**Charter Teams Up with Oracle for Addressable Advertising**

Oracle on Tuesday announced that it had made a deal with Charter Communications to deliver targeted advertising to Charter subscribers. The Oracle Data Cloud will be used by Charter clients to create addressable advertising, which is based on consumer purchase data.

***Adweek 4/19/17***

<http://www.adweek.com/tv-video/oracle-makes-another-major-data-move-inking-a-tv-ad-targeting-deal-with-charter-communications/>