

The ultimate home theater

Rakuten is a Video-on-demand (VOD) streaming service. Rakuten can only be watched via Connected TV (app) on various television brands and is therefore a pure CTV player

At Rakuten you can watch movies, series and TV shows for free with ads. You can also rent movies without ads. Rakuten also offers a wide range of (FAST*) advertising channels.

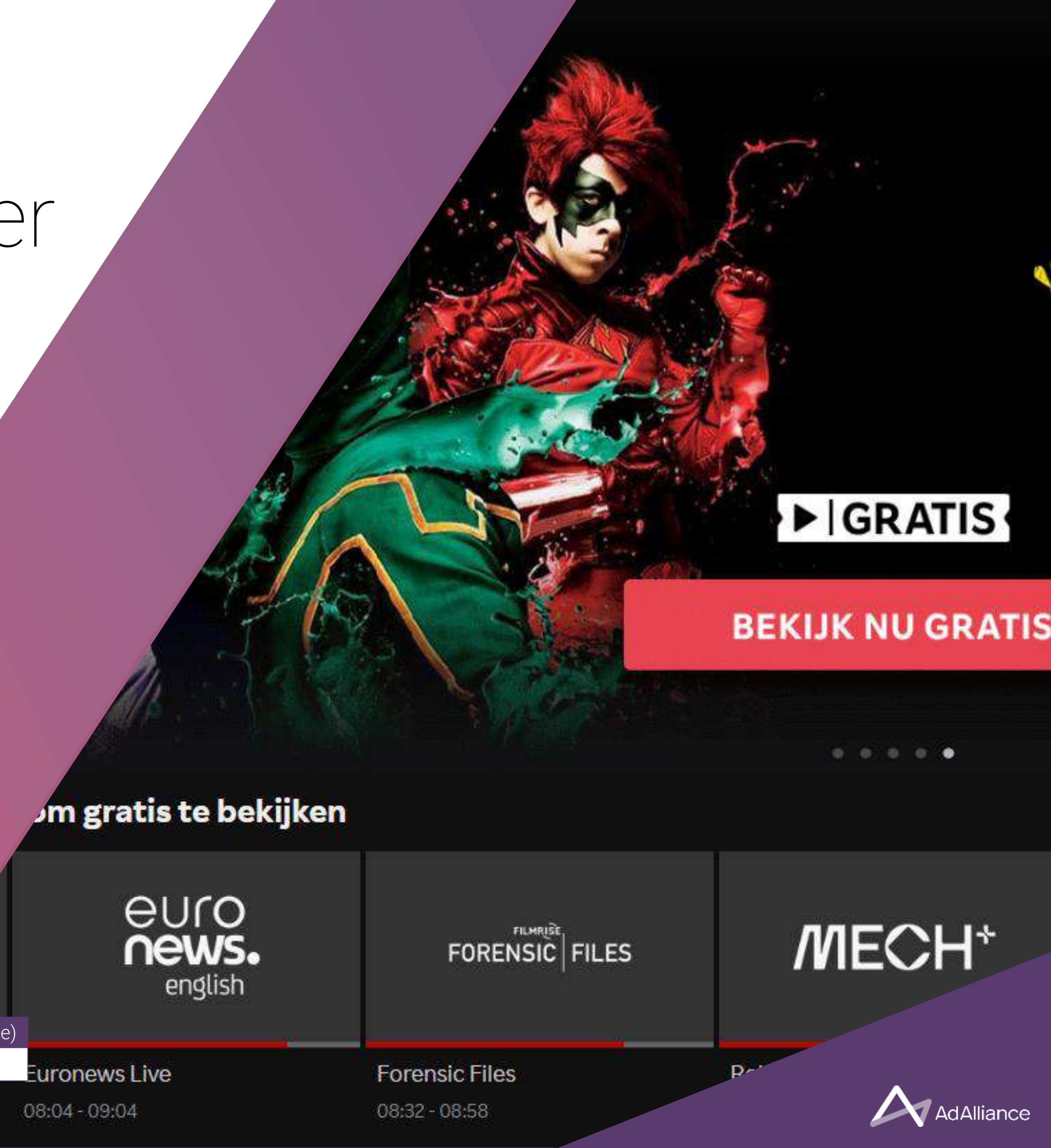
Rakuten's content is aimed at **young families, young adults**, and **students** and focuses on the **Entertainment, Music, Documentary, Comedy, Movies**, and **Kids** genres.

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In addition to the inventory in their own app, Rakuten has a partnership with Samsung TV Plus. As a result, Rakuten also offers advertising space on the first and last 4 channels of Samsung TV Plus..

*= Free Ad Supported Television

Programmatic	Instream (pre-/midroll)	Bumper Ad	Pauze Ad	Outstream (In-article)
√	√	√		

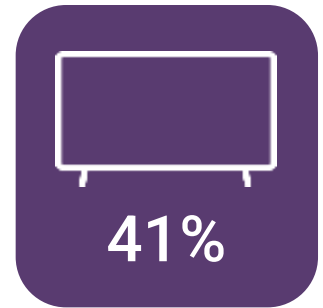


Package



**Streaming TV &
Ad Alliance Network**

Devices based on impressions



+/- 800.000
Connected TV's

Profile



50%



50%

Adventure

Drama

