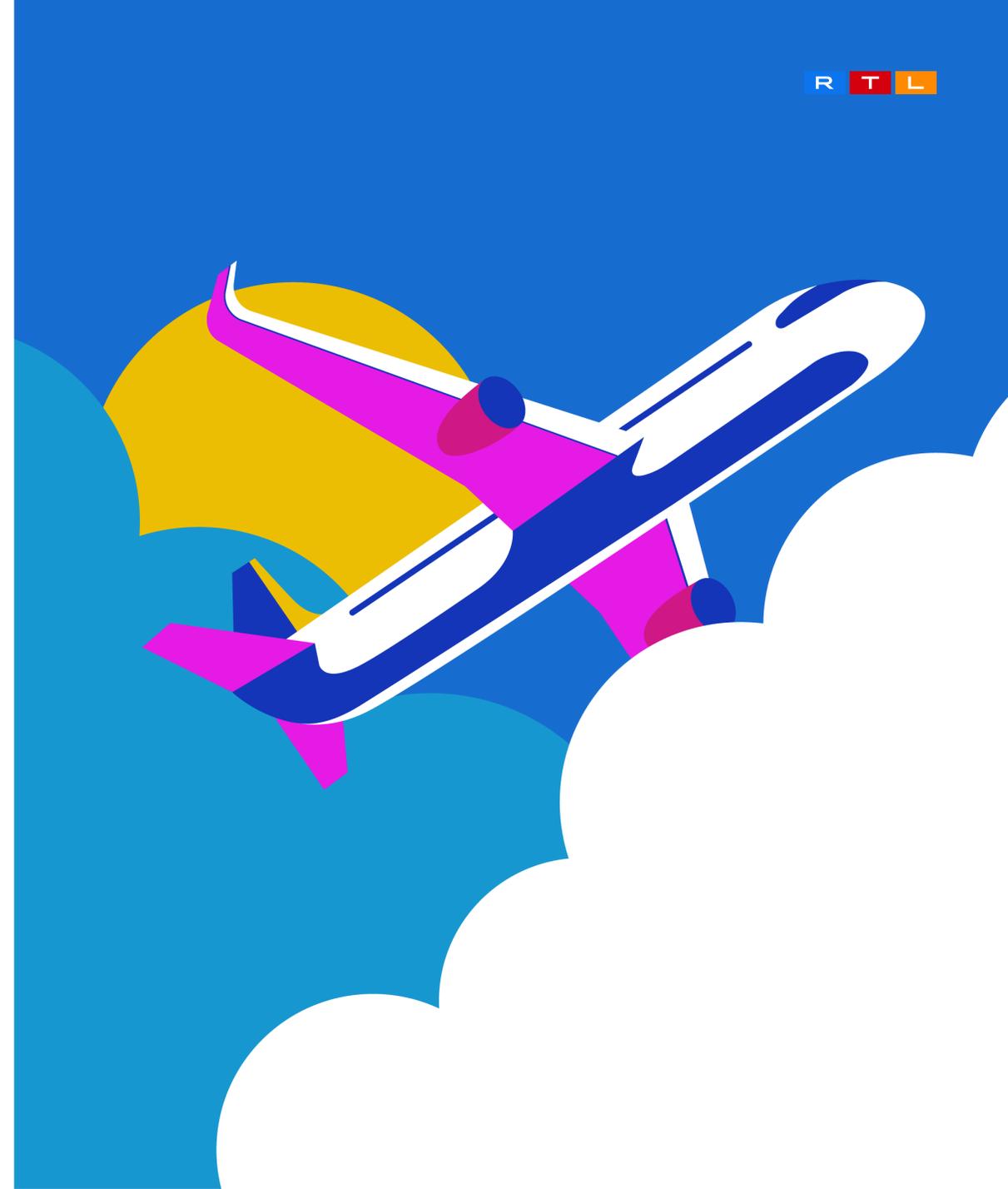




Travel with RTL AdAlliance 2026

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



Our total video footprint

Germany

RTL RTL +



Spain



Switzerland



RTL + NZZ

Hungary



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



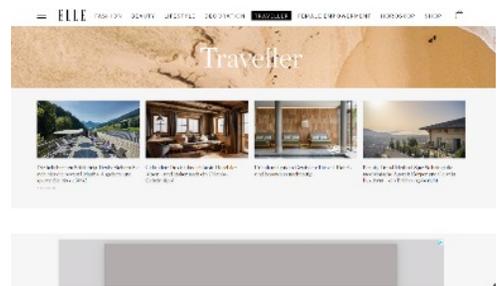
Contextual targeting overview

TV shows and events

Online verticals

Semantic contextual targeting

Print and online magazines



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



Broadcast



Geographic



Addressable



Contextual



Travel across Europe with some of our top shows



42%
audience share



22%
audience share



29%
audience share



31%
audience share



Travel Lover

This persona describes an adventurous individual who finds joy in exploring new destinations, cultures and experiences. They love to discover the beauty and diversity of the world, constantly seeking for new horizons and unforgettable memories.

Audience Extract

Travelling

Three and more vacation trips in the last 12 months

Travels: Sun & Bath

Travels by Plane

Travels by Train

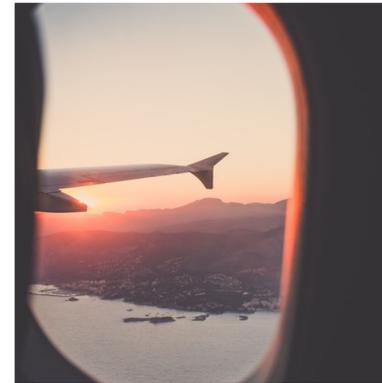
Spa & Wellness Stays

Sports: Scuba Diving

Several short trips in the last 12 months

Automotive: Minivan

Sports: Snowboarding



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



Short programme TV & Digital – TV5Monde & France TV publicité (FR) –Emirates

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

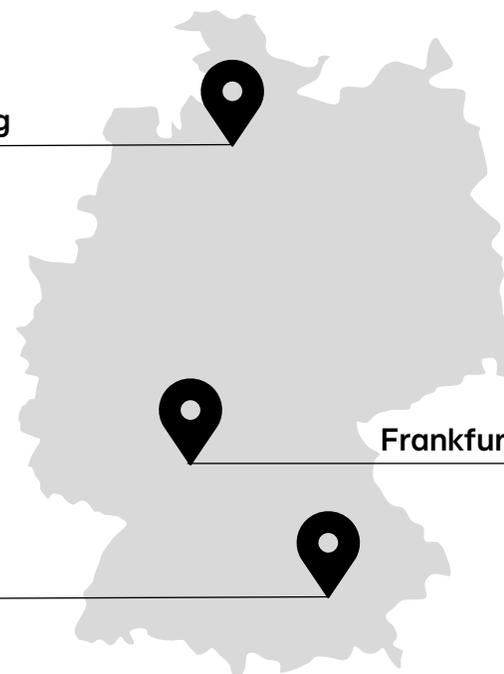
Switzerland
DE



Hamburg



Munich



Frankfurt



Get fully prepared for communicating abroad with more insights

Consumer insights

Germans that are passionate about travel spend 7h21min watching video streaming on an average per week.

That is 50 minutes more than the total average for Germans.

Source: GWI 2025



Travel Intentionists 2025 with Showhere Heatmap

Competition framework

Airlines adspends in the UK grew up by 43% between 2023 and 2024

In 2025 in Germany Hotels TV adspends was the highest in May with 2.8B€.

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

Media habits

In France the TV set is the main device for video content with 79% people watching everyday or almost every day.

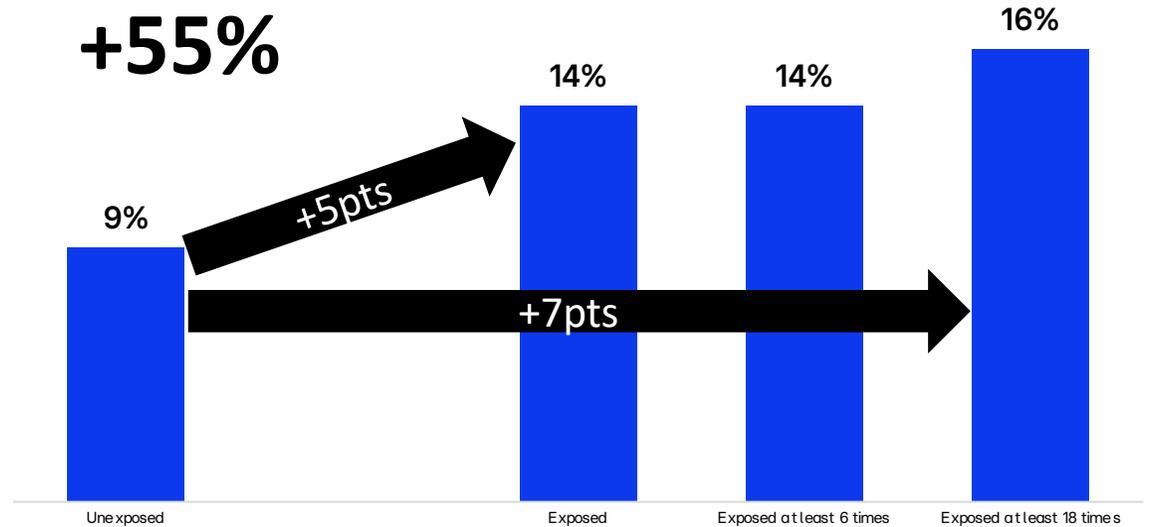
Source: proprietary research *The New Life of the Living Room*

Boost your brand KPIs by communicating on our portfolio

Best case in France:

The campaign allows an International Tourism Board to increase consideration : +5pts to +7pts of consideration as next holiday destination

11% of 25-59 years old are considering the client, an International Tourism Board, as their next holiday destination



No benchmark available results significantly higher than 95% vs. unexposed

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.





Thank you