

Gray Digital Media Launches GDM360: An Omnichannel Ad Solution Positioned for Market Growth

ATLANTA, June 5, 2025 — Gray Digital Media, a division of Gray Media Inc., announces **GDM360**, a proprietary omnichannel digital solution positioned to drive growth for national and local brands across the U.S.

GDM360 is an audience-centric strategy that connects multiple digital channels—streaming TV, targeted display, targeted video, gaming, and streaming audio—into a cohesive, data-driven campaign tailored to how people consume media throughout their day.

Compared to a traditional multichannel approach, with disjointed campaigns across multiple digital products, omnichannel marketing integrates top digital channels into a single, fluid campaign. This approach leads to a more consistent and persuasive message without over-exposure on a single channel.

Clients who take advantage of the power of **GDM360** can expect performance gains such as greater brand recall, reduced ad fatigue, and an increase in conversions by up to 40%.

The launch of **GDM360** represents a significant step in Gray Media's broader strategy to deepen its footprint in the high-growth digital advertising market. By developing an in-house omnichannel solution, Gray Digital Media strengthens its value to both local businesses and national brands.

"Our clients have been asking for this for a long time, and we're delivering with **GDM360**," said Erin Overstreet, Vice President, Digital Sales, Gray Digital Media. "We are maximizing the impact of our clients' campaigns by meeting consumers on their terms and leading them to take meaningful action."

About Gray Digital Media:

Gray Digital Media, a division of Gray Media, Inc., is a full-service digital agency offering advanced digital marketing strategies to local and national clients. For more information, please visit www.graydigitalmedia.com.

About Gray Media:

Gray Media, Inc. (NYSE: GTN), is a multimedia company headquartered in Atlanta, Georgia. The company is the nation's largest owner of top-rated local television stations and digital assets serving 113 television markets that collectively reach approximately 37 percent of US television households. The portfolio includes 78 markets with the top-rated television station and 99 markets with the first and/or second highest rated television station during 2024, as well as the largest Telemundo Affiliate group with 44 markets. Gray's additional media properties include Gray Digital Media, video production companies Raycom Sports, Tupelo Media Group, and PowerNation Studios, and studio production facilities Assembly Atlanta and Third Rail Studios. For more information, please visit www.graymedia.com.
