

RTL and its partners together form the largest local online video party, offering premium Dutch-language content via our own platforms and in collaboration with other publishers. Each week, we reach 56% of all Dutch people with all our online content. With our exclusive selection of local content, we offer our clients a brand-safe environment and high-quality contact with your target audience, all via a single point of contact. You can purchase both managed and programmatic from us, whereby we have bundled all of our high-quality online video selections in the NL Premium Package.

NL Premium Package



Products Online Video

PUBLISHER	PROGRAMMATIC	NL PREMIUM PACKAGE*	INSTREAM PRE-/MIDROLL**	BUMPER AD	OUTSTREAM
RTL XL	✓	✓	✓	✓	
Ziggo Sport, Viacom, Discovery and Disney	✓	✓	✓	✓	
Broadcaster on YouTube, DIVIMOVE	✓	✓	✓	✓	
DPG Media	✓	✓	✓	✓	
XITE	✓	✓	✓		
Adfactor/RTL	✓				✓

*Can only be purchased managed

**Non-skippable.

Ratecard Online Video: Programmatic

Programmatic guaranteed

FORMAT	CONTENT	RON	AUDIENCE DATA	COMMENT
Bumper ad	RTL on YouTube RTL MCN DIVIMOVE	€12,15	on request	Max. 6"
Non-skippable video	RTL on YouTube RTL MCN DIVIMOVE	€20,25	on request	Max. 20"
Skippable video	RTL on YouTube RTL MCN DIVIMOVE	on request	on request	Max. 180"

Private market place

PACKAGE	CONTENT	INSTREAM	BUMPER AD	OUTSTREAM	COMMENT
First look	RTL XL	€27,50	€10,00		Max. 30"
	Ziggo Sport	€15,00	€10,00		Max. 30"
	DPG media	€15,00	€10,00		Max. 30"
	Viacom, Discovery and Disney*	€15,00	€10,00		Max. 30"
	Adfactor/RTL			€8,00	Max. 30"
	XITE	€15,00			Max. 30"
Second look	RTL XL	€15,00	€10,00		Max. 30"

*ORN max 20".

Ratecard Online Video: Managed

PACKAGE	RON	ROC	ROS
NL Premium*	€22,50**	Index 115	Index 140

*Distribution budget NL Premium Package to stock publishers.

**The prices apply Q1 to Q3 2020.

NB: All of our rates are net and excluding VAT.

Specials NL Premium Package

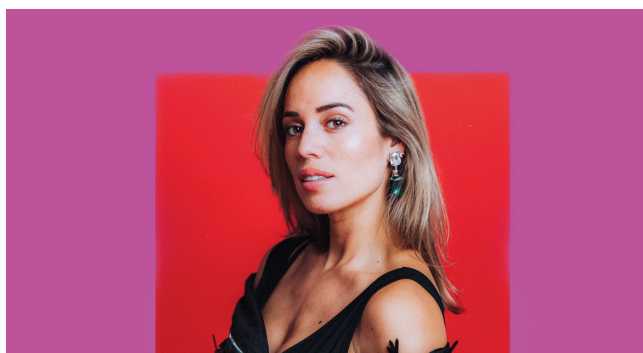
SELECTIVITY CHANNELS INDEX	INDEX
Age (and gender)	115
Sport	115
News, weather and traffic	115
Business	115

SPECIFIC PURCHASES PER PUBLISHER	INDEX
Broadcasters	125
Publishers / YouTube	90

TARGETING INDEX	INDEX
Device	125
Geo	125
Time	125
Position	150
Audience (Data)	on request

SPOT LENGTH	INDEX	CAPPING	INDEX
> 20"	125	CAP < 3	115

PRODUCT INDEX	INDEX
Instream pre-/midroll	100
Bumper ad	60
Outstream	€10 CPM



Purchasing target audiences

TARGET AUDIENCE	POPULATION NL (13+)%	POPULATION NL (13+)
13-24 years old	17.1%	2,494,028
18-34 years old	24.8%	3,618,612
Male 18-34 years old	12.7%	1,848,142
Female 18-34 years old	12.2%	1,770,470
18-54 years old	56.2%	8,188,782
Male 18-54 years old	28.3%	4,128,865
Female 18-54 years old	27.9%	4,059,917
25-54 years old	46.4%	6,763,000
Male 25-54 years old	23.2%	3,386,000
Female 25-54 years old	23.2%	3,377,000

