



June 2, 2021

For Immediate Release

Contact: Mike Gould (360-732-0070)

EASTLAN AVAILABLE TO ALL STRATA PLATFORM USERS

(BELLEVUE, WA)- Eastlan and FreeWheel have recently partnered to deliver access to all Eastlan data automatically to users of FreeWheel’s Strata platform.

Eastlan’s small and medium market audience measurement data includes a full market view with all stations included. “We are committed to helping keep the mystery out of buying radio by providing complete data,” said Eastlan President/CEO Mike Gould. “We are so excited the team at FreeWheel share our belief that transparency is paramount.”

“Candidly, I’m afraid if radio allows things to get too complicated, buyers and planners may take their business elsewhere. We have said this many times, whether one subscriber or many, we have a moral obligation to present the entire picture of a radio market,” Gould added.

-30-

About FreeWheel:

FreeWheel, A Comcast Company, empowers all segments of The New TV Ecosystem. We are structured to provide the full breadth of solutions the advertising industry needs to achieve their goals. We provide the technology, data enablement and convergent marketplaces required to ensure buyers and sellers can transact across all screens, across all data types, and all sales channels, in order to ensure the ultimate goal – results for marketers.

With offices in New York, San Francisco, Chicago, London, Paris, Beijing, and across the globe, FreeWheel, A Comcast Company, stands to advocate for the entire industry through the FreeWheel Council for Premium Video. For more information, please visit freewheel.com, and follow us on [Twitter](#) and [LinkedIn](#).

About Eastlan Ratings:

Eastlan Ratings is a privately held media-research firm headquartered in Bellevue, Washington. Eastlan Ratings was formed in 1999 and provides radio audience measurement data to markets across the United States. For more background see www.eastlanratings.com.