The Walt Disney Company Will Now Use Google Technology for Its Digital Ads

The Walt Disney Company has agreed to let Google’s ad technology, Google Ad Manager, deliver digital video and display ads across its brands. The new partnership effectively ends The Walt Disney Company’s relationship with Comcast’s ad serving platform, FreeWheel. “The Walt Disney Company and Google have both been at the forefront of transforming the advertising…
https://www.adweek.com/tv-video/the-walt-disney-company-will-now-use-google-technology-for-its-digital-ads/