

Reach tech enthusiasts with RTL AdAlliance

IFA Fair 2026

RTL



**RTL AdAlliance
is connecting brands
to European audiences
with Total Video
from trusted media**



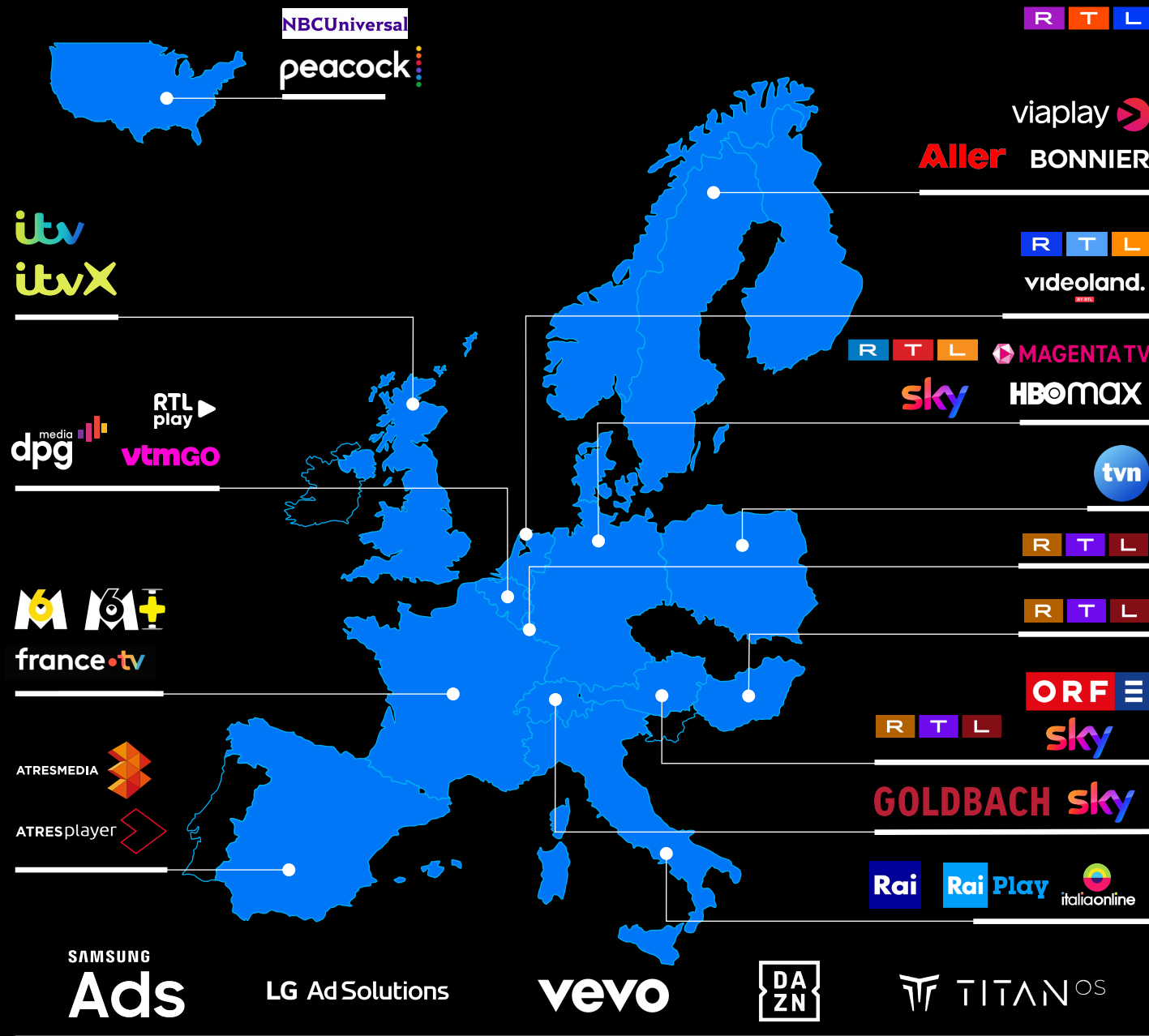
We give you access to
trusted video reach in
Europe & in the US

400
million

monthly viewers
across Europe

100%
brand safe

Source: Glance and RTL AdAlliance, TVKF 2025

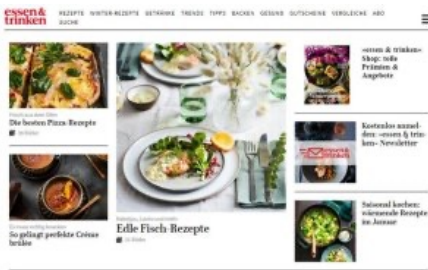
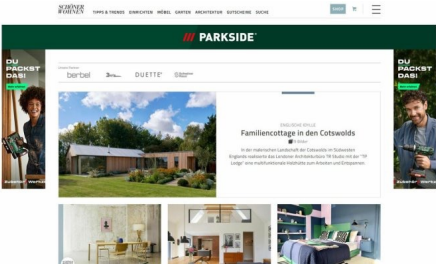


Contextual targeting solutions

TV shows and events



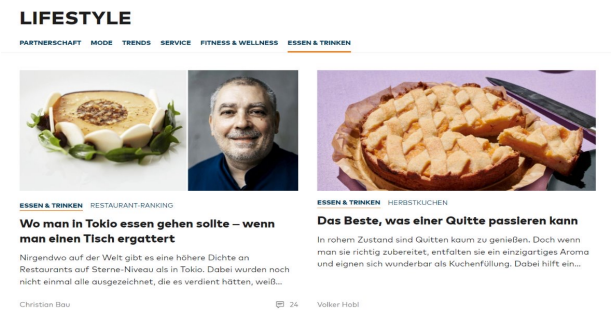
Online verticals & podcasts



Print and online magazines



Semantic contextual targeting



Our top shows across Europe

RTL



Cocina Abierta de Karlos Arguiñano

662 000
Viewers ind 4+

11%
audience share
Ind 25-44



Top Chef

2 168 000
Viewers ind 4+

24%
audience share
Ind 25-49



Grill den Henssler

1 305 000
Viewers ind 3+

8%
audience share
Ind. 20-49



Cooking with the stars

474 900
Viewers ind 4+

9%
audience share
Ind. 25-44



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



Creative solutions to stand out of the crowd

RTL



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

RTL partner tip in German speaking area

Household & Tech

Option to feature a discount promotion

RTL area
Background in RTL CI black or white

Partner logo

Partner space

RTL logo

Colour-sensitive to the content & the partner brand
Industry recommendation (household tip, etc.)

Product headline

Descriptive text

QR code/direct link and URL to the product feature on rtl.de

dyson

Entwickelt für den Alltag

BLACK FRIDAY

Jetzt bis zu 300 € sparen.

RTL

advertisement

Household tip

Dyson

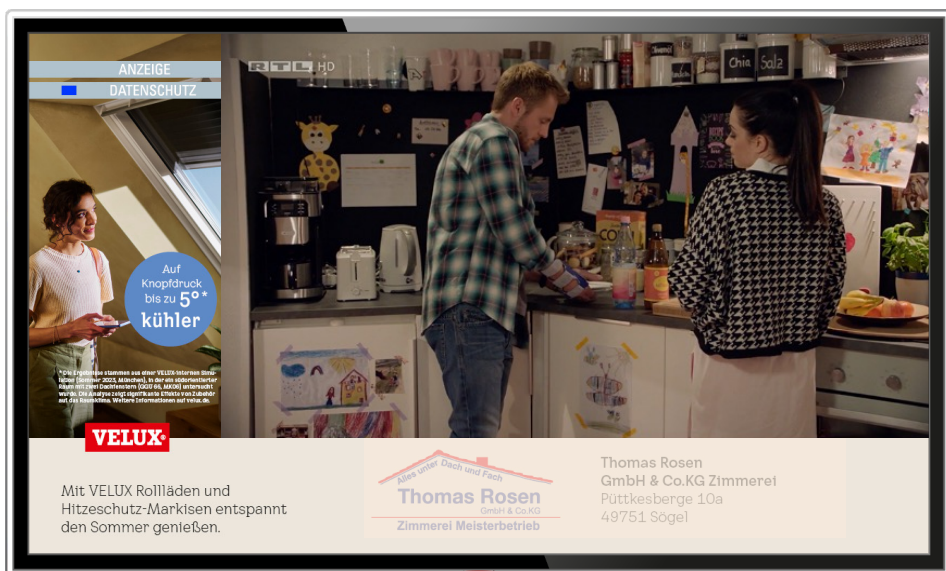
Technologie, die begeistert.

Dyson Staubsauger, die intelligentere Wahl.
Mit Lösungen, die sich anpassen.

Mehr Infos auf
rtl.de/haushaltstipp

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

The campaign



Personalise the campaign and geo-target your local store:

- Address
- Promotional prices
- Other location-specific contents

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

Get fully prepared for communicating abroad with more insights

Consumer insights

On average, European tech enthusiasts spend 8h13 weekly watching Broadcast TV channels and 8h07 watching Streaming platforms*

Source: Global Web Index - 2026
Base: BIG5EU - Internet users aged 16-64 yo
*SVOD + BVOD

Competition framework

TV set advertisers adspends has increased by 126% between 2024 & 2025.

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

Media habits

On average, 61% of Europeans trust a brand they discover on TV vs 40% on YouTube and 33% on Social media

Source: RTL AdAlliance, Living Room Study 2026
Base: 12.297 individuals from 15 European countries

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