

# DISH Media Appoints Dave Antonelli to Direct Sling TV Advertising Strategy and Sales

NEW YORK, April 10, 2019 /PRNewswire/ -- DISH Media today announced that Dave Antonelli has been selected to lead advertising strategy and revenue for Sling TV.

"Dave will apply his insights into the rapidly changing media landscape to further Sling's leadership in advertising innovation as the lines between digital and TV continue to blur," said Kevin Arrix, senior vice president of DISH Media. "Dave will bring exceptional leadership and guidance to both Sling TV and DISH Media."

In his new role, Antonelli will manage Sling TV client services, direct and programmatic sales, operations and technology within DISH Media. He will report directly to Arrix and be based in the DISH Media New York office.

Antonelli is the former chief revenue officer of Cognitiv, leading revenue functions for the platform which utilizes Deep Learning to build custom programmatic buying algorithms. Prior to Cognitiv, Antonelli was the senior vice president of national sales at SessionM where he managed the national sales team and media strategy. He has also previously held roles at Viacom and LiveNation.

"I'm thrilled to join the team that essentially invented live dynamic ad insertion in the world of connected TV and continues to bring new opportunities to brands," said Antonelli. "DISH Media has built a reputation of delivering the most advanced solutions for clients, changing the definition of TV advertising in our new digital world."

A biography is available here: <http://www.dishmediasales.com/about/>

## About DISH Media

DISH Media provides advertisers with intelligent solutions to efficiently maximize exposure to desired audiences across DISH and Sling TV. Through innovative platforms like addressable and programmatic, viewer measurement tools and access to custom audiences on DISH and Sling TV, advertisers employ strategically positioned, demographically targeted buys that enhance their national media campaigns. Visit [www.dishmediasales.com](http://www.dishmediasales.com).

## About DISH

DISH Network Corporation is a connectivity company. Since 1980, it has served as the disruptive force in pay-TV, driving innovation and value on behalf of consumers. Through its subsidiaries, the company provides television entertainment and award-winning technology to millions of customers with its satellite DISH TV and streaming Sling TV services. DISH operates a national in-home installation workforce, as well as an advertising sales group delivering targeted advertising solutions on DISH TV and Sling TV. In addition to its TV services, DISH has commenced buildout of a national narrowband "Internet of Things" network to provide innovative connectivity solutions and applications through its strategic spectrum portfolio. DISH Network Corporation (NASDAQ: DISH) is a Fortune 250 company.

SOURCE DISH Network L.L.C.

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