

Online Video

Together with all our partners Ad Alliance forms the largest local online video network in the Netherlands and is leader in the SAVOD market. The high quality, brand-safe environment of our network ensures maximum impact of online campaigns.

We continue to pioneer & innovate to create even more attention for your brand with new products. We offer Instream Video, Addressable TV & Outstream Video.

Instream Video

With Instream Video, your ad is shown before or during the content. We also offer Bumper Ads in addition to regular stream spots. These are 6 second spots to purchase at index 65.

When buying our packages, the requested volume is deployed at a fixed CPM. The chosen package determines the hierarchy, with more expensive packages offering higher priority on delivery.

Purchasing options Instream Video

Package	Content	CPM	
		All devices	Big screen*
SAVOD	Videoland, Disney+, HBO Max and SkyShowtime	€37.50	€45.00
Streaming TV	Videoland Disney+ HBO Max SkyShowtime RTL (TV Gemist, NLZIET, Ziggo, RTL.nl) Rakuten XITE Warner Bros. Discovery The Walt Disney Company Paramount Ziggo Sport	€32.00	€38.50
Ad Alliance Network**	Ad Alliance portfolio excluding SAVOD	€22.50	€27.00
Ad Alliance YouTube	Broadcast and influencer content on YouTube	€18.00	€21.50

With our packages, your campaign is delivered to consent and non-consent users. This means that the commercial must be delivered with two different specifications. These delivery specifications can be found at adalliance.nl.

*The big screen should not exceed 50% of the requested budget.

**Exclusion of up to 1 publisher is possible at an index of 125. This index automatically applies to spot lengths >20 sec. due to YouTube's exclusion.

Products Instream Video

Product	Index
Pre-roll & mid-roll	100
Bumper Ad	65

Ad Alliance Portal

Interested in one of our Online Video packages? You can now buy and monitor these yourself 24/7 via the Ad Alliance Portal. It's quick and easy! Just create your account in our portal and choose your package. You can find the portal at www.adalliance.nl/inkoopportal/.

SAVOD Special Ads

Want your campaign to stand out even more on the SAVOD platforms? Choose our SAVOD Special Ads! Why not claim the ultimate pause moment with the Pauze Ad or the Eye Catcher. Or opt for a premium ad position on Videoland's homepage with the Branded Strip.

Pauze Ad/Eye Catcher €20.00 CPM
Branded Strip (Videoland) On request



Steering options

One or more of the below steering indices apply if you opt for more steering, such as on content, capping or time. The final CPM rate is determined by the CPM of the chosen package multiplied by the applicable steering indices.

Steering content or platform	Index
Run of Site (ROS)	125 - based on highest priced package
Capping	Index
CAP < 5	115
Spot length	Index
≤ 20 sec.	100
21-30 sec.	125
> 30 sec.	On request
Technical steering	Index
Device (excluding big screen)	115
Geo*	115
Time	115
Preferred position	150

* Geo-targeting is applied as standard for our packages wherever possible. This covers the Netherlands and the border regions. Border regions can be excluded free of charge upon request.

Target audience

Steering based on target audience means that your video campaign focuses on a specific demographic, using first-party data and contextual models.

25-54 years (index 115)	M25-54 years (index 115)	F25-54 years (index 115)	18-34 years (index 115)
-----------------------------------	------------------------------------	------------------------------------	-----------------------------------

Theme

Our theme packages allow you to focus your campaign on specific themes across all our platforms.

Examples of theme packages

Theme*	Examples of content	CPM
News	RTL News, AD.nl and NU.nl	€22.50
Sports	ESPN, Ziggo Sport, Eurosport, sports content from Videoland, HBO Max and AD.nl	€32.00

* The theme packages cannot be purchased in combination with target audience steering.

Want to know more?

If you are interested in a different theme or target audience, please get in touch with your contact at Ad Alliance.



Addressable TV

Addressable TV (ATV) combines the best of both worlds – the mass reach of linear TV and the targeting capabilities of digital. With ATV it is possible to replace commercials in regular commercial breaks with commercials aimed at a specific target group, for example based on behaviour, interest or region. Adapting the ad to these specific audiences increases relevance for the viewer and the advertiser.

To purchase Addressable TV, we charge a fixed CPM rate of €38.50, which includes steering for standard target audiences. We charge an index for customisation at the target audience level.

$$\text{ATV Rate (CPM)} = \text{€38.50} \times \text{Target audience index} \times \text{Spot length index}$$

Product Addressable TV

Product	Content	CPM
Addressable TV	RTL 4, RTL 5, RTL 7, RTL 8, RTL Z	€38.50

Target audience steering options

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

Spot length index

Spot length	Index
10, 15, 20 sec.	100
25 sec.	125
30 sec.	125
>30 sec.	On request

Outstream Video

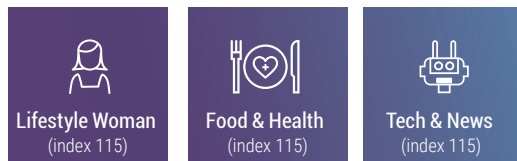
Our extensive display network allows us to reach millions of people every month. We offer Outstream Video & Display formats within this network. With Outstream Video, the video ad is prominently displayed within articles on our news and blog sites. We offer various products

within Display, from standard formats to the effective Autonative. For a more targeted campaign, you can use additional targeting options such as location, time and target audience. These can be purchased at index 115. Purchasing based on specific themes and interests is also possible.

Purchasing options Outstream Video

Outstream Video	CPM
Run of Network (RON)	€10.00
Run of Site (ROS)	€12.50

Examples of theme packages



Examples of interest packages



Purchasing Options Private Market Place (PMP)

Instream Video and Outstream Video can also be purchased through the Private Market Place (PMP). Private Market Place allows you to select which impressions you want to bid on, which can be done via a floor price.

Floor price Instream Video €22.50 CPM* (Bumper Ad at index 65)

Floor price Outstream Video €7.50 CPM

* Purchase on Videoland, Disney+, HBO Max, SkyShowtime and YouTube is not possible via the PMP

We reserve the right to adjust our rates for Online Video and Addressable TV on a quarterly basis. This potential adjustment does not affect contractual agreements. Go to adalliance.nl for detailed information on our purchasing options. Ad Alliance's general and purchasing terms and conditions apply to all offers and agreements with Ad Alliance. These can be found at adalliance.nl. If you have any questions, please get in touch with your regular contact person. Our team information can be found at adalliance.nl/over-ad-alliance/ons-team/, or contact us at adverteren@adalliance.nl.

