

# Online Video (as of Q3)



We continue to pioneer, innovate and grow in the Online Video field and are at the forefront of the SAVOD market. This expertise makes us the party of choice for advertisers looking to deploy impactful campaigns in a quality and brandsafe environment.

We offer Instream Video, Bumper Ads and Outstream Video; these can be purchased in a variety of ways. When purchasing our packages, the volume requested is deployed at a fixed CPM.

You can purchase these packages through the Ad Alliance Portal, our digital team (Managed Services) or through a DSP (Programmatic Direct). The chosen package determines the hierarchy; the more expensive packages offer a higher priority on delivery. The Private Market Place (PMP) allows you to select which impressions you want to bid on, this can be done starting from a floor price.

Want to know more about our Online Video network? Get in touch with your contact person or visit [adalliance.nl](http://adalliance.nl).

## Ad Alliance Portal, Managed and Programmatic Direct purchasing options

PACKAGE	CONTENT	CPM				
		BIG SCREEN*		ALL DEVICES		
		INSTREAM VIDEO	BUMPER AD	INSTREAM VIDEO	BUMPER AD	OUTSTREAM
SAVOD	Videoland Basis, HBO Max and SkyShowtime	€ 45.00	€ 30.00	€ 37.50	€ 25.00	n/a
Streaming TV	Videoland Basis   HBO Max   SkyShowtime   RTL (TV Gemist, NLZIET, Ziggo, RTL.nl)   Rakuten   XITE   Warner Bros. Discovery   The Walt Disney Company   Paramount   Ziggo Sport**	€ 38.50	€ 24.00	€ 32.00	€ 20.00	n/a
Ad Alliance Network***	Ad Alliance portfolio excl. Videoland Basis, HBO Max and SkyShowtime	€ 27.00	€ 16.00	€ 22.50	€ 13.50	€ 12.00
Ad Alliance YouTube	Broadcaster and influencer content on YouTube	€ 21.50****	€ 14.50	€ 18.00****	€ 12.00	n/a

With our packages, your campaign will be delivered to consent and non-consent users. This means that the commercial must be delivered with two different specifications. More information can be found on [adalliance.nl](http://adalliance.nl).

\* The large screen may not exceed 50% of the requested budget.

\*\* This offer is subject to change.

\*\*\* Exclusion of up to 1 publisher is possible at an index of 125. This index automatically applies to spot lengths >20", due to the exclusion of YouTube.

\*\*\*\* Max 20". Skippable video max. 180", rate on request.

## Purchasing options Private Market Place

PURCHASE OPTION	FLOOR PRICE CPM		
	INSTREAM VIDEO	BUMPER AD	OUTSTREAM
Private Market Place*	€ 22.50	€ 13.50	€ 7.50

\* Purchasing is not possible on Videoland and YouTube.

### New: Ad Alliance Portal

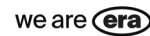


Are you interested in one of our online video packages? From now on you can purchase and monitor these yourself 24/7 with us via the Ad Alliance Portal - quick and easy. All you have to do is create your own account in our Portal and choose your package. You can find the Portal at [www.adalliance.nl/inkoopinformatie/portal](http://www.adalliance.nl/inkoopinformatie/portal).

### The high-impact Pause Ad



Want to claim the ultimate break moment with long form content? Then consider the Pause Ad! This unique form of advertising is shown when the content is temporarily paused by the viewer. Due to the optimal focus, this product has a high attention value. The Pause Ad can be purchased from Videoland and HBO Max, at a CPM of €20.00. This applies to all devices



## CPM rate and steering

If you choose more steering of your campaign - for example, on program, capping or time - then one or more of the steering indices below apply. In that case, the final CPM rate is determined by the CPM of the chosen package multiplied by the applicable steering indices.

STEERING CONTENT OR PLATFORM	INDEX
<b>SAVOD</b>	125 - based on CPM SAVOD Package
<b>Other</b>	125 - b/o CPM Ad Alliance Network Package
CAPPING	INDEX
<b>CAP &lt; 5</b>	115
SPOT LENGTH	INDEX
<b>21-30"</b>	125
<b>&gt; 30"</b>	On request
TECHNICAL STEERING	INDEX
<b>Device (excl. big screen)</b>	115
<b>Geo*</b>	115
<b>Time</b>	115
<b>Preferred position</b>	150

\* For our packages, we apply geo targeting by default where possible. This includes the Netherlands and border areas. Border regions can be excluded free of charge on request.

## Demographic targeting options

Demographic targeting focuses your video campaign on a specific audience. First-party data and contextual models play an important role in the composition of these targeting options. Below are some examples of our target groups. Go to [adalliance.nl](https://adalliance.nl) for more information.

25-54 yrs  
(index 115)

M25-54 yrs  
(index 115)

F25-54 yrs  
(index 115)

18-34 yrs  
(index 115)

13-24 yrs\*  
(index 115)

\* Can only be purchased with the Ad Alliance YouTube package.

## Theme packages

These packages allow you to choose a specific theme. Your campaign will be delivered across all our platforms with content based on that theme. Below is a selection of our packages. If you are interested in a different theme, please get in touch with your contact person.

### Examples of theme packages

THEME*	EXAMPLES OF THE CONTENT	INSTREAM CPM
<b>News</b>	RTL Nieuws, AD.nl and NU.nl	€ 22.50
<b>Sport</b>	ESPN, Ziggo Sport, Eurosport, sports content from Videoland, HBO Max and AD.nl	€ 32.00

\* The theme packages cannot be purchased in combination with demographic targeting.

