

DISH Media Launches PerformXP, Delivering Cross-Platform Scale, Targeting Efficiency and Real-Time Reporting to the Performance Market

- *PerformXP allows direct response and performance advertisers to incorporate connected set-top box (STB) inventory into connected TV (CTV) buys*
- *Offers advertisers top-tier, fraud-free premium TV inventory*
- *PerformXP simplifies targeting and measurement across combined inventory streams and delivers immediate return path data*

ENGLEWOOD, CO., April 8, 2024 -- [DISH Media](#) today launched PerformXP, a cross-platform, impression-based solution for performance advertisers. PerformXP offers a seamless solution for performance advertisers to execute digital media buys across both STB and CTV inventory via one insertion order. Focused on delivering clients the necessary data for targeted outcomes and attribution, this solution facilitates real-time reporting across all inventory, empowering buyers to more effectively measure campaigns.

This newest offering from DISH Media is powered by [DISH Connected](#)™. It provides buyers enhanced scale and coverage across DISH's owned and operated properties and positions DISH Media as the only place for purchasing connected STB impressions alongside CTV purchases.

"Precision and efficiency are at the core of what we offer with PerformXP," said John Rinaldo, general manager, DISH Media. "Direct-to-consumer (DTC) brands and marketers need partners who can navigate the intersection of linear and streaming media. PerformXP meets those needs with cross-platform, impression-based executions across our entire portfolio of premium linear and CTV inventory. Additionally, it offers real-time data and transparency, which are essential for precise attribution and campaign measurement."

About DISH Media

DISH Media provides advertisers with intelligent solutions to efficiently maximize exposure to desired audiences across DISH TV and Sling TV while safeguarding consumer personal information. Through innovative platforms like addressable targeting and programmatic buying, viewer measurement tools and access to custom audiences on DISH TV and Sling TV, advertisers employ data-driven, demographically targeted buys that enhance their national media campaigns. Visit media.dish.com. DISH Media is an indirect subsidiary of EchoStar Corporation (NASDAQ: [SATS](#)).
