FreeWheel Announces Expanded CTV Partnerships With Streaming Platforms

FreeWheel announced new partnerships with supply-side platforms that strengthen programmatic offerings within the connected TV ecosystem.

Included in the partnerships are Fubo, LG Ads, Philo, Plex, TCL Ads, Telly, Wurl, and more, providing FreeWheel's clients with access to a premium CTV ad marketplace, while offering publishers a streamlined access point to a wide range of demand.

The Comcast-owned global TV adtech platform aims to simplify the premium CTV ecosystem by partnering with these SSPs to offer tailored and targeted products, helping advertisers reach their desired audience.

These offerings include enterprise-level buying platforms for agencies through FreeWheel's Advertiser Suite and the use of Universal Ads, the new, cross-industry TV advertising platform powered by FreeWheel technology, to bring in small, new-to-video advertisers.

"Buyers are increasingly looking to premium streaming inventory as the best way to reach diverse and fragmented audiences," said Greg Bel, vice president of supply at FreeWheel, in a statement. "By bringing together these premium streaming partners, FreeWheel is paving the way for smarter, scalable ways for buyers to find audiences in the current and future state of media buying."

FreeWheel noted that in addition to a broader inventory of supply, media buyers with access to the enhanced marketplace also gain advanced customization, standardized data signals, and optimized bidding, making it seamless for advertisers to reach their intended audiences at scale.

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