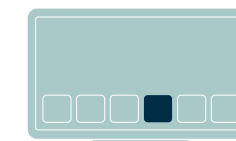
STB VOD



Live Streaming






Over-the-Top (OTT)



Premium Content

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

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

		
<p><b>Adults spend 2X</b></p> <p>as much time with Live TV as they do with content they access through connected devices.<sup>1</sup></p>	<p><b>91% of TV viewing</b></p> <p>on cable is done LIVE.<sup>2</sup></p>	<p><b>80% of consumers</b></p> <p>trust TV ads when making purchasing decisions.<sup>3</sup></p>



Sources: 1. The Nielsen Company (US), LLC. State of Play Report April 2022. Based on 4Q'21 national data  
2. The Nielsen Company (US), LLC. NY DMA, 1-2Q22. NY1 cable networks, Persons 2+, Mon-Sun 3A-3A; Live/Live+7D. 3. Harvard Business Review 2022. "Why Marketers are Returning to Traditional Advertising."

# TV360

It's traditional TV, with  
data & attribution.

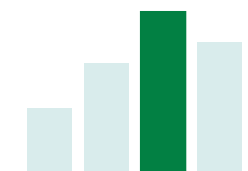
## The first of its kind in the NY Market.

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.*



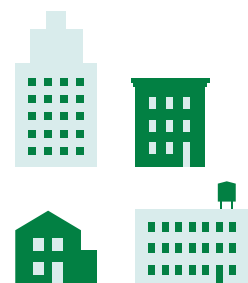
### More robust, data-infused linear media plans

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 NYI footprint.

**100+**

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

**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.



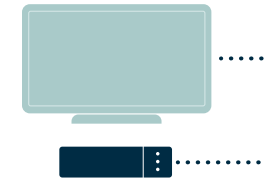
## Impression-Based

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



# Viewers are watching TV everywhere

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

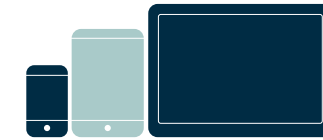


## STB Video on Demand (VOD)

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!

### 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



## 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.

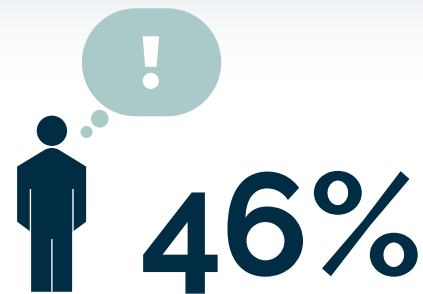
# This is where it all comes together.

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 engages viewers on every screen.



Consumers have more than doubled their video services across linear TV and streaming since 2016.<sup>1</sup>



TV & streaming ads have the highest recall among consumers (46%) versus ads on other platforms.<sup>2</sup>

Sources: 1. TiVo, Q4 2021 Video Trends Report. Video services include cable / satellite / telco (MVPD) subscription in addition to TV Everywhere apps, broadcast TV and OTT services. \*Paid services include authenticated TVE apps associated with Pay TV. Note: Convergent TV represents linear TV and streaming. 2. tvScientific, How CTV Advertising Powers the Performance TV Revolution, September 2021. Based on survey of 1,000 consumers in the U.S.; Respondents represented a wide variety of ages, ethnicities, industries, roles, education and income levels, and household sizes. Ads on other platforms include websites, mobile games, and social media.



# 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

# 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.

 <b>Sales Conversion</b>	 <b>Location Data</b>	 <b>Website Visitation</b>	 <b>Brand Health Study</b>	 <b>Tune-In Conversion</b>
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

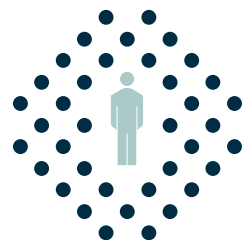
# We're BIG on data

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



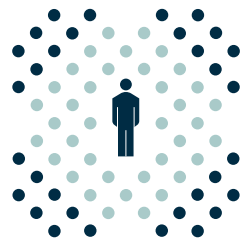
## The data journey begins with us...

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.



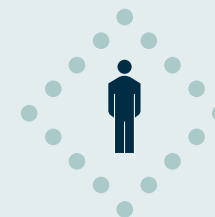
## ...and/or 3rd-party partner data.

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

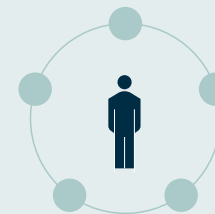
### Find

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

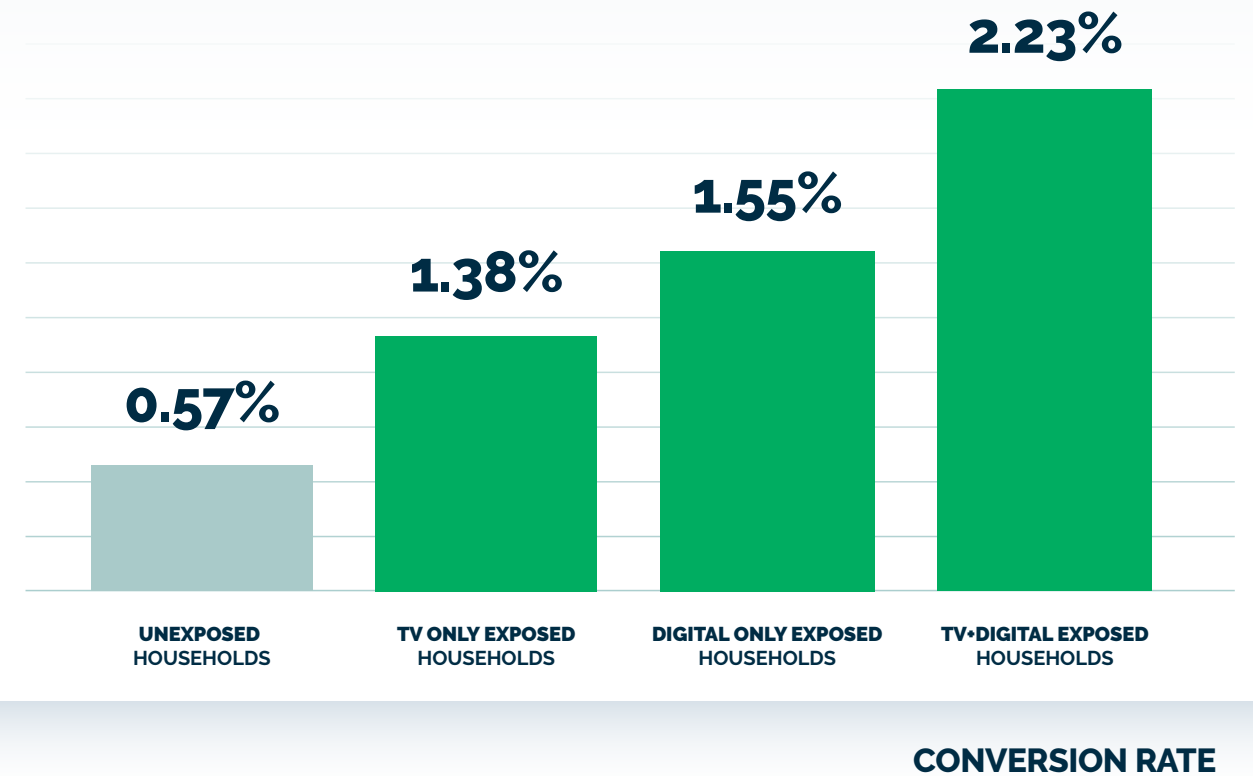
ads with custom, relevant messaging for the biggest impact.





# Sample Report

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

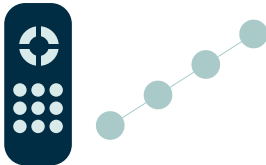


# We have the best content around

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



60%

of the top 20 networks in the first half of 2022 are cable networks.<sup>1</sup>

54%

of cable networks saw increased impressions or no change in primetime in the first half of 2022.<sup>2</sup>

67%

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

Sources: 1. 2022 YTD (12/27/21-6/26/22) 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; 1Q-2Q'2022 vs. 1Q-2Q'2021; Primetime = M-Su 8p-11p, A25-54 impressions. Cable Networks = NYI insertable networks under syscode 1000 & N12/NY1 3. Set Top box data among Altice Households, NY DMA, April – June, 2022, 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.



# 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**

**3.7 Million  
Households**

**SPECTRUM  
NEWS NY 1**

**2.5 Million  
Households**

## Regions included:

Bronx  
Brooklyn  
Long Island  
New Jersey

Connecticut  
Westchester  
Hudson Valley

+

**fios**✓  
by verizon  
Now in 1+M  
Verizon Fios  
Homes

## Regions included:

Manhattan  
Bronx  
Brooklyn  
Queens

Staten Island  
Long Island  
New Jersey

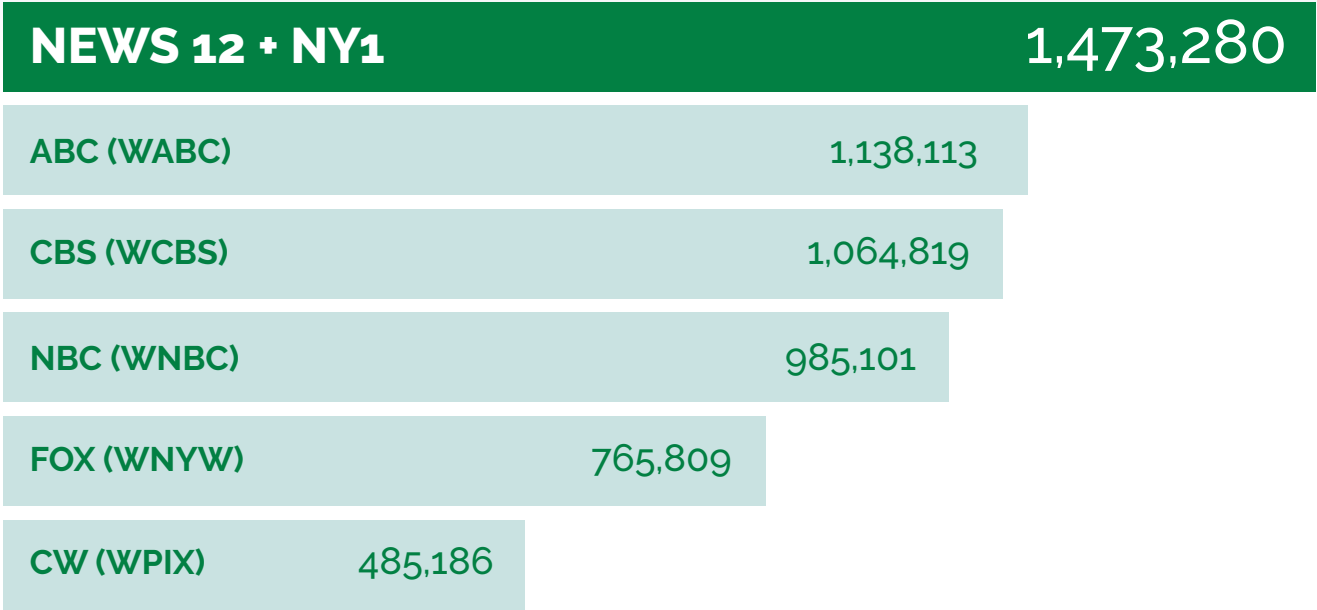
Connecticut  
Westchester  
Hudson Valley

Source: 3Q'22 internal subscriber counts aligned to The Nielsen Company (US), LLC UEs

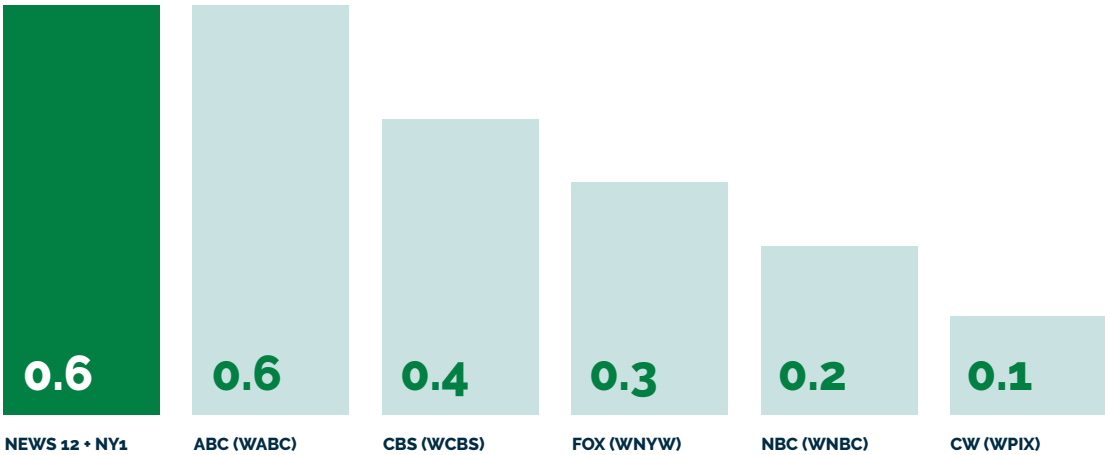
Together, News 12 & NY1 are #1  
in network reach among  
Altice/Charter Homes

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

AVERAGE WEEKLY HOUSEHOLD COUNT (REACH) | JANUARY - JUNE 2022



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:



56%

of Adults 25-54

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

79%

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 12/27/21-6/26/22. 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. (12/27/21-6/26/22) 3. Scarborough 2022 Release 1 (Mar'21-April'22). 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.



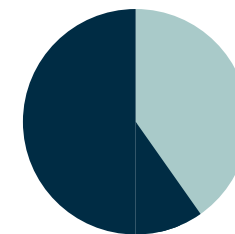
36%

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



61%

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



39%

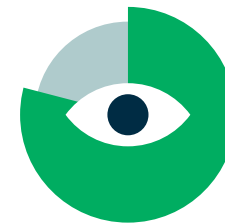
of Adult viewers 25-54  
are reached by CNN,  
MSNBC, and Fox News  
in Total Day<sup>3</sup>



Sources: 1. Pew Research Center, Survey of US Adults conducted 7/26/21 – 8/8/21. "News Platform Fact Sheet". 2. Scarborough: New York 2022 Release 1 Total (Mar 2021 – Apr 2022); 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; (1/10/22-6/26/22); Total Day = M-S 3a-3a.

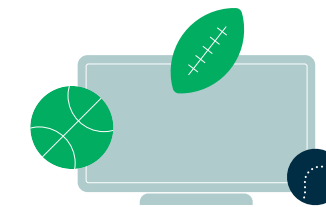
# NYI: The sports capital of New York

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.



79%

79% of cable viewing households watch sports and sports-related content on cable<sup>1</sup>



93%

93% 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



NETWORK

FS1

YES

MSG

SNY

Sources: 1. Set Top Box data among Altice households. Live-only viewing, Jan – June, 2022, 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. 12/27/21 – 6/26/22, 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.

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



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



# 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...



10%

10% of Adults 18+ who watch NY1 Noticias do not watch Univision or Telemundo<sup>1</sup>



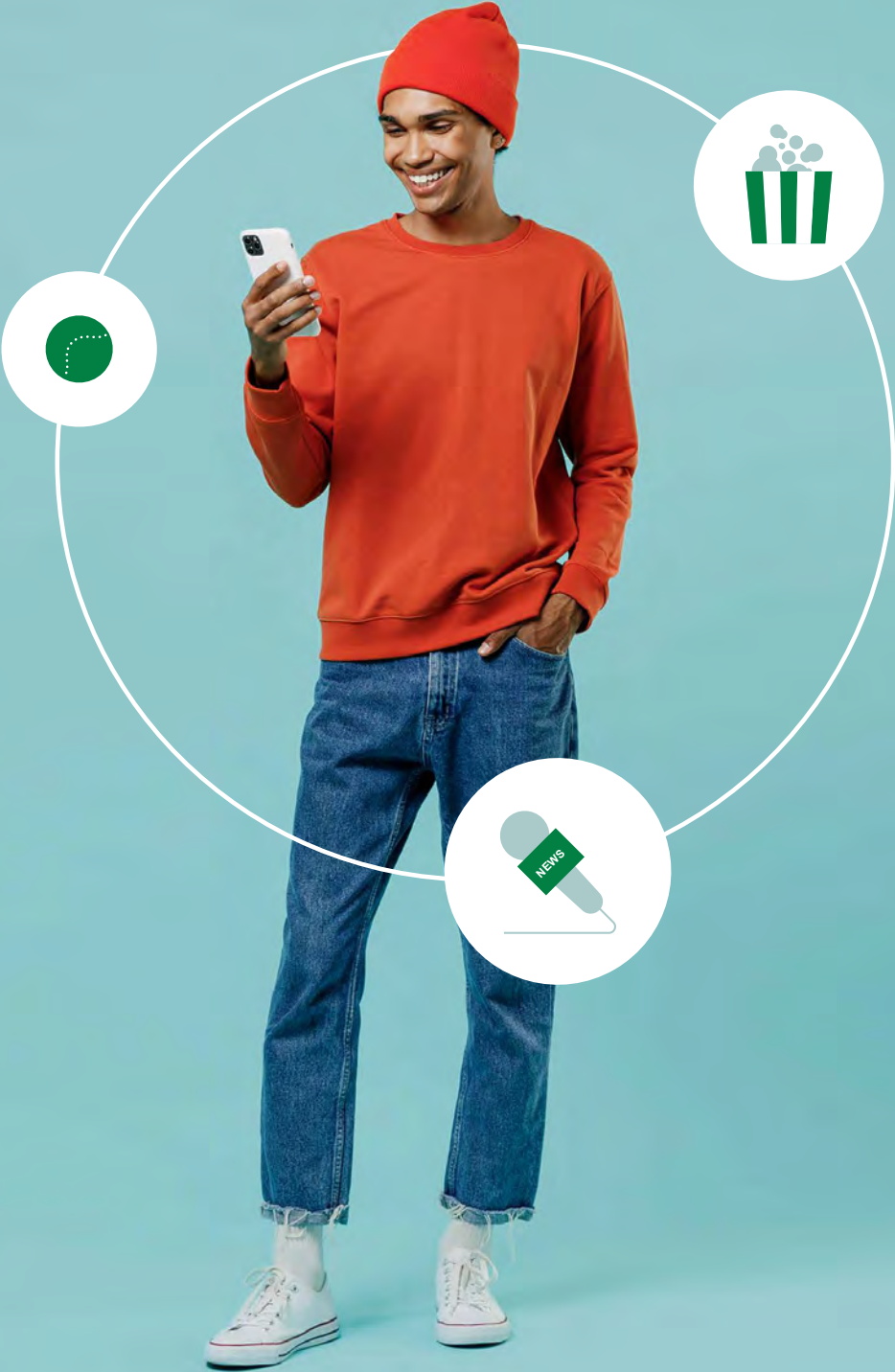
48%

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



5th

The population of Hispanic households in the five boroughs ranks 5th in the U.S. among all DMAs<sup>3</sup>



ESPN  
DEPORTES

FOX  
DEPORTES

Discovery  
EN ESPAÑOL

UNIVERSO

H  
HISTORY  
en ESPAÑOL

G  
Galavisión

tr3s

Sources: 1. Scarborough NY DMA 2022 Release 1 Total ( Mar21-April 22) Base A18+; NY market; Target: Watched Spectrum Noticias NY1 past 7 days. 2. Scarborough New York, NY 2022 Release 1 Household Total (Mar 21 – April 22). Base: Adults 18+. 3. The Nielsen Company (US), LLC 2021 Hispanic households DMA Universe Estimates 2021-2022; Scarborough Research New York, NY 2022 Release 1 Household Total (Mar 21- April 22).

# 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)

 @NYInterconnect

 @NewYorkInterconnect

 @NewYorkInterconnect

 @NewYorkInterconnect