

Videoland. Streaming out loud.

Videoland is the **one-stop-shop** for Dutch entertainment, with live TV, concerts and sport. In addition to the well-known classics, Videoland offers the largest selection of true crime, Glory kickboxing, Dutch drama and reality. Thanks to the weekly new content, users will never get bored. Videoland can be viewed on any device wherever and whenever users want, up to four screens simultaneously.

The first Dutch SVOD* platform offers video 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)

** Source: Trends in digitale media

Segments

Dutch drama

Society

Personality

Love & Dating

Entertainment

Subscriptions Videoland

TV Gemist without paid subscription

- ✓ With advertising
- ✓ 1 screen at the time
- ✗ No download-to-go

Basis €4.99 / month

- ✓ With advertising
- ✓ 1 screen at the time
- ✗ No download-to-go

Plus €9.99 / month

- ✗ No advertising
- ✓ 2 screens at the time
- ✓ Download-to-go

Premium €11.99 / month

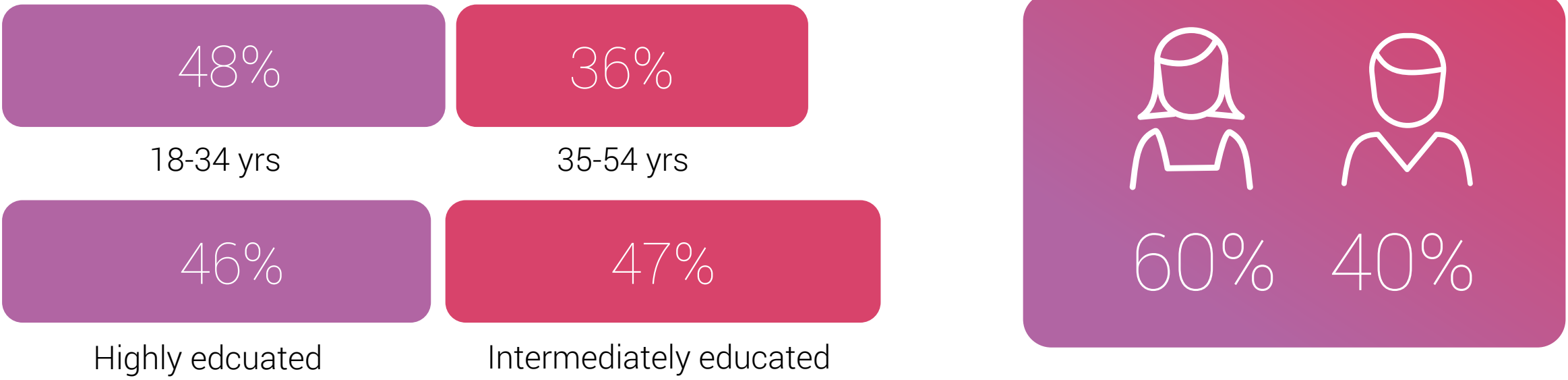
- ✗ No advertising
- ✓ 4 screens at the time
- ✓ Download-to-go

Videoland.

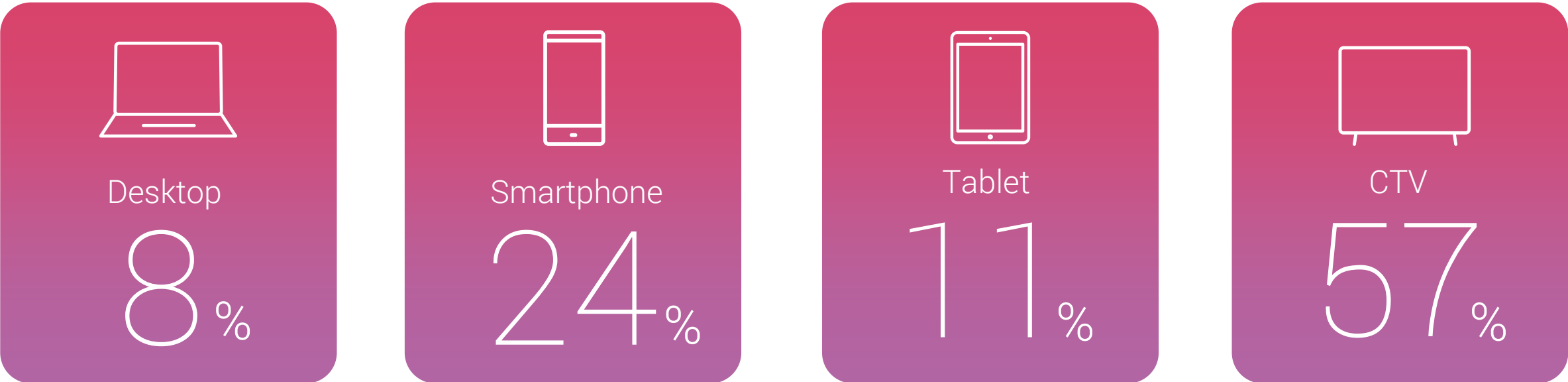
AdAlliance

Viewer profile Videoland with advertising

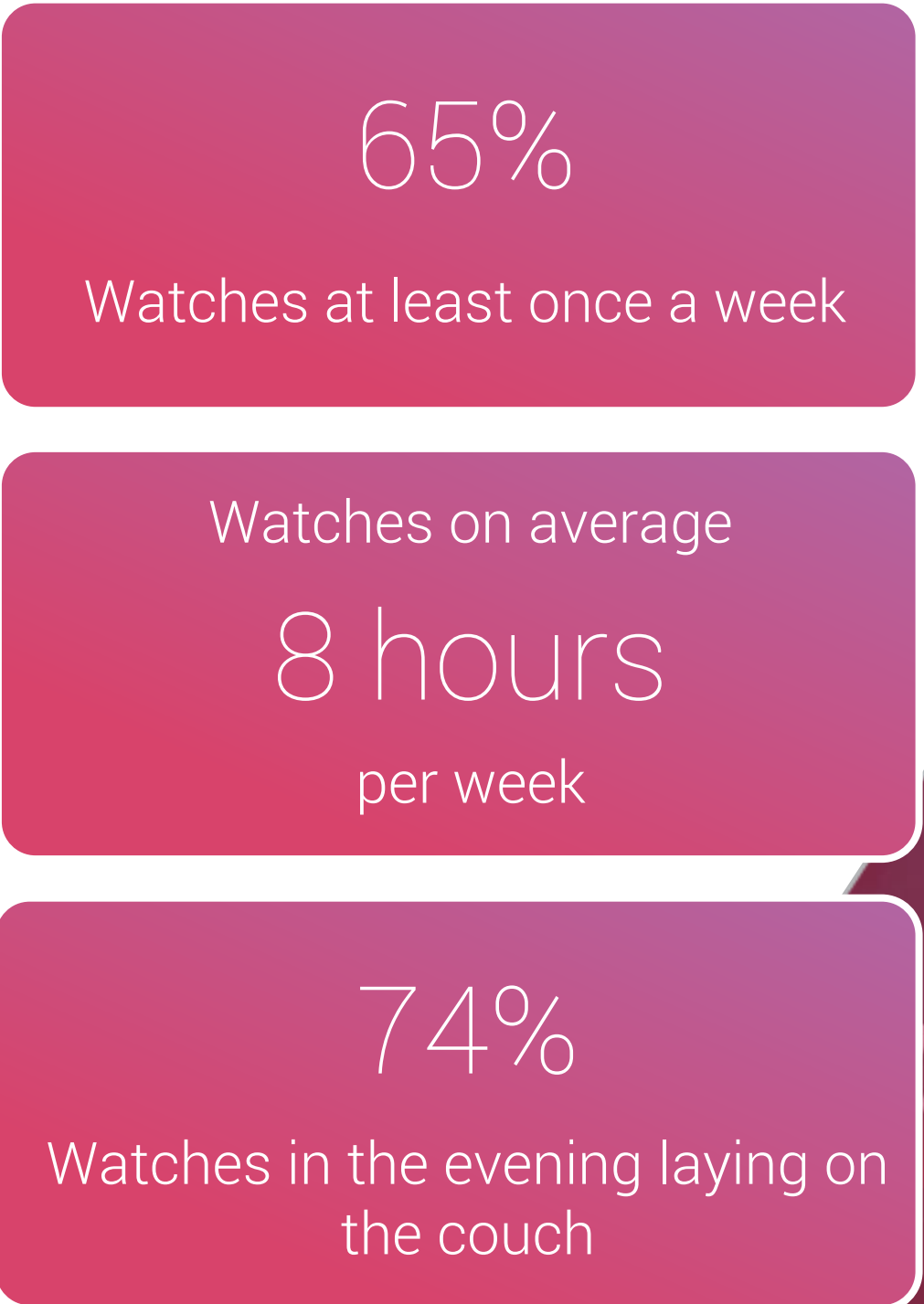
The viewer of Videoland with advertising is relatively young and high educated ^{*1,2}



The viewer of Videoland with advertising watches Videoland on these devices ^{*1}



The viewer of Videoland with advertising: ^{*2}

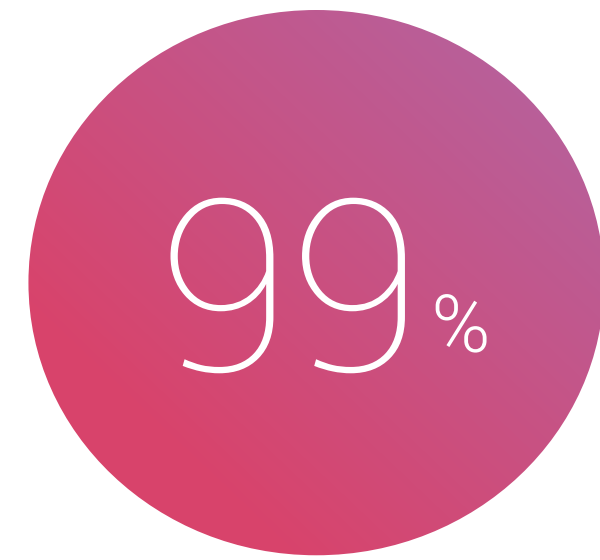


*1: Videoland, on the basis of impressions within the advertising part (2023)

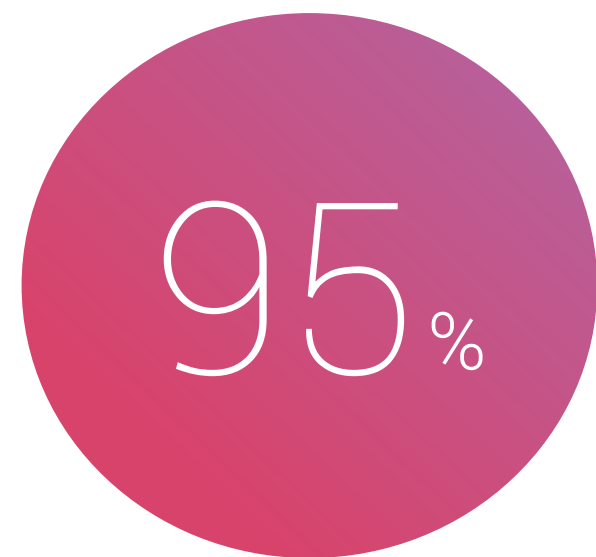
*2: Videoland-user research Ad Alliance/Memo2, 2023

Advertising on Videoland has impact

Advertising on Videoland is effective^{*3}



Of the commercials on Videoland are seen



With a high VCR



A commercial on Videoland leads to high advertising recall



A commercial on Videoland leads to a strong call to action

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

On Videoland you reach more viewers that you pay for^{*2}

On average, one view on Videoland with advertising represents
2.0 viewers

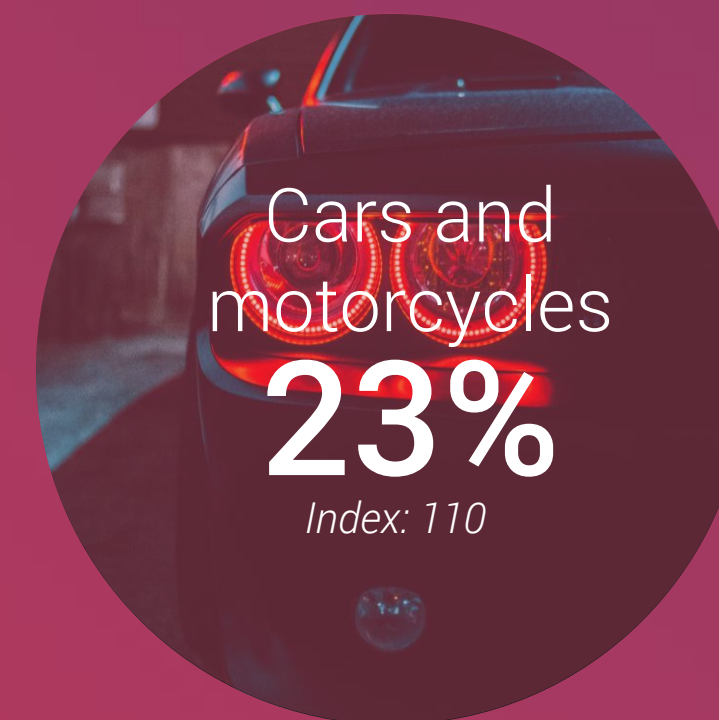
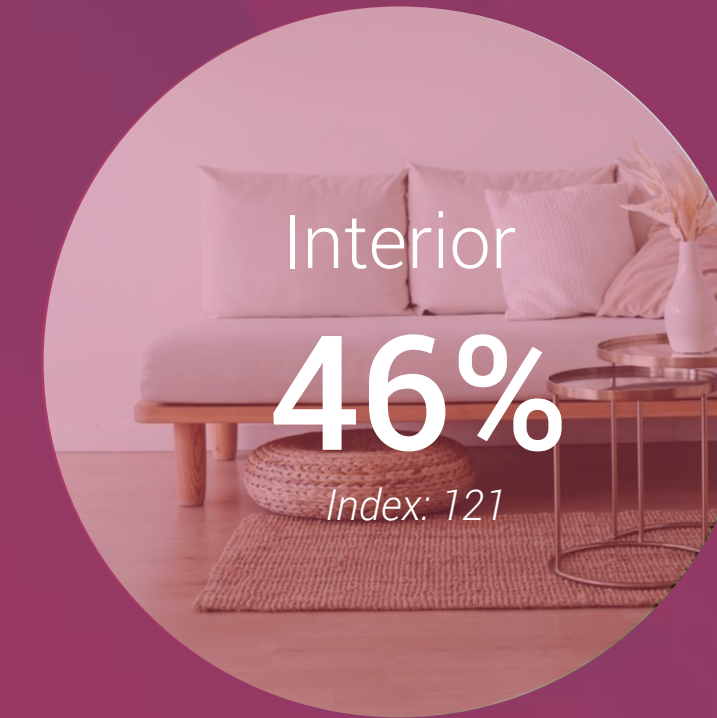
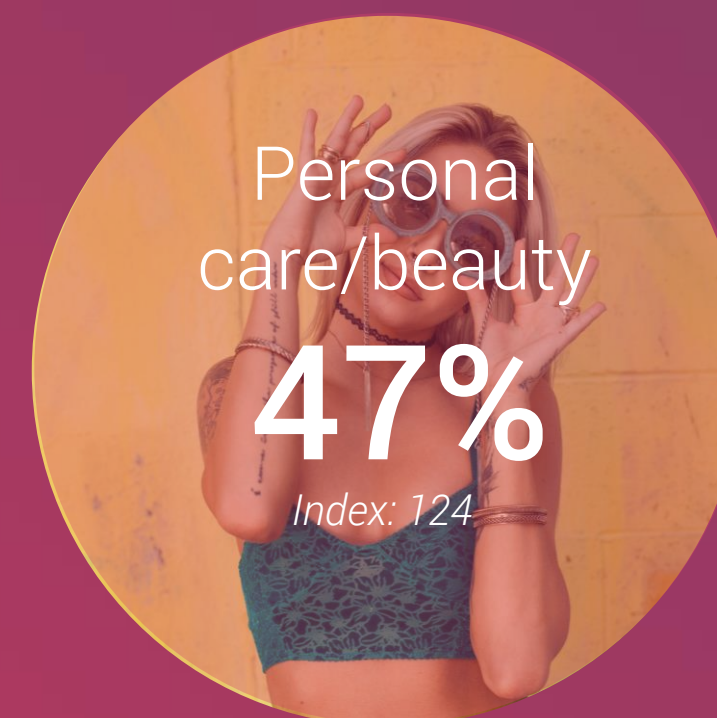
18%
Indicates that they talk about the advertisements when they watch together

39%
Likes to talk about the content when they watch together

*2: Videoland-user research Ad Alliance/Memo2, 2023



Videoland viewers with advertising have an above-average interest in^{*2}



*2: Relative to the average Dutch population 18+, shown in index figures. Videoland-user research Ad Alliance/Memo2, 2023

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*:

SAVOD Package

Use this package to reach your target audience within a paid Video On Demand environment on Videoland, HBO Max and SkyShowtime. With high-quality content and an optimal ad frequency we create the best environment for you as an advertiser and the viewer.

CONTENT	PRODUCT	CPM
Videoland Basis, HBO Max, SkyShowtime - All Devices	Instream Video	€ 37.50
	Bumper Ad	€ 25.00
Videoland Basis, HBO Max, SkyShowtime – Big Screen	Instream Video	€ 45.00
	Bumper Ad	€ 30.00

Streaming TV package

This package uses a combination of paid Video-on-Demand content on Videoland, HBO Max and SkyShowtime and broadcast content. With this content this package combines high-quality content with reach.

CONTENT	PRODUCT	CPM
Videoland Basis, HBO Max, SkyShowtime broadcast, RTL (NL Ziet, TV Gemist, Ziggo, RTL.nl) - All Devices	Instream Video	€ 32.00
	Bumper Ad	€ 20.00
Videoland Basis, HBO Max, SkyShowtime broadcast, RTL (NL Ziet, TV Gemist, Ziggo, RTL.nl) – Big Screen	Instream Video	€ 38.50
	Bumper Ad	€ 24.00

* Can be purchased via Ad Alliance Portal, Managed en Programmatic Direct

Commercial opportunities Videoland

Since June 2024 it is also possible to reach your target with the Pause Ad on Videoland and HBO Max:

Pause Ad

With the Pause Ad you claim the pause moment for longform content on Videoland Basis, TV Gemist & HBO Max (web & app). The Pause Ad is shown when the content is temporarily stopped by the viewer. Because there is optimal attention, the Pause Ad has a high attention value.

CONTENT	PRODUCT	CPM
Videoland, HBO Max	Pause Ad	€ 20.00

Videoland also offers options for branded content. Do you want to know more? Please contact your contactperson at Ad Alliance.

* Can be purchased via Managed en Programmatic Direct

videoland.
BY RTL

AdAlliance

