



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

RTL



BERTELSMANN

Penguin
Random
House

GJ

RTL
GROUP

BMG

arvato
BERTELSMANN

R T L

6
GROUPE

AdAlliance

ATRESMEDIA

itv

Rai media
dpg

Media Inventory

ATV
3rd party inventory &
SSP

smartclip

Fremantle

Production company
Contents on YouTube

Unique local and global reach

Germany



The UK



France



Spain



An unrivalled reach in Europe



150M+
Daily TV
Viewers



37M
Addressable
TV Devices



900
Print
Publishers

Switzerland



Austria



Italy



Belgium



The Netherlands



Portugal



The US



Poland



23M+
Radio & Audio
Listeners



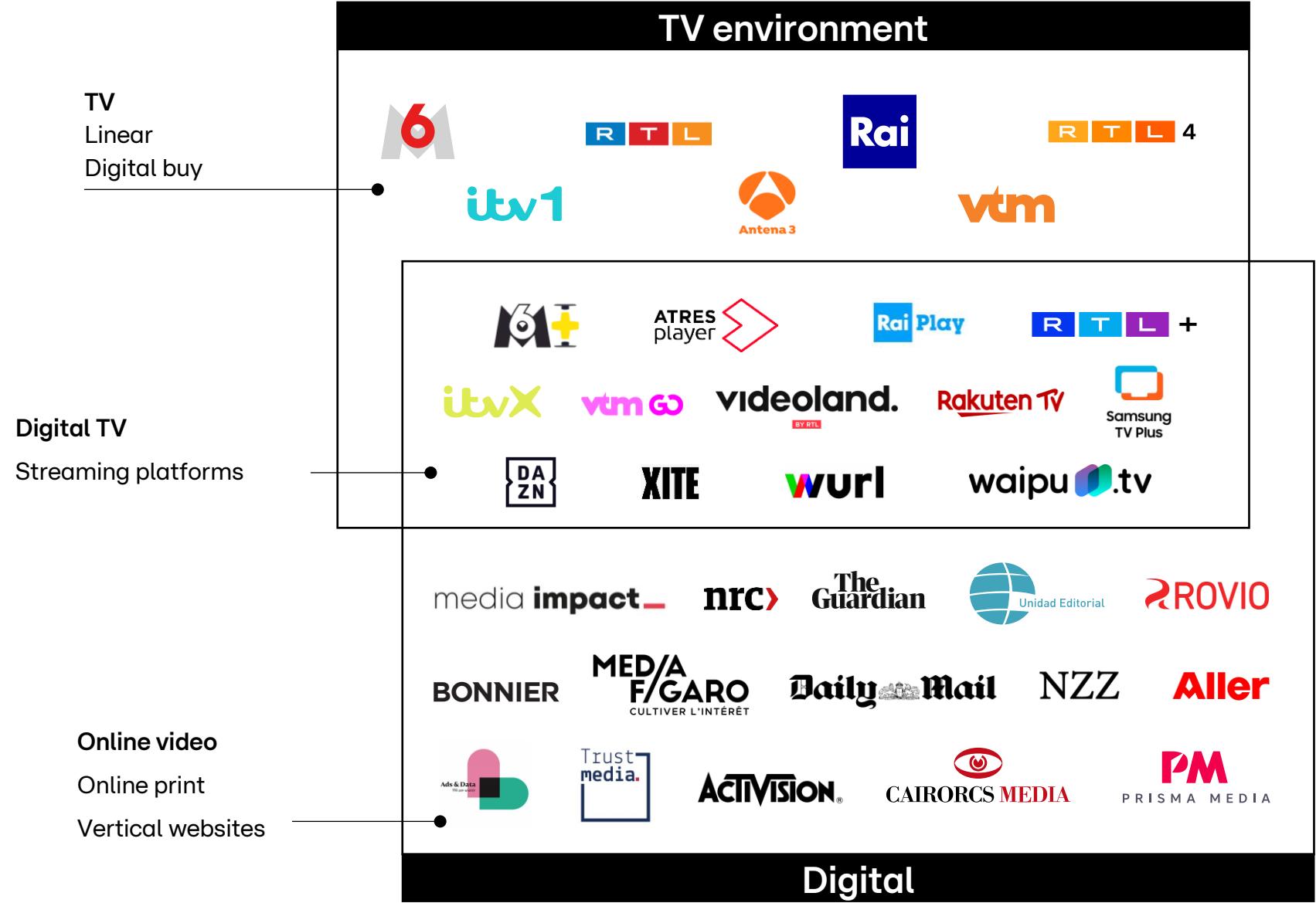
41M
Monthly VOD
Viewers



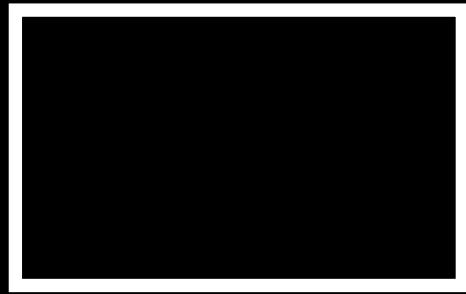
4.7Bn
Online Video
Impressions

On a monthly basis in Europe we reach
89% with Total TV

Your impact... ...Our portfolio



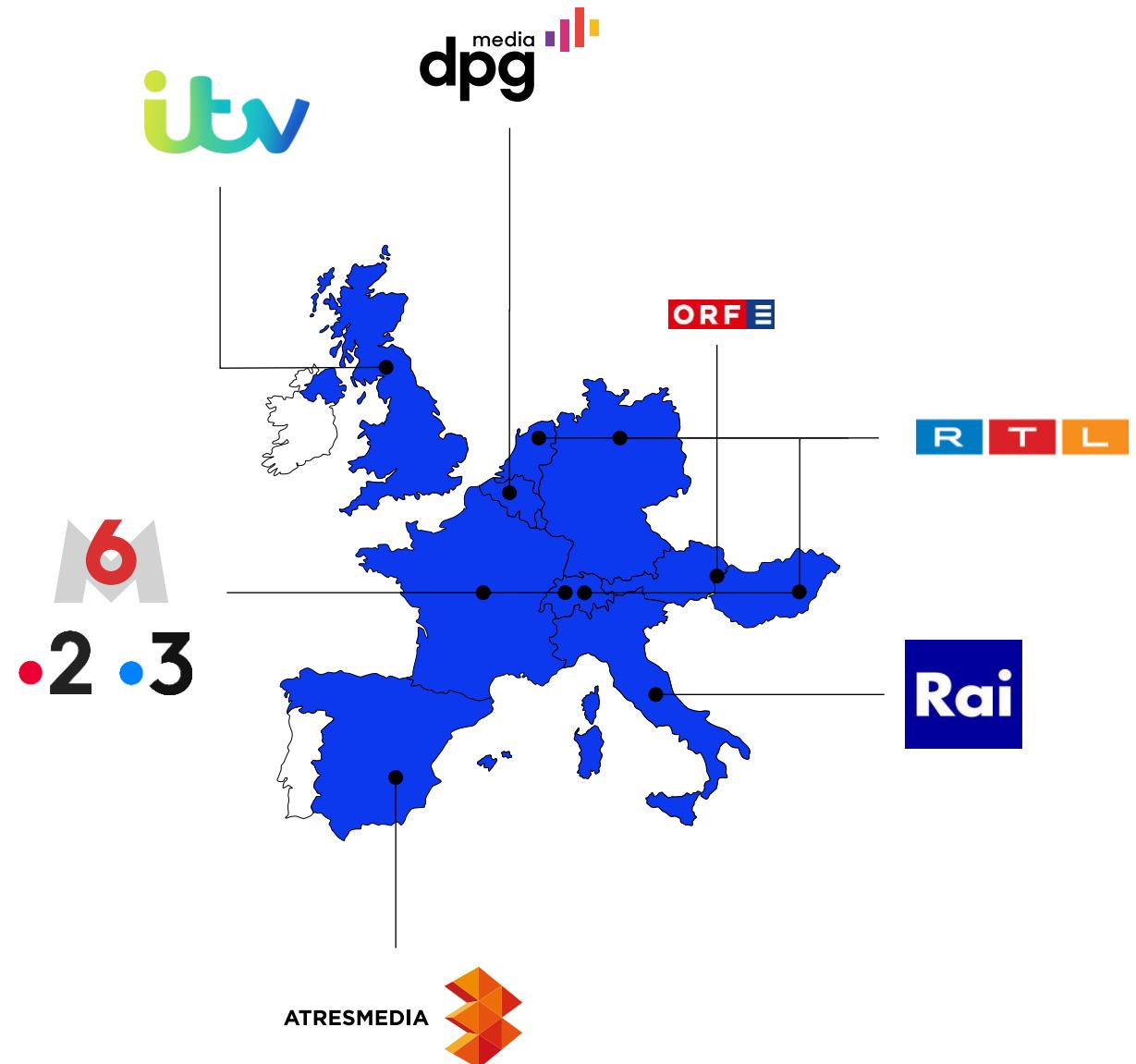
Our linear TV offer



134m

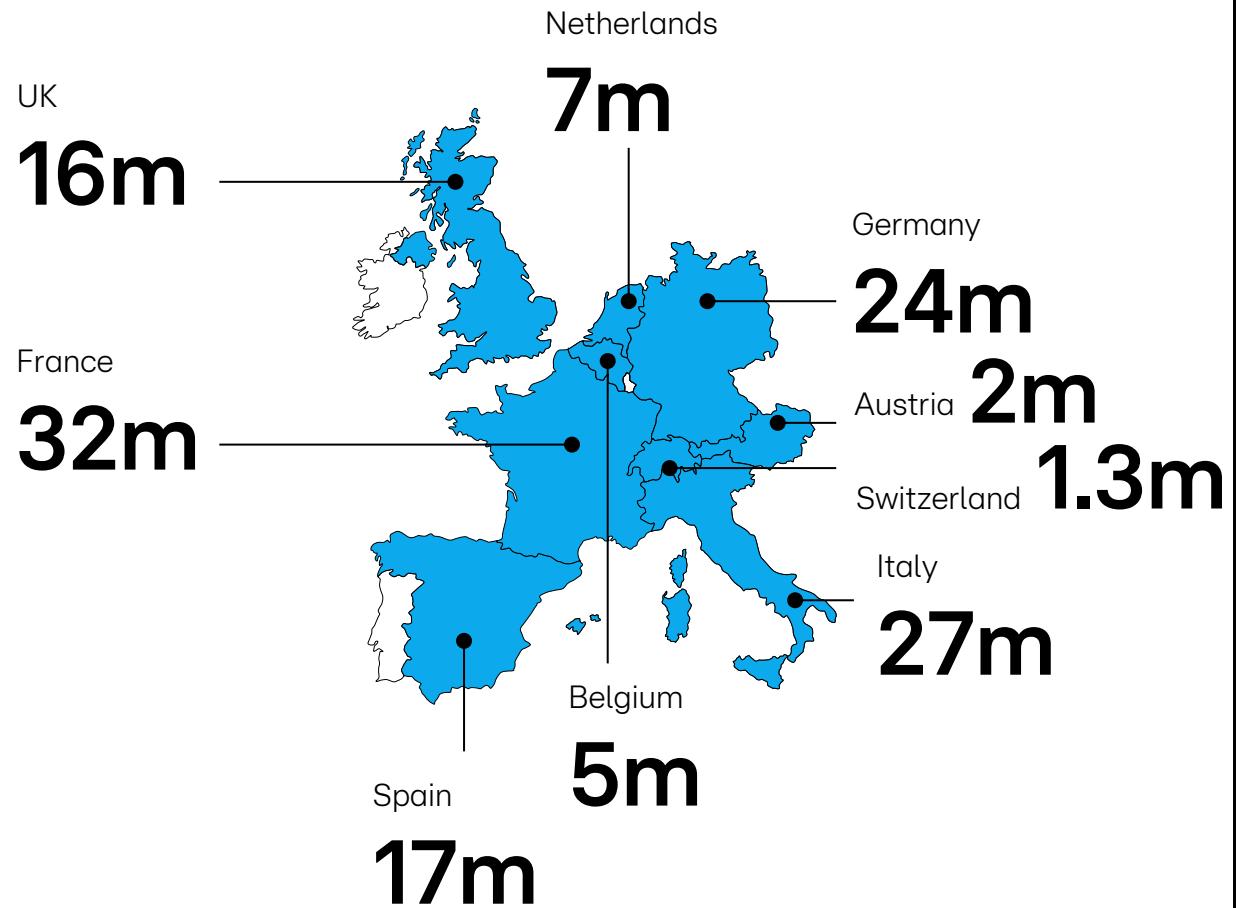
daily viewers in Europe

RTL



A strong linear TV offer in Europe

Daily TV reach



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

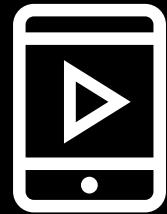
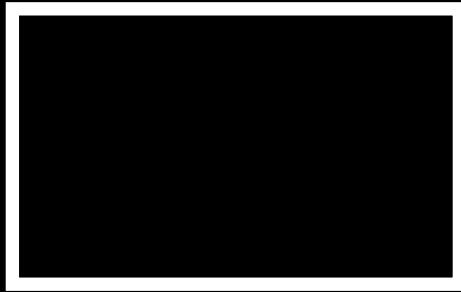
L'amour est dans le pré

Love & Dating

**+3.7m**
viewers

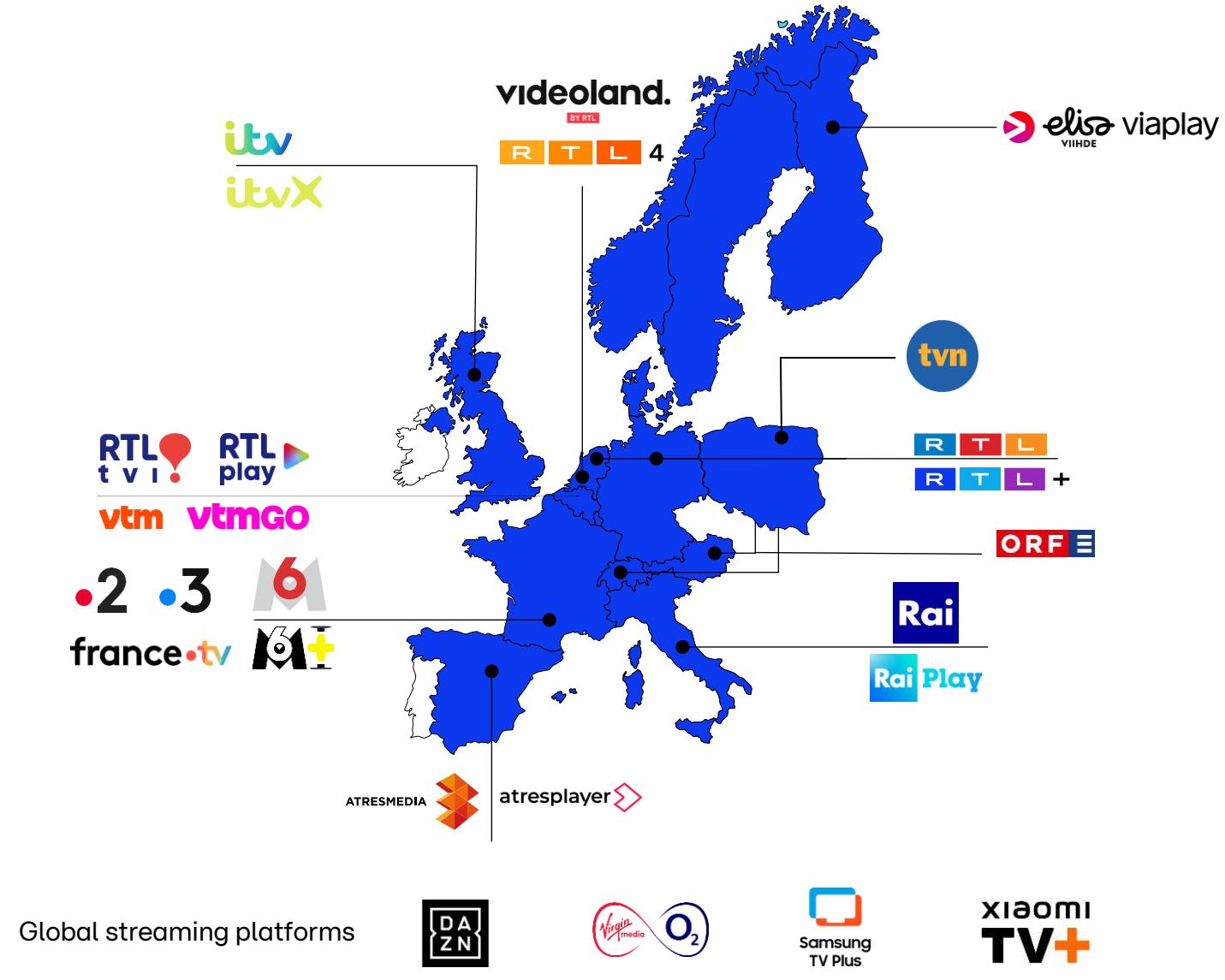
Our total TV offer

RTL



132m daily TV viewers

116m monthly BVOD reach



A strong total TV offer

RTL

	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; Médiamatric/Médiamat - TCE 2024- 3h/27h - Targets : 4+, 15+, 15-49, 4-14, FRDA-50; Ab 1.9.24: AGTT TELETEST 2.0, bis 31.8.24: AGTT / GfK TELETEST; 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)

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

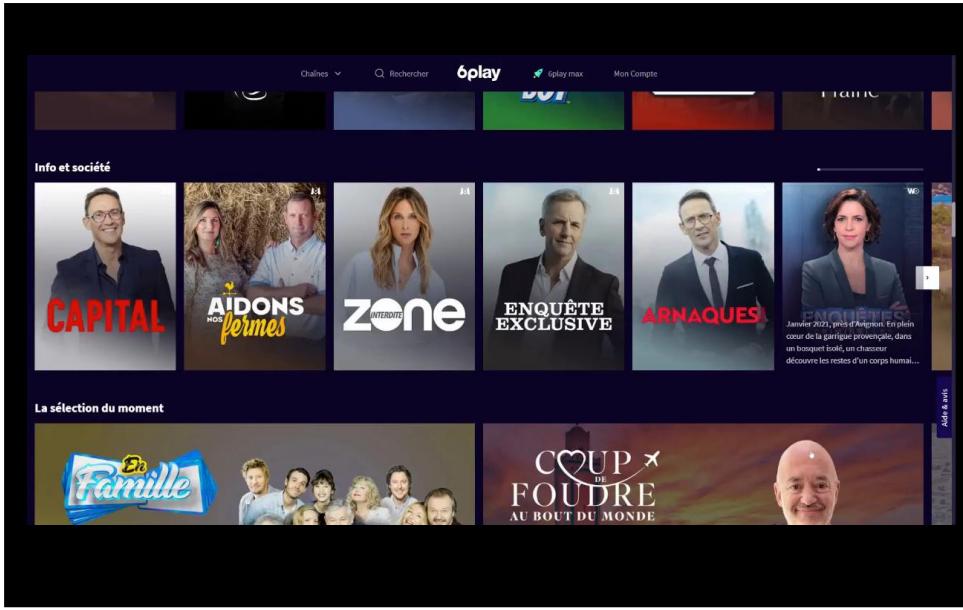


CTV allows you to reach your audience on streaming apps or linear TV with a digital buy

RTL

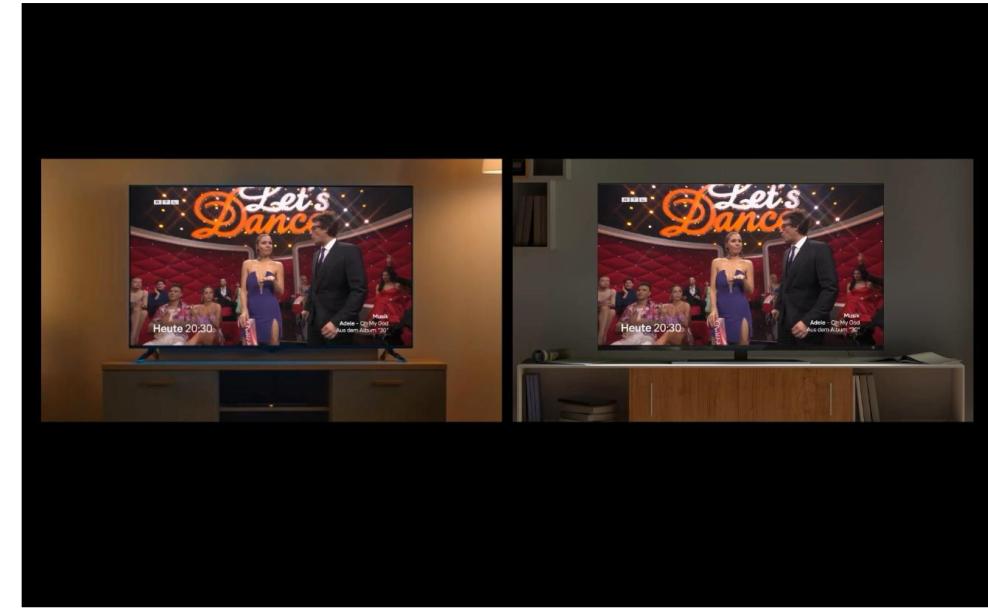
Streaming platforms

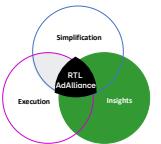
Spot in pre/mid rolls (BVOD – OLV)



Linear TV channels

Spot replacement or L-shape in program





**A dedicated team bringing you
global & local insights**



01

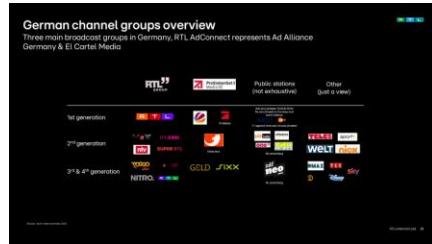


Exclusive surveys

Total Video Key Facts

The reference for global media insights

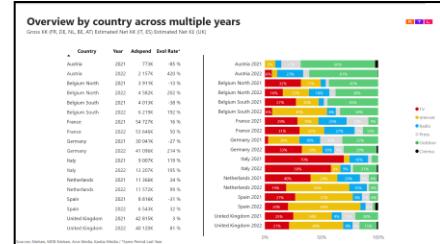
02



Total Video Key Facts

The reference for global media insights

03



Competitor Benchmarks

Know your competitors' strategy

04



Product workshops

Addressable &
Connected TV,
Attention and
more...

05



A 360° medical campaign to increase awareness

Best Practices

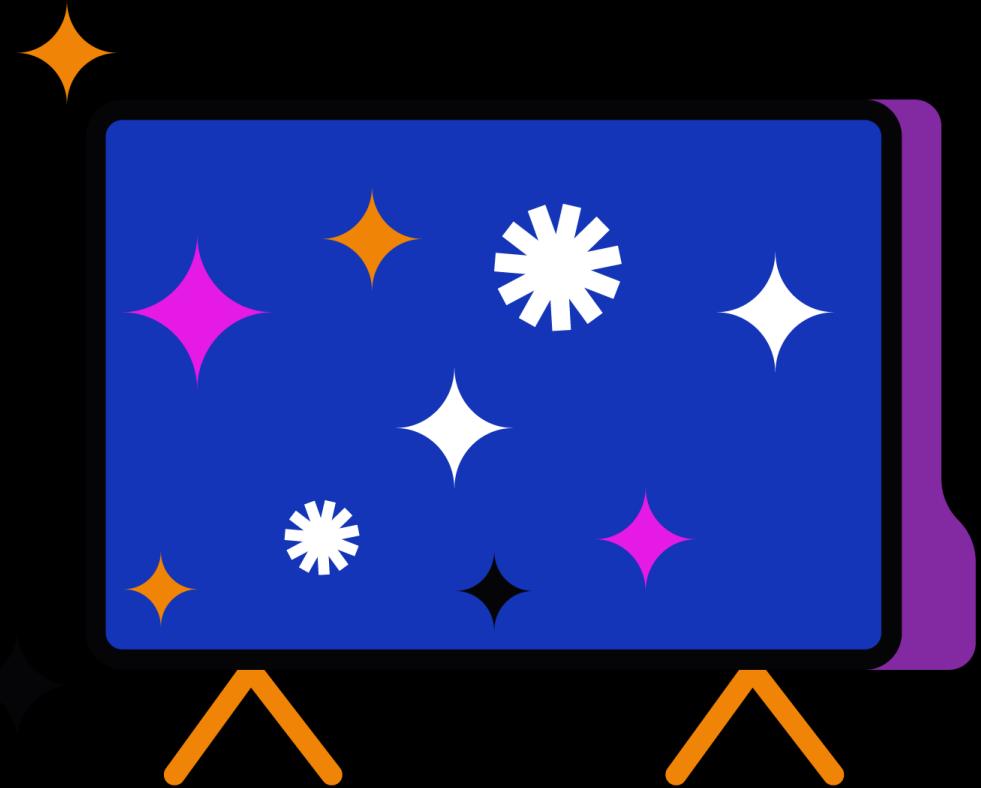
Best activations of our media solutions

They trust us !

RTL

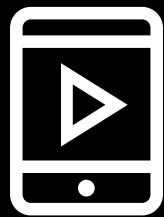
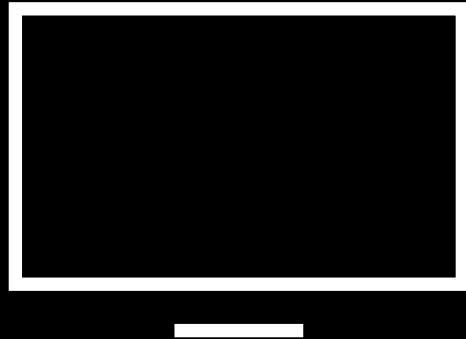


Inventory Details

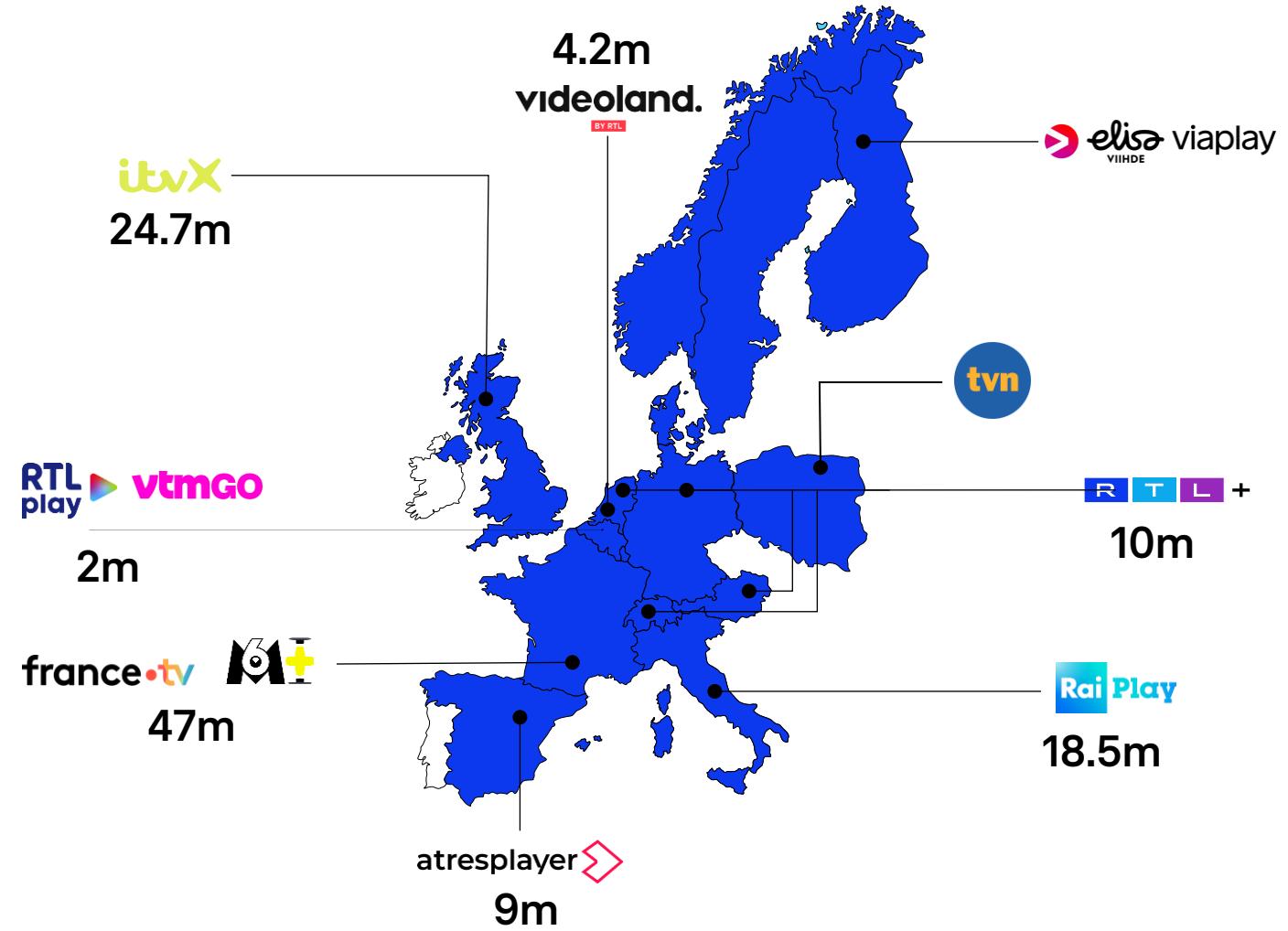


Our **BVOD** offer

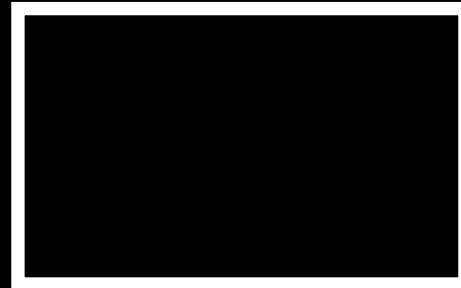
RTL



116m monthly reach



Our **ATV** offer's reach

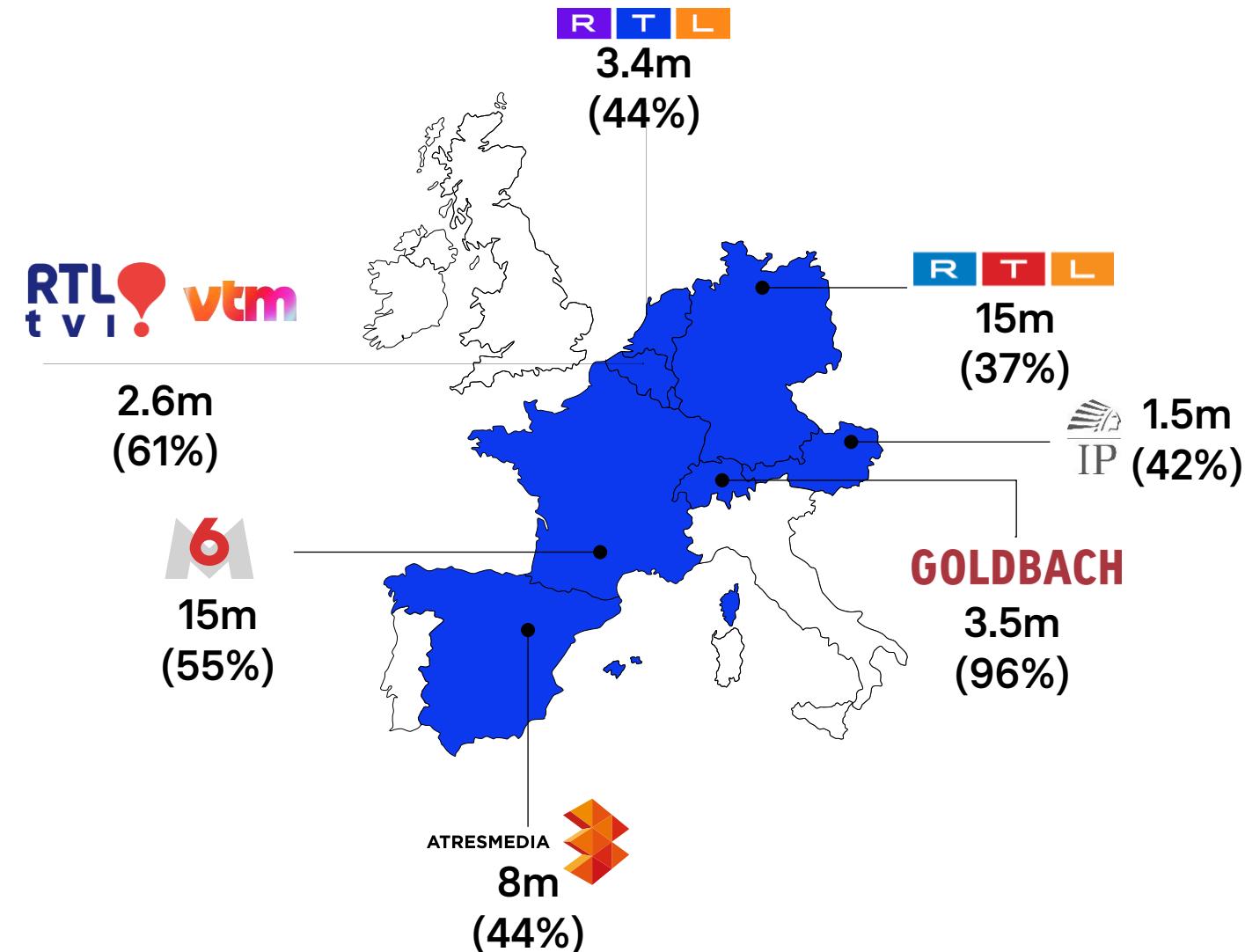


50m+

addressable devices

50%

of TV households covered



Connected TVs can deliver targeted ads in the linear signal

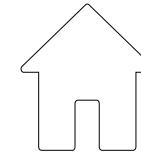
Traditional TV

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 3rd position onwards)
- **Seamless for the viewers** (replaces another ad or a trailer)



The ATV L-shape in programme

RTL

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

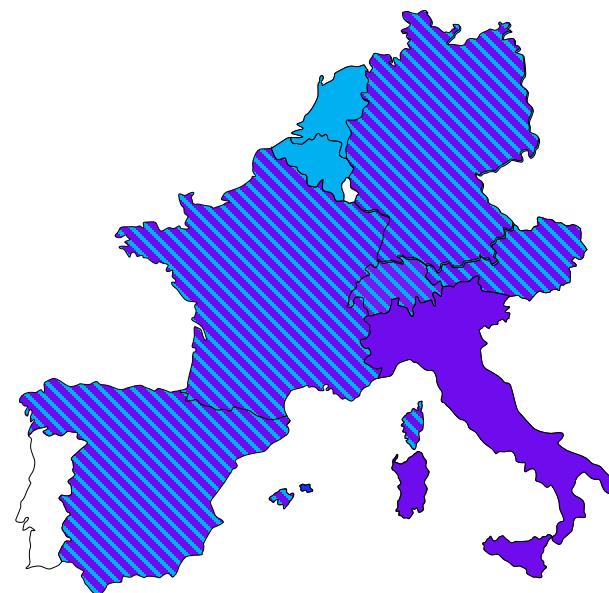
Germany
15 million

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

The logo for the television network RTL, consisting of the letters 'R', 'T', and 'L' in white on a red background.

Digital & video inventory

N° of UUs/month

nrc >

Independent.ie 

PMS

Capital

GEO

 **Harvard
Business
Review**
FRANCE

LA
TRIBUNE

Le Revenu

Le Revenu : site conseil Bourse et Placement

ABC

M MUJERHOY

XLSemanal



DAGENS NYHETER.

ALT. EUROMAN

ntv RTL NEWS

stern **GEO** **Capital**
WIRTSCHAFT IST GESELLSCHAFT

Brigitte 

SCHÖNER WOHNEN  CHEFKOCH.DE Eltern

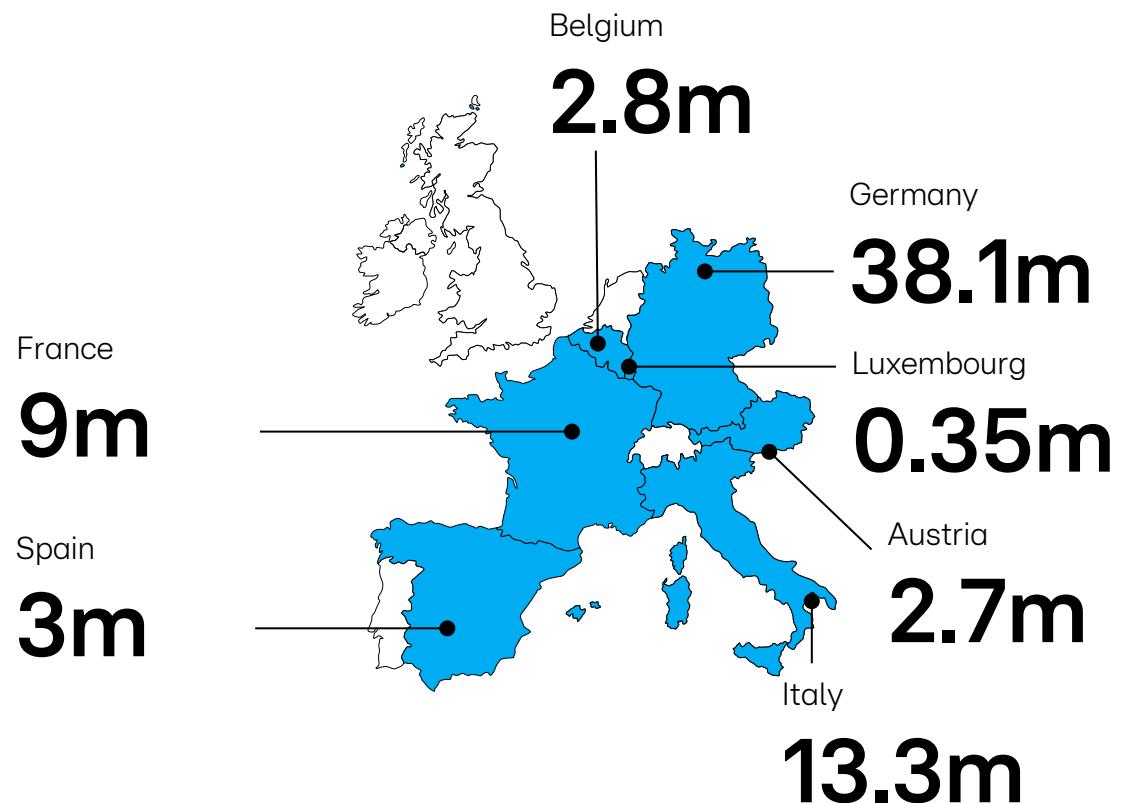
Neue Zürcher Zeitung

LE TEMPS **CORRIERE DEL TICINO**

finanzen.ch **Belle**vue **HANDELSZEITUNG** 2

A strong **radio** offer in Europe

Daily listeners



Sources: France: septembre-octobre 2024, L&V, 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

40+ radio and audio stations



Various verticals and targets

News and talk

Music

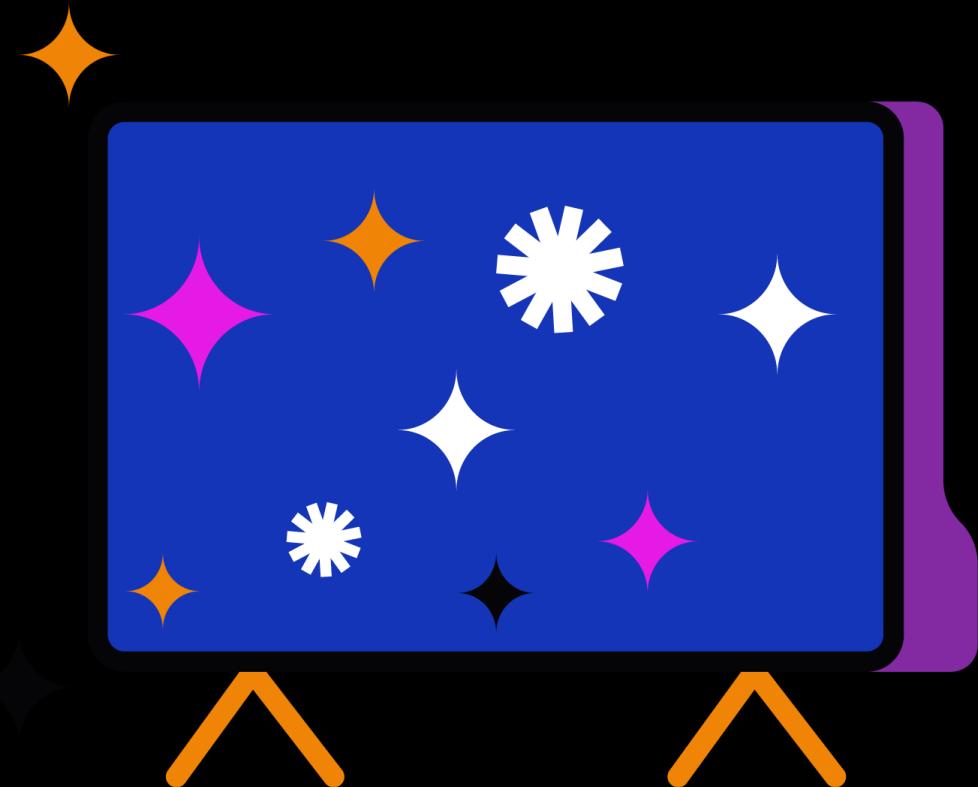
Sports

Local

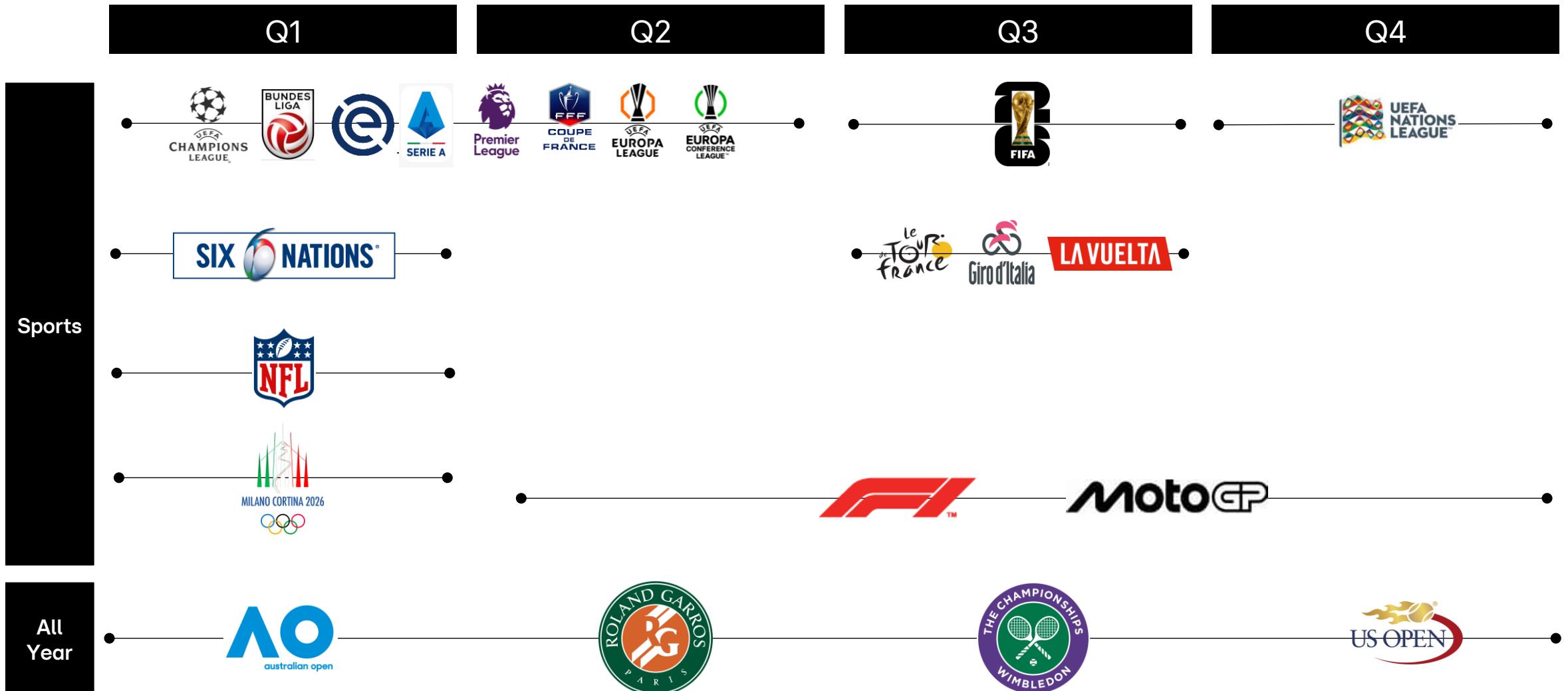
Business

Women

Sports Event
on RTL
Adalliance
channels
2025/2026



2026 Sports roadmap



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

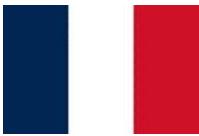


RAI1

3.4m viewers individuals 4+
37% Audience share Men



Football – Club Football



France

UEFA Champions League 2026 and 2027 final
Coupe de France 2026



United Kingdom

Premier League Highlights
FA Cup (including final)



Germany

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



Italy

Serie C matches



Austria

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



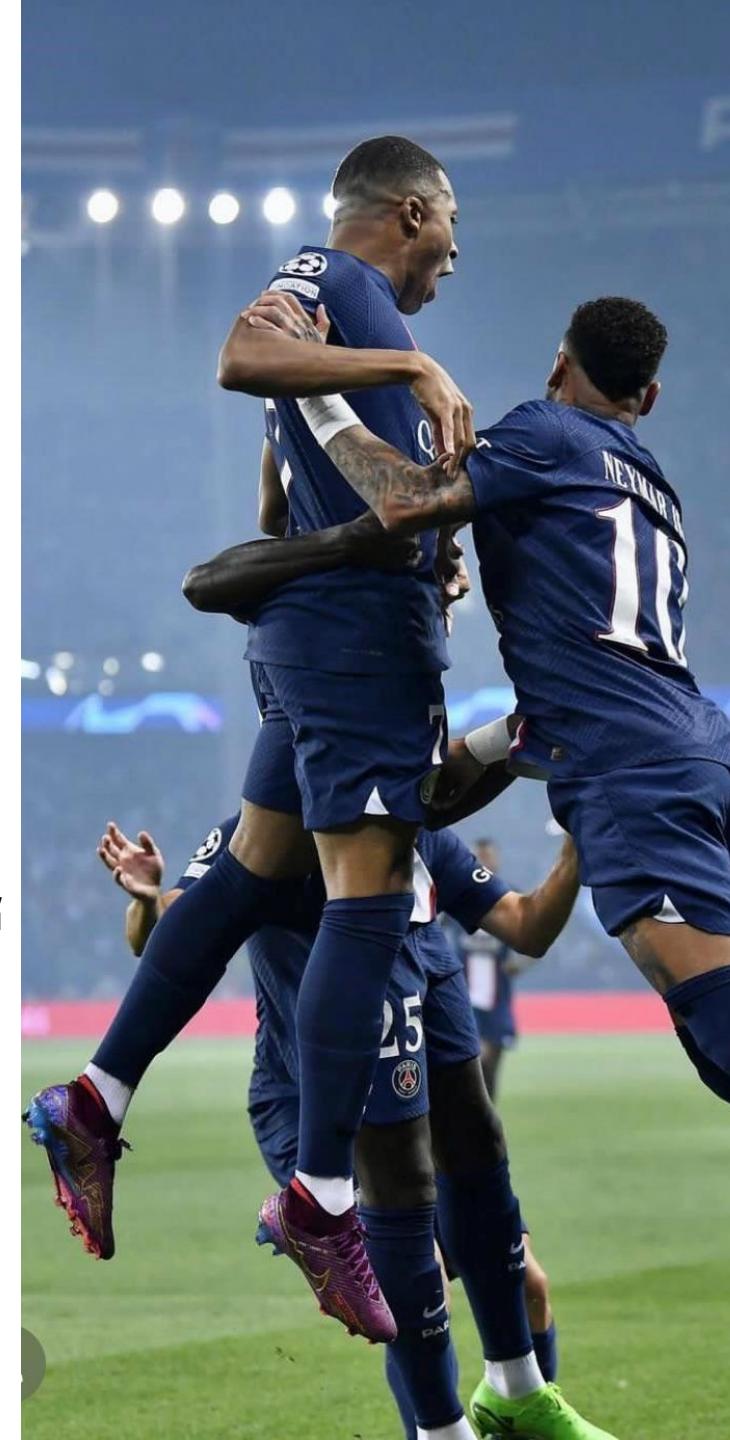
Netherlands

Serie A on Ziggo
Eredivise and UEFA competitions on ESPN

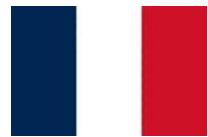


Finland

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



Football – National Teams



France



United Kingdom



Italy



Austria



Germany

Exclusive rights
for WC26

UEFA Euro 2028
and FIFA WC
2026 qualifiers
UEFA Nations
League

UEFA Nations
League
Italy National Team
Matches

2025 World Cup
qualifiers
Nations League
games

Nations League and
European qualifiers
until 2028



Tennis competitions

Grand slams and ATP Tours, WTA



Austria



France



Germany



Netherlands

ATP and WTA Tour events until 2028

Roland Garros until 2027

All 4 grand slams

ATP and Masters events on Ziggo Grand Slams on ESPN

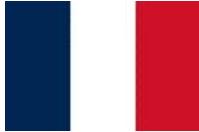


Rugby – Six Nations

February-March



Austria



France



Finland



United Kingdom

ITV shows 10 live
matches per
tournament





Contact
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