

# DISH Media Sales Earns ABBI Award for Addressable TV Platform of the Year

*Two years running, GABBCON recognizes DISH Media Sales as a leader in audience-based buying*

ENGLEWOOD, Colo. -- Nov. 15, 2017 -- (BUSINESS WIRE) For the second year in a row, [DISH Media Sales](#) received the ABBI award for "Addressable TV Platform of the Year" during GABBCON's Audience Based Buying Summit. The ABBI Awards celebrate innovation in audience-based buying across agencies, brands and platforms.

DISH Media Sales currently serves targeted advertising on approximately 100 networks to more than 9 million households nationwide through both the DISH and Sling TV platforms.

"With more than 1,000 addressable ad campaigns under our belt, we've helped advertisers sift through the data to uncover insights on their audience and deliver real results," said Brian Norris, vice president of DISH Media Sales. "We thank GABBCON for recognizing our efforts to drive innovation that creates deeper connections between brands and their consumers."

Over the past year, DISH Media Sales significantly advanced audience-based buying in the TV advertising space. In partnership with SpotX, [Sling TV created turnkey addressable segments](#) that enable brands to target popular audiences at a given time like would-be-vacationers during summer and back-to-school shoppers during fall. These targeted impressions are available programmatically, allowing advertisers to tap into a live TV audience in real time.

DISH Media Sales recently announced its [first cross-platform addressable ad campaign](#), which enabled Volvo Cars to target TV viewers across DISH and Sling TV with a single buy. Cross-platform campaigns increase an advertiser's reach, uniting two distinct audiences each within a premium, brand-safe environment.

DISH Media Sales [introduced addressable advertising in 2012](#) and was the first to deliver household addressable TV ad campaigns to a national footprint. Since then, the group has completed more than 1,000 addressable campaigns across major categories including auto, consumer packaged goods, finance, consumer electronics and more.

Two years in a row, DISH Media Sales' addressable TV platform has been selected by an expert panel of advertising executives from across the industry. The ABBI's celebrate the very best in audience based buying. From ad-tech companies that have created the very best DSP, DMPS or SSP to the campaigns that are executed by leading brands and agencies through to the media leaders who ideate to make them happen, the 2017 ABBI Awards celebrate truly the best of the best.

## **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 innovative platforms like addressable and programmatic, viewer measurement tools and access to custom audiences on DISH and Sling TV, advertisers are equipped to employ strategically positioned, demographically targeted buys that enhance their national media campaigns. Visit [www.dishmediasales.com](http://www.dishmediasales.com).

## **About DISH**

DISH Network Corp. (NASDAQ:DISH), through its subsidiaries, provides approximately 13.332 million pay-

TV subscribers, as of June 30, 2017, 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 200 company. Visit [www.dish.com](http://www.dish.com).

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