

Reach food enthusiasts with RTL AdAlliance

SIAL fair 2026



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



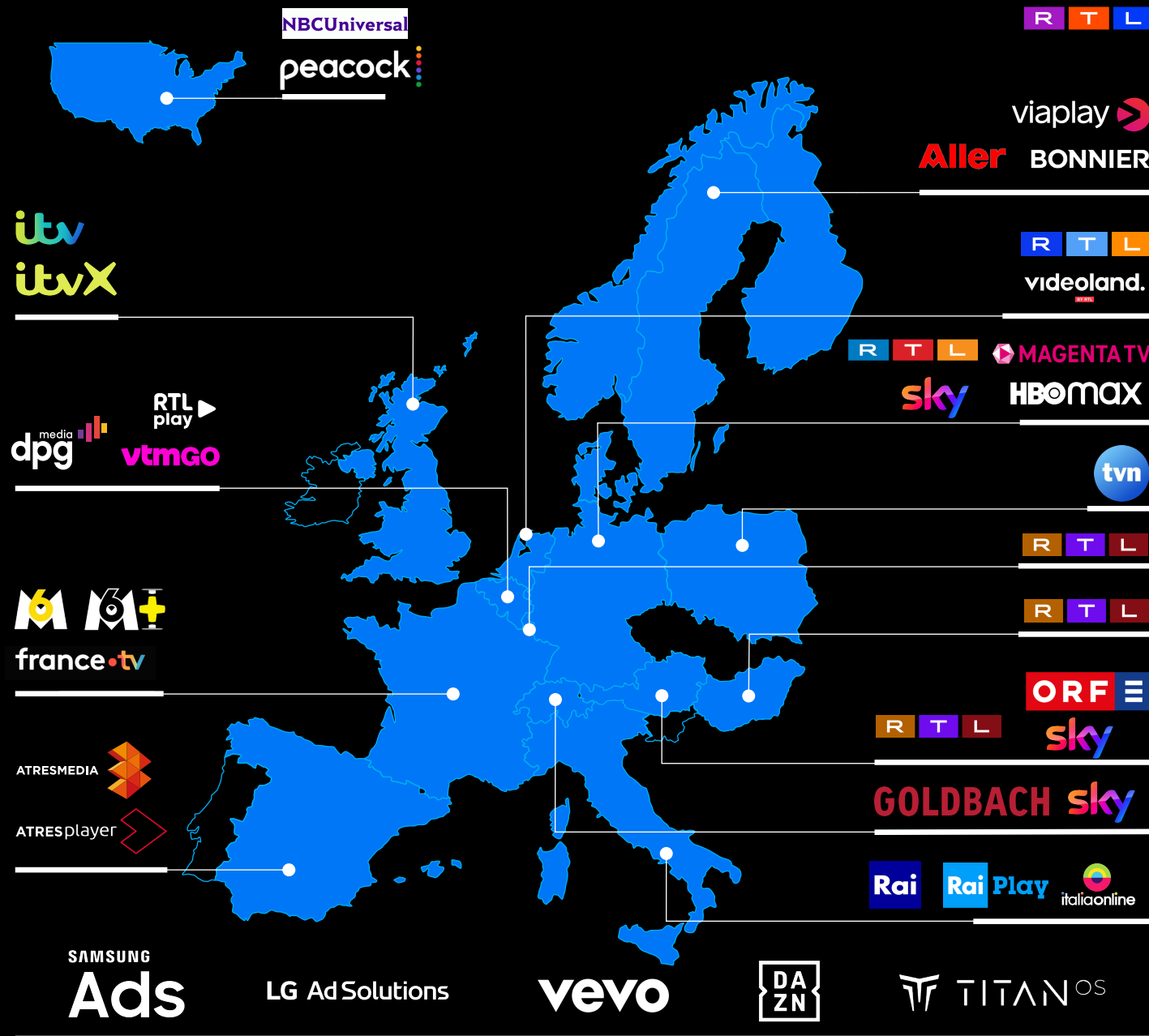
We give you access to
trusted video reach in
Europe & in the US

400
million

monthly viewers
across Europe

100%
brand safe

Source: Glance and RTL AdAlliance, TVKF 2025



Our top food shows across Europe



13%
audience share



19%
audience share



6%
audience share



18%
audience share



Reach food enthusiasts through our data targeting

Target food 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



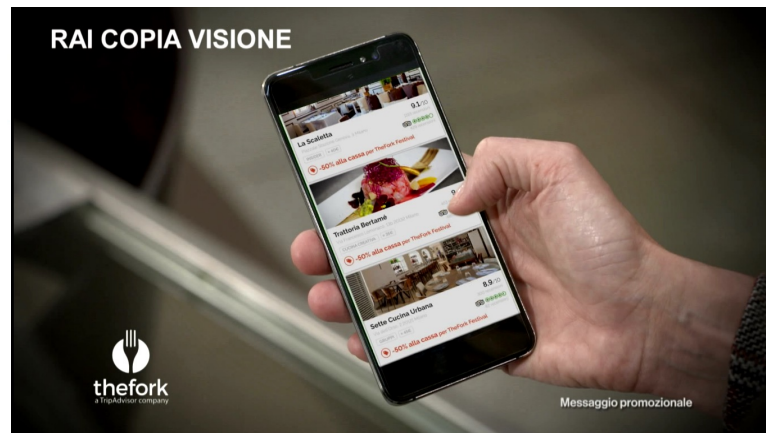
Product Placement - RTL TVI (BE) - Leerdammer



Programme split - RTL (DE) - Bahlsen



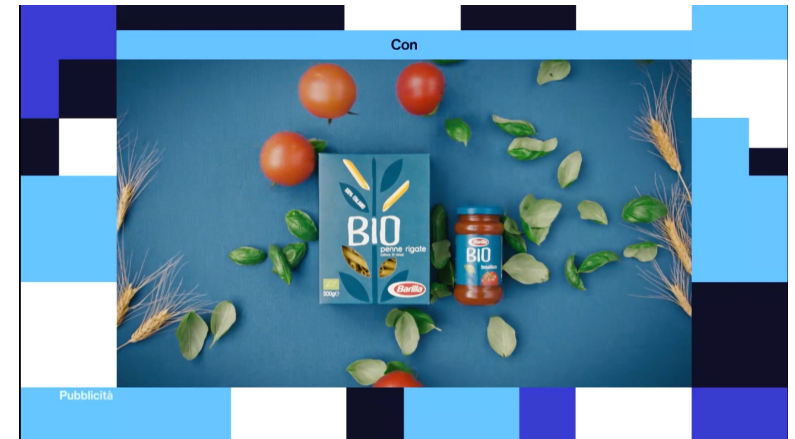
Licensed spot - M6 (France) - Neff



Telepromotion - Rai (IT) - The Fork



Product Placement - RTL TVI (BE) - Alpro



Mini Programme - Rai (IT) - Barilla

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



Switzerland
DE

Get fully prepared for communicating abroad with more insights

Consumer insights

On average, European food enthusiasts spend 7h38 weekly watching Broadcast TV channels and 6h49 watching Streaming platforms*

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

Competition framework

Cheese TV adspends has increased by 12% between 2024 & 2025 in Germany.

TV adspends in Europe for energy drinks has increased by 14% 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 the brand awareness with a TV sponsoring

Kiwi Brand - France - M6 example

RTL



Objective

The Kiwi brand wanted to drive brand awareness and boost its image as an established brand in the kiwi market in France.



Challenge

Reinforce their awareness in September after their last campaign in June-August (kiwi season).

Become advisors and encourage them to test new solutions that we can offer them with limited budgets.



Solution :

With this exclusive partnership, RTL AdAlliance identified the relevant cooking & lifestyle shows on M6 channels for the kiwi brand to sponsor.

They trust us to sponsor a big cooking show on M6 "Objectif Top Chef"

1.1m viewers 4+

7.3% Audience Share 4+ - 10.7% on women PRP

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