

CHARTER COMMUNICATIONS AND FOURTHWALL MEDIA



The Charter Communications Incorporation recently made an announcement, stating that they will be using Ad Widgets from FourthWall Media in about 800,000 different digital households, which will basically increase the consumer's opportunity to enjoy interactive and engaging advertisements. This is something that the consumers can appreciate because statistics show that consumers actually prefer engaging and interactive advertisements. The President of Charter Media, Jim Heneghan, says that interactive television has become very important for advertisers over the past few years, especially if they want their customers to have a positive experience with their brand and the products that are being advertised. When consumers can interact with the advertisements that are being displayed, the businesses and consumers actually end up being connected with one another. Ad Widgets is known for being an interactive advertisement solution for television, which has been fit to meet the advertising sales of Charter Communications. The Fourthwall Media is excited to begin working with Charter. They believe it is the perfect way for them to expand and grow, especially when it comes to the relationship that they have with the Charter Communications Incorporation. The CEO of FourthWall, Tim Peters, says that the company is looking forwards to being able to work with such a reputable company and to have the opportunity to begin using advertisements that are interactive and engaging to consumers. Peters says that the commercials will become even more user-friendly than they were before and the consumers will appreciate the engagement, as this type of advertising is far more effective than other strategies that have been used in the past. Some of the capabilities that Charter Media has to offer include addressable versioning, billboards, and telescoping. With the addressable versioning, Charter is able to place an assortment of commercials, all of which are similar but are used in different variations, to certain consumers based on which commercials are most likely to get a positive response. The billboards are used to deliver overlays of certain advertisements, even though they are not necessarily as interactive. And, telescoping is used to allow consumers to find out more about products that are advertised by using their VOD. The Charter Communications and FourthWall Media are both prestigious companies that are known for being successful. IN fact, FourthWall Media has even been nominated for an Emmy, as they continue to revolutionize advertisements, making them better than ever before, especially for the consumers. FourthWall Media is partnered with several different companies, including Time Warner Cable, Comcast Media Center, Bright House Networks, and DISH Network.