

Online Video

With its broad range of digital titles and platforms, Ad Alliance is the largest online video network in the Netherlands. High-quality content in a brand-safe environment is key to this and with a weekly reach of 63% of all Dutch people, it's practically impossible to ignore. A selection of the titles included in our network is shown below.

We offer Instream Video, Bumper Ads and Outstream Video, which can be purchased in various ways. When purchasing our packages, the requested volume is used at a fixed CPM.

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

Want to know more about our Online Video Network? Get in touch with your contact person or go to adalliance.nl.

Managed and Programmatic Direct purchasing options

PACKAGE	CONTENT	CPM		
		INSTREAM VIDEO	BUMPER AD	OUTSTREAM
Videoland	Videoland Basis and TV Gemist	€37.50	€25.00	n/a
Streaming TV	Videoland Basis, TV Gemist, Rakuten, XITE, Warner Bros. Discovery, The Walt Disney Company, Paramount, Ziggo Sport and RTL.nl*	€32.00	€20.00	n/a
Ad Alliance Network**	Ad Alliance portfolio excl. Videoland Basis	€22.50	€13.50	€12.00
Ad Alliance YouTube	Influencer and broadcast content on YouTube	€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.

* 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.

Advertising on the big screen

Video content that is watched on the big screen has extra impact. It reaches a larger audience because people often view the content together and more emotional impact is created.

Interested in showing your brand on the big screen? Targeting on this is possible at a steering index of 125. You can also advertise on other devices such as mobile phones, tablets and PCs.

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 for €20.00 CPM. It is also possible to steer based on programme.

videoland.



RTL

RTLnieuws



COMEDY CENTRAL

we are **era**

XITE

ZIGGO SPORT



Rakuten

EUROSPORT

ESPN

24 Kitchen

Fremantle

libelle



Het Parool



Steering

SITE OR PROGRAMME	INDEX
Videoland	125 - based on Videoland
Other	125 - based on Ad Alliance Network
CAPPING	INDEX
CAP < 5	115
SPOT LENGTH	INDEX
21-30"	125
> 30"	On request
TECHNICAL STEERING	INDEX
Device	125
Geo*	125
Time	125
Preferred position	150

* For our packages, we apply geo targeting by default where possible. This includes the Netherlands and the 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 for more information.

25-54 (index 115)	M 25-54 (index 115)	F 25-54 (index 115)	18-34 (index 115)	13-24* (index 115)
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* 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
News	RTL News, AD.nl and NU.nl	€22.50
Sports	ESPN, Ziggo Sport, Eurosport, sports content Videoland, sports content AD.nl	€32.00

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