

• Videoland

LIKE MONICA

BONNIE & CLYDE

TEMPTATION VIPS ISLAND



videoland.

BY RTL



THE HANDMAID'S TALE

DOKTER ROMAN

RUDI ACHTERVOLGD DOOR 9/11

Goede Tijden Slechte Tijden

FC UTRECHT NO GUTS NO GLORY



# Videoland knows what's going on

What's going on in the Netherlands plays at Videoland. Videoland brings relevant Dutch stories that take place right where you are. Stories that come right from society and play on current themes. **Close by. Groundbreaking.** Special stories that are told in an **exciting and innovative** way.

Videoland is the first Dutch SVOD\* service that offers viewers a subscription with advertising. As a result, advertisers can now also benefit from this interesting platform.

\* SVOD Subscription Video On Demand

## Key figures Videoland



No. 1 Dutch SVOD



Reach (NL) \*\*



Brand awareness



Over 2700 titles, and new releases daily



100% Longform content (>10 min)



30x Per month a viewer starts a series or movie on Videoland

\*\* Source: Trends in Digital Media, GfK, december 2022

## Segments

Dutch drama

Society

Love & Dating

Entertainment

Personality

## Subscriptions Videoland

Basis €4,99 / month



With advertising

1 screen at a time

No download-to-go

Plus €9,99 / month



No advertising

2 screens at a time

Download-to-go

Premium €11,99 / month



No advertising

4 screens at a time

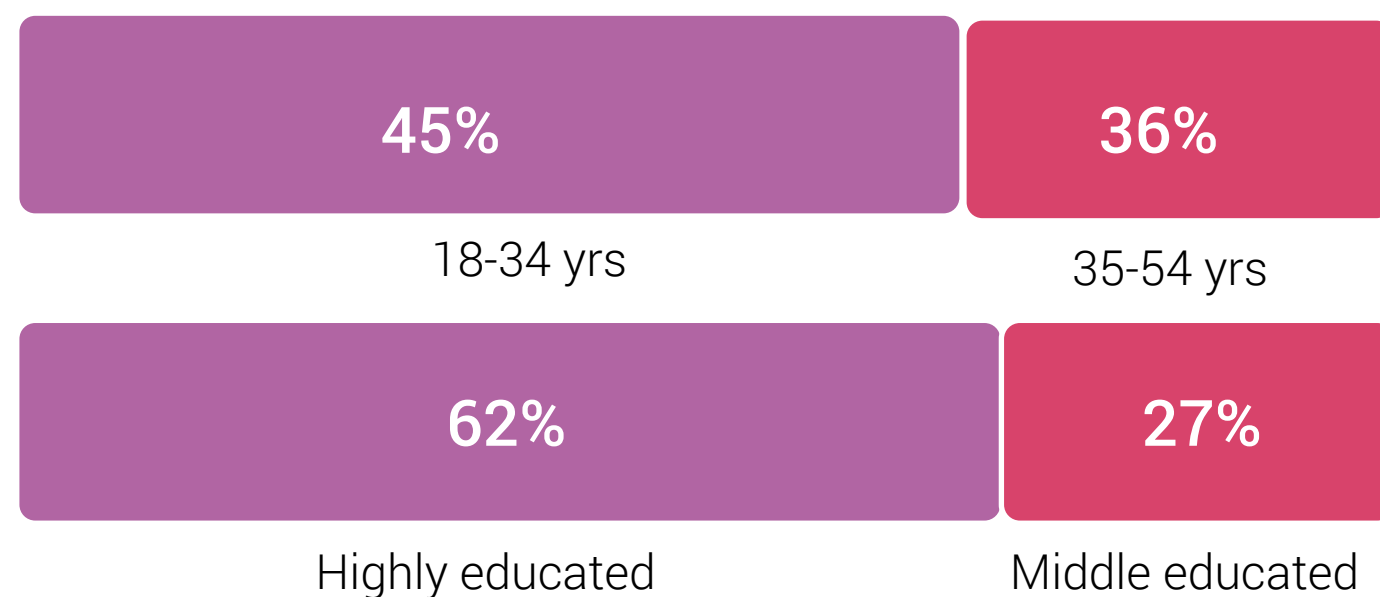
Download-to-go



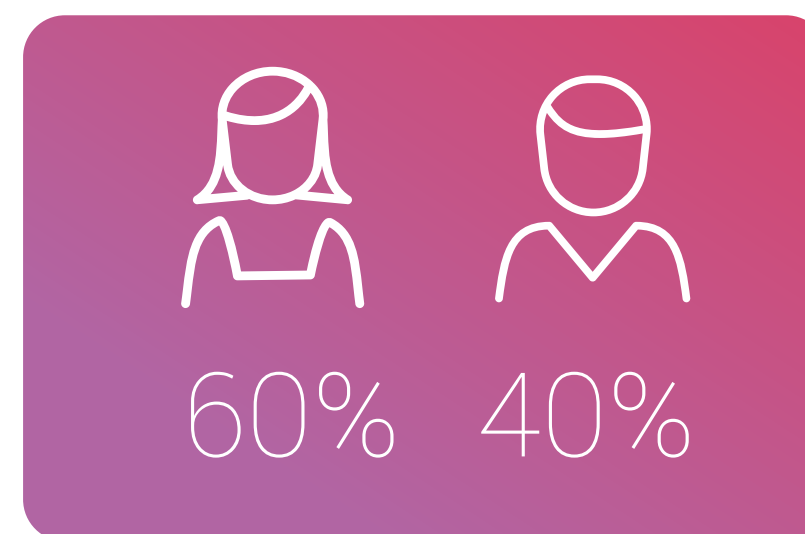


# Advertising on Videoland

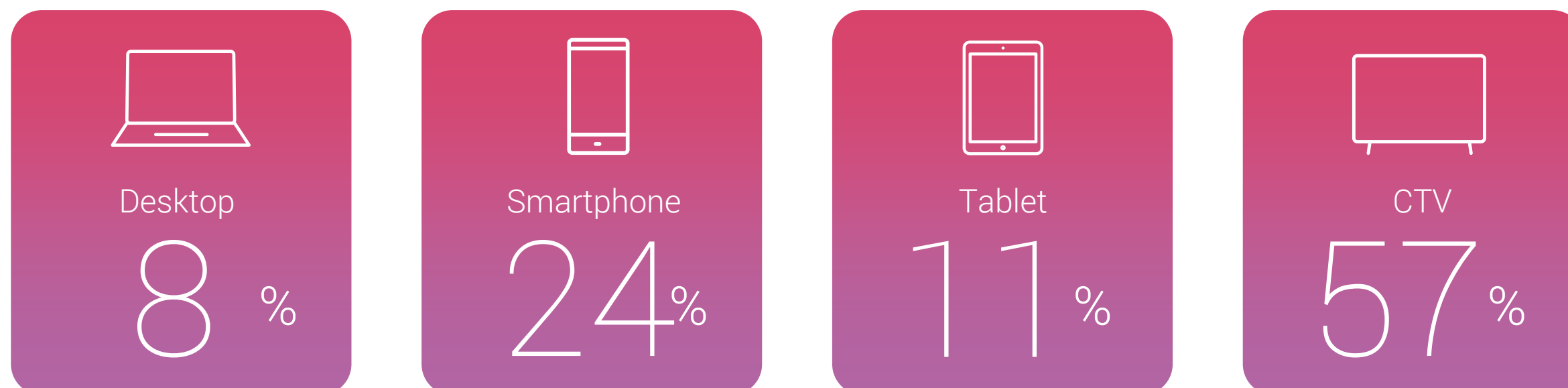
## The viewer of Videoland with advertising is young and highly educated <sup>\*1</sup>



## Profile Videoland <sup>\*1</sup>



## The viewer of Videoland with advertising watches Videoland on these devices <sup>\*1</sup>



## On Videoland you reach more viewers than you pay for <sup>\*2</sup>

On average, a view on Videoland with advertising represents

1.3 viewers

On the big screen a view on Videoland even represents

1.6 viewers

## Advertising on Videoland has impact <sup>\*3</sup>

99%

Of the commercials on Videoland are seen.

95%

With a high VCR



A commercial on Videoland leads to a high advertising recall



A commercial on Videoland leads to a strong call to action



\*1: Videoland, on the basis of impressions within the advertising part (2023)

\*2: Study Ad Alliance/ DVJ insights;

\*3: Neuro-study Ad Alliance/Unravel Research : The value of attention



# Commercial opportunities Videoland

Advertising with the powerful content of Videoland, with consumers who are open to commercial expressions. This is now possible via these packages\*:

## Videoland Package

Use this package to reach your target audience within a Video On Demand environment. High-quality content, an exclusive environment and extensive knowledge of the target audience all come together in this package. With Videoland, we use optimal ad frequency to create the best environment for you as an advertiser and the viewer.

CONTENT	PRODUCT	CPM
Videoland	Instream Video	€ 35,00
	Bumper Ad	€ 25,00

## Streaming TV Package

This package uses a combination of Videoland and broadcast content, plus RTL.nl. With this content this package combines the best of both worlds: the exclusivity of Videoland and the extra reach of our high-quality broadcast content.

CONTENT	PRODUCT	CPM
Videoland + broadcast, RTL.nl	Instream Video	€ 30,00
	Bumper Ad	€ 20,00

Videoland also offers opportunities for branded content. If you are interested in this, please get in touch with your regular contact at Ad Alliance.

\* Can be purchased via Managed en Programmatic Direct