



**State of Washington
PUBLIC DISCLOSURE COMMISSION**

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February 19, 2025

Delivered electronically to Conner Edwards at cg.edwards53@gmail.com

Subject: Complaint regarding Ampersand, Case 164846

Dear Conner Edwards:

The Public Disclosure Commission (PDC) has completed its review of the complaint you filed on November 22, 2024. The complaint alleged that Ampersand (the "Respondent"), a media sales and technology company, may have violated RCW 42.17A. 345 by failing to timely provide complete commercial advertiser books of account upon request.

PDC staff reviewed the allegation and found the following:

- Per the Ampersand website (<https://ampersand.tv/who-we-are/>), the company is a "TV advertising sales and technology company. We reach 117 million multiscreen households, providing viewership insights and planning on 64 million households, in 200+ DMAs, across more than 165+ networks and in all dayparts." Comcast, Charter Communications, and Cox cable operators jointly own the company. Ampersand's vision is "to enable advertisers to reach their audiences with precision and scale in a multiscreen TV environment."
- PDC staff had a conversation with representatives from Ampersand and they explained that Ampersand is a broker and does not have the power to reject or accept a campaign's advertisement on behalf of the Multichannel Video Programming Distributor (MVPD) which it assists customers with reaching. Ampersand itself does not provide political advertising.
- Based on the available evidence, it does not appear that Ampersand is a commercial advertiser subject to RCW 42.17A.345.

Based on this information, the PDC finds that no further action is warranted and has dismissed this matter in accordance with RCW 42.17A.755(1) and WAC 390-37-060(1)(a).

If you have questions, you may contact Tanya Mercier, Compliance Officer, by e-mail at pdc@pdc.wa.gov

Sincerely,

/s/ Electronically signed
Tanya Mercier
Compliance Officer

Endorsed by,

/s/ Electronically signed
Kim Bradford
Deputy Director
For Peter Frey Lavalley
Executive Director

cc: Ampersand