



Power of **SAVOD**

videoland.
BY RTL

HBO
max

Disney+

skySHOWTIME



Our **exclusive** SAVOD partnerships

Videoland Premium

€12,99

Videoland Plus

€10,99

Videoland Basic

€5,99

videoland.
BY RTL

HBO Max Premium

€13,99

HBO Max Standard

€9,99

HBO Max Basic

€5,99

**HBO
max**

SkyShowtime Premium

€13,99

SkyShowtime Standard

€8,99

SkyShowtime Standard

with ads

€5,99

sky SHOWTIME

Disney+ Premium

€13,99

Disney+ Standard

€9,99

Disney+

Standard with ads

€5,99

Disney+

Target groups relatively **young & highly educated**

Videoland Basic

- Mostly female
- Selective on 18-44
- Highly educated
- Most households with children
- Additional target group on TV
- Valuation 8.1
- Most viewing time on **Drama & Reality**

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HBO Max

- Equal share male/female
- Selective on 18-44
- Highly educated
- Valuation 8.1
- Most viewing time on **Drama & Comedy**

**HBO
max**

Disney+

- Equal share male/female
- Selective on 18-44
- Highly educated
- Most households with children
- Highest percentage of co-viewing
- Valuation 8,1
- Most viewing time on **Adventure, Drama & Comedy**

Disney+

SkyShowtime

- Mostly male
- Selective on 35-55
- Valuation 8.2
- Most viewing time on **Drama & Actie**

skySHOWTIME

The logo for Videoland, featuring the word "videoland." in a bold, lowercase sans-serif font. Below the "d" in "land." is a small red rectangular box containing the white text "BY RTL".

videoland.
BY RTL

Videoland. Streaming out loud.

Videoland offers a wide selection of Dutch-language entertainment, including live TV, concerts, sports matches, true crime, Glory kickboxing, Dutch drama and reality shows. Thanks to weekly new content, people never get bored.

The logo for HBO Max, with "HBO" in a blue serif font and "max" in a blue sans-serif font below it.

HBO
max

HBO Max, where our worlds meet.

HBO Max offers extensive programming that includes iconic series, popular movies, true crime, reality shows, and major live sporting events like the Olympics. It combines the content of HBO Max, Discovery+ and Eurosport Premium for a complete viewing experience.

The logo for Disney+, featuring the word "Disney" in its signature script font and a plus sign to the right, all in blue.

Disney+

Stream all-new Originals, binge-worthy series, and more on **Disney+**

Disney+ offers extensive programming with new TV series, blockbuster movies and exclusive Disney+ Originals. The content will be added throughout the year under six brands: Disney, Pixar, Marvel, Star Wars, National Geographic, and Star. The library includes documentaries, drama, comedy, and classic animation, with titles such as "The Simpsons," "Grey's Anatomy," "The Bear," and "The Mandalorian."

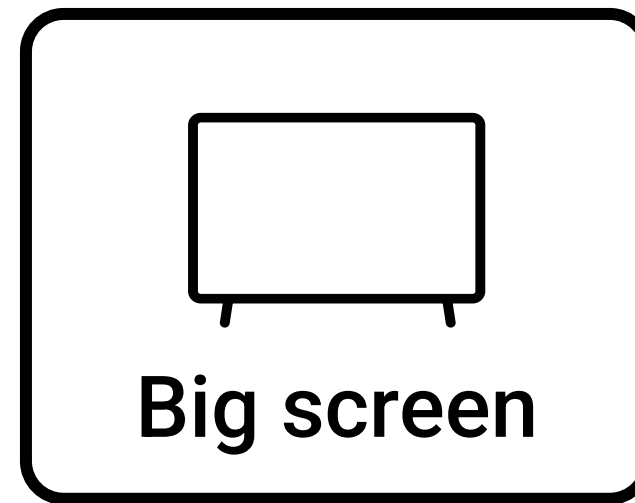
The logo for SkyShowtime, with "sky" in a lowercase sans-serif font and "SHOWTIME" in a bold, uppercase sans-serif font, both in black.

sky **SHOWTIME**

SkyShowtime, the best entertainment from the world's biggest studios

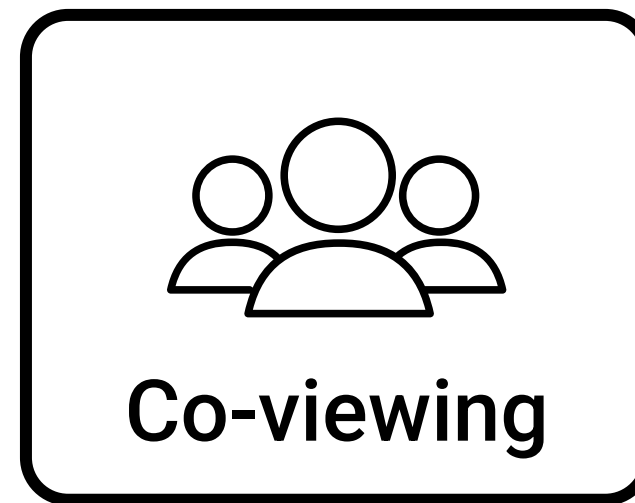
SkyShowtime offers exciting and engaging content from Universal Pictures, Dreamworks, Sky Studios, Peacock, Nickelodeon, SHOWTIME,® Paramount+, and Paramount Pictures. Its programming includes new and exclusive series and movies, entertainment for kids and families, true stories and documentaries, and an extensive library of past and present favorites.

The impact of SAVOD



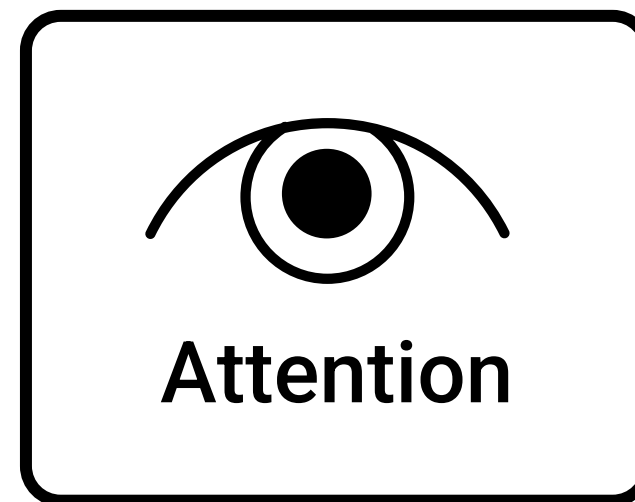
Commercial on the **big screen** has **impact**

- SAVOD is often watched on a big screen
- Big screen allows for better message transfer, higher brand activation and consideration
- Commercial on a big screen is experienced as more fun and relevant



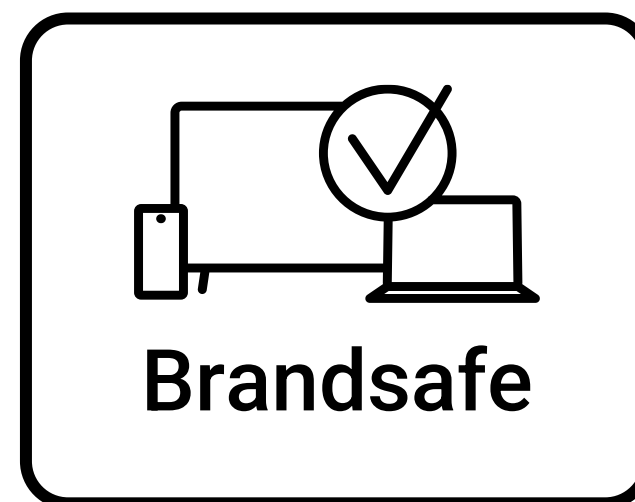
Co-viewing generates **extra viewers and extra impact**

- SAVOD is often watched together
- On average, 1 view on SAVOD stands for 2 viewers (1=2)
- Watching together also increases the appreciation of content and commercials



Watching with **attention** leads to **higher scores**

- Viewers consciously take the time to watch streaming content
- This makes them more focused and engaged, which creates an ideal environment for advertising
- This ensures higher scores on brand KPIs



More appreciation because of **brandsafe environment**

- SAVOD platforms score high on aspects as credible, safe and reliable
- Consumers value ads higher if they trust the platform on which they are shown
- This is reflected in the appreciation of the commercials on SAVOD

SAVOD campaigns are proven effective

After seeing a SAVOD campaign...

51%

has a **more positive image of the brand**

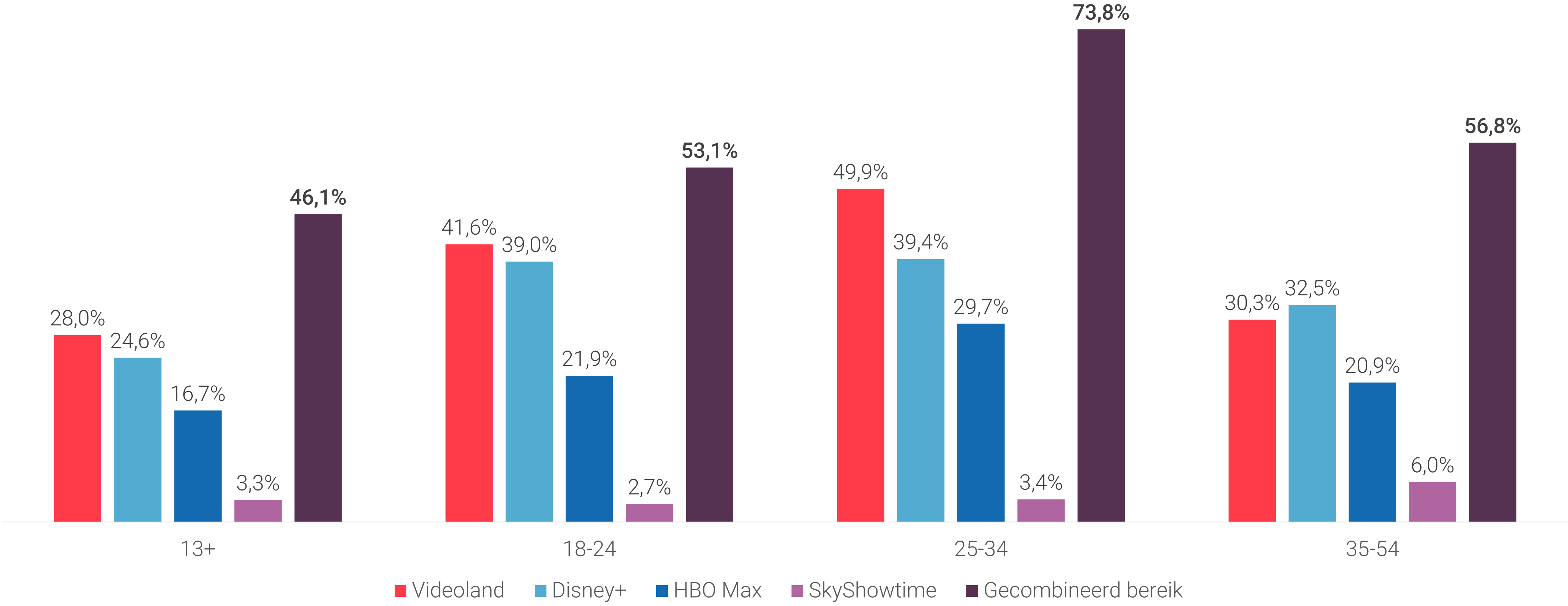
47%

has an **increased interest in the brand**

46%

is **inspired to buy** the brand

Reach SAVOD partners high in 25-34



Source: NOM DGM 2024 (total reach incl premium/plus subs)

Commercial opportunities SAVOD

Advertise with the powerful content of our SAVOD partners, to consumers who are open to commercial expressions.

You can do so via these packages:

SAVOD Package

This package makes it possible to reach your target group within a paid Video-On-Demand environment on Videoland, Disney+, HBO Max and SkyShowtime. With quality content and optimal advertising pressure, we create the best environment for you as an advertiser and the viewer.

CONTENT	PRODUCT		CPM
SAVOD	Instream Video	All devices	€ 37.50
	Instream Video	Big screen*	€ 45.00

INSTREAM PRODUCTS	INDEX
Pre-roll & mid-roll	100
Bumper Ad	65

Streaming TV

This package uses a combination of paid Video-On-Demand content on Videoland, Disney+, HBO Max and SkyShowtime and broadcaster content. This allows the package to deliver high-quality content with reach.

CONTENT	PRODUCT		CPM
Streaming TV	Instream Video	All devices	€ 32.00
	Instream Video	Big screen*	€ 38.50

INSTREAM PRODUCTS	INDEX
Pre-roll & mid-roll	100
Bumper Ad	65

* The big screen can be a maximum of 50% of the requested budget

Commercial opportunities SAVOD

Do you want to make your campaign stand out even more on our SAVOD platforms? Then choose one of our Special Ads!

SAVOD Special Ads

Do you want your campaign to stand out even more on the SAVOD platforms? Then choose our SAVOD Special Ads. For example, claim the ultimate break moment with the Pause Ad or the Eye Catcher. Or opt for a premium ad position on Videoland's homepage with the Branded Strip.

CONTENT	PRODUCT	CPM
SAVOD	Pause Ad/Eye Catcher	€ 20.00
Videoland	Branded Strip	On request

Videoland also offers opportunities for branded content. Would you like to know more about this? Please contact your contact person at Ad Alliance.

Why SAVOD?



Important
growth market



Active viewing
behavior



Greatest chance of
impact advertising



Young and
highly
educated
target group



Positive
appreciation
ads



More
viewers per
view