

Addressable TV

Ratecard Q2 2025

Addressable TV (ATV) combines the best of both worlds: the mass reach of linear TV and the targeting possibilities of digital.

An innovation in which we see a lot of potential.

In this ratecard you will find an overview of our purchasing options for Addressable TV in Q2 2025.

Want to know more about ATV or are you interested in using ATV? Get in touch with your Ad Alliance contact.

Addressable TV: Best of both worlds

More relevance for viewers and advertisers

With ATV, it is possible to replace commercials in regular commercial breaks with commercials aimed at a specific target group. By adapting the advertisement to these specific target groups, the relevance for both the viewer and the advertiser increases.

Recent Ad Alliance research confirms this. This shows that ATV is a powerful tool for keeping viewers' attention longer and increasing brand recall.

Special targeting possibilities

The targeting options make Addressable TV a unique product. For example, you can steer the campaign based on region, interest or behavior. For example, certain provinces, people interested in sports, households with or without children, income level or homeowners.

Do you have specific wishes? We would be happy to discuss our possibilities with you!



Creation through AI

The power of an addressable campaign also lies in the creation of the commercial. With the help of AI tools, Ad Alliance can help to create different versions within a single campaign, for modest production budgets.

If you would like to know more about these options, please contact your contact at Ad Alliance.

Purchasing options ATV

$$\text{ATV RATE (CPM)} = \text{€ 38,50} \times \text{TARGET AUDIENCE INDEX} \times \text{SPOT LENGTH INDEX}$$

Purchasing options Addressable TV

Product	Content	CPM
Addressable TV	RTL 4 RTL 5 RTL 7 RTL 8 RTL Z	€ 38,50

Spot length index

Spot length	Index
10"-15"-20"	100
25"-30"	125
>30"	On request

Target audience steering options

Target audience	Index
Region (province)	100
Household composition	100
Income level	100
Custom	On request

How do we calculate the rate?

To purchase Addressable TV, we charge a fixed CPM rate of € 38.50. This rate includes steering for standard target audiences. We charge an index for customization at the target audience level. If you need more steering options, please contact us.

We reserve the right to adjust our Addressable TV rates on a quarterly basis. On adalliance.nl you will find detailed information about our purchasing options. The general terms and conditions and purchase conditions of Ad Alliance are on all offers and agreements with Ad Alliance shall apply.

If you have any questions, please contact your regular contact person. The information of our team can be found at www.adalliance.nl/over-ad-alliance/ons-team, or you can contact us at advertiser@adalliance.nl.