

# DISH Media Teams Up with Decentrix to Transform Ad Management Technology

- Combining addressable TV and digital advertising for a unified cross-platform strategy.
- The next-generation platform redefines efficiency and precision in media planning.

ENGLEWOOD, Colo., — March 25, 2025 — DISH Media, an indirect owned subsidiary of EchoStar Corporation, and a leader in addressable TV advertising proudly introduces a new, specially configured Order Management System created in collaboration with Decentrix's BIAlytix™ Planner. This innovative platform seamlessly integrates workflows across DISH Media's national network, encompassing set-top-box inventory (DISH) and connected TV (Sling TV). This all-in-one campaign management system offers media buyers the most simplified and efficient solution to target unique audiences across multiple platforms.

With the launch of its enhanced Order Management System, DISH Media elevates impression-based advertising by delivering greater control and efficiency. This innovation optimizes campaigns, accelerates order fulfillment and enhances operational performance, providing increased flexibility and improved experiences for clients.

"At DISH Media, we've always been at the forefront of innovation in TV advertising," said Tom Fochetta, senior vice president, DISH Media. "By investing in a cutting-edge Order Management System, we're establishing the foundation for a more streamlined and efficient advertising ecosystem, one that can be built upon with future innovations, enabling us to provide clients with the most effective campaigns across our national footprint."

"We are pleased to have been chosen by DISH to provide our Planner OMS cross-media campaign capabilities across their sophisticated addressable and digital advertising operations. The unique underpinning of Planner OMS with our AI toolset (AI4Media™) creates unparalleled operational efficiencies and allows for even deeper integrations in the future," said Wayne Ruting, chief executive officer, Decentrix.

#### 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](https://media.dish.com). DISH Media is an indirect subsidiary of EchoStar Corporation (NASDAQ: SATS).

#### About Decentrix

About Decentrix ([www.decentrix.com](https://www.decentrix.com))

Decentrix is a globally focused data technology company with transformational AI-based workflow management solutions that maximize advertising revenues and optimize operational efficiencies across digital, addressable and linear operations platforms for Brand Advertisers, Telecommunications and Media and Entertainment companies. The Decentrix BIAlytix™ SaaS suite, powered by AI4Media™ technology, is the most comprehensive next generation media enterprise platform in use today. It powers streamlined OMS workflows, delivering sophisticated functionality for cross-media planning, inventory optimization, rate card maximization, Frictionless Trading™, highly efficient advertising operations, comprehensive analytics and consolidated billing.