



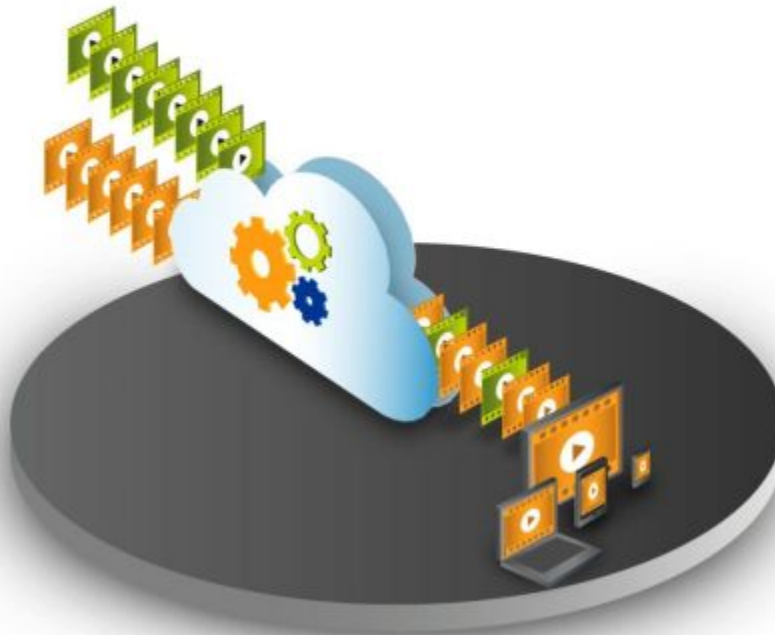
CommScope Deploys Video Advertising Solutions Across a4's Video Footprint

May 13, 2021

CommScope's Emmy® Award-winning Video Advertising Portfolio enables targeted advertising to a4's existing set-top box and next-generation IP video infrastructure

HICKORY, N.C.--(BUSINESS WIRE)--May 13, 2021-- CommScope announced today that [a4](#), the advanced advertising arm of Altice USA, has deployed its [Video Advertising Solutions](#) to deliver geographic and addressable advertising across a4's video footprint, including both QAM-based and IP video services.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210513005300/en/>



CommScope Manifest Delivery Controller (MDC) is the market-leading Video Manifest Manipulator, a software solution enabling server-side dynamic ad insertion, content personalization, and analytics for IP video. (Photo: Business Wire)

and DASH delivery formats. Field-proven to scale to millions of subscribers, MDC offers a flexible software platform with built-in automation that speeds time-to-market for new advertising services.

a4 has also deployed the [CommScope SkyVision Back Office and XMS Ad Insertion Servers](#), the market-leading solution for linear ad insertion over traditional video systems. SkyVision and XMS provide a4 with scalable and reliable advertising operations and efficient workflow management to insert targeted ads across Optimum set-tops.

For more information, please reference the product brochure [here](#).

About a4:

a4, a division of Altice USA, is an advanced advertising and data business that provides audience-based, multiscreen advertising solutions to local, regional and national businesses and advertising clients. a4 enables advertisers to reach more than 90 million U.S. households on television through

"We selected CommScope Advertising Solutions to improve the quality and effectiveness of our customers' ad experiences on our existing set-top video system, as well as our next-generation IP video platform," said Stephen Douglas, Director of Sales Operations at a4. "By leveraging the CommScope MDC Manifest Manipulation capabilities, we are able to enhance our subscribers' experience and increase the value of our ad inventory. Additionally, the SkyVision XMS solution ensures our operational efficiency, scalability, and performance in providing our subscribers with relevant, consistent, and seamless ad experiences."

"a4's strategic deployment of our [Emmy® Award-winning](#) CommScope Video Advertising Solutions speaks to our deep relationship with one of the nation's largest service providers," said Morgan Kurk, senior vice president and segment leader, Broadband Networks, CommScope. "a4's selection of the CommScope Video Advertising portfolio highlights our ability to generate advertising revenue from all of the end user platforms service providers support—helping them align their services with the ever-changing patterns in content consumption and video delivery."

a4 selected the [CommScope Manifest Delivery Controller](#) (MDC) to insert addressable ads into its IP video service. The MDC video manifest manipulator offers a versatile, resilient, and scalable platform for delivering Server-Side Dynamic Ad Insertion, video personalization, and analytics for IP Video. It supports live, video-on-demand, and time-shifted TV services running on HLS

cable networks, on-demand and addressable inventory across the U.S., and more than 45 million U.S. households through authenticated, privacy-compliant IP addressability supported by rich data sets and powerful analytics and attribution services in a simple, user-friendly way.

About CommScope:

CommScope (NASDAQ: COMM) is pushing the boundaries of technology to create the world's most advanced wired and wireless networks. Our global team of employees, innovators and technologists empower customers to anticipate what's next and invent what's possible. Discover more at www.commscope.com.

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This press release includes forward-looking statements that are based on information currently available to management, management's beliefs, as well as on a number of assumptions concerning future events. Forward-looking statements are not a guarantee of performance and are subject to a number of uncertainties and other factors, which could cause the actual results to differ materially from those currently expected. In providing forward-looking statements, the company does not intend, and is not undertaking any obligation or duty, to update these statements as a result of new information, future events or otherwise.

Source: CommScope

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