

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 2024 Effective Buying Income, 45% higher than #2 Los Angeles.¹



New York has more cable & satellite homes

56% of NY homes have cable, satellite, or telco, 20% more than the Total US.²



New Yorkers have the highest income

They are 89% 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 \$713,316.²

Sources: 1) Claritas 360, 2024, Aggregate Effective Buying Income. 2) Scarborough USA+ 2023 Release 2 Household Total (June 2022-Oct. 2023), Target: NY DMA, compared to Total U.S. Note: Net worth based on A18+



[CLICK FOR DETAILED
COVERAGE MAP](#)

Audience One

A multiscreen platform that reaches audiences everywhere

TV



Local News & Sponsorships



Streaming



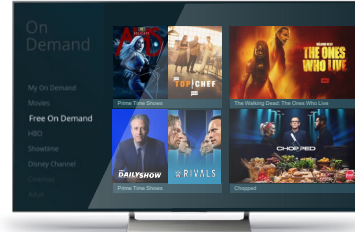
TV360



Addressable



VOD



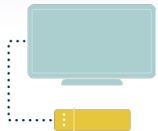
Beyond TV



Data-Driven Technology

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

Targeting



Proprietary
TV Viewing Data

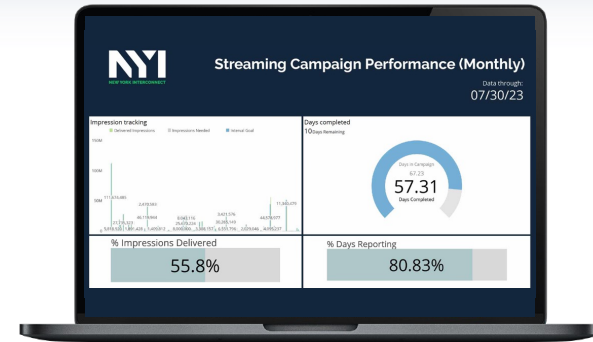


Client
1st Party Data



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
 <p>CLICK FOR SPORTS CALENDAR</p>		

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

3.3 Million
Households

news12
NEW YORK

Full NY
Market

SPECTRUM
NEWS NY 1

2 Million
Households

SPECTRUM
NOTICIAS NY 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



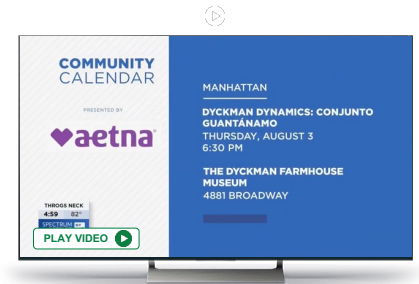
News 12
Sports Desk



News 12
Road Trip



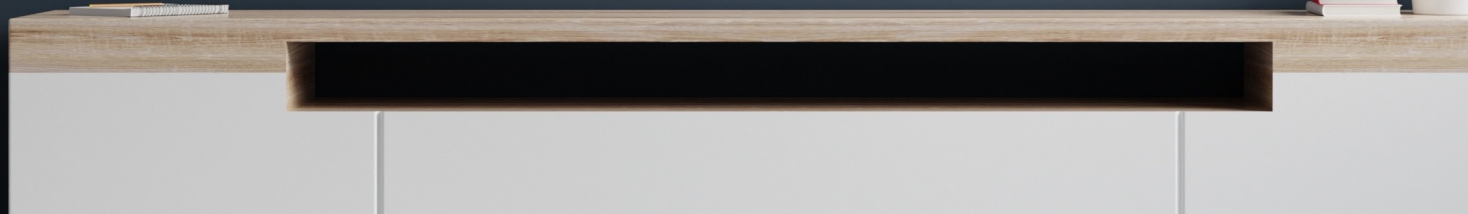
NY1
Rail & Road



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.



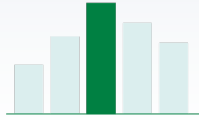
TV360

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:

2.2M

Impression-
Based Linear¹

2.7M

Creative
Versioning²

7.6M

TV & Streaming
Households³

Choose from two addressable strategies:



Impression-Based

Target only the
households in your
segment



Creative Versioning

Deliver relevant
creative to different
households throughout
the full NY footprint

Beyond TV



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

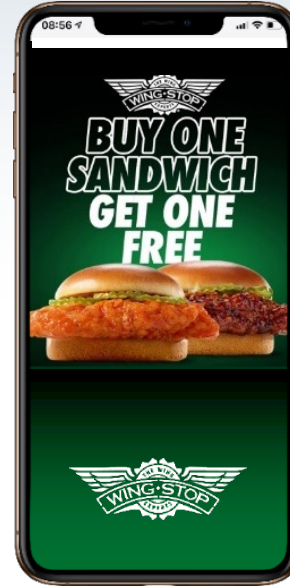
Main Menu Banners



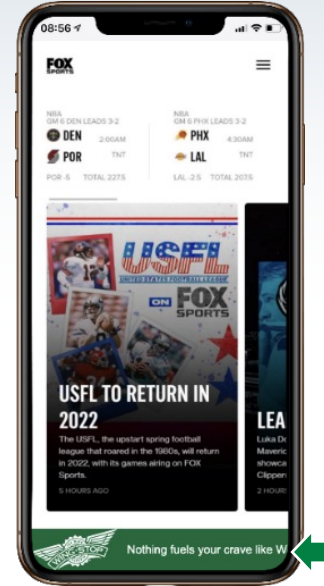
Hotel Network



Email Retargeting



Ad Messenger





NYI: One more reason to love New York

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