

DISH Media Sales First to Light Up Addressable Advertising on Spanish-Language Networks Nationwide

***DISH first national pay-TV provider to offer household-addressable advertising on Latino networks
Spanish-language addressable ads available on 8 Latino networks
DISH leads bilingual market segment***

NEW YORK--May 17, 2016--([BUSINESS WIRE](#))--DISH Media Sales, providing advertising sales for DISH and Sling TV, today announced the availability of addressable advertising inventory on eight Latino networks on DISH's satellite pay-TV service. DISH's addressable advertising allows advertisers to target their message to specific households by using anonymized secondary demographic data.

"We're offering brands the opportunity to have a meaningful, in-language conversation with the largest Latino bilingual customer base in pay-TV," said Adam Gaynor, vice president of DISH Media Sales. "Delivering relevant messages improves the viewing experience for our customers and the bottom line for advertisers."

Household-addressable advertising allows advertisers to deliver a targeted ad to a household utilizing anonymized data such as age, location and other consumer characteristics. The technology delivers a video ad to a DVR similar to a postcard ad being delivered to a mailbox. The ad plays in a regularly scheduled commercial break on live and recorded content to a household that has been anonymously matched to an advertiser's desired audience.

Through DISH and DishLATINO branded offerings, the company is the bilingual market segment leader providing a suite of English and Spanish language programming packages. According to Nielsen, Hispanic households are 17 percent more likely to subscribe to satellite TV than the U.S. average.

"Over the past three months, two million DISH addressable households watched a Latino network," said Gaynor. "Brands can now purposefully connect in Spanish with a powerful and growing consumer group."

Hispanics are responsible for more than 60 percent of the total U.S. population growth over the past five years and Latino buying power is forecasted to be \$1.7 trillion in 2019 according to the Selig Center for Economic Growth.

DISH Media Sales introduced household-addressable advertising in 2012, which currently reaches more than 8 million of DISH's approximately 14 million homes nationwide.

With the expansion of addressable inventory on the following eight Latino networks, DISH Media Sales now offers addressable advertising on approximately 100 networks:

- beIN SPORTS
- Discovery en Español
- ESPN Deportes

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- FOX Deportes
- Galavisión
- Telemundo
- Telemundo West
- Univision Deportes

About DISH

DISH Network Corp. (NASDAQ:DISH), through its subsidiaries, provides approximately 13.874 million pay-TV subscribers, as of March 31, 2016, with the highest-quality programming and technology with the most choices at the best value. DISH offers a high definition line-up with more than 200 national HD channels, the most international channels and award-winning HD and DVR technology. DISH Network Corporation is a Fortune 250 company. Visit www.dish.com.

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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.

Contact:

DISH Network Corp.
Courtney Culpepper, 303-723-1861
courtney.culpepper@dish.com
[@DISHNews](#)
