

FREEWHEEL
MEDIA

CONNECTED TV ADVERTISING



CTV IS YOUR BRAND'S BEST BET.

RAPIDLY GROWING
SCALE

196MM users in 2019
65% of homes have CTV

ENGAGED VIEWING
EXPERIENCE

98% ad completion rate
100% viewability

YOUNGER, MORE
AFFLUENT AUDIENCES

31 median age
\$61,200 median HHI

INVENTORY

100% premium, full-episode inventory from trusted sources

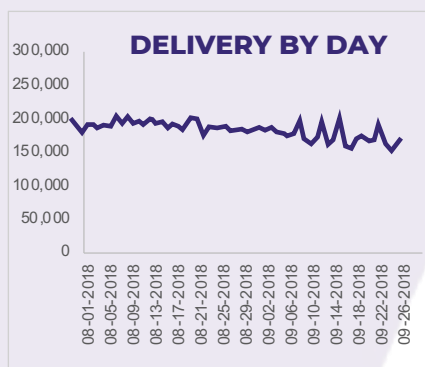
Adult Swim	Crunchyroll	ESPN ACC	Fox News	MTV	Pluto	Tru TV
A&E	Comedy Central	ESPN Deportes	Fox Sports	NBA	Roosterteeth	Tubi
AMC	Cooking	ESPN News	Fubo	NFL Network	Science Channel	Univision Now
American Heroes	Destination America	ESPN SEC Network	FYI	Newsy	SEC Network	USA
Animal Planet	Discovery Go	ESPN SEC Plus	Hallmark	OWN	Sony Crackle	VH1
BBC America	Discovery Life Go	ESPN U	HGTV	Oxygen	Sundance	WEtv
Bleacher Report	Discovery en Español	E!	History	Pac 12	Syfy	Xumo
Bravo Now	Discovery Familia	ET Live	Investigation Discovery	Paramount	TBS	
CBS News	DIY	Food Network	IFC	PGA	Telemundo	
CBS Sports	ESPN	Fox	Lifetime	PGA Tour	TLC Go	
Cine Sony	ESPN 2	Fox Business	Logo	Philo	TNT	
CNN	ESPN 3	Fox Deportes	Motor Trend	Playstation Vue	Travel	

- ✓ Blacklisting available
- ✓ 100% brand safe
- ✓ Competitive separation
- ✓ Frequency capping

TRANSPARENCY

The most transparent campaign reporting and supply path available

DELIVERY BY DEVICE	
Roku	44.3%
firetv	32.0%
Apple TV	7.0%
Smart TV	4.2%
PlayStation	2.3%
Apple streaming	1.3%
chromecast	0.9%
XBOX	0.6%



DMA	GRAND TOTAL	% OF TOTAL
New York, NY	1,005,536	7.7%
Los Angeles, CA	572,883	4.4%
Atlanta, GA	317,078	2.4%
Philadelphia, PA	326,679	2.5%
Washington, DC	353,609	2.7%
Tampa, FL	251,806	1.9%
Dallas-Fort Worth, TX	295,742	2.3%
Orlando, FL	262,634	2.0%
Chicago, IL	255,591	2.0%
Raleigh-Durham, NC	239,840	1.8%

DATA

Customizable targeting and measurement via 1st and 3rd party data sources



Plus integrations with every major DMP via Nielsen Marketing Cloud