

Meet NYI

Making Great Impressions
Across the #1 Market



Connecting brands to

**7.6 million
households¹**



**22 million
consumers²**



**60+ million
screens³**



**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

New York Market: The Most Powerful DMA



New Yorkers love to spend

The NY DMA ranks first in 2022 Effective Buying Income, 42% higher than #2 Los Angeles.¹



New York has more cable & satellite homes

65% of NY homes have cable, satellite, or telco, 19% more than the Total US.²



New Yorkers have the highest income

They are 86% more likely to have a household income over \$250K vs the Total US.²



New Yorkers are worth targeting

They have a household net worth of \$733,028.²

Sources: 1) Claritas 360, 2022, Aggregate Effective Buying Income. 2) Scarborough USA+ 2022 Release 2 Total (June 2021-Nov. 2022), Target: NY DMA, compared to Total U.S.



[CLICK FOR DETAILED
COVERAGE MAP](#)

Audience One

A multiscreen platform that reaches audiences everywhere



TV



Local News & Sponsorships



Addressable



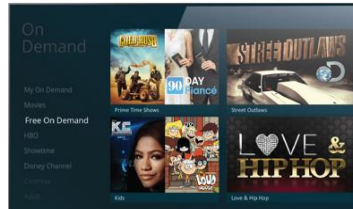
Streaming



TV360



VOD



Beyond TV



Data-Driven Technology

Using powerful insights, NYI reaches the right audience and measures performance for greater ROI.

Targeting



Proprietary
TV Viewing Data

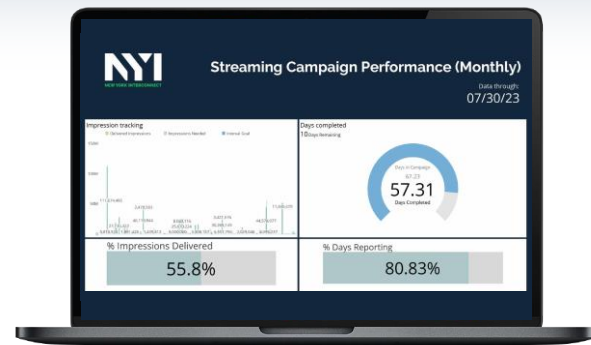


Client
1st Party Data



3rd Party Data

Reporting























































Attribution

- Sales Conversion
- Location Data
- Website Visitation
- Brand Health Study
- Tune-In Conversion

Most-Watched Programming

Target viewers on **fixed programming** across TV + Streaming

LIVE SPORTS	ENTERTAINMENT	NEWS
               	                	                  
CLICK FOR SPORTS CALENDAR		

Local News Matters

Align your brand with New York's most-trusted local news networks in **one full market solution!** With hyper-local news 24/7, News 12 and NY1 continue to deeply connect with audiences and their communities.

news12

3.4 Million
Households

news12
NEW YORK

Full NY
Market

**SPECTRUM
NEWS NY 1**

2.6 Million
Households

**SPECTRUM
NOTICIAS NY 1**

1.1 Million
Households



REGIONS

[CLICK FOR COVERAGE MAP](#)

Bronx
Brooklyn

Manhattan
Queens

Staten Island
Long Island

New Jersey
Westchester

Hudson Valley
Connecticut

Local News Sponsorships

Execute high-impact integrations on News 12
and NY1's most popular content

TV / STREAMING / DIGITAL



News 12
Sports Desk



News 12
Road Trip



NY1
Rail & Road



NY1
Community
Calendar

It's All About Streaming

Connect with audiences streaming live and on-demand content across Spectrum, Optimum, Xfinity, Xumo, Sling, Roku, DirecTV, Samsung, Pluto, Tubi, Fubo, and more.



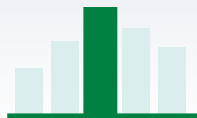
TV360

Customized TV & Streaming plans,
with data & attribution.



Informed Media Plans

Build cost-effective and impactful media plans using 1st & 3rd-party data



Campaign Executions

Launch campaigns on TV & streaming across the full NY footprint



Reporting & Attribution

Receive weekly impressions and post-campaign exposure data

Addressable

It's about the household, not the program.

Using set-top box and IP data, NYI's addressable technology targets:

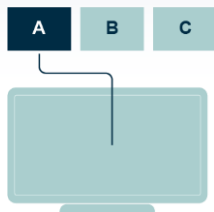
3.1M

TV Households¹

7.6M

TV & Streaming
Households²

Choose from two addressable strategies:



Creative Versioning

Deliver relevant creative to different households throughout the full NY footprint



Impression-Based

Target only the households in your segment

Beyond TV

Guide Units



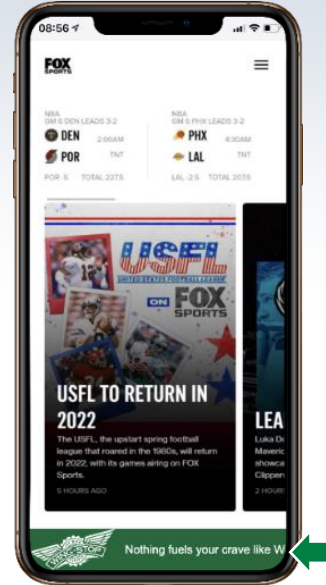
Hotel Network



Email Retargeting



Ad Messenger



Extend your
campaign beyond
TV + Streaming for
even more ways to
reach your audience!



NYI: One more reason to love New York

1700 Broadway New York, NY 10019
212.382.5300

adsales@nyinterconnect.com
nyinterconnect.com

