



## **ALTICE USA ACQUIRES AUDIENCE PARTNERS TO ENABLE MULTISCREEN ADDRESSABLE ADVERTISING SOLUTIONS**

**NEW YORK, March 2, 2017** -- Altice USA announces today that it has acquired Audience Partners, a leading provider of data-driven, audience-based digital advertising solutions worldwide. Altice USA has a successful TV data and addressable advertising track record in the New York DMA, and this will expand to include the unique digital capabilities of Audience Partners thus delivering seamless multiscreen addressable solutions.

Altice USA is the U.S. subsidiary of Altice N.V. (Euronext: ATC, ATCB) a global entertainment, telecommunications and media enterprise.

“By acquiring Audience Partners, Altice USA aims to build the most innovative, data rich, and intelligent advertising platform, offering our advertising and MVPD clients the ability to implement multiscreen addressability and advanced analytics,” said Dexter Goei, Chairman and CEO, Altice USA. “We are very pleased to welcome Audience Partners to the Altice USA family.”

“This is an extraordinary moment for Audience Partners as we join Altice USA,” said Jeff Dittus, Chairman and CEO, Audience Partners. “We look forward to working with Dexter and the team to combine Altice USA’s expertise in addressable television with our unique addressable digital solutions to meet the evolving needs of all of our clients across all platforms.”

Altice USA was established following the acquisitions of Suddenlink Communications in 2015 and Cablevision Systems Corporation in 2016, and today is the fourth largest cable operator in the country. As a pioneer of data-driven, addressable television advertising in the U.S., Cablevision was the first multichannel programming distributor (MVPD) to bring addressable television advertising to the New York DMA.

Terms of the agreement were not disclosed.

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### **About Altice USA**

Altice USA, a subsidiary of Altice Group (Euronext: ATC, ATCB), is the fourth largest cable operator in the United States, delivering residential and business services to 4.6 million customers across 20 states. Providing high-quality products that keep customers connected, Altice USA (through its Optimum, Lightpath and Suddenlink brands) offers digital cable television, high-speed Internet, voice, WiFi and advertising services. To meet our customers’ content and information needs, the company through News 12 also offers hyper-local news and programming created specifically for the communities we serve in the tri-state area. For more information, visit [www.alticeusa.com](http://www.alticeusa.com).

### **About Audience Partners**

Audience Partners operates an addressable advertising platform leveraging data science, programmatic ad buying and unique first party databases to target individuals across screen (PCs, mobile phones, tablets, televisions and billboards). Advertisers can accurately reach high value audiences on their digital devices at scale by connecting offline mailing list databases with online devices through a unique IP-to-Household matching and privacy platform that reaches more than half the broadband homes in the United States. Through its “Flight Deck” planning software, sales teams and advertisers can plan,

activate, and programmatically buy media and perform closed-loop attribution analysis so marketers can manage reach and frequency across screen and measure ad effectiveness. Today, ten MVPD's in the United States use Audience Partners' Privacy by Design IP targeting solution. Founded in 2008, the firm has offices in Washington DC, New York City, Pennsylvania and Toronto Canada, and members of the IAB and Digital Advertising Alliance (DAA).

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