

STRATA PARTNER PLATFORM

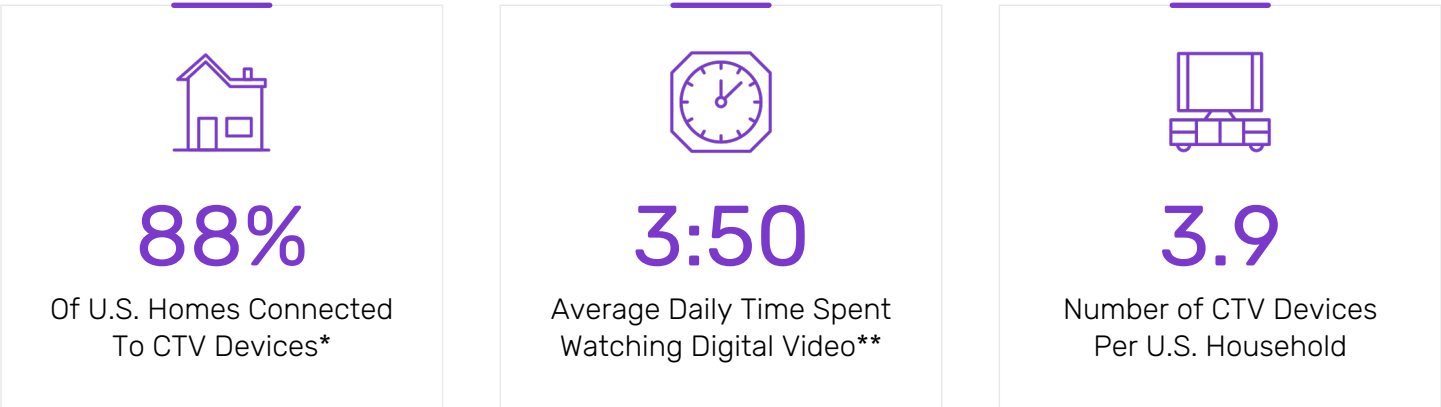
Digital Video

PARTNER PLAYBOOK

Delivering streamlined access to premium OTT and CTV inventory to capture your audiences in the new media ecosystem.

2025

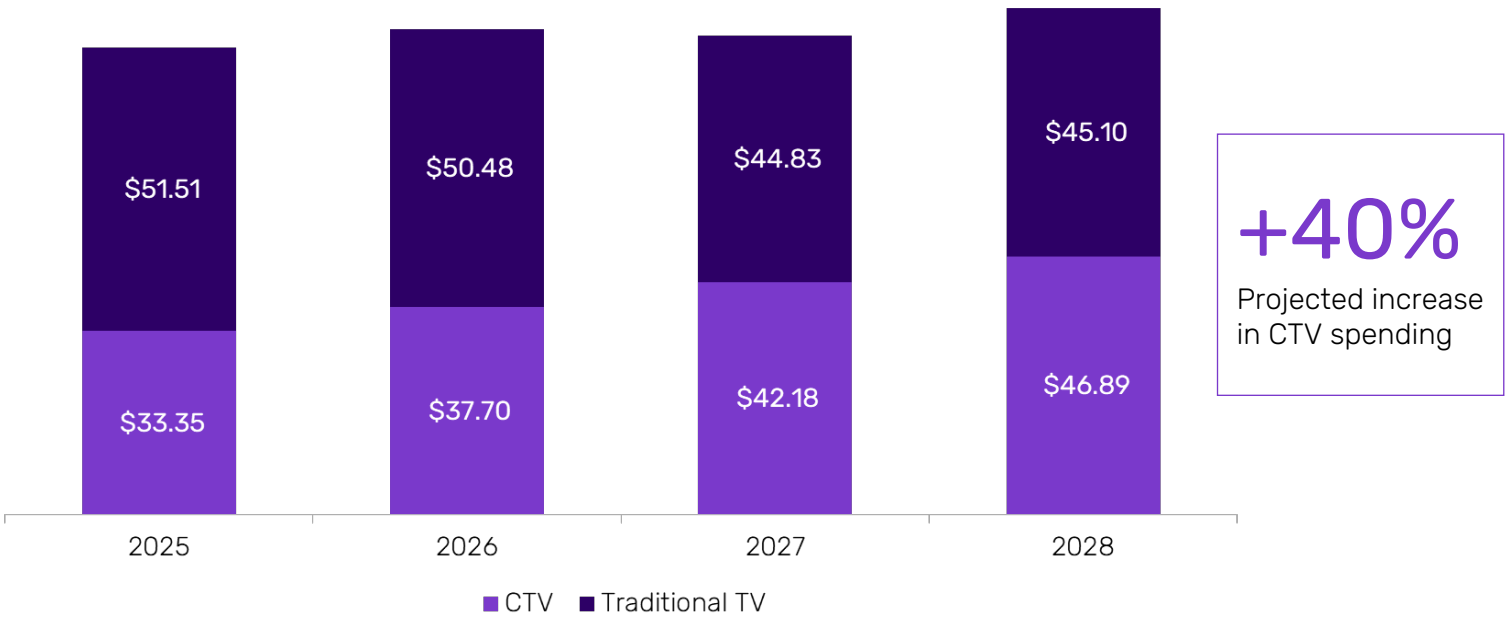
Consumers are Watching TV Differently



*Statista, September 2024
**eMarketer, March 2024

Marketers Are Eager to Reach Them Across These New Endpoints

U.S. TV and Connected TV (CTV) Ad Spending
2025 – 2028, Billions



Source: eMarketer Forecast, January 2025

Let's Start with the Basics: OTT vs. CTV

OTT and CTV are Different but Used Synonymously

OTT

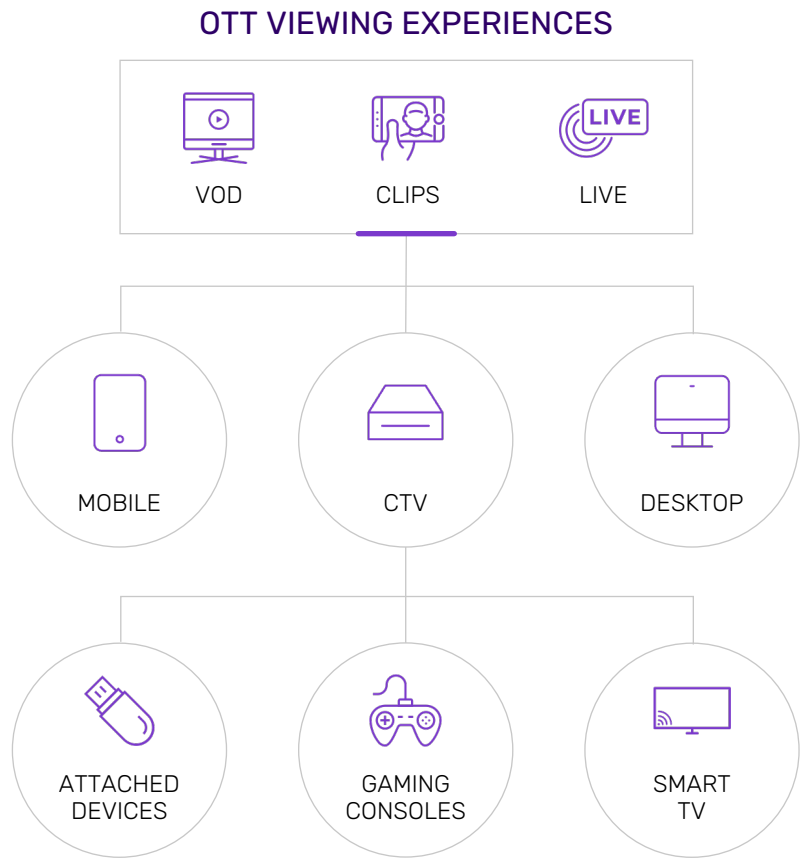
Over The Top

The behavior of viewing video content via the internet in a way that bypasses closed networks of telecom and cable providers.

CTV

Connected TV

A television set that is connected to the internet via attached device, gaming console, or functionality within the TV itself.



CTV Brings Together the Best of Digital and Linear



STRATA PARTNER PLATFORM

Seamlessly connect to best-in-breed video partners across the ecosystem directly in your Strata platform.



BEESWAX

Compulse**CTV**



Disney
Advertising Sales

LG Ads Solutions

hulu



IMAGICOMM
COMMUNICATIONS

JamLoop

FLX

Locality



NCM
NATIONAL CINEMEDIA

NewsON[®]
Live. Local News. Nationwide.

nexstar
DIGITAL

Paramount

PREMION

SCRIPPS
OCTANE

SCRIPPS ADS+

SPORT
STREAM
LIVE

Basis[®]
Technologies

xumo

ribeye

SV
SCREEN
VISION
MEDIA

vevo

ion

HEARST
television

AUDIENCE X

BOUNCE

Digital Video

PARTNER OFFERINGS



AudienceXpress, a Comcast Company, builds custom campaigns that deliver your message to your ideal audience, using Comcast viewership data insights and a total reach of more than 300 million viewers.

Key Differentiators

- Inventory comes directly from nearly 90% of the top premium video publishers, including networks like Fox, Viacom, Discovery, A+E, and Turner.
- With a massive reach of over 80M homes with connected devices, Audience Xpress serves more than 3 billion targeted ad impressions daily across 210 U.S. DMAs.
- Supports robust reporting with impression-level insights by site, network, publisher, ad unit, creative, device, or daypart.

Strata Checklist

Call Letters
FWXX-DV

Order Execution
Eleven via ePort



Meet your goals and create an impact with Basis Technologies' (formerly Centro) top-ranked, comprehensive, automated digital advertising platform, and unite your campaigns across all digital channels.

Key Differentiators

- Advanced targeting techniques and a data-driven approach to applying the right prospecting and contextual factors, compliant and privacy-friendly identity solutions, and retargeting to reach your audience.
- Diversified video inventory with convergent TV, in-stream, and out-stream video options across all platforms.
- Accelerated billing and reconciliation processes that reduce manual tasks and minimize financial risk.
- Custom reporting based on objectives and KPIs to review performance, with an AI engine that makes smart, optimized decisions and improves campaign performance at scale.

Strata Checklist

Call Letters
BTXX-DV

Order Execution
Eleven via AEInbox



Beeswax makes planning, buying, and measuring connected TV (CTV) and video straightforward and simple. FreeWheel's unique access to supply and Comcast proprietary data help empower your campaigns to outperform the competition.

Key Differentiators

- Create custom multi-pub deal IDs directly in our UI for easy access to premium supply—no new publisher agreements required.
- Nationally-scaled audience data* from Comcast helps boost performance with more accurate targeting; only through FreeWheel.
- Measure incrementality to prove value of national linear buys and learn which digital partners drive the most value.

Strata Checklist

Call Letters
BEXX-DV

Order Execution
Eleven via ePort



Bounce is America's first African American broadcast network dedicated to inspiring, empowering and entertaining viewers.

Key Differentiators

- Content representing a rich mosaic of the African American community, featuring original dramas, sitcoms, movies, specials and more to streaming viewers across the country.
- Bounce is owned by The E.W. Scripps Company.

Strata Checklist

Call Letters
BOXX-DV

Order Execution
Eleven via ePort



CompulseCTV is an advanced television ad delivery platform that enables advertisers in local DMAs to target viewers of over-the-top TV programming through reputable and validated data target sets.

Key Differentiators

- CompulseCTV offers access to premium CTV inventory across top publishers on leading distribution platforms such as Roku, Apple TV, Amazon Fire, gaming consoles and Smart TV's as well as access to over 40,000 data segments for targeting from the industry's leading 3rd party data providers.
- CompulseCTV offers daily reporting. MRC accredited by Oracle Moat that includes over 50 measurement metrics.
- CompulseCTV delivers 95%+ of all ad impressions across CTV – With little mobile or desktop delivery – And reports out CTV% daily. They have massive publisher reach ensuring delivery even in small DMAs and ZIPs.

Strata Checklist

Call Letters
SGXX-DV

Order Execution
Eleven via ePort



Cox Media Group (CMG) is a premier media company with best-in-class OTT solutions. CMG delivers the largest OTT publisher set with top of the waterfall access, integrated reporting for the ultimate in campaign transparency, and data-driven local audiences.

Key Differentiators

- CMG owns and operates 33 market-leading television stations in 20 markets with numerous multi-platform streaming video platforms.
- CMG's portfolio includes affiliates of ABC, CBS, FOX, NBC, and MyNetworkTV, as well as valuable independent stations and premium OTT content.
- CMG's integrated portfolio of top-rated media properties and partnerships, combined with their creative and customized digital marketing solutions, can help local and national businesses effectively direct the sale of goods and services to their exact target audience.

Strata Checklist

Call Letters
CGXX-DV

Order Execution
Eleven via ePort



Disney Cross Platform is a unified ad solution that reaches audiences by delivering ads within the full Disney addressable portfolio in its popular entertainment, live sports, real time news content and the largest streaming TV library.

Key Differentiators

- Disney Cross Platform includes all Disney brands – Including ABC, ABC News, ABC Owned Television Stations, Disney, ESPN, Freeform, FX, Hulu and National Geographic.
- Disney Cross Platform has 242MM digital viewers – Nearly 1 in 2 connected households.
- 94% of impressions are delivered in long-form episodes, movies and live streaming.

Strata Checklist

Call Letters
DPXX-DV

Order Execution
Eleven via ePort



FLX offers premium streaming content at scale across all 210 DMAs including live local news and sports in the largest DMAs in the country.

Key Differentiators

- Packages include Entertainment, News, Sports, Espanol, Fox exclusive. CTV-only or multi-screen.
- Direct access to over 150+ curated publishers with advanced targeting capabilities.

Strata Checklist

Call Letters
FXXX-DV

Order Execution
Eleven via ePort



Hearst Anyscreen(r), a division of Hearst Television, is designed to provide marketers with a singular solution to the challenge of fragmentation.

Key Differentiators

- Best-in-class and most dedicated team working on your behalf offering comprehensive support.
- Combines the most engaging creative executions with state-of-the-art data science and deploy across brand-safe display, video, OTT and social media experiences. Ability to target by DMA, state, or zip code in markets that matter most to you.
- Campaign planning, execution, real-time optimization and rich performance insights to help you get the most out of your advertising dollars Access.

Strata Checklist

Call Letters
HTXX-DV

Order Execution
Eleven via ePort



With 15 years' experience, Hulu leads the way in ad-supported streaming, with the content, scale, and insights to deliver for your brand.

Key Differentiators

- Hulu captivates viewers, 109MM monthly, and drives conversations by delivering the latest shows and movies, classic favorites, Originals and live sports, news and entertainment – All in one place.
- This scale helps brands reach new audiences – 68% of Hulu viewers are cord cutters and 62% never see Hulu ads on linear TV.
- 84% of Hulu viewing is on CTV.

Strata Checklist

Call Letters
HLXX-DV

Order Execution
Eleven via ePort



With over 250M monthly listeners in the U.S., iHeartMedia has the largest reach of any radio or TV outlet in the country. iHeartMedia has recently rolled out premium OTT solutions to reach cord-cutting audiences on CTV devices.

Key Differentiators

- iHeartMedia prioritizes your OTT impressions to deliver on CTVs, maximizing delivery to certain publishers like Sling and Pluto to target cord-cutters.
- As one of the largest buyers of OTT inventory, iHeartMedia leverages nearly 50 direct publisher relationships to get you priority access to premium inventory.
- iHeartMedia's real-time reporting system is directly integrated into the company's own technology stack to ensure data integrity straight from the source.

Strata Checklist

Call Letters
IHXX-DV

Order Execution
Eleven via ePort



As one of the most popular networks in television, ION brings audiences the electrifying entertainment they crave, ION always keeps fans wanting more.

Key Differentiators

- Content all day, every across almost every leading streaming platform.
- Content ranging from binge-worthy crime dramas, edge-of-your-seat action or the excitement of women's sports.
- ION is owned by The E.W. Scripps Company.

Strata Checklist

Call Letters
IOXX-DV

Order Execution
Eleven via ePort



With digital expertise and innovative technology, Imagicomm Communications helps businesses reach their target audience and convert prospects into customers.

Key Differentiators

- Imagicomm's wide portfolio of digital marketing solutions allows us to build customized campaigns that reach targeted audiences along every step of the purchasing journey.
- Imagicomm uses cutting-edge technology and a data-driven approach to build effective integrated campaigns and make smart optimization decisions.

Strata Checklist

Call Letters
IMXX-DV

Order Execution
Eleven via ePort



JamLoop is **Performance CTV for Local**: Programmatic CTV buying platform for mid-market agencies, brands and retailers.

Key Differentiators

- We help mid-market media buyers navigate the complexities of programmatic CTV advertising. Think of us as full-stack, programmatic trading desk software, white-labelable for agencies, and purpose-built for local CTV activation.
- Our proprietary, AI-driven bidder technology and deep human expertise delivers superior campaign performance by creating meaningful consumer connections across every device, media channel, and geo-location.
- We deliver local brand-building and performance TV advertising opportunities across our direct publisher network of premium, scalable, data-driven CTV ad inventory.
- Expect lightning-fast response times, powered by our real-time performance data insights and dedicated support team of experts.

Strata Checklist

Call Letters
JLXX-DV

Order Execution
Eleven via ePort

LG Ads Solutions

LG is the world's most awarded TV brand, offering consumers a premium TV viewing experience and brands a single source for accessing premium CTV inventory.

Key Differentiators

- Access to 35 million LG Smart TVs in the U.S. and a highly active user base watching both linear TV and streaming services.
- Provide local brands massive-scale and incremental reach beyond their linear campaigns.

Strata Checklist

Call Letters
LGXX-DV

Order Execution
Eleven via ePort



Locality is the industry's preeminent local television solutions provider, committed to addressing the evolving needs of advertisers by unlocking the power of local across streaming and broadcast.

Key Differentiators

- Locality brings together the best talent in both streaming and broadcast TV helping brands tap into the mindset of the local consumer and precisely reach them in optimal markets.
- Having served more than 1,500 ad agencies and 4,500 advertisers to date, Locality provides premium local inventory sourced directly – Across 150+ streaming TV publishers – For brands to easily optimize their spend and target audiences at scale.
- Covering 100% of U.S. DMAs, Locality's team are experts in local marketplaces with 50+ years of media sales experience enabling brand advertisers to navigate smart local streaming and broadcast advertising buys.

Strata Checklist

Call Letters
CXXX-DV

Order Execution
Eleven via ePort



National CineMedia (NCM) is America's largest cinema advertising network connecting brands to movie audiences – Over 750 million highly-engaged moviegoers a year in top theaters across the U.S.

Key Differentiators

- NCM's Noovie pre-show reaches more people every weekend than any show on TV and is one of the top 10 primetime shows in the country every week.
- NCM's cinema advertising has significantly higher engagement and recall levels than ads on live sports or primetime TV.
- NCM has a median viewer age of 30.

Strata Checklist

Call Letters
CMXX-DV

Order Execution
Eleven via AE Inbox



NBC Spot On is an advanced local advertising platform to deliver your campaign messaging to millions of viewers on CTVs. NBC Spot On offers direct access to over a billion monthly impressions across premium publishers, plus exclusive access to NBCU content including Hulu and Telemundo.

Key Differentiators

- Reach your core viewers through a combination of demographic, behavioral, device, and daypart targeting or bring your own data to extend your CRM reach.
- Track and analyze results via an analytics dashboard.
- Finalize creative through in-house production services.

Strata Checklist

Call Letters
SOXX-DV

Order Execution
Eleven via ePort



NewsON is a CTV platform that aggregates local broadcast TV station news content from 250+ stations, 19 Station groups with CBS, NBC, ABC and Fox local affiliates. This content includes live, on demand, clips and FAST, with 150 million ad impressions per month, coverage of all 210 DMA's and stations in all of the top 50 markets.

Key Differentiators

- NewsON covers over 90% of the US.
- NewsON is the Top Local News app on Roku.
- NewsOn averages 1 hour+ in user session time.

Strata Checklist

Call Letters
NOXX-DV

Order Execution
Eleven via ePort



Nexstar Digital is the largest broadcast company in the country, operating 197 TV stations in 115 markets and reaching 63% of U.S. households. On a combined basis, Nexstar Digital is the #1 ComScore ranked local news site.

Key Differentiators

- For the best targeting, reach, and scalability, Nexstar Digital blends direct-to-publisher partnerships that are of the highest caliber with ad technology.
- Exclusive ComScore targeting partnership excludes exposed linear audiences for CTV reach extension.
- Leverage a proprietary identity For the best targeting, reach, and scalability, Nexstar Digital blends direct-to-publisher graph to create unique first-party segments against Nextar's 106M uniques to reach on CTV.

Strata Checklist

Call Letters
XDXX-DV

Order Execution
Eleven via ePort



Paramount Digital reaches 50M full episode viewers or 150M total video viewers in any given month and offers 100% premium, brand-safe video content across the top broadcast and cable networks with scale in all 210 DMAs.

Key Differentiators

- Paramount+ gives users access to 30,000+ episodes of premium content, including digital-only originals, live sports, news, and a mountain of entertainment.
- Paramount offers direct transparency into programming and frequency control across the entire Paramount Digital portfolio.
- Paramount owns and distributes 100% of content at scale in all 210 DMAs. Inventory is not guaranteed through any other partner.

Strata Checklist

Call Letters
CDXX-DV

Order Execution
Eleven via ePort



A 13x CTV industry award-winner, PREMION has enabled tens of thousands of advertisers to reach high-value local viewers in all 210 US DMAs. Backed by CTV/OTT experts covering every corner of the US, PREMION understands unique local characteristics, viewer trends, and the power of local relevance that drives advertiser outcomes.

Key Differentiators

- As the industry leader for premium CTV/OTT Advertising, PREMION enables advertisers to target and reach their desired audiences in brand-safe trusted content and drive measurable outcomes in all 210 DMAs.
- PREMION directly sources high-quality inventory from over 125 TV and media brands. We focus on long-form high-quality, professionally-produced TV and movie content by reputable publishers and branded networks.
- PREMION has earned two separate and distinct TAG certifications – TAG Brand Safety Certified & TAG Certified Against Fraud Seals.

Strata Checklist

Call Letters
PMXX-DV

Order Execution
Eleven via ePort



Founded in 2023, Ribeye's team of industry veterans is dedicated to developing cutting-edge programmatic advertising solutions tailored for the local media marketplace.

Key Differentiators

- Provide solutions that are user-friendly, seamlessly integrate into your company's workflow.
- Complete transparency to ensure confidence in the inventory you sell.

Strata Checklist

Call Letters
REXX-DV

Order Execution
Eleven via ePort



Screenvision Media is the industry-leading cinema, premium video, and media organization that curates powerful storytelling for brands and their audiences on over 14,000 screens in 2,300 theaters nationwide and beyond via consumer mobile devices.

Key Differentiators

- Screenvision Media's preshow is proven by Amplified Intelligence to deliver 100% viewability (75% active viewing/25% passive) and a TVision score of 76 (vs. 42 for Linear Broadcast). Cinema delivers the high-value audiences sought after by marketers today.
- Gain ultimate access to the OTT audience in a 100% distraction-free environment with no ad skipping or blocking.
- Screenvision reaches hard-to-get light TV viewers in a brand-safe, non-skippable, 100% first run OTT opportunity.

Strata Checklist

Call Letters
SVXX-DV

Order Execution
Eleven via ePort



Scripps Ads+ combines all of Scripps Networks as well as Scripps local streaming News in all 41 Scripps Markets. Scripps Networks has a passion for finding new ways to engage with audiences.

Key Differentiators

- Scripps Networks' robust portfolio includes national news outlets Scripps News and Court TV, as well as leading entertainment brands ION, ION Mystery, ION Plus, Bounce XL, Grit Xtra, and Laff.
- Scripps Ads+ is committed to providing a brand-safe ad experience that is effective and measurable by deploying all necessary means to promote transparency and safeguard against advertiser fraud.
- Reaching nearly every American household with an expansive collection of television networks via OTA, cable, and satellite, and on OTT platforms.

Strata Checklist

Call Letters
APXX-DV

Order Execution
Eleven via ePort



Designed with changing consumer habits in mind, Scripps Octane is a new one-stop service that allows you to buy streaming TV ads across a variety of OTT providers to target your ideal customer.

Key Differentiators

- Scripps, offering 60 stations in 42 markets, can now be found across all popular streaming devices including Roku, Apple TV, Amazon Fire, and Android TV.
- Scripps is focused solely on CTV placements and direct partnerships with premium publishers.
- Scripps leverages a suite of targeting, attribution, and brand safety tools to expertly tailor solutions that meet your marketing goals; track performance in real time with a campaign dashboard.

Strata Checklist

Call Letters
SCXX-DV

Order Execution
Eleven via ePort



A division of Cast Iron Media, SportStream Live is your direct source for live game inventory across Connected TV, enabling advertisers to reach passionate fans during MLB, NBA, NHL and NCAA games and other premium sports platforms.

Key Differentiators

- 100% live sports impressions in all 210 DMAs.
- :15s/:30s/:60s commercials in natural TV game breaks.
- Ability to target by DMA, state, or zip code in markets that matter most to you.
- Local-scale to deliver against weekly and monthly goals to keep your media plan intact.
- Access to top premium sports networks surrounding the game including pregame, postgame, and sports highlight shows.

Strata Checklist

Call Letters
SSXX-DV

Order Execution
Eleven via ePort



Vevo is a modern-day TV network with distribution across all the major CTV/OTT and video platforms, providing local advertisers alignment with the most culturally relevant premium content on air.

Key Differentiators

- Vevo offers local advertisers' direct access to a content provider that reaches all audience segments, demos, and preferences within one brand safe, scalable, premium, video.
- Advertisers can achieve deeper local marketplace penetration from Vevo's 147 million unique monthly viewers.
- Vevo is the leading FAST network in the world today with distribution around the globe and the most engaging set of content that stays with and ahead of the ever-changing culture climate.

Strata Checklist

Call Letters
VOXX-DV

Order Execution
Eleven via ePort



XUMO is a global streaming TV service offering 200+ channels of free premium programming across 12 genres including news, sports, kids and family, and more.

Key Differentiators

- XUMO reaches millions of unique monthly users while delivering a wealth of seamless, easy-to-discover content across a multiscreen distribution network.
- XUMO delivers OTT VOD and live linear channels through partnerships with popular media providers such as ABC News, Hallmark, PGA TOUR, and many others.

Strata Checklist

Call Letters
XUXX-DV

Order Execution
Eleven via ePort

WANT TO LEARN MORE?

To learn more about our partners, visit partners.freewheel.com/strata or reach out to partnerships@freewheel.com.

Additional Resources

Digital Audio & Video Buying In the Strata Platform

A helpful Knowledge Base article showing you how to easily purchase digital video and audio in SBMS Spot, VIEW, and Eleven.

[LEARN MORE](#)

FreeWheel Academy: Sending Linear & Digital Video Orders Electronically and Reporting in the Strata Platform

In this FreeWheel Academy course, you'll learn how to send linear and digital video orders via Eleven, schedule revision options, and see your reporting options throughout the Strata Platform.

[LEARN MORE](#)

Strata Partner Platform: How-To Video Series

We've created a five-part video series to help make purchasing premium digital video and audio partners in your Strata workflow easier than ever. From setting up vendors to importing invoices, we've got you covered at each step in the process. Click below to watch the videos.

[WATCH NOW](#)

Password: stratahowto