DISH Media and Nexxen Partner, Expanding Access to Premium TV Inventory and Audiences

New partnership connects advertisers with DISH and Sling inventory, combining premium programming and fully transparent bidstream signals with Nexxen's unique data

New York, November 23, 2026 — Nexxen, the advertising technology platform that delivers full-funnel performance powered by unique data and media, announced today a strategic partnership with DISH Media, an indirect subsidiary of EchoStar Corporation. The collaboration brings DISH Media and Sling's premium, brand-safe inventory directly to Nexxen's buyers.

In addition to enabling advertisers — including those at regional and independent agencies and brands — to reach high-value household audiences across live sports and entertainment programming, the partnership also adds a complementary source of demand for DISH Media. Rich metadata passed in the bidstream enables more precise visibility into where ads appear, empowering more informed buying decisions while maintaining consumer privacy. By leveraging Nexxen's platform, advertisers can bring the company's insights and intelligence to campaigns across DISH and Sling.

"Nexxen brings a different kind of demand than we already have access to," said Mike Fedyna, VP, Revenue Strategy and Monetization, DISH Media. "Their reach into regional and independent agencies builds on our mid-market business. Every impression runs on DISH and Sling in a brand-safe environment. That means the premium, live programming viewers actively seek out, from live sports to popular TV series across every genre. In a market where quality is hard to verify, that's a real advantage."

"Nexxen was built to connect unique data and premium media in ways that allow advertisers of all sizes to make the most of every campaign," said Ally Appelbaum, VP, Global CTV Partnerships, Nexxen. "By bringing DISH and Sling inventory onto our platform, we're giving buyers a more streamlined way to pair high-quality TV with the audience insights and transparency they need to plan confidently."

About DISH Media
DISH Media provides advertisers with intelligent solutions to efficiently maximize exposure to desired audiences across DISH and Sling while safeguarding consumer personal information. Through innovative platforms like addressable targeting and programmatic buying, viewer measurement tools and access to custom audiences on DISH and Sling, 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: ECHO).

Media Contact
News@dish.com