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 households
20+ million customers
66+ million devices
in the largest TV market

Most trusted hyper-local networks, News 12 & NY1

100+ cable networks & providers

EXCLUSIVE NEWS NETWORKS

Linear TV, Addressable TV, OTT, STB VOD, Live Streaming & YouTube

Audience One

Proprietary TV viewing data and 1st & 3rd party data

TARGETING

Platform

NYI AT-A-GLANCE:

New York: the #1 market

70+ geographic zones

DATA

content

Connecticut

Data

Meet NY1

New Jersey

Connecticut

NYC

Pennsylvania

New York:

©2023 NY1

Hudson Valley

Massapequa

Footprint

DMA

The #1 market

Westchester

Detroit Heights

New York

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The #1 market

We help you target audiences on any screen or platform – at any time – for smart, powerful and effective campaigns.

NYI AT-A-GLANCE:

We help you target audiences on any screen or platform – at any time – for smart, powerful and effective campaigns.

NYI AT-A-GLANCE:
New Yorkers are watching on every screen.

New York has huge TV coverage
96% of the households in the New York market have either linear TV or broadband-only service.¹

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

New Yorkers have the highest income
They are 121% more likely to have a household income over $250K vs. the total US.⁶

New Yorkers are the biggest spenders
They have an effective buying income 27% higher than the total US.⁶

New York has more cable & satellite homes
81% of NY homes have cable, satellite or telco, 13% more than the total US.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.⁴

It’s the most powerful market. Period.

Sources:
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

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

**FOODIES**
**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.³

**RX-ERS**
**New Yorkers aren’t generic**
They are 35% more likely to prefer brand-named meds, even if they cost more.²

**WOMEN SHOPPERS**
**New Yorkers are casual shoppers**
They are 68% more likely to have spent $500 or more on women’s casual clothing in the past year.²

**MARKET TYCOONS**
**New Yorkers have money to invest**
They are 85% more likely to have a net worth of over $2 million.⁴

**DELIVERY ENTHUSIASTS**
**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.³

**HEALTH NUTS**
**New Yorkers live a healthier lifestyle**
They are 17% more likely to follow an exercise routine.⁴

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

**TECHIES**
**New Yorkers are tech savvy**
They are 21% more likely to have advanced tech and are willing to pay for top quality.²

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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

**Sources:** 1. VAB 2Q 2019 "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.
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.
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 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.

Target the audience you want to reach.
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!

**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.

**YouTube**
Video targeting in a highly selective, curated environment on YouTube, the world’s largest video platform.

XYZ...
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.

<table>
<thead>
<tr>
<th>60%</th>
<th>80%</th>
</tr>
</thead>
<tbody>
<tr>
<td>When TV works in conjunction with digital, ROI increases 60%(^{1})</td>
<td>TV influences online brand search by up to 80%(^{2})</td>
</tr>
</tbody>
</table>

The TV Landscape is Complex. We Make it Easy.

<table>
<thead>
<tr>
<th>STEP</th>
<th>Find Identify the Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>- Viewership</td>
</tr>
<tr>
<td></td>
<td>- Demographics</td>
</tr>
<tr>
<td></td>
<td>- Behavior</td>
</tr>
<tr>
<td></td>
<td>- Client-list match</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STEP</th>
<th>Deliver Campaign Execution</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>- Data-driven media recommendations</td>
</tr>
<tr>
<td></td>
<td>- Where &amp; when to reach them</td>
</tr>
<tr>
<td></td>
<td>- Distribution across multiple platforms</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STEP</th>
<th>Report Performance &amp; Attribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>- Ad impression measurement</td>
</tr>
<tr>
<td></td>
<td>- Ad delivery performance</td>
</tr>
<tr>
<td></td>
<td>- Aggregated impressions by segment/network</td>
</tr>
</tbody>
</table>
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.

DATA & REPORTING

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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:** 2.23%
- **TV Only Exposed Households Conversion Rate:** 1.38%
- **Digital Only Exposed Households Conversion Rate:** 1.55%
- **Unexposed Households Conversion Rate:** 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).
Together, News 12 & NY1 are #1 in network reach among Altice/Charter Homes

### Top Network Reach
Average Weekly Household Count (Reach) January 2020 – June 2020

<table>
<thead>
<tr>
<th>Network</th>
<th>Reach</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>
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</tbody>
</table>

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

### Regional Households

<table>
<thead>
<tr>
<th>Households</th>
<th>Regions</th>
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<tbody>
<tr>
<td>4 Million</td>
<td>news12</td>
</tr>
<tr>
<td>2.5 Million</td>
<td>fios</td>
</tr>
</tbody>
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### 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.

*Source: 3Q’20 internal subscriber counts.

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. “Watching source externally” is the five consecutive minutes over the reporting period. “Percentage” is based on the KIUS 1x. The data above is provided “as is” and Altice USA assumes no responsibility for accuracy or completeness. “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) 3. Scarborough Feb’19-Feb’20. A25-54, NY DMA: News12: EM: M-F 5a-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.

- 75% of Adults who prefer to watch the news would rather watch it on TV.
- 51% of Adults 25-54 who watch cable news do not watch any broadcast local news.
- 52% of Adult viewers 25-54 are reached by CNN, MSNBC, and Fox News in Total Day.

Sources:
2. Scarborough; New York 2020 Release
3. NY DMA; L+SD; 2Q’20 (3/30/20-6/28/20); Total Day = M-S 3a-3a
NYI: The sports capital of New York

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

Where the best sports networks, live games – and fans – come to play.

From exciting home-openers to thrilling playoff finals – and every action-packed second in between.

89% of cable viewing households watch sports and sports-related content on cable

76% of the top 25 cable programs were sports/sports-related programs

Sports and sports-related content ranks as the #3 viewing genre among cable viewing households

BE PART OF OUR SPORTS PROGRAMMING:

NCAA | MLB | NBA | NFL | PGA | GRAND SLAMS | OLYMPICS | FIFA | MLS | WWE
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.
- The population of Hispanic households in the five boroughs ranks 4th in the U.S. among all DMAs.

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