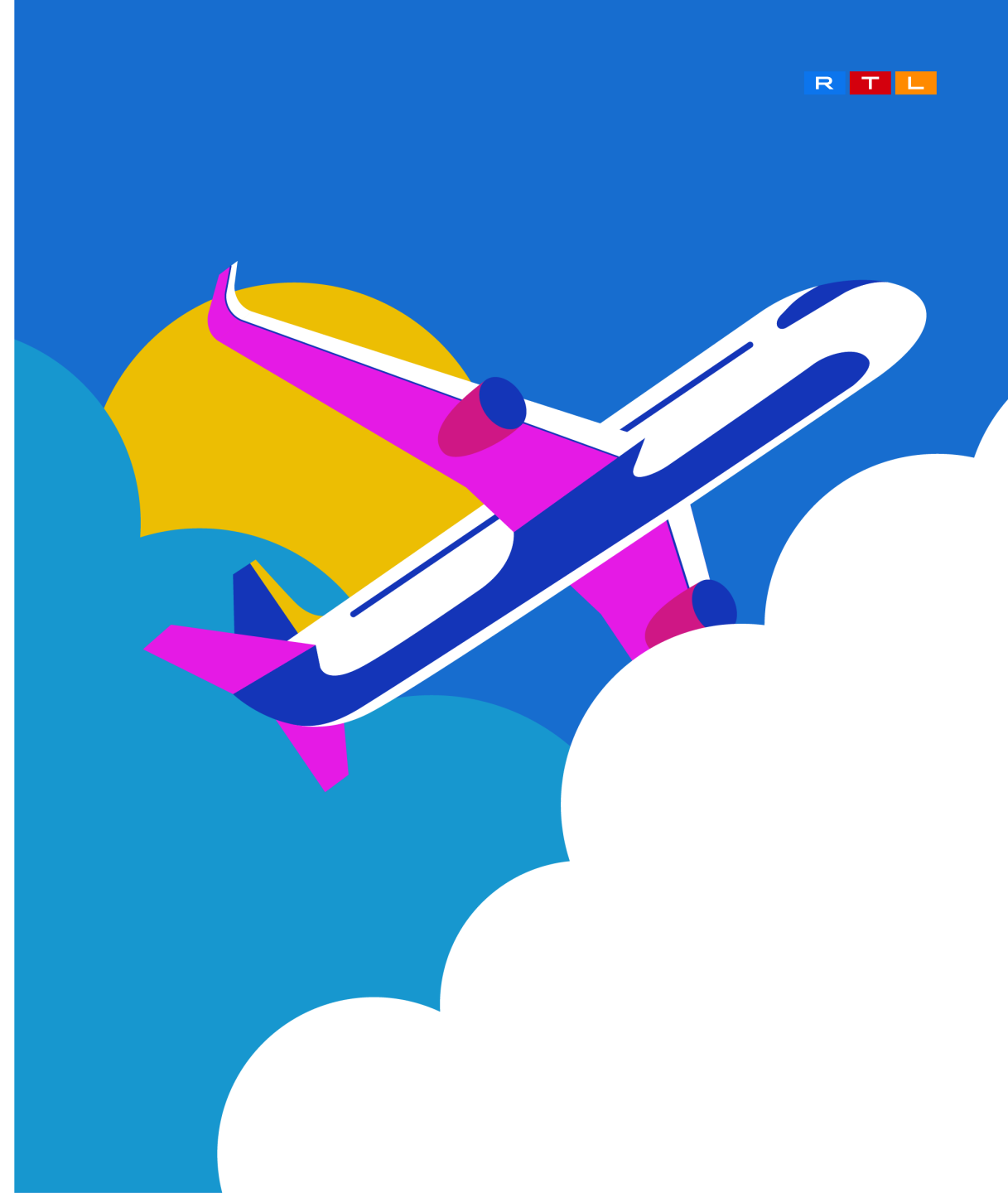




# Travel with RTL AdAlliance 2025

RTL AdAlliance connects brands from all over the world to European audiences through premium video content with simplicity and effectiveness.



# Our total video offer

## Germany

RTL RTL +



## Spain



## Switzerland



RTL + NZZ

## France



## Belgium



## Poland



## Italy



## Netherlands



## Nordics



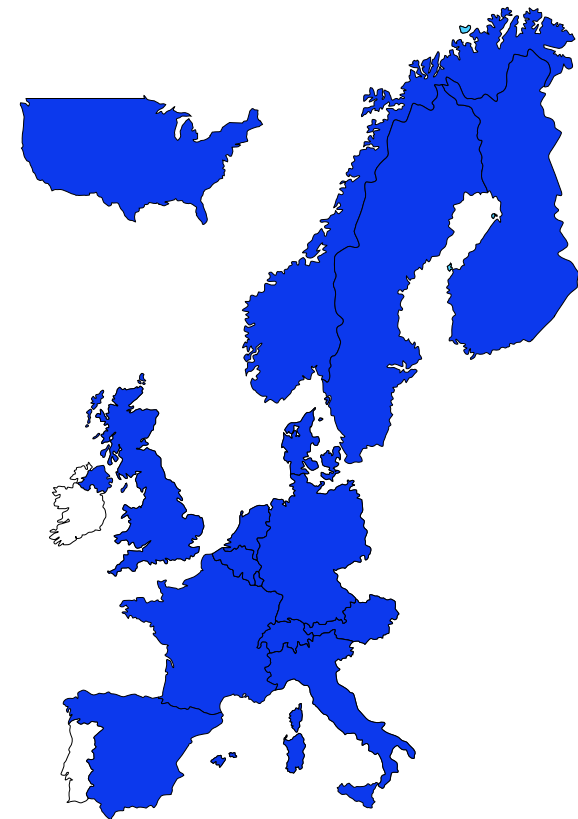
## UK



## Austria



## US



#1 or #2 in each market

+80% monthly reach

# Beyond total video: matching your objectives with different touchpoints

Increase awareness  
and drive to web



**TV**

Incremental reach



**Digital TV**

Targeted audiences



**Online video**

Call to action



**Radio**

Create 'stature'



**Print**

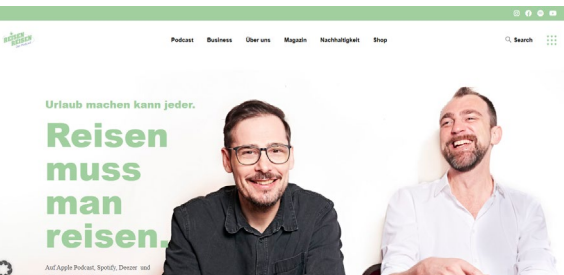
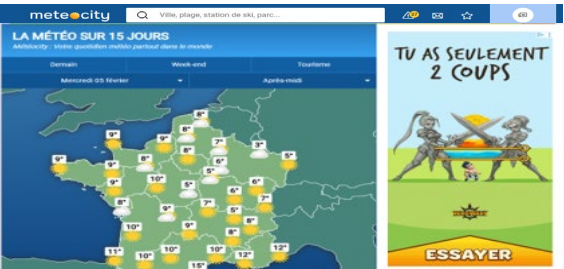


# Contextual targeting solutions

## TV shows and events



## Online verticals & podcasts



## Print and online magazines



## Semantic contextual targeting



# Reach travel lovers through our data targeting

Target travel lovers, no matter what they are looking at

- On all devices
- On all video media types
- Around premium video content
- Using various data signals and sources
- Digital focus

## Data sources

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Broadcast



Geographic



Addressable



Contextual



# Travel across Europe with some of our top shows



**32%**  
audience share



**24%**  
audience share



**25%**  
audience share



**24%**  
audience share



# Creative solutions to stand out of the crowd



Brand Integration – M6 (FR) – Get Your Guide



Product placement – ntv (DE) – Tirol Werbung



Telepromotion – La Sexta (ES) – Turismo Valencia



Sponsorship –ITV (UK) – Brand USA



Brand Partnership –VOX (DE) – Aida Cruises



Licence spot with TV host –M6 (FR) – Lastminute.com



# Tailor-make your message thanks to ATV and geotargeting

## Geotargeting

Target relevant regions where your products & services are available & adapt the creative for each individual location targeted.

Example: Main airports in Germany

Available in:



Germany

Austria



Spain

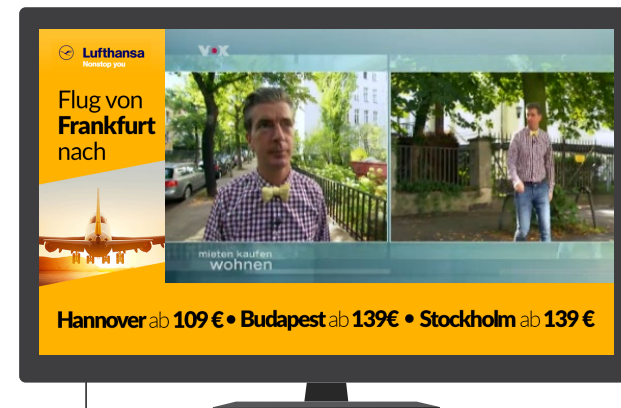
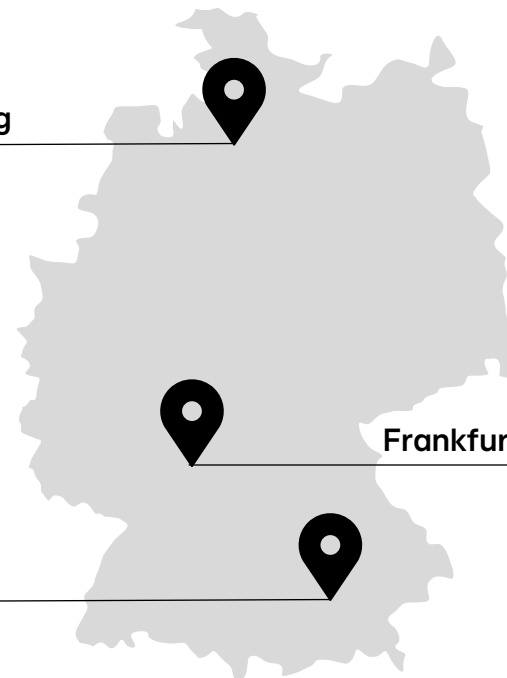
Switzerland  
DE



Hamburg



Munich



# Get fully prepared for communicating abroad with more insights

## Consumer insights

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Germans planning to go on a cruise are for 56% male

Source: GWI 2024

## Competition framework

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Airlines allocated 40% of their TV ad spend in March and September in 2023.

Hotel sector: TV ad spending in France increased by 50% in 2023.

Sources: France (Kantar Media), UK, Italy, Austria, Germany, The Netherlands (Nielsen), Belgium (MDB Nielsen), Spain (Infoadex)

## Media habits

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Brits have a very high consumption of streaming platforms: 63% watch it weekly

Source: proprietary research *The New Life of the Living Room*

# Boost your brand KPIs by communicating on our portfolio



An international hotel group brand, saw its brand image positively impacted thanks to a well targeted CTV campaign.

**+22%** on image

« Provides an inclusive and welcoming experience »



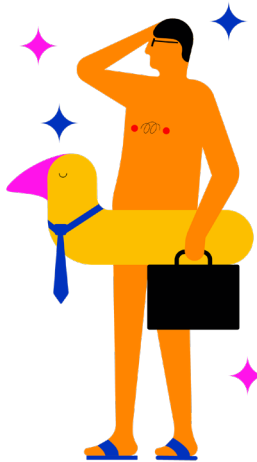
Campaign recognizers vs campaign non-recognizers  
Total sample (include respondent that don't know the brand)

Source: Norstat for RTL AdAlliance – online field on 500 respondents



Thanks to our BVOD platform, a Campsite brand, had a great impact on its awareness.

**+29%**  
on aided awareness



# We provide human support from decision to execution

## 01 Insights

Understand the media landscape, your competition & your consumer

## 02 Execution

Select best environment & formats Support & guidance for your campaigns

## 03 Simplification

Be in direct touch with local media champions through a single contact



**23 offices, 266 media sales experts at your service, worldwide.**





**Come on board with us**

[rtladalliance\\_growthunit@rtl.com](mailto:rtladalliance_growthunit@rtl.com)