

DISH Media Drives Addressability with LiveRamp's Authenticated Traffic Solution Across Sling TV and DISH Connected™

DISH Media improves how it identifies and reaches viewers, giving marketers more flexibility and effectiveness in targeting and scaling their campaigns.

ENGLEWOOD, Colo., Aug. 27, 2024 – DISH Media, leaders in impression-based TV advertising, today announced an expanded partnership with LiveRamp, the leading data collaboration platform, to enable LiveRamp's Authenticated Traffic Solution across their range of satellite TV and OTT inventory on DISH TV and Sling TV. DISH Media is the first MVPD, and one of the first CTV platforms to implement this solution, which is applicable across inventory on both Sling TV and DISH Connected™. LiveRamp's Authenticated Traffic Solution allows brand marketers to connect their first-party user data with DISH Media's user data, enabling enhanced advertising capabilities in a more transparent and secure manner.

"DISH Media's high-value authenticated user data, when connected with marketers' valuable first-party data, offers unparalleled value for marketers looking to reach the right audiences with the right messages," said Tom Fochetta, senior vice president, DISH Media. "LiveRamp's Authenticated Traffic Solution allows DISH Media's advertisers to better connect and activate using their first-party data to drive better results across a range of identity innovations, giving marketers the utmost flexibility, transparency and effectiveness."

DISH Media is enhancing its advertising capabilities by implementing LiveRamp's Authenticated Traffic Solution, which is built on trusted consumer relationships and allows for connectivity and measurement without relying on third-party identifiers. This solution gives advertisers greater flexibility to target audiences across various identity solutions, regardless of the demand-side platform (DSP) used. Advertisers can leverage LiveRamp's RampID, Yahoo Identity Solutions including, Yahoo ConnectID, or Google's Publisher Advertiser Identity Reconciliation (PAIR) for more effective reach and personalization. With PAIR, advertisers can securely match their first-party data with DISH Media's premium TV content, enabling relevant ads at scale without compromising sensitive information.

"DISH Media is tapping an authenticated ecosystem that makes advertiser relationships more valuable and fosters new opportunities for collaboration," said Travis Clinger, chief connectivity & ecosystem officer, LiveRamp. "In the face of the deprecation of third-party signals, LiveRamp's ecosystem helps to provide key connectivity that enables advertisers to activate on the powerful insights generated by working with DISH Media."

DISH Media joins more than 21,000 publisher domains that have integrated with LiveRamp's solutions globally, enabling reaching high-value audiences at scale and delivering personalized experiences across CTV, browsers, and mobile devices.

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).
