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# Introducing Optimum Media

## *a4 Media Further Unifies with the Optimum Brand to Become Optimum Media*

LONG ISLAND CITY, N.Y.--(BUSINESS WIRE)-- Effective today, a4 Media, the advanced advertising and data business owned by Altice USA, will rebrand to Optimum Media to further unify with the company's Optimum connectivity brand while continuing to drive excellence and growth for existing and prospective advertising clients looking to effectively reach their customers.

"Optimum Media is excited to align our advertising business with the Optimum connectivity brand, which we believe will help elevate awareness, accelerate partnership opportunities for businesses looking for both advertising and connectivity services, and importantly bring even more value and innovation to our clients," said Keith Bowen, President of News, Advertising, and Programming. "By tapping into the power of Optimum and becoming Optimum Media, we are unlocking endless potential and opportunities to continue to drive the incredible results our clients know us for."

Optimum Media provides innovative, data-driven multiscreen advertising solutions reaching every DMA in the U.S., including in the 21-states where Optimum delivers broadband, mobile, video, home phone, and managed business services solutions to approximately 4.7 million customers. Optimum Media specializes in audience reach by using data-backed solutions, location, programming, and more to drive engagement, increase brand visibility, and maximize return on investment for its clients.

News 12, the preeminent hyperlocal news source across the New York tri-state area, is represented by Optimum Media in the Optimum footprint, supporting the news network on everything from their award-winning originals, endemic sponsorships, and groundbreaking branded content opportunities.

### **About Optimum Media**

Optimum Media is a multiscreen advertising business that partners with small and medium businesses, as well as national, political, media and entertainment, and agency clients across the United States. We work with advertisers to develop custom multiscreen advertising solutions powered by proprietary technology and a massive aggregated database of audience data points and TV viewership data.

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