

Charter Communications & PLUS Communications:

PLUS Communications managed a comprehensive campaign built around grassroots activation, key influencer engagement and online and media education, to drive public and regulatory opinion in support of the Charter - Time Warner Cable - Bright House Networks transaction.



IN THE NEWS



“\$88 Billion Deal Between Charter, Time Warner Clears Final Hurdle”
The Hill

THE WALL STREET JOURNAL. **“FCC Approves Charter Purchase of Time Warner Cable”**
The Wall Street Journal

TIMES UNION **“Charter/TWC/BHN Review Seeing Supporters Of Many Stripes”**
Albany Times Union

HOLLYWOOD REPORTER **“Charter Closes Time Warner Cable, Bright House Deals to Become Pay TV Powerhouse”**
The Hollywood Reporter

TURNING THE TIDE



Targeted advertising served **141,858,517** impressions to key regulatory, legislative, state and media influencers.



Built **strategic relationships** with national tech-influence reporters, maintained a fact-based messaging framework to saturate national and target markets with **favorable coverage**, and utilized the Charter Resource Center as an **effective** online hub for transaction facts.



Strategic TV spot release in three target Time Warner Cable markets, generating **1,763,251** online views.

BUILDING CRITICAL SUPPORT



34-state grassroots campaign activating over **3,000** third-party supporters, generating **1,200** letters of support and **300** testifiers for regulatory hearings.

NETFLIX

15 independent programmers, **4** internet companies including Netflix and over **25** organizations voiced praise for the Charter transaction.



11 members of Congress voiced support.



Conducted **6** national surveys with Morning Consult.



Sent 5 email blasts to more than **200,000** government and industry leaders, illustrating shifting public perception in support of the merger.

In less than one year, Charter Communication’s bid to merge with Time Warner Cable and Bright House Networks became a reality, due to a fact-based, thoughtful and responsive campaign to shift perspectives and influence regulators.