



RTL AdAlliance

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



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



Expand to Europe with our media portfolio at scale

Offering global and local easier access to media consumers touch points

RTL

Germany (Ad Alliance)



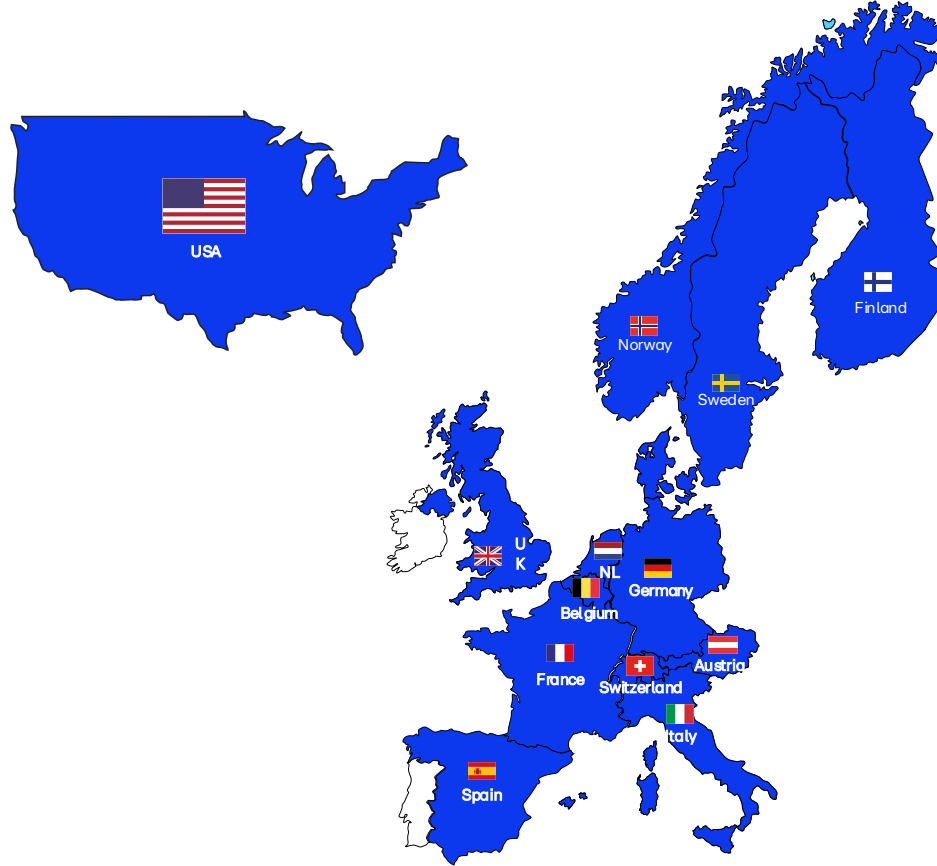
France (M6)



Spain (Atres)



Italy (Rai)



US / Global extension



UK (ITV)



The Netherlands (Ad Alliance)



Belgium (DPG)



Switzerland (Goldbach)



Austria (IP Austria)



Nordics

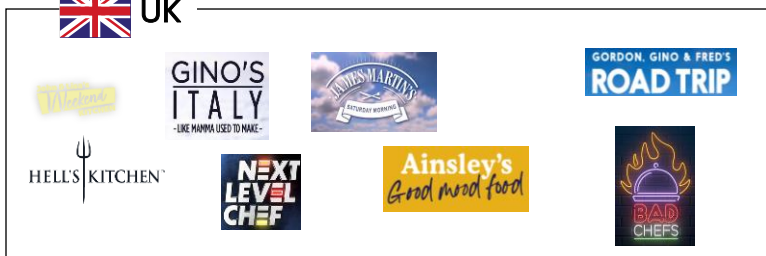


Food expertise & programmes innovation

R T L



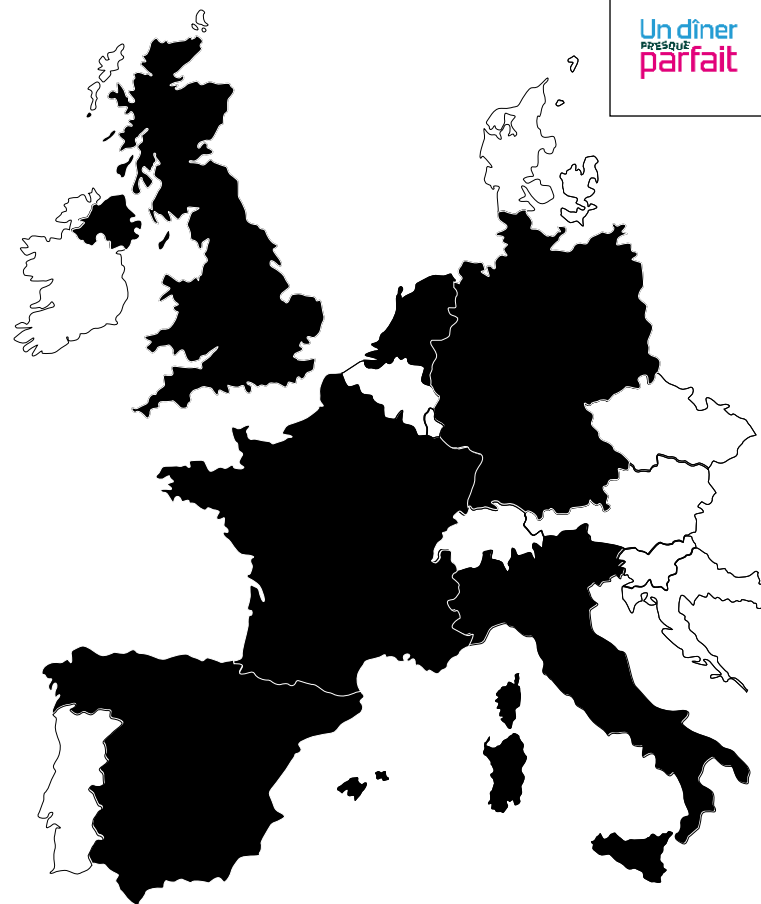
UK



Belgium



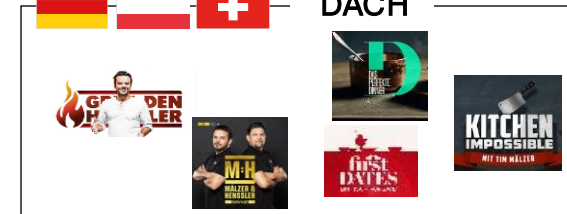
NL



FR and Switzerland FR



DACH



SP



Also in the US



IT



Creative solutions to stand out of the crowd

Special Ads



Sponsorship



Product Placement



Licensing



Spot Creation



Podcasts



Telepromotions



Content Creation



Audio Partnerships



Innovation with Addressable TV for geo-targeting and drive-to-store



Case Study

Valensina Kids Juice in Germany

Valensina Kids Juice example entering German market:

- +1.500 different locations
- +1.500 different adaptations for PoS-Marketing in REWE Stores, allow the consumer to identify the closest supermarket where they could buy Valensina Kids Juice (identification through user's IP address)

Available in:



Germany



Austria



Spain



Switzerland
DE

From total video to more touchpoints



TV

Linear
Classical formats
& special ads



Digital

CTV/ATV / AVOD & BVOD
Social Video / Display
Instream / Outstream



Audio

Radio
Digital audio / Podcast



Outdoor

DOOH
OOH



Print

Press , native advertising,
online extension



Cinema

Multiplex and digital
extension

From Total Video Big Reach to Media for affinity and targeting.

We provide human support from decision to execution

01 Insights

Understand the media landscape, your competition & your consumer

02 Execution

Select best environment & formatsSupport & 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.



More insights about your sector

Pasta sector – Gross Media Adspend 2023

Biggest TV advertisers – Total Ad Spends and TV adspends percentage

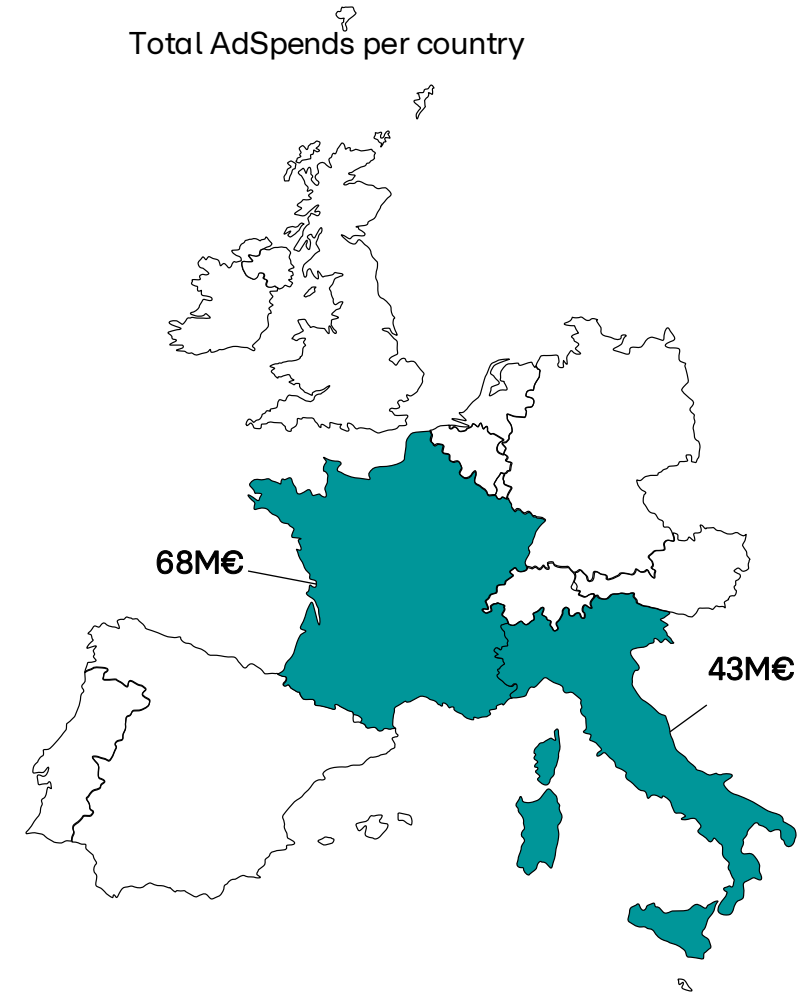
France (in K€)

1.	Lustucru	17 653 (97%)
2.	Panzani	15 271 (98%)
3.	Barilla	11 428 (62%)
4.	Rana	6 359 (75%)
5.	Garofalo	2 443 (71%)

Italy (in K€)

1.	Rana	12 533 (92%)
2.	Barilla	8 539 (89%)
3.	Riso Scotti	3 888 (98%)
4.	De Cecco	3 486 (99%)
5.	Rummo	3 054 (75%)

Total AdSpends per country



More insights about your sector

Cheese sector – Gross Media Adspend 2023

Biggest TV advertisers – Total Ad Spends and TV adspends percentage

France (in K€)

1.	Lactalis	66 619 (98%)
2.	Fromagerie Bel	37 749 (81%)
3.	Fromarsac	25 429 (75%)
4.	RicheMonts	15 918 (98%)
5.	Comte	15 563 (30%)

Germany (in K€)

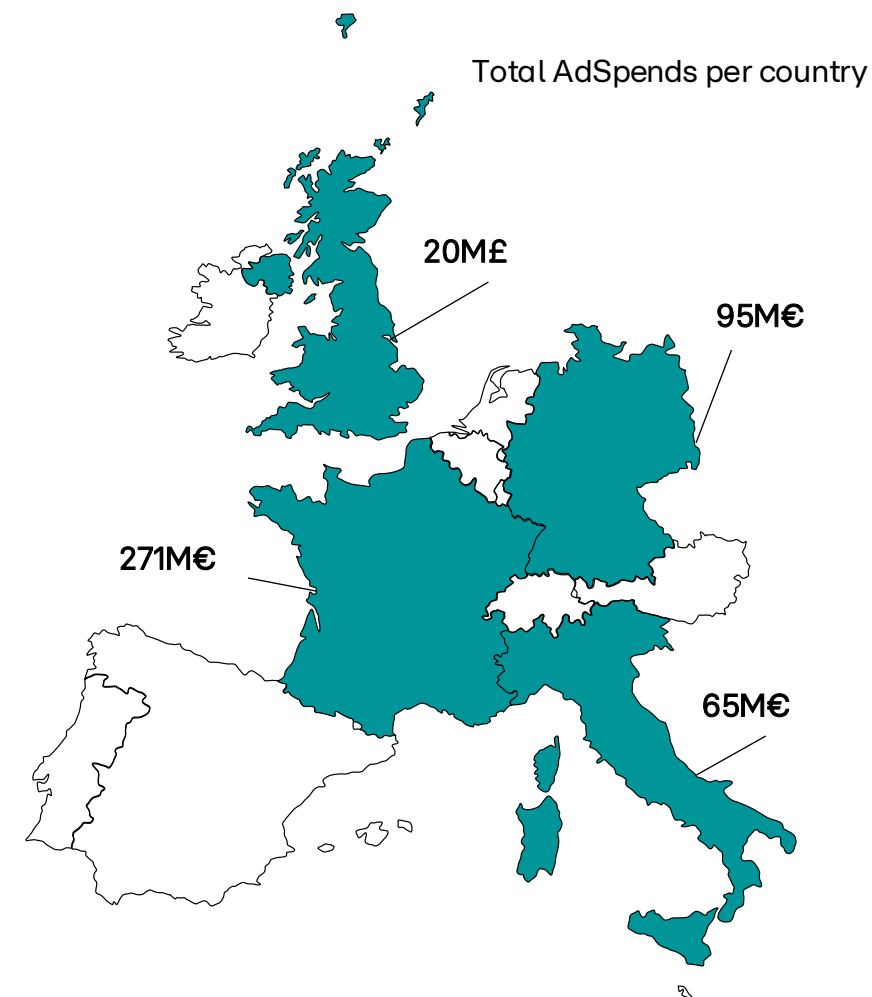
1.	Hochland	22 194 (99%)
2.	Mondelez	13 218 (98%)
3.	Savencia	6 918 (90%)
4.	Hofmeister	5 774 (47%)
5.	Grana Padano	5 694 (93%)

UK (in K€)

1.	Mondelez	6 306 (67%)
2.	Bel UK	3 864 (87%)
3.	Lactalis UK	1 861 (62%)
4.	Ornua Foods	1 051 (48%)
5.	Dragon Wale	138 (100%)

Italy (in K€)

1.	Mondelez	13 026 (98%)
2.	Grana Padano	12 555 (78%)
3.	Lactalis	7 866 (93%)
4.	Parmigiano Reggiano	6 439 (92%)
5.	Valcolatte	3 801 (99%)



More insights about your sector

Yoghurt sector – Gross Media Adspend 2023

Biggest TV advertisers – Total Ad Spends and TV adspends percentage

France (in K€)

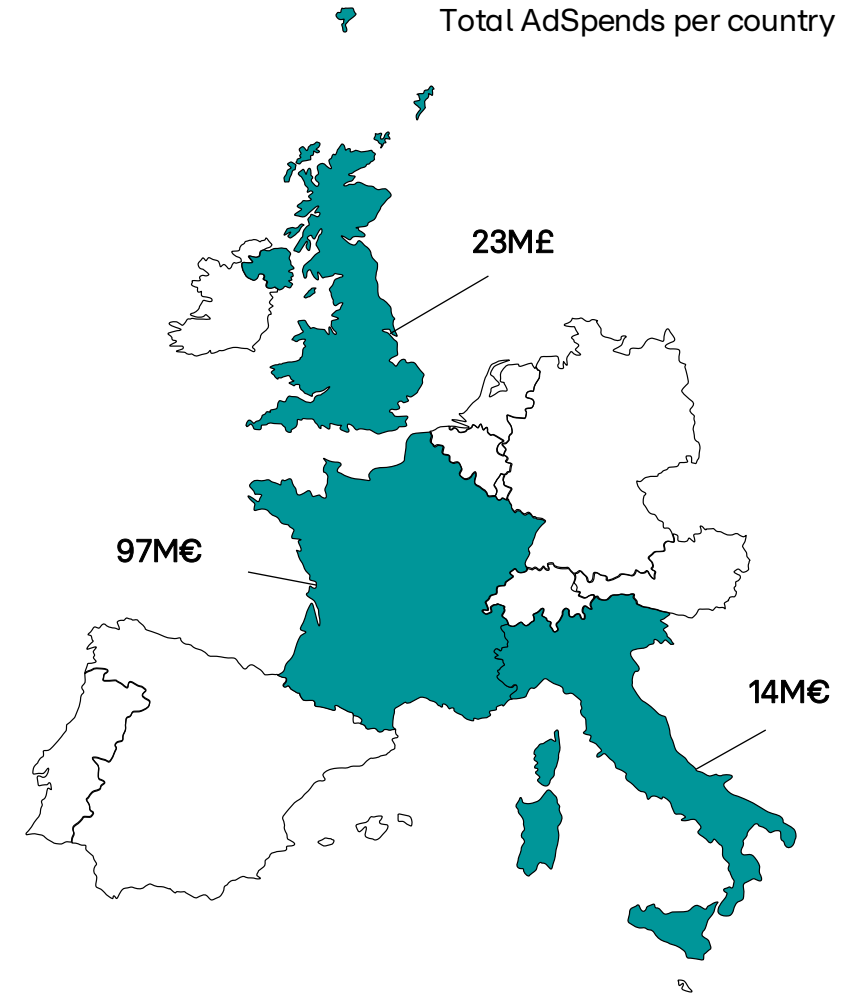
1.	Yoplait	27 886 (95%)
2.	Danone	25 846 (89%)
3.	Lactalis	22 275 (99%)

Italy (in K€)

1.	Muller Verona	5 285 (98%)
2.	Fage	3 271 (99%)
3.	Danone	1 646 (96%)

UK (in K£)

1.	Muller Dairy	13 611 (26%)
2.	Fage UK	3 494 (100%)
3.	Danone Holdings UK	2 983 (63%)





Let's grow internationally

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