



# RTL AdAlliance

Audiences. Brands. Content.  
It's our ABC.



RTL AdAlliance offers a unique access to European audiences through premium video content with simplicity and effectiveness.



# RTL AdAlliance

## International sales house of RTL Group



# BERTELSMANN



**Media Inventory**

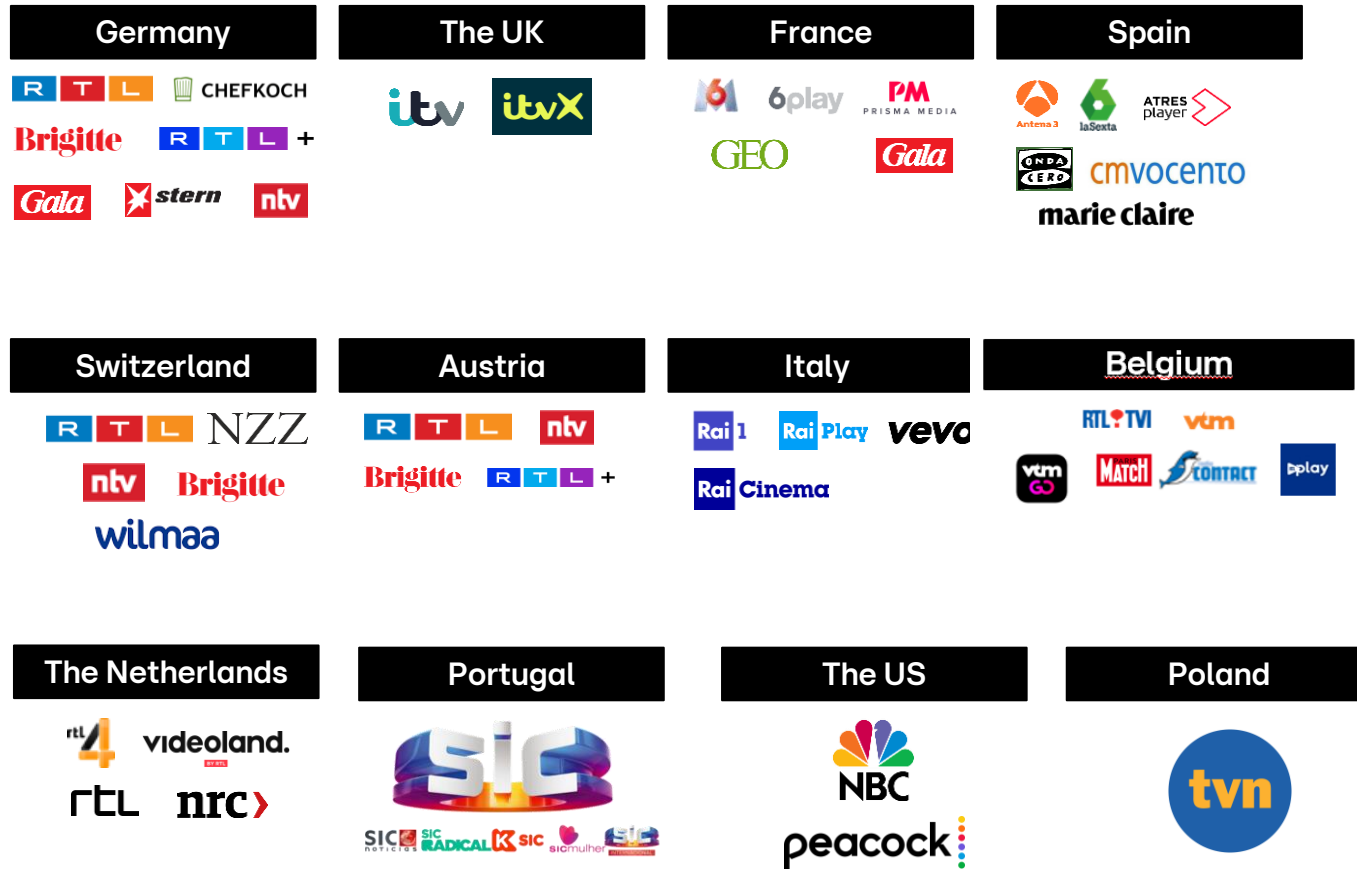


**ATV**  
3rd party inventory &  
SSP

*Fremantle*

**Production company**  
Contents on YouTube

# Unique local and global reach



## An unrivalled reach in Europe



**150M+**  
Daily TV  
Viewers



**37M**  
Addressable  
TV Devices



**900**  
Print  
Publishers



**23M+**  
Radio & Audio  
Listeners



**41M**  
Monthly VOD  
Viewers

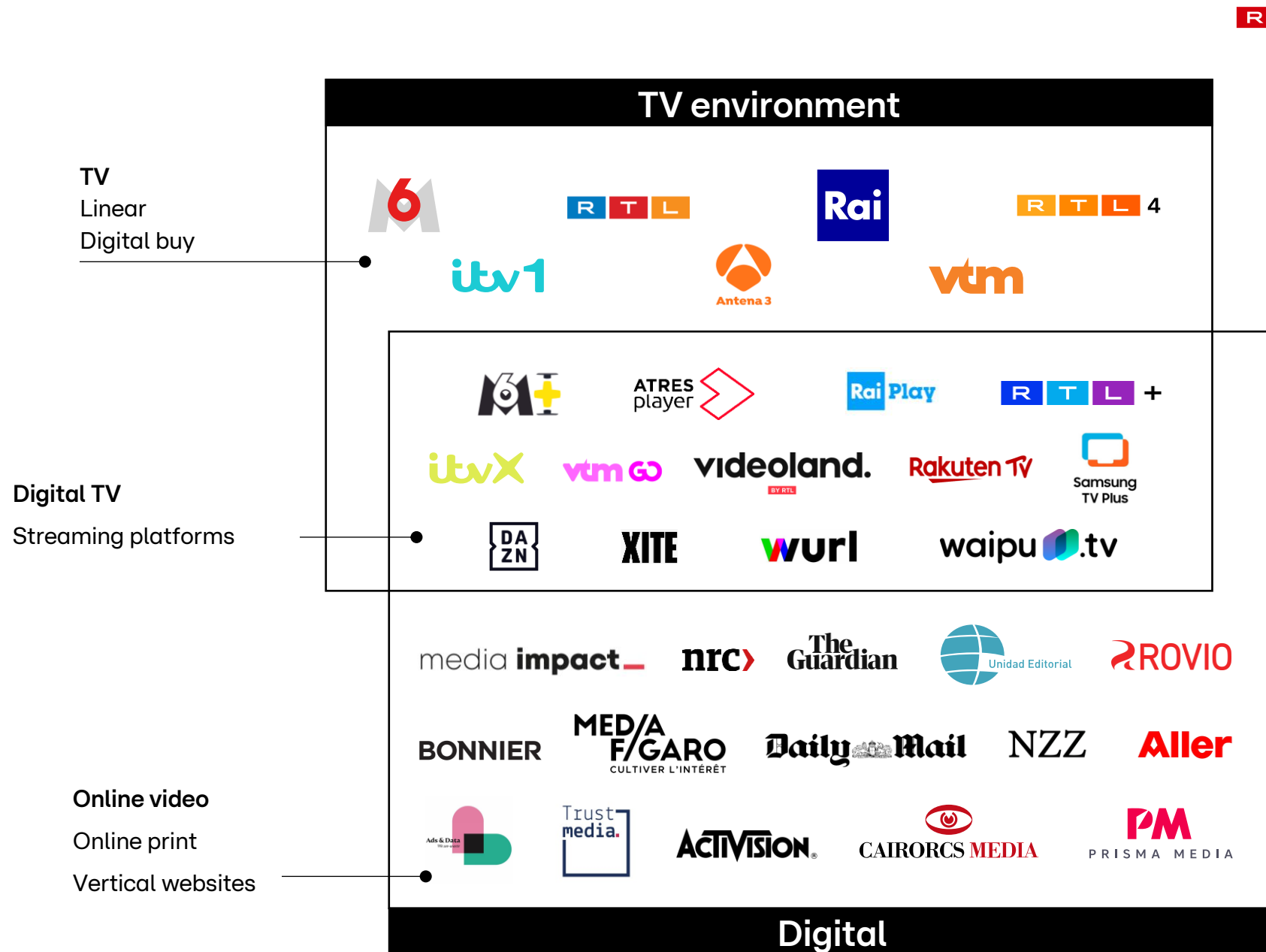


**4.7Bn**  
Online Video  
Impressions

On a monthly basis in Europe we reach

**89%** with Total TV

# Your impact... ...Our portfolio

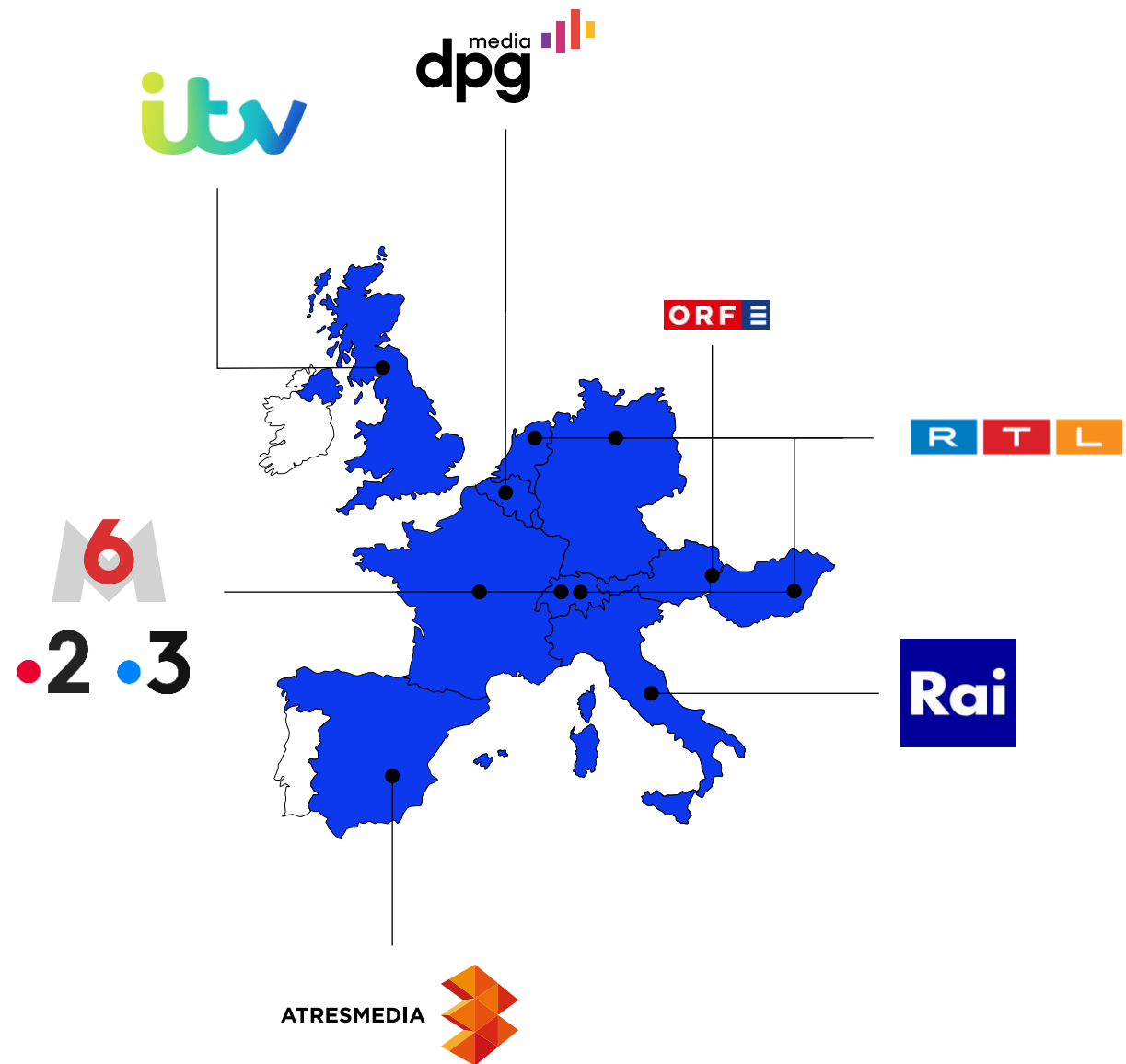


# Our **linear TV** offer



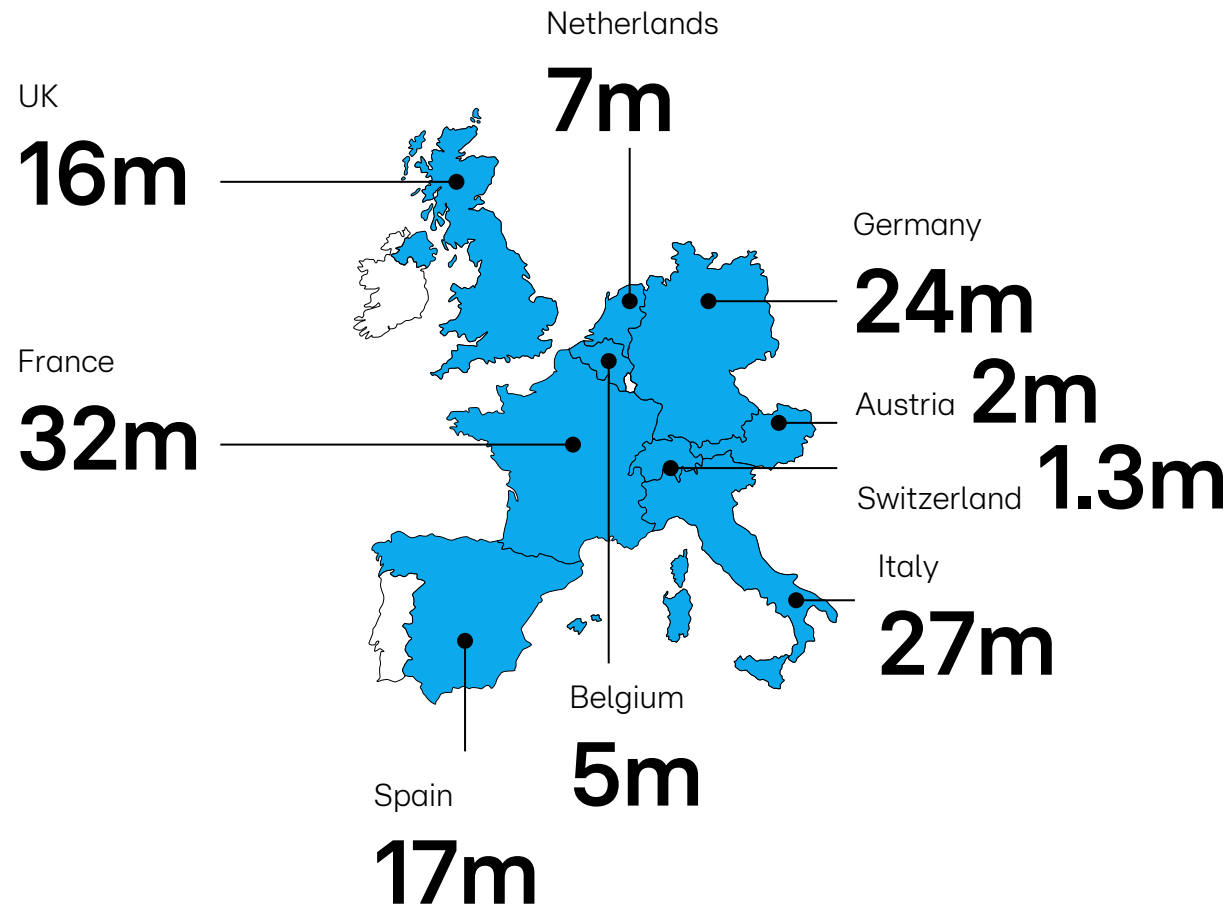
134m

daily viewers in Europe



# A strong **linear TV** offer in Europe

Daily TV reach



Sources: Local entities 2024

R T L

## 100+ TV channels

to reach all targets from generalist to thematic



Various genres and content verticals



Travel



Food & Cooking



Sports



Love & Dating



Talent



Kids

# Top shows for leading brands



UK

## *Britain's Got Talent*

Music & Talent



# +5.0m

viewers



Germany

## *Euro 2024*

Sport



# +7.2m

viewers



France

## *L'amour est dans le pré*

Love & Dating

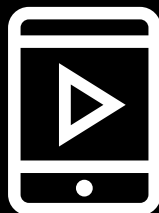


# +3.7m

viewers



# Our **total TV** offer

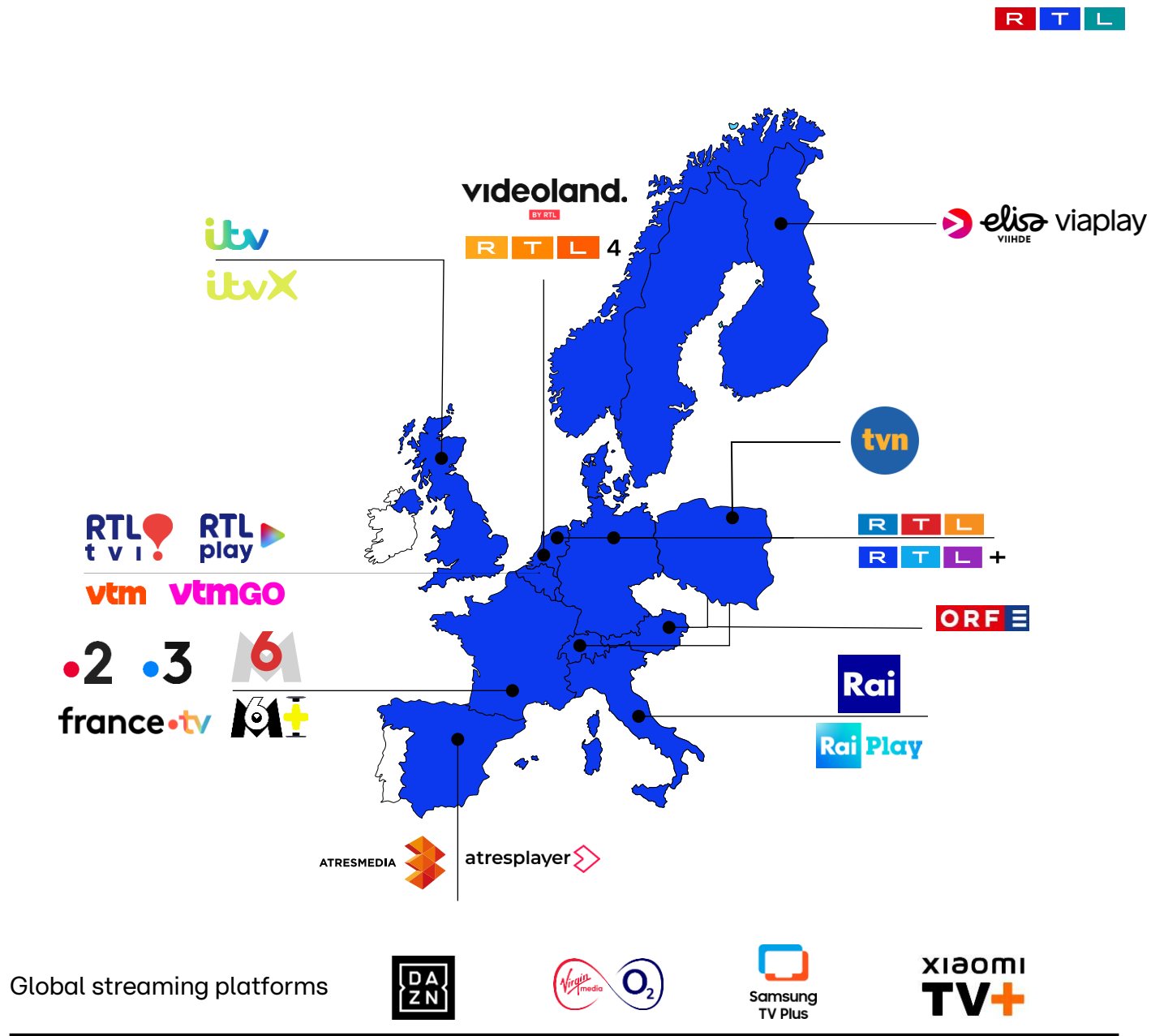


132m










daily TV viewers

116m

monthly BVOD reach



# A strong **total TV** offer

	Daily TV reach	BVOD monthly reach	Addressable devices
 Germany	23.8m	10.24m	15m
 France	32.4m	47m	14.8m
 UK	16.1m	24.7m	—
 Italy	27.2m	18.5m	—
 Spain	16.8m	8.8m	8m
 Netherlands	7.1m	4.2m	3.4m
 Belgium	5m	2m	2.5m
 Switzerland	1.3m	1m	3.5m
 Austria	2.1m	0.7m	1.5m

Sources: BVDO /ATV: local partners 2024. Daily TV reach: AGF Videoforschung; AGF SCOPE 1.9; 01.01.2024-31.12.2024; Marktstandard: Bewegtbild; Auswertungstyp TV - Zeitintervall; Konvention; Paketnummer: 15186 vom 11.03.2025; Auditel 2024; BARB \ AdvantEdge Jan-Dec '24 - reach defined as 3 mins consecutive viewing; KANTAR MEDIA. SPAIN. LINEAR TV; Médiametrie/Médiamat - TCE 2024- 3h/27h - Targets : 4+, 15+, 15-49, 4-14, FRDA-50; Ab 1.9.24: AGTT TELETTEST 2.0, bis 31.8.24: AGTT / GfK TELETTEST; Evogenius M3; 01.01.2023-31.12.2024; personengewichtet; inclusive VOSDAL/Timeshift; TV - Zeitintervall; CIM TV - North & South - Consolidated (Live & TSV+7; NMO daily reach in millions; Mediapulse TV Data (Instar Analytics), French-speaking Switzerland, Guests included, 2024, NRW-%, Overnight+7; Mediapulse TV Data (Instar Analytics), German-speaking Switzerland, Guests included, 2024, Overnight+7; Nielsen Media Measurement 2024 (all units in millions)

RTL

## 100+ TV channels

to reach all targets from generalist to thematic



## Streaming platforms



# RTL brings you the best premium CTV inventory in Europe

ATV  
Digital ads on  
linear TV

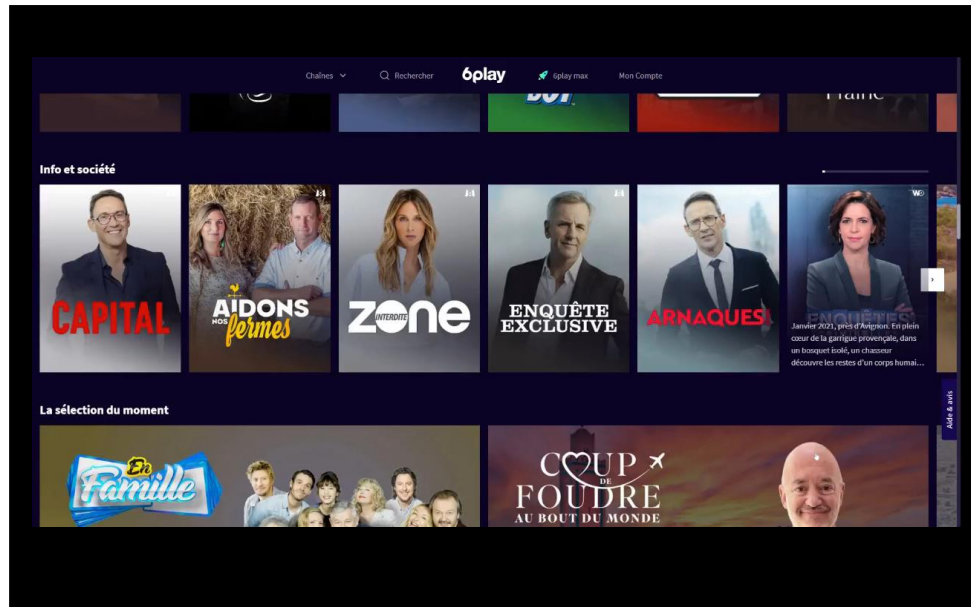
Digital TV  
Streaming platforms:  
local and international



# CTV allows you to reach your audience on streaming apps or linear TV with a digital buy

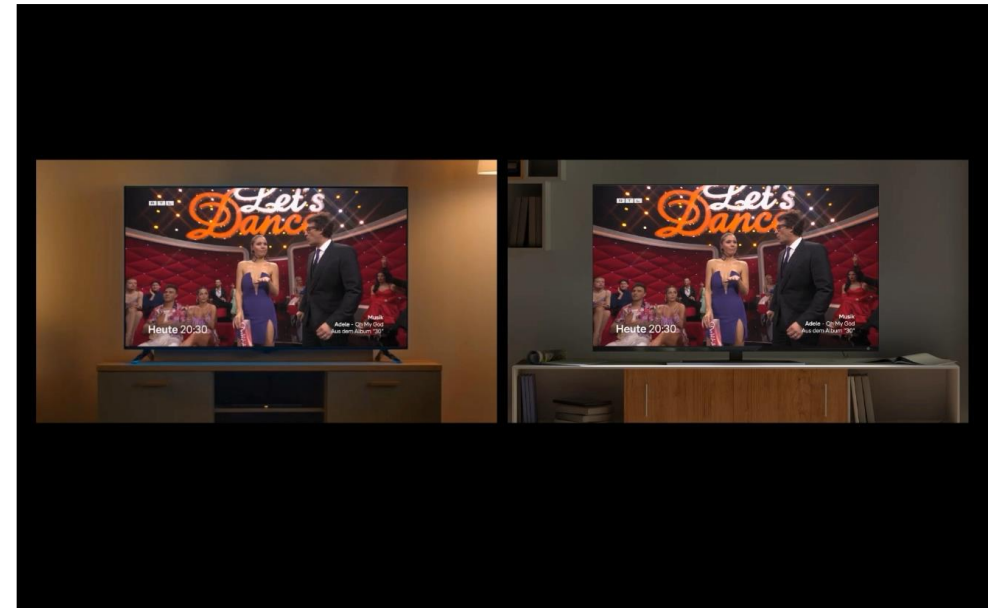
## Streaming platforms

Spot in pre/mid rolls (BVOD – OLV)



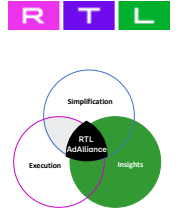
## Linear TV channels

Spot replacement or L-shape in program





# A dedicated team bringing you global & local insights



01

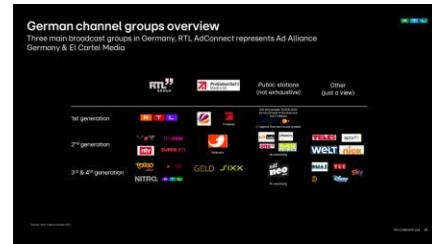


**Exclusive surveys**

**Total Video Key Facts**

The reference for global media insights

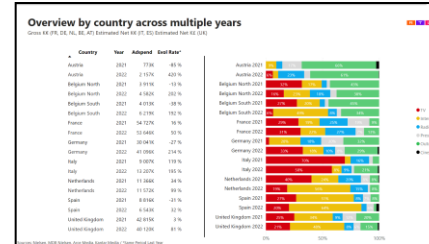
02



**Media Landscapes**

Consumer & market deep dives

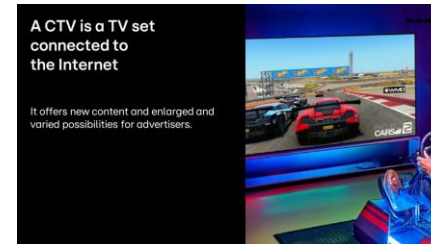
03



**Competitor Benchmarks**

Know your competitors' strategy

04



**Product workshops**

Addressable & Connected TV, Attention and more...

05



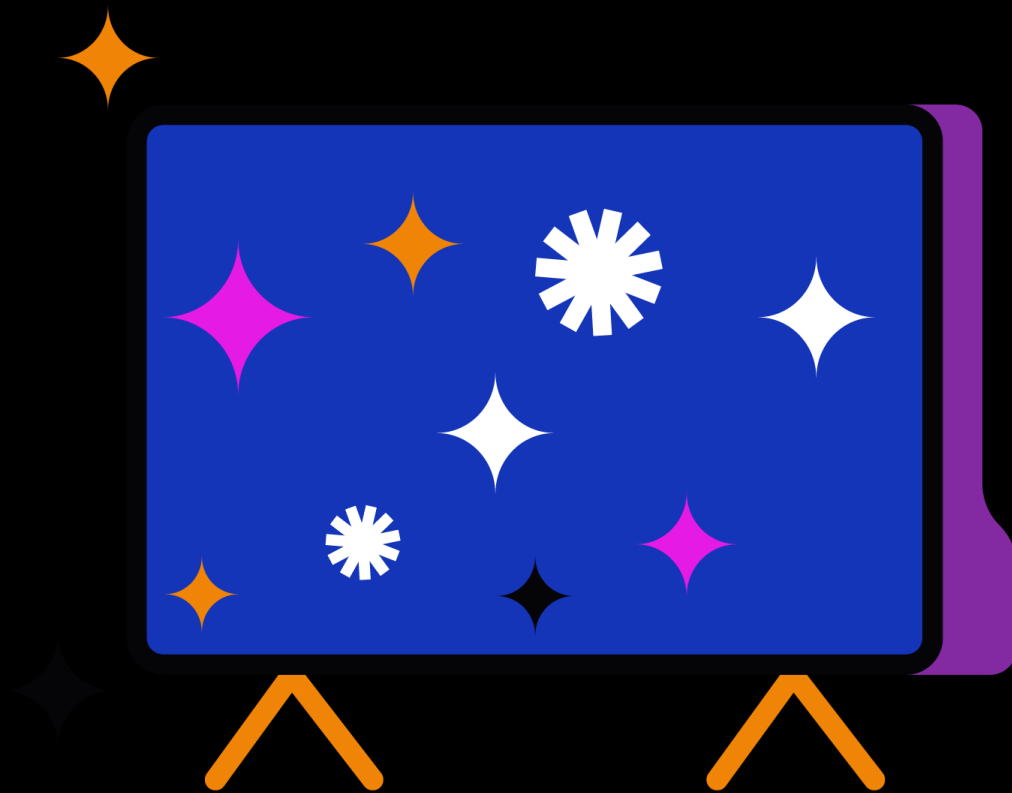
**Best Practices**

Best activations of our media solutions

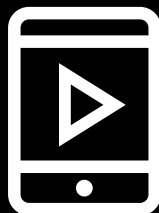
# They trust us !



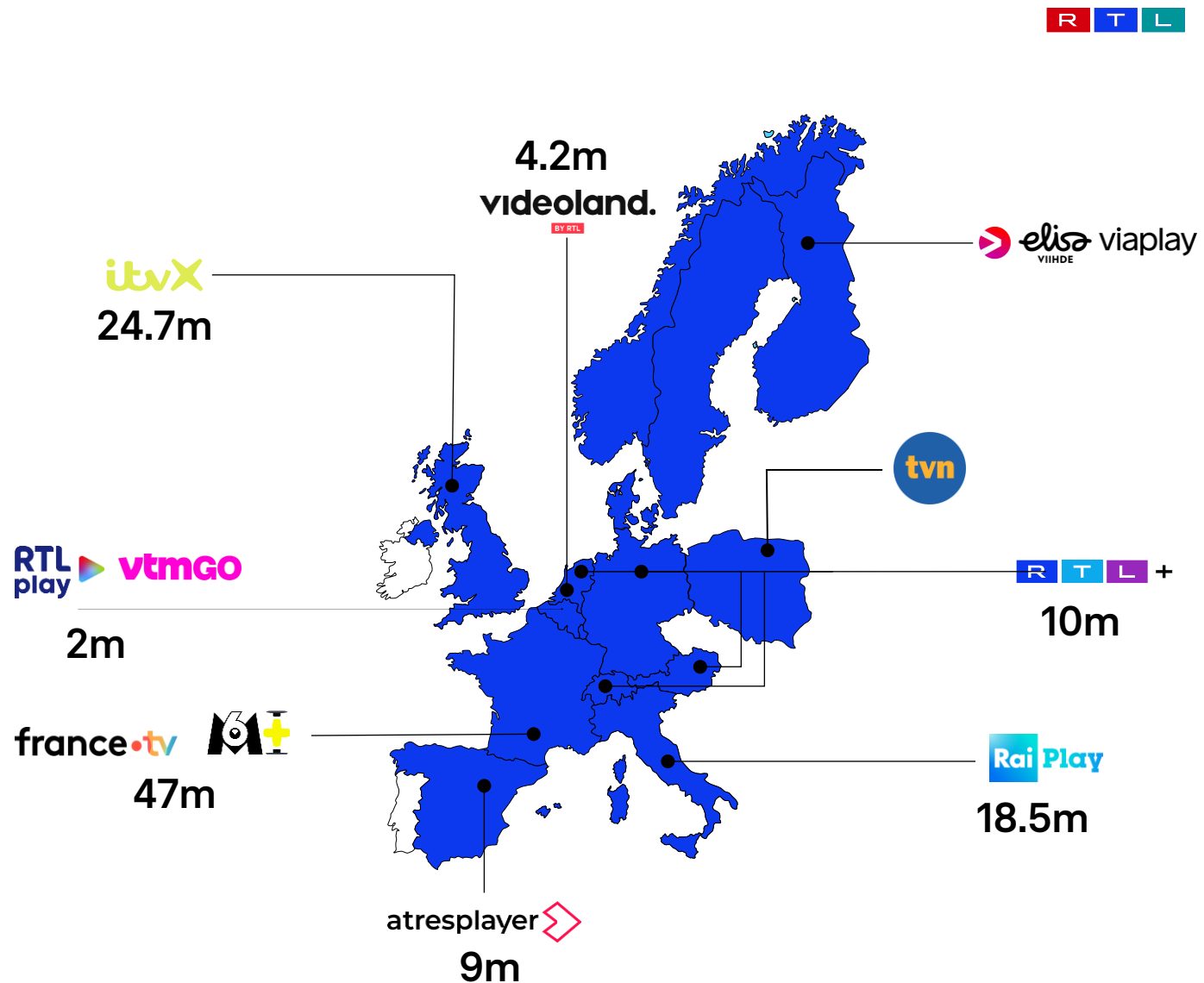
# Inventory Details



# Our **BVOD** offer



**116m** monthly reach



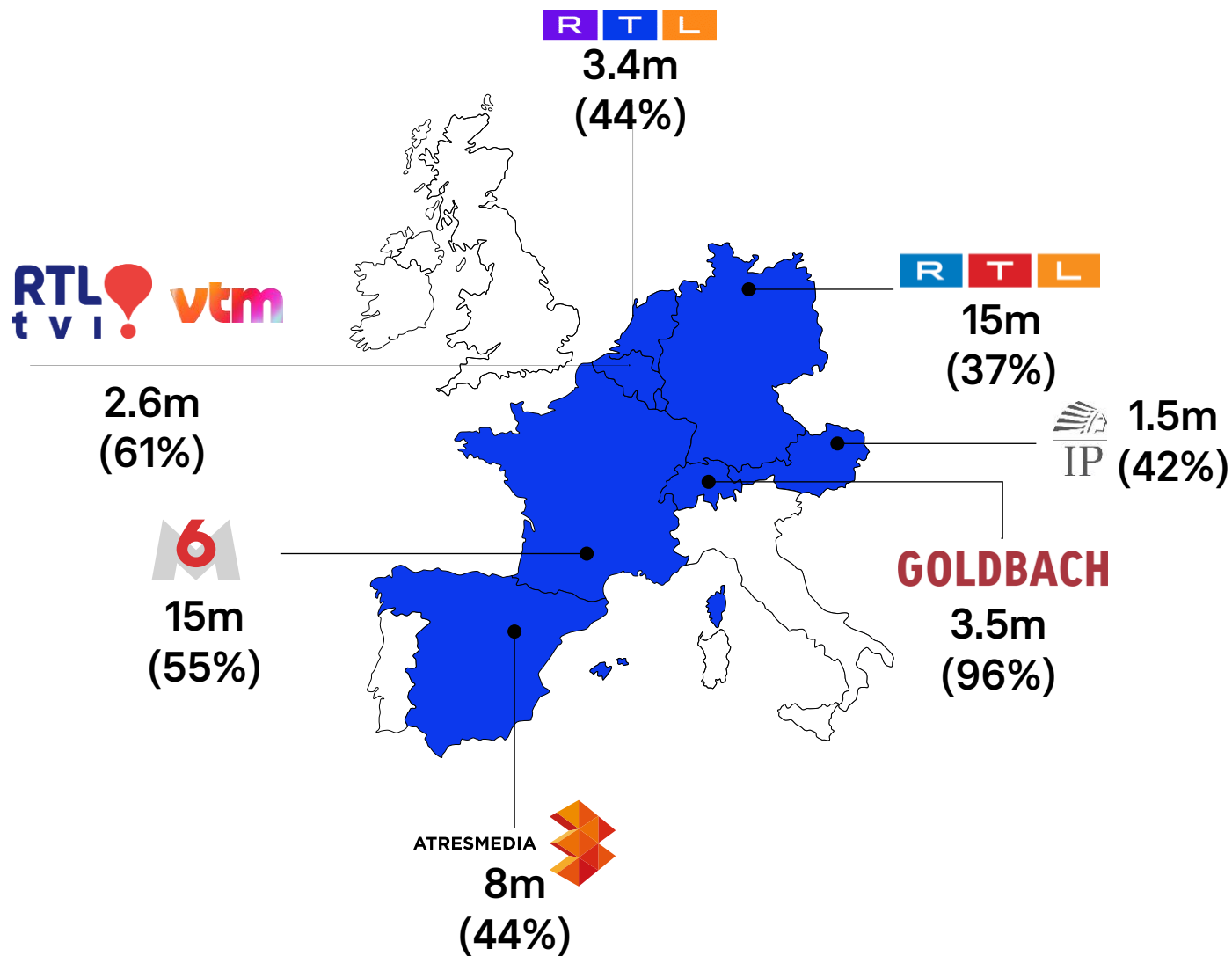


# Our **ATV** offer's reach



**50m+** addressable devices

**50%** of TV households covered



# Connected TVs can deliver targeted ads in the linear signal

## Traditional TV

Viewers of same programme see same ads



## Addressable TV

Viewers of same programme see different ads



# Target spot can replace a spot or a trailer

## Ad Placement

- Replacing a **trailer out of the break** or in **a break** (from the 3<sup>rd</sup> position onwards)
- **Seamless for the viewers** (replaces another ad or a trailer)



# The ATV L-shape in programme

## Ad Placement

- Impactful format: *"SwitchIn"* (L-shaped banner), capturing **40% of the TV screen**
- Exclusive placement: **No ad clutter** or crowded ad-break
- Full awareness: **10 second fully viewable** ad exposure when user is most engaged



## TV Programme

- **Audience friendly:** TV programme is scaled down (no overlay)
- **Non-disruptive slots:** Delivery at channel switch (or beginning of the programme)
- **High quality:** broadcaster content



# Overview of our ATV opportunities

## ATV L-Shape

31.6m reachable devices

### Germany

15 million

### Spain

8 million

### France

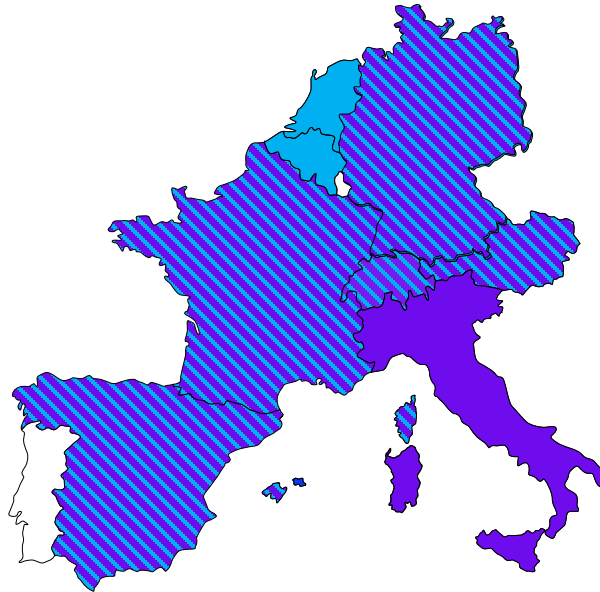
3.6 million

### Austria

1.5 million

### Switzerland

3.5 million



## ATV Spot – Spot Replacement

38.2m reachable devices

### Germany

9 million

### Belgium North

1.8 million

### France

11.2 million

### Belgium South

0.8 million

### Spain

6.5 million

### Switzerland

1 million

### Austria

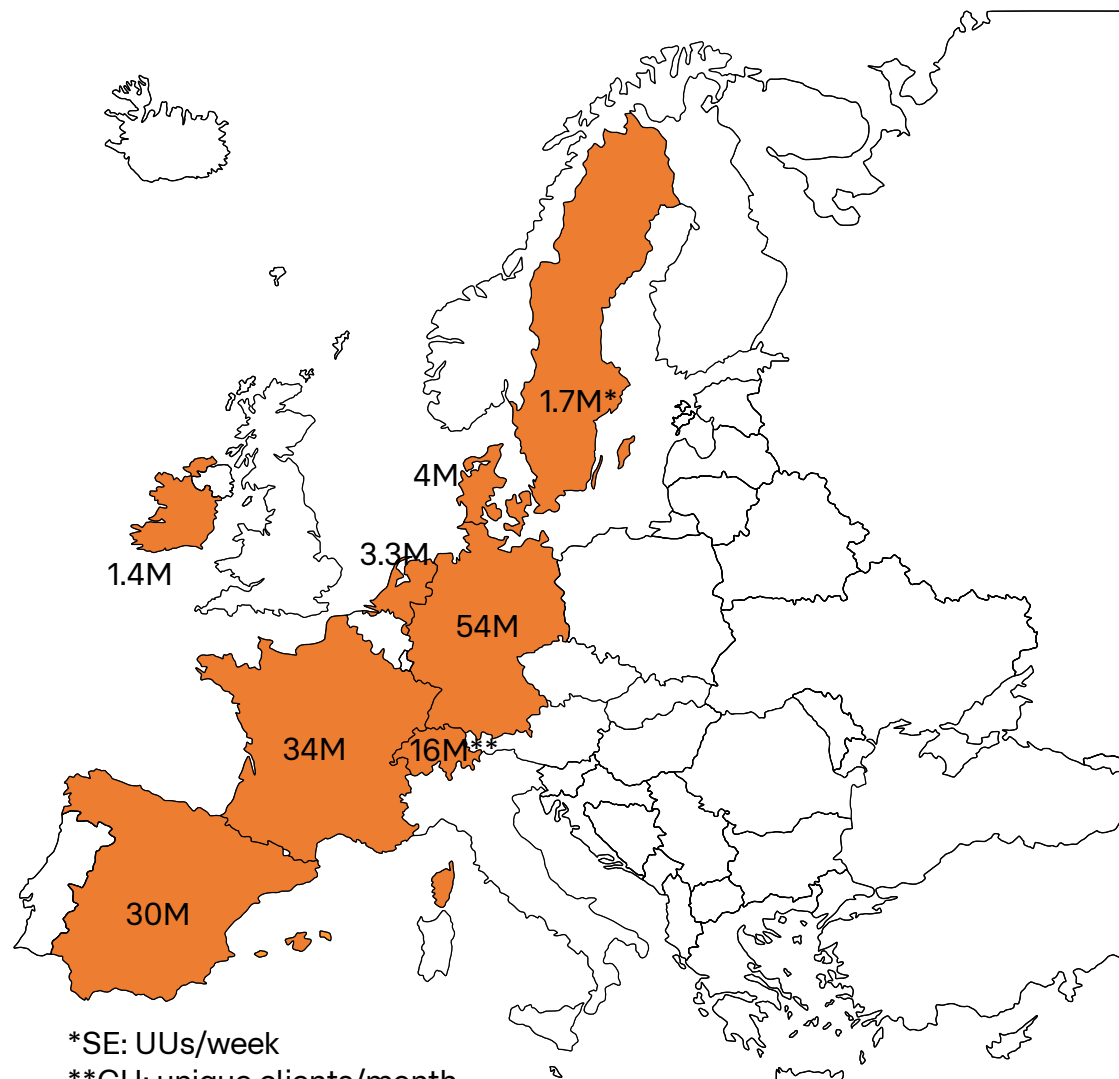
1.3 million

### Netherlands

3.4 million

# Global publishers network

Digital & video inventory  
N° of UUs/month



\*SE: UUs/week

\*\*CH: unique clients/month

DAGENS  
NYHETER.

ALT. EUROMAN

ntv R T L NEWS

stern GEO Capital

Brigitte Gala

SCHÖNER WOHNEN CHEFKOCH.DE Eltern

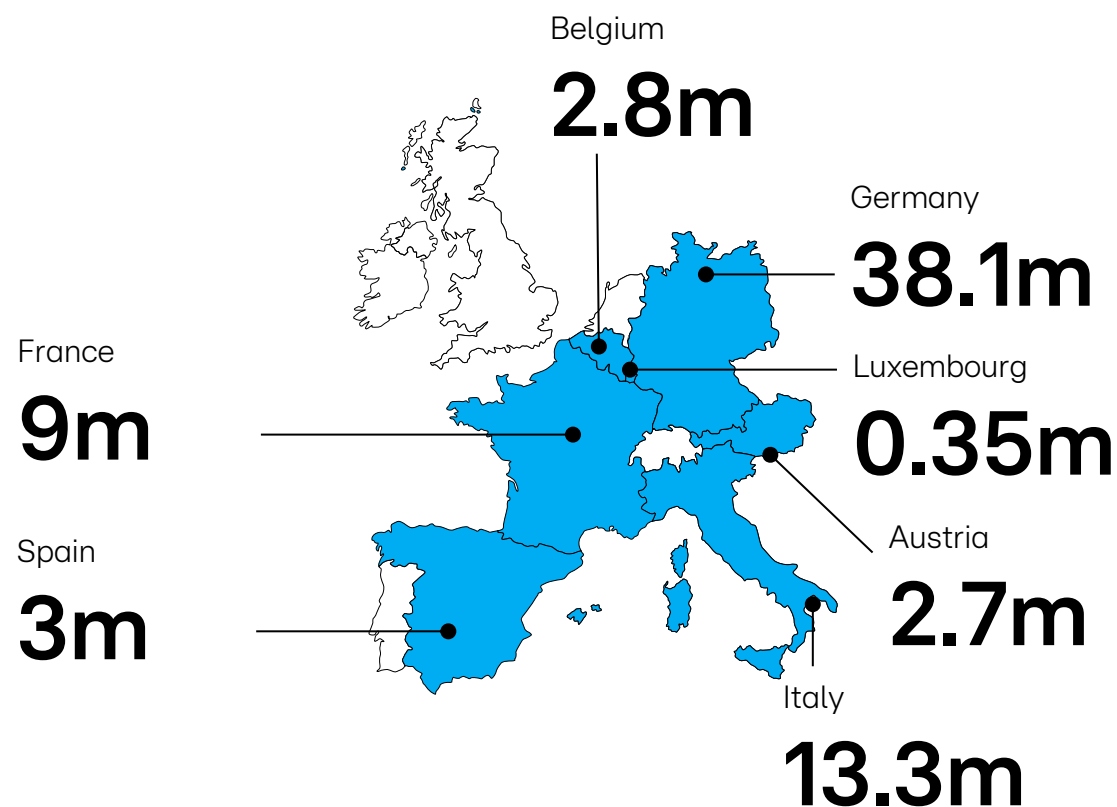
Neue Zürcher Zeitung

LE TEMPS CORRIERE DEL TICINO

finanzen.ch Bellevue NZZ Handelszeitung

# A strong **radio** offer in Europe

Daily listeners



Sources: France: septembre-octobre 2024, LàV, 5h24h, Audience cumulée. Cible 13 ans et +. Italy: RAI 2024. Spain: 3rd Mobile Year 2024. Monday to Friday Luxembourg: ILRES Plurimedia 2022-II (Mon-Fri). Germany : ma 2024 Audio II Update mit Preisen 2025 gültig ab Oktober 2024

R T L

## 40+ radio and audio stations



Various verticals and targets

News and talk

Music

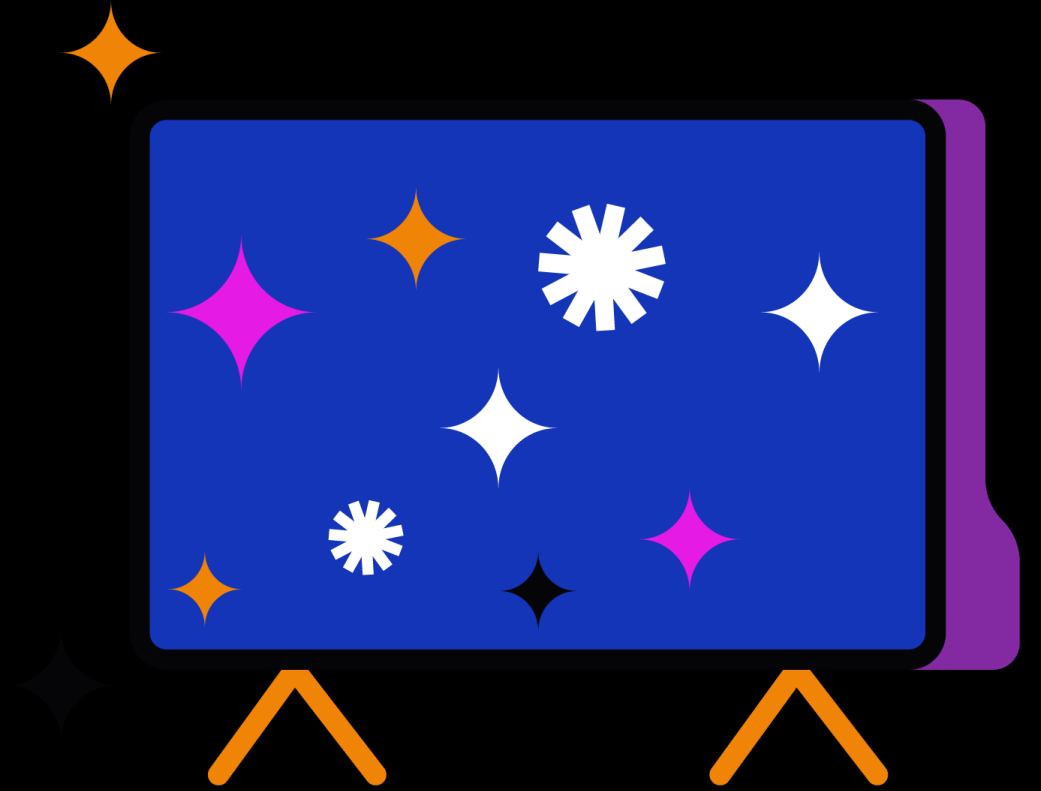
Sports

Local

Business

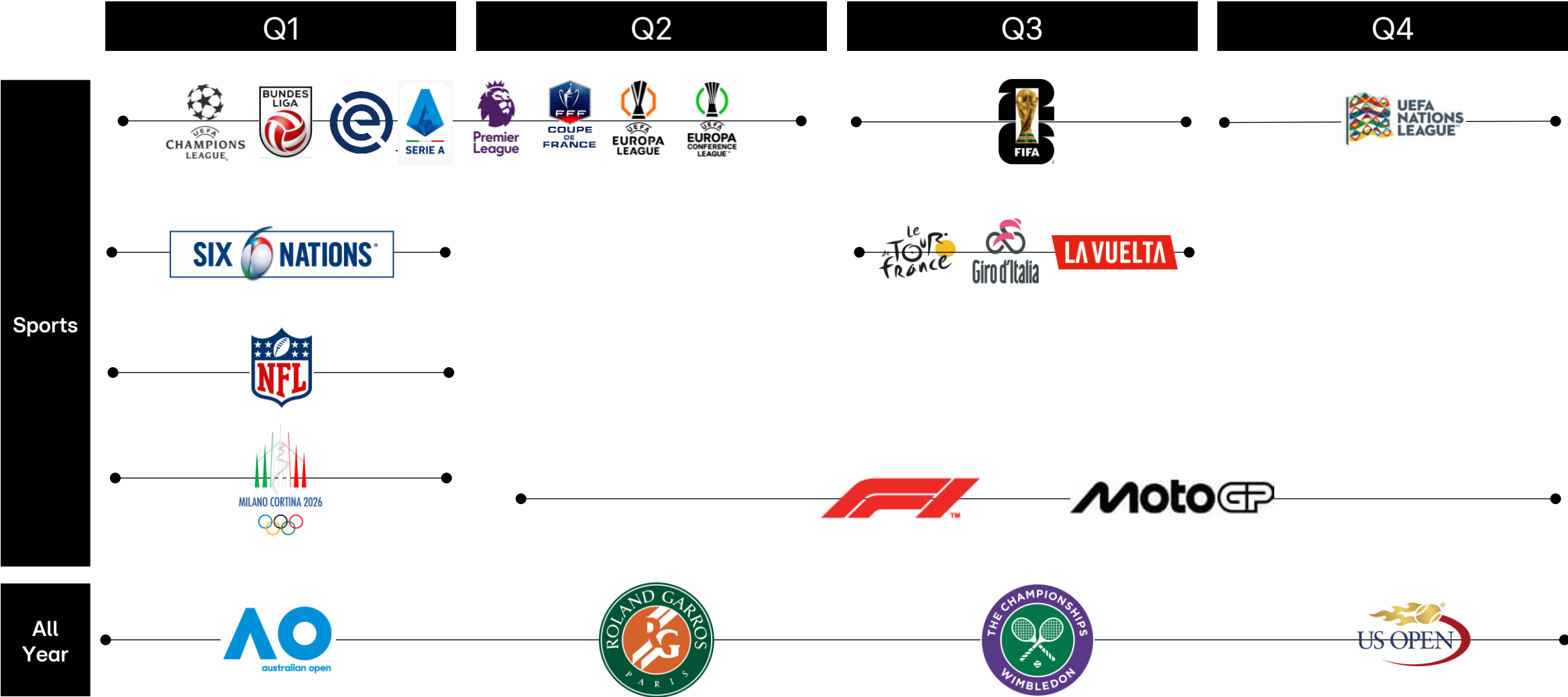
Women

# Sports Event on RTL Adalliance channels 2025/2026





# 2026 Sports roadmap



Note: Calendar subject to final confirmation from partners

# Fifa World Cup 2026

From 11/6 to 19/7 2026



France

13 matches  
including the final



United  
Kingdom

Shared rights with  
BBC  
Will broadcast the  
final



Italy

22 matches on Rai 1  
9 matches on Rai 2



Austria

Exclusive rights



# An event that brings together: throwback to Euro 2024



**M6**

5.1m viewers individuals  
4+

43% audience share men  
25-49



**ITV**

5.1m viewers individuals  
4+

44.5% audience share  
ABC1 Men



**RAI1**

3.4m viewers individuals 4+

37% Audience share Men





# Football – Club Football



France



United Kingdom



Germany



Italy



Austria



Netherlands



Finland

UEFA Champions League 2026 and 2027 final  
Coupe de France 2026



france.tv  
2

Premier League Highlights  
FA Cup (including final)

itv1

itvX

2. Bundesliga on RTL+ (33 matches per season)  
Uefa Europa League and Conference League



Serie C matches

Rai 1

Rai 2

Rai Play

Austrian Bundesliga  
OFB Cup, 2. Bundesliga, Europa and Conference League

ORF

RTL

RTL+

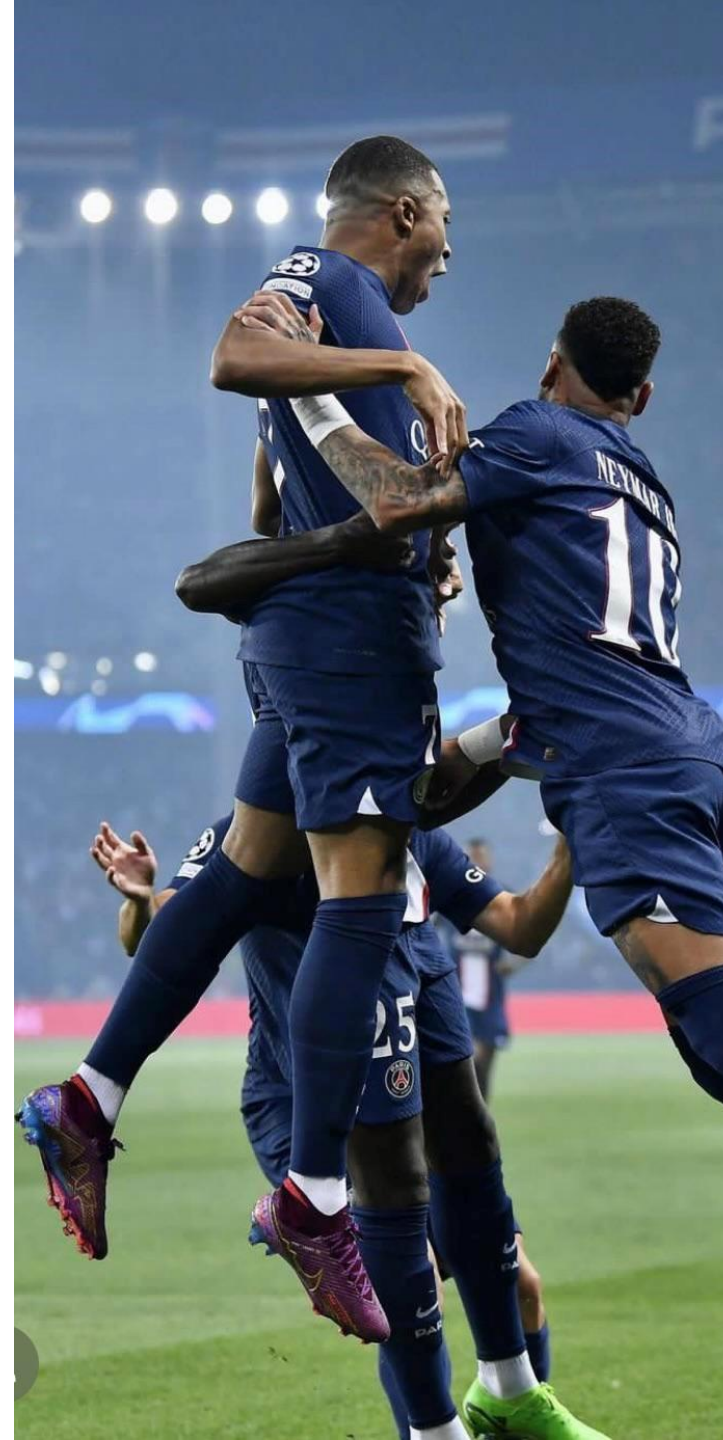
Serie A on Ziggo  
Eredivise and UEFA competitions on ESPN

Ziggo

ESPN

Premier League;  
Bundesliga, UEFA Europa and Conference Leagues, Carabao Cup, Ligue 1

viaplay



# Football – National Teams



France

Exclusive rights  
for WC26



United  
Kingdom

UEFA Euro 2028  
and FIFA WC  
2026 qualifiers  
UEFA Nations  
League



Italy

UEFA Nations  
League  
Italy National Team  
Matches



Austria

2025 World Cup  
qualifiers  
Nations League  
games



Germany

Nations League and  
European qualifiers  
until 2028





# Tennis competitions

Grand slams and ATP Tours, WTA



Austria

ATP and WTA Tour  
events until 2028



France

Roland Garros until  
2027



Germany

All 4 grand slams



Netherlands

ATP and Masters  
events on Ziggo  
Grand Slams on  
ESPN





# Rugby – Six Nations

February-March



Austria



France



Finland



United  
Kingdom

ITV shows 10 live  
matches per  
tournament





# Contact

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