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# Altice USA Unveils a4 to Deliver Simplified Multiscreen Advertising and Data Solutions Nationwide

NEW YORK--(BUSINESS WIRE)-- Altice USA (NYSE: ATUS), one of the largest broadband communications and video services providers in the United States, today announces the launch of a4, the company's advanced advertising and data business, which delivers audience-based, multiscreen advertising solutions to local, regional and national advertisers and MVPD partners.

The establishment of a4 advances Altice USA's position as a pioneer in the advertising business and is the culmination of several years of integration and investment.

Altice USA was the first MVPD to offer addressable advertising in the New York DMA. The company subsequently acquired Audience Partners, a leading provider of privacy-compliant, authenticated IP addressability technology in the U.S., and Placemedia, a leader in supply-side programmatic ad solutions for national linear, addressable, OTT and on-demand television as part of its plans to capitalize on the growing opportunity in digital advertising.

"The launch of a4 is an important milestone to mark our investment in advanced advertising and analytics solutions and formalizes our work over the last year to establish this platform," says Charles Stewart, co-president and chief financial officer for Altice USA. "We'll continue to support a4 so that it remains a category leader for our advertising clients as well as our MVPD and programming partners."

"Having executed numerous successful campaigns, a4 has a unique opportunity to service the complex needs of advertisers with our advanced, all-in-one advertising and data platform to drive clients' business results," says Paul Haddad, president of a4. "With the dynamic and integrated platforms that make up a4, today we are bringing tremendous efficiencies to brands looking to reach verifiable audiences across every screen, in and out of home, and prove back the impact of their spend."

The unique capabilities of a4 include:

- **Authenticated Audiences:** Advertisers will be able to build their authenticated audience segments using non-personally identifiable data once, and activate campaigns across any screen – including TV, mobile, tablet and computer – with significant accuracy.
- **Intelligent Planning and Optimization:** The a4 platform relies on an intelligent process using proprietary cutting-edge technologies and automation tools.
- **Multiscreen Activation:** Clients can seamlessly activate their audience-based campaigns across more than 90 million U.S. households - both in and out of the home - through privacy-compliant and authenticated IP addressability capabilities and addressable TV.

- **Measurement & Attribution:** During and post campaigns, a4 provides advanced measurement and data analysis, including combined reach/frequency by audience and screen exposure.

### **About Altice USA**

Altice USA (NYSE: ATUS) is one of the largest broadband communications and video services providers in the United States, delivering broadband, pay television, telephony services, proprietary content and advertising services to approximately 4.9 million residential and business customers across 21 states through its Optimum and Suddenlink brands.

### **About a4**

a4 is a brand of Altice USA and the company's advanced advertising and data business, which provides audience-based, multiscreen advertising solutions to local, regional and national businesses and advertising clients. a4 enables advertisers to reach more than 90 million U.S. households on television through cable networks, on-demand and addressable inventory across the U.S., and more than 45 million U.S. households through authenticated, privacy-compliant IP addressability supported by rich data sets and powerful analytics and attribution services in a simple, user-friendly way.

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