

# GroupM and DISH Media Sales Announce Groundbreaking Addressable Advertising Success

*Partnership delivers first-ever household-addressable television ad campaigns to a national footprint*

Global media investment management firm GroupM, part of WPP (NASDAQ: WPPGY), and DISH Media Sales, a division of DISH Network Corporation (NASDAQ: DISH), announced that jointly they have been successfully delivering household-addressable advertising nationally to more than seven million DISH DVR subscribers since last October in a first for the industry.

“These trial campaigns with DISH demonstrate our ability to identify a specific target audience and deliver to them a relevant message, thus reducing unwanted impressions,” said Michael Bologna, GroupM managing partner and director of emerging communications. “Household-addressable advertising in a television universe, long considered a ‘holy grail,’ is finally starting to become a practical reality.”

“We have successfully executed campaigns for 10 of GroupM’s advertising clients representing a variety of categories including multi-brand consumer packaged goods and financial services,” said Warren Schlichting, senior vice president of DISH Media Sales. “We’re ready to grow that relationship with a successful product and proven results.”

DISH relies on third-party technology to target advertisements to specific households by using anonymized secondary demographic data. These data are integrated with additional targeting information provided by the advertiser. In

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no instance is the DISH subscriber's personally identifiable information disclosed to advertisers.

"This is a game-changer for DISH, advertisers and marketers," said Schlichting. "The GroupM campaigns have proven that our addressable product affords more control and efficiency to advertisers. We see an improved viewer experience with the delivery of more relevant ads, and marketers benefit by putting their product in front of a more receptive audience."

### **About DISH Media Sales**

DISH Media Sales, the advertising sales division of DISH Network Corporation, provides smart, cost-effective media solutions that complement those of traditional national cable. Through DISH Media Sales' viewer measurement tools, innovative platforms and access to entertainment's most sought-after cable programming, advertisers are equipped with the means to employ strategically positioned, demographically-targeted buys that together will enhance the results of their national media campaigns. Headquartered in New York, with offices in Chicago, Denver and Los Angeles, DISH Media Sales is part of the DISH Network family committed to offering the highest-quality entertainment and most advanced technology all at an unbeatable value. Visit [dishmediasales.com](http://dishmediasales.com).

### **About GroupM**

GroupM is the leading global media investment management operation. It serves as the parent company to WPP media agencies including Maxus, MEC, MediaCom, and Mindshare. Our primary purpose is to maximize the performance of WPP's media communications agencies on behalf of our clients, our stakeholders and our people by operating as a parent and collaborator in performance-enhancing activities such as trading, content creation, sports, digital, finance, proprietary tool development and other business-critical capabilities. The agencies that comprise GroupM are all global operations in their own right with leading market positions. The focus of GroupM is the intelligent application of physical and intellectual scale to benefit trading, innovation, and new communication services, to bring competitive advantage to our clients and our companies.

### **Contact:**

DISH Network  
Corporate Communications,  
[press@dish.com](mailto:press@dish.com) or 720-514-5351  
Customer Service,  
[executivecustomerservice@dish.com](mailto:executivecustomerservice@dish.com)  
Employment Verification, [voe@dish.com](mailto:voe@dish.com)

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