

FreeWheel
A COMCAST COMPANY

Media Technology Thought Leadership Company

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FREEWHEEL MEDIA

THE MOST TRUSTED SOURCE FOR CTV

With FreeWheel Media, easily buy targeted, premium TV at scale.



MEDIA, DATA AND CONTENT CONVERGE HERE

With premium inventory across linear and digital channels as well as data that enables precision level targeting, our unified TV solutions strategically connect brands to audiences.

HOW A COMMITMENT TO TRUST EARNED US STRAIGHT A'S

Pixelate, a global ad fraud intelligence and marketing compliance platform, recently announced the results of its first-ever Connected TV/OTT Seller Trust Index (CSTI), a ranking on the overall quality of programmatic sellers across Roku, Amazon, and Samsung. **FreeWheel was the only supplier to earn an "A" grade on all three Connected TV (CTV) platforms.**

TOP 3 PROGRAMMATIC OTT / CTV SELLERS PER DEVICE

ROKU DEVICES	AMAZON DEVICES	SAMSUNG DEVICES
1. TELARIA	1. FREEWHEEL	1. VERIZON
2. FREEWHEEL	2. VERIZON	2. SPOTX
3. XANDR	3. AMAZON	3. FREEWHEEL

CSTI, Q1 2020



MEDIA SOLUTIONS POWERED BY COMCAST

Harness the power of Comcast set-top box viewership



YOUR DATA. ANYWHERE.

Leverage your own data to build custom solutions to



BEST-IN-CLASS CROSS-SCREEN MEASUREMENT

Advanced incremental reach and attribution solutions

FREEWHEEL – Specimen 1 – Class 38

data to build highly-effective and fully differentiated media plans across linear and CTV.

effectively reach your audience, wherever they are watching.

unlock fully-proprietary insights into campaign performance.

[LEARN MORE](#)

FREEWHEEL DRIVE^x

An end-to-end suite of the most advanced suite of planning, measurement, and attribution solutions for linear TV ever offered by FreeWheel Media.

[LEARN MORE](#)

CUSTOMER TESTIMONIALS

SHUTTERFLY

THE CHALLENGE

Shutterfly was looking for a simpler way to buy incremental linear TV at scale with the goal of extending reach beyond their net-direct investments.

OUR SOLUTION

FreeWheel built an aggregated linear TV plan based on Comcast viewership data designed to reach Shutterfly's audience with minimal waste.

IN THEIR OWN WORDS

"FreeWheel was one of the most impactful investments we made this quarter."
— Daniel Wong, Director, Marketing Planning at Shutterfly

THE RESULTS

FreeWheel acted as a crucial reach vehicle in Shutterfly's media mix, delivering efficient incremental impressions. The campaign was planned and went live in less than a week (over a holiday break, no less) and delivered the full budget in a tight 13-day window.



122%
overall delivery



38MM
primetime impressions delivered



\$920K
delivered in media value

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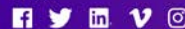
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