

Disney LUMINATE

Disney ABC's suite of advanced advertising solutions leverages data and reaches audiences across the entire portfolio of linear networks, digital experiences and social executions

ACTIVATE A UNIQUE PARTNERSHIP

Premium Content + Broad Ecosystem + Robust Data = ROI

Linear Optimization



Ability to optimize schedules on advanced targeting across ABC & Freeform

Programmatic Audience



Guaranteed digital & social inventory. Leverages client and Disney proprietary data

Digital PMPs



Flexible audience segmentation and platform targeting that uses automation via SpotX and Rubicon

Attribution Studies



Campaigns with partners to establish standards and validate multi-touch program methodology

