

Reach tech enthusiasts with RTL AdAlliance

IFA Fair 2025

RTL



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



Our global portfolio



Germany



France



france.tv

Italy



UK



Spain



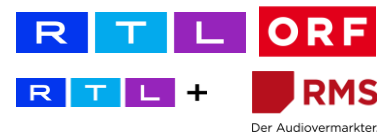
Belgium



Netherlands



Austria



Switzerland



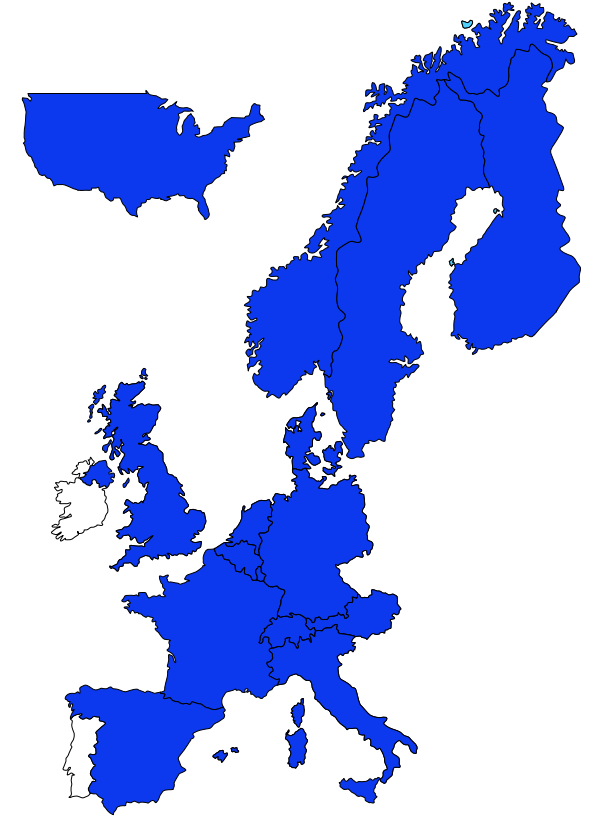
Poland



Nordics



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



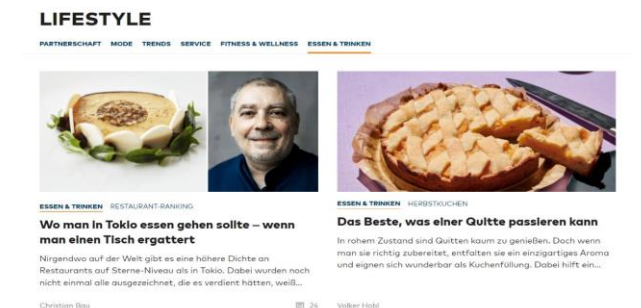
Online verticals & podcasts



Print and online magazines



Semantic contextual targeting



Reach tech enthusiasts through our data targeting

Target tech enthusiasts, 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



Broadcast



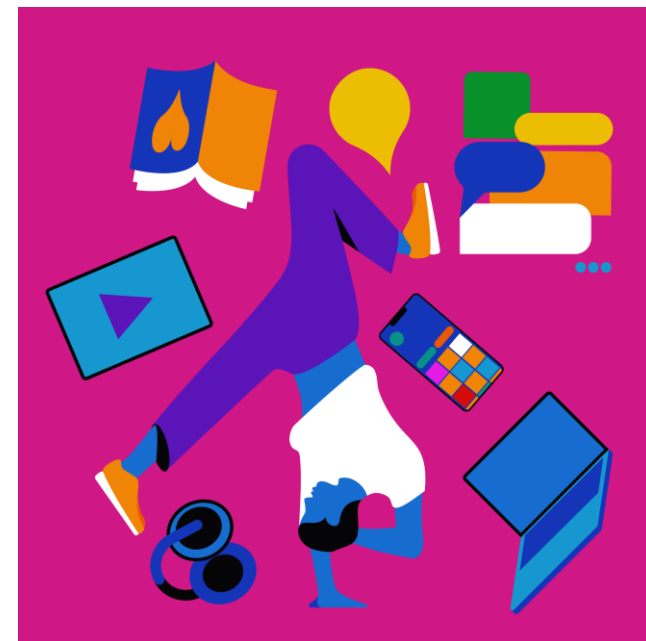
Geographic



Addressable



Contextual



Our top shows across Europe



Music & Talent show

45%
audience share



Food & Cooking show

25%
audience share



Business show

10%
audience share



Music & Talent show

48%
audience share



Creative solutions to stand out of the crowd



Framesplit – RTL (DE) – Wero



Licensed Spot – ITV (UK) – Facebook Portal



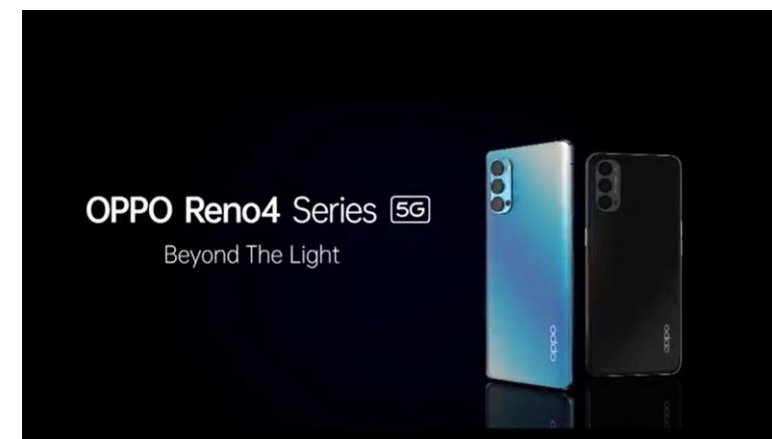
News Countdown – RTL (DE) – Samsung



Telepromotion – La Sexta (ES) – NordVPN



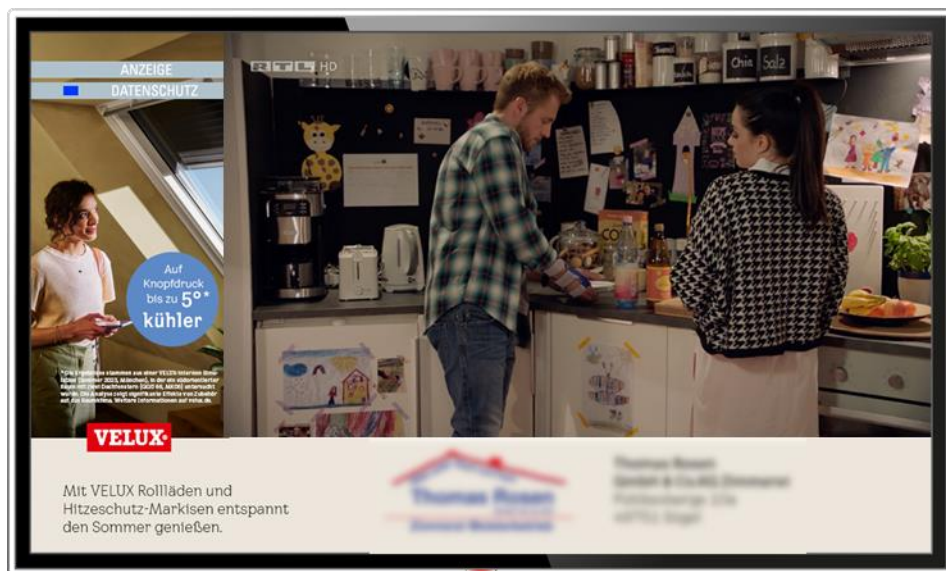
Licensed spot – M6 (FR) – Amazon echo



Sponsorship – RTL (NL) – Oppo

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

The campaign



Case Study

VELUX 1st multi- location campaign in Germany & Austria

VELUX example entering German & Austrian market:

- 183 dealers in Germany and 10 in Austria
- fully automated delivery of localized creatives incl. dealer name, logo and individual budget
- drives real impact right at the point of sale with zero extra effort

This solution
is available in:



Germany



Austria



Switzerland
DE

Personalise the campaign and geo-target your local store

Get fully prepared for communicating abroad with more insights

Consumer insights

On average, European tech enthusiasts spend 8h48 weekly watching Broadcast TV channels

Source: Global Web Index- 2024
Base: BIG5EU Internet users aged 16-64 yo

Competition framework

TV set advertisers adspends has increased by 238% between 2023 & 2024 mainly due to Euro 2024 and Paris Olympics.

Total media adspends in Europe for solar energy has increased by 70% between 2023 & 2024.

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

Media habits

Total individuals' TV viewing time is on a high level in Europe with 3h13 versus 1h59 in Asia and 2h40 in US

Source: One TV year in the world, January-December 2023, Glance, Local Institutes , All Individuals.

Boost your brand KPIs by communicating on our portfolio



A printer manufacturer total spontaneous awareness positively impacted thanks to a new ATV campaign in Germany

+7pts

On total spontaneous awareness



Thanks to a BVOD & ATV campaign a computer brand, had a great impact on its purchase intent

+12%

On purchase intent



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



13+ offices, 250+ media experts at your service, worldwide.





Thank you

Reach us

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