

DISH Media Sales Initiates Industry's First Programmatic Impression-by-Impression Linear TV Marketplace

*Platform allows targeted, addressable inventory to be purchased utilizing real-time bidding technology
DISH's proprietary supply-side platform seamlessly integrates linear TV ad inventory into digital advertising ecosystem*

DISH beta testing its marketplace with three initial demand-side platforms: DataXu, Rocket Fuel and TubeMogul

NEW YORK--([BUSINESS WIRE](#))--Today [DISH Media Sales](#) turned on the pay-TV industry's first impression-by-impression programmatic marketplace for linear television. DISH Media Sales' proprietary supply-side platform is designed to seamlessly integrate with the existing digital ecosystem, allowing for 360-degree consumer reach across viewing experiences. The marketplace allows advertisers to purchase targeted, linear television ads, impression by impression, using real-time bidding technology.

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“For a consumer, the lines between smartphones, computers and TVs are blurring,” said Adam Gaynor, vice president of DISH Media Sales. “DISH's platform unites TV and digital buying, creating an easy avenue for brands to target their message comprehensively and efficiently across the entire consumer experience.”

DISH Media Sales partnered with digital ad technology leader [IPONWEB](#) to build the online marketplace. DISH initiated beta testing with programmatic marketplace leaders [DataXu](#), [Rocket Fuel](#) and [TubeMogul](#), and will introduce the platform to the digital industry upon completion of successful testing with these partners.

DISH's programmatic TV product offers advertisers the targeting effectiveness and scale of [DISH's addressable advertising technology](#), full-screen ad viewability and accurate, impression-based viewership information from audience measurement company [Rentrak](#). Targeting criteria includes 80 segments per impression based on household demographics and viewing behaviors.

The marketplace allows demand side advertisers per-impression control of targeting, frequency, trafficking, and buying, enhanced by aggregated set-top-box reporting. Ads are delivered to DVR set-top-boxes within the matched households and programmed to dynamically play during commercial breaks as the consumer views live and DVR content. DISH has an addressable audience of more than 8 million households nationwide.

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.

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