

Tango Media Systems Powers a Faster Future for Multimarket Television Advertising

As Linear TV Fights for Ad Dollars, Tango Media Systems Proves Local Broadcast Can Match the Speed of Big Tech Platforms, Renews Technology Partnership with Sinclair's AMP Sales & Marketing Solutions

SARATOGA SPRINGS, N.Y. — June 17, 2026 — [Tango Media Systems](#), a leader in Advanced Linear TV automation, today announced a renewal and expansion of its technology partnership with **AMP Sales & Marketing Solutions**, the national advertising sales division of [Sinclair Broadcast Group, Inc.](#)

The renewal marks a critical milestone in the industry-wide race to modernize local broadcast television. As traditional media faces intense competition from digital walls and streaming platforms, this partnership focuses squarely on stripping the manual, time-consuming "legacy" out of the TV ecosystem, reviving it with the speed, data integration, and automation required by modern, agile marketers.

The Friction Costing Local Media Millions

Historically, the single biggest barrier to multi-market broadcast TV advertising has been operational friction. While digital platforms allow brands to launch nationwide campaigns with a few clicks, traditional linear TV has relied on fragmented, manual planning processes across individual regions. This operational lag often isolates local TV from fast-moving digital advertising budgets.

By automating the complex work of multi-market media planning and proposal generation, the platform effectively bridges the gap between linear TV's massive reach and the rapid turnaround times expected by today's digital-first brands and agencies.

"Five years ago, the narrative in the industry was that broadcast TV was structurally too slow and manual to compete for fast-moving digital dollars," said **Scott T. Stansfield, Founder and Managing Partner of Tango Media Systems**. "We set out to change that narrative. This renewal isn't just about maintaining a technology contract; it's a shared commitment to fixing the underlying operational friction that has held linear media back from its full monetization potential."

Driving Revenue and Efficiency at Scale

Under the extended agreement, Sinclair's AMP Sales Team will scale its use of the TangoRESPONSE ad-tech suite to manage and build complex, multi-market advertising solutions. The platform rapidly analyzes inventory and target CPM goals across hundreds of disparate markets simultaneously.

This capability directly addresses a vital business objective: delivering responsive proposals to massive agency and brand RFPs, saving the sales team thousands of hours of manual labor, and significantly optimizing airtime monetization to drive overall ad revenue growth.

"The media landscape has shifted, but local broadcast remains an irreplaceable foundation for true coast-to-coast reach," **Stansfield noted**. "By evolving these automation tools, we ensure that major media companies can pivot instantly. Reducing the operational friction of the buy means linear TV can continue to deliver unmatched, measurable value in a multi-screen, omnichannel world."

About Tango Media Systems

Tango Media Systems develops state-of-the-art ad-tech solutions designed to automate and accelerate the media buying and planning process. Through its specialized software modules, including TangoRESPONSE, the company eliminates unstructured data bottlenecks and manual drudgery, empowering broadcasters and media agencies to maximize inventory value and execute highly targeted, multi-market campaigns with digital-speed efficiency.