

## **Sinclair Broadcast Group Selects Oracle Moat to Strengthen Measurement and Brand Safety Capabilities for Advertisers**

**Baltimore, MD (November 9, 2021)** – Sinclair Broadcast Group, Inc. today announced that its digital solutions division, Sinclair Digital, and its marketing technology and managed services company, Compulse, have selected [Oracle Moat](#), a leading measurement and marketing analytics suite, to measure media performance across its 300+ digital properties.

Sinclair will deploy [Oracle Moat Analytics](#) across all of its owned and operated digital inventory to help advertisers determine invalid traffic metrics, viewability metrics, diagnostics and brand safety rates of advertising campaigns. In addition, Sinclair will use Oracle Moat Analytics for third-party connected TV (CTV) impression validation across its highly successful CTV platform, CompulseOTT.

“Sinclair has digital inventory across several categories, including news, sports, weather, and more,” said Ryan Moore, senior vice president, Digital Sales, Sinclair Broadcast Group. “By working with Oracle Moat to measure media performance across our digital properties, we are able to give advertisers who buy our high-value inventory an added level of transparency, validation, and safety.”

Oracle Moat is a measurement and marketing analytics suite designed to help advertisers, publishers, and platforms measure media performance across the breadth of their digital and TV advertising campaigns. By tapping into Oracle Moat’s powerful attention and engagement metrics within Oracle Moat Analytics, advertisers can achieve a complete, cross-channel picture of CTV, linear TV, and digital video ad performance to better optimize advertising campaigns.

“Today’s digital advertising takes place across a growing array of media types and formats, and to maximize campaign value, advertisers need a way of measuring who they’re reaching and how often each person is seeing an ad,” said Mark Kopera, head of product, Oracle Moat. “We’re excited to work with Sinclair Broadcast Group to give advertisers more ways to measure campaign performance across its digital properties. By working together, we’re making it simpler for Sinclair’s large number of advertisers to tap into our powerful measurement and marketing analytics, instantly.”

### **About Sinclair Broadcast Group, Inc.**

Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) is a diversified media company and leading provider of local sports and news. The Company owns and/or operates 21 regional sports network brands; owns, operates and/or provides services to 185 television stations in 86 markets; is a leading local news provider in the country; owns multiple national networks including Tennis Channel; and has TV stations affiliated with all the major broadcast networks. Sinclair’s content is delivered via multiple platforms, including over-the-air, multi-channel video program distributors, and digital and streaming platforms. The Company regularly uses its website as a key source of Company information which can be accessed at [www.sbgi.net](http://www.sbgi.net).

### **About Compulse**

Compulse is a marketing technology and managed services company built for local media and agencies. Compulse's single-solution platform combines sales enablement, order management, fulfillment, and analytics into one consolidated solution designed to make digital advertising easier and more profitable. The platform leverages more than 100 API integrations with leading martech solutions to streamline ad ops from proposal to fulfillment. Compulse customers use the company's powerful and easy-to-use tools to attract and engage customers. With U.S. offices in Baltimore, Denver, Seattle, Chicago, Bellevue, New York City, and San Francisco, and an international office in Delhi, Compulse's team is passionate about putting customers first.

### **About Oracle**

Oracle offers integrated suites of applications plus secure, autonomous infrastructure in the Oracle Cloud. For more information about Oracle (NYSE: ORCL), please visit us at [www.oracle.com](http://www.oracle.com).

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