Neustar Expands into Addressable TV Ad Targeting and Measurement with DISH Media Sales

Neustar data analytics enhances DISH targeting precision and campaign measurement accuracy

July 12, 2016 -- Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced its expansion into addressable TV ad targeting and measurement through a partnership with DISH Media Sales, a leader in addressable and advanced advertising. Neustar expands its expertise in omnichannel marketing analytics and identity management by offering marketers the ability to deliver audience-based targeting on television and measure how addressable advertising performs across platforms. The partnership enhances DISH's advanced consumer profiles, enabling marketers to utilize Neustar consumer data to granularly target DISH's nearly 8 million U.S. addressable television households. This approach allows brands to reduce wasted media spending and to measure the overall effectiveness of marketing activities.

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Through the partnership with Neustar and DISH, advertisers can build addressable TV audiences based on their own Customer Relationship Management (CRM) data, a partner's data or third-party data, delivering relevant messages to targeted households. Addressable television advertising gives advertisers the ability to better reach the right audience, with the right message by incorporating demographic and psychographic attributes, such as car ownership, or leisure preferences.

"TV is going through a renaissance and promises to reinvent itself in a way that aligns with how consumers want to engage with brands," said Steven Wolfe Pereira, chief marketing and communications officer of Neustar. "With the proliferation of media and the multi-screen behavior of consumers accelerating rapidly, marketers have the opportunity to transform how they use their valuable customer data. We are excited to partner with DISH, a pioneer in the TV industry, to let media buyers and sellers demonstrate the efficacy of TV media by hyper-targeting advertisements, and measuring results at a granular, addressable level," he added.

The partnership between Neustar and DISH comes at a pivotal turning point in the evolution of the television landscape. Advancements in technology have shifted the television viewing experience, spurring marketers to rethink their engagement strategies on this channel. Addressability is increasingly becoming the de facto solution across all channels and although still emerging, television is no exception.

"Brands can now leverage Neustar's consumer data to expand beyond the small screen to the featured screen in the house – the TV," said Adam Gaynor, vice president of DISH Media Sales. "Adding Neustar to our stable of partners simplifies the buying and reporting process for brands utilizing Neustar's data analytics on DISH's addressable platform."

Additionally, using Neustar's authoritative identity methodology, marketers can measure the impact of advertising exposure by tying it to a lift in consumer action. Based on specific campaign KPIs, marketers can confidently link advertising exposure to a lift in sales, website engagement, or lead generation activities. Now more than ever, marketers need this type of measurement approach that bridges the offline and online worlds, and is linked to an authoritative identity.

Neustar AdAdvisor® Audiences, part of PlatformOne™, provides marketers with the most trusted offline data sources for cross-platform targeting. These audiences are fueled by Neustar's authoritative identity –

reliable, accurate, and continuously updated consumer segmentation information – which supplies advertisers with the necessary data-driven insights needed to deliver personalized marketing with consistency.

About Neustar

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar (NYSE: NSR) isolates certain elements and analyzes, simplifies and edits them to make precise and valuable decisions that drive results. As one of the few companies capable of knowing with certainty who is on the other end of every interaction, we're trusted by the world's great brands to make critical decisions some 20 billion times a day. We help marketers send timely and relevant messages to the right people. Because we can authoritatively tell a client exactly who is calling or connecting with them, we make critical realtime responses possible. And the same comprehensive information that enables our clients to direct and manage orders also stops attackers. We know when someone isn't who they claim to be, which helps stop fraud and denial of service before they're a problem. Because we're also an experienced manager of some of the world's most complex databases, we help clients control their online identity, registering and protecting their domain name, and routing traffic to the correct network address. By linking the most essential information with the people who depend on it, we provide more than 12,000 clients worldwide with decisions—not just data. More information is available at http://www.neustar.biz

About DISH Media Sales

DISH Media Sales provides advertising sales for leading pay-TV provider DISH Network L.L.C. and its over-the-top television service Sling TV. Through DISH Media Sales' viewer measurement tools, innovative ad technology platforms and access to high-value programming, advertisers are equipped to employ strategically positioned, demographically-targeted buys to enhance the results of their national and local media campaigns. DISH Media Sales is headquartered in New York, with offices in Chicago, Denver and Los Angeles. Visit www.dishmediasales.com.

Neustar Media Contact

Carolin Bachmann

Carolin.bachmann@neustar.biz

415-312-2100

DISH Media Contact

John Hall

Johnw.hall@dish.com

303-723-1968