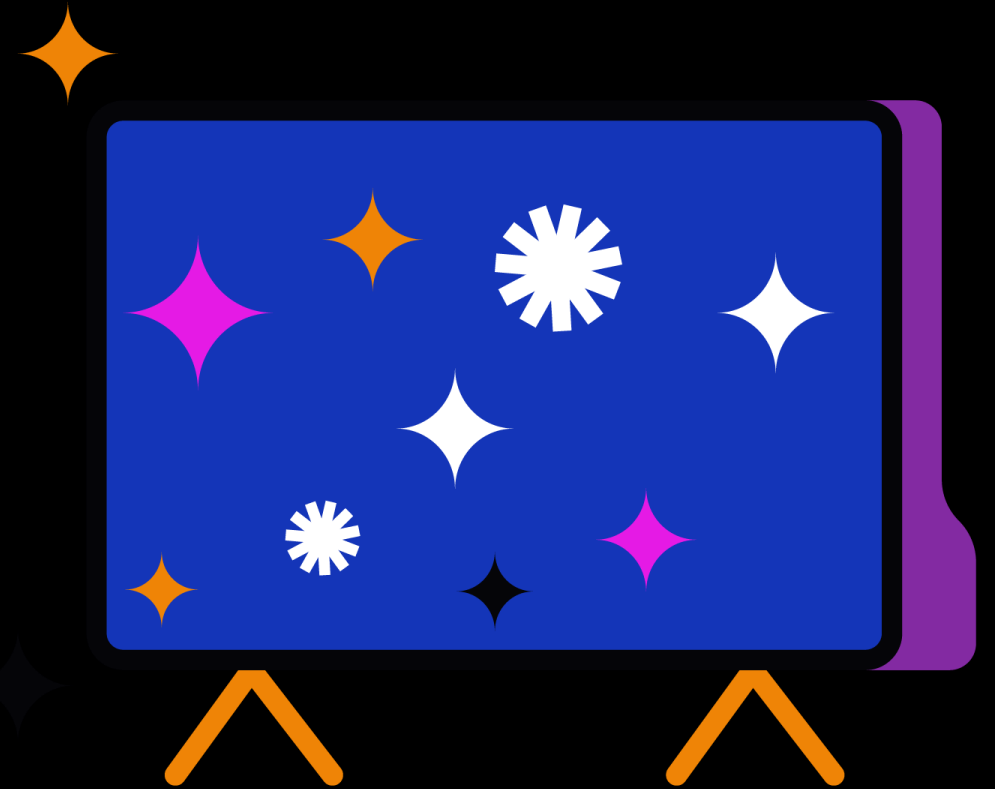


Meet RTL AdAlliance

RTL AdAlliance connects brands from all over the world to European audiences through premium video content with simplicity and effectiveness

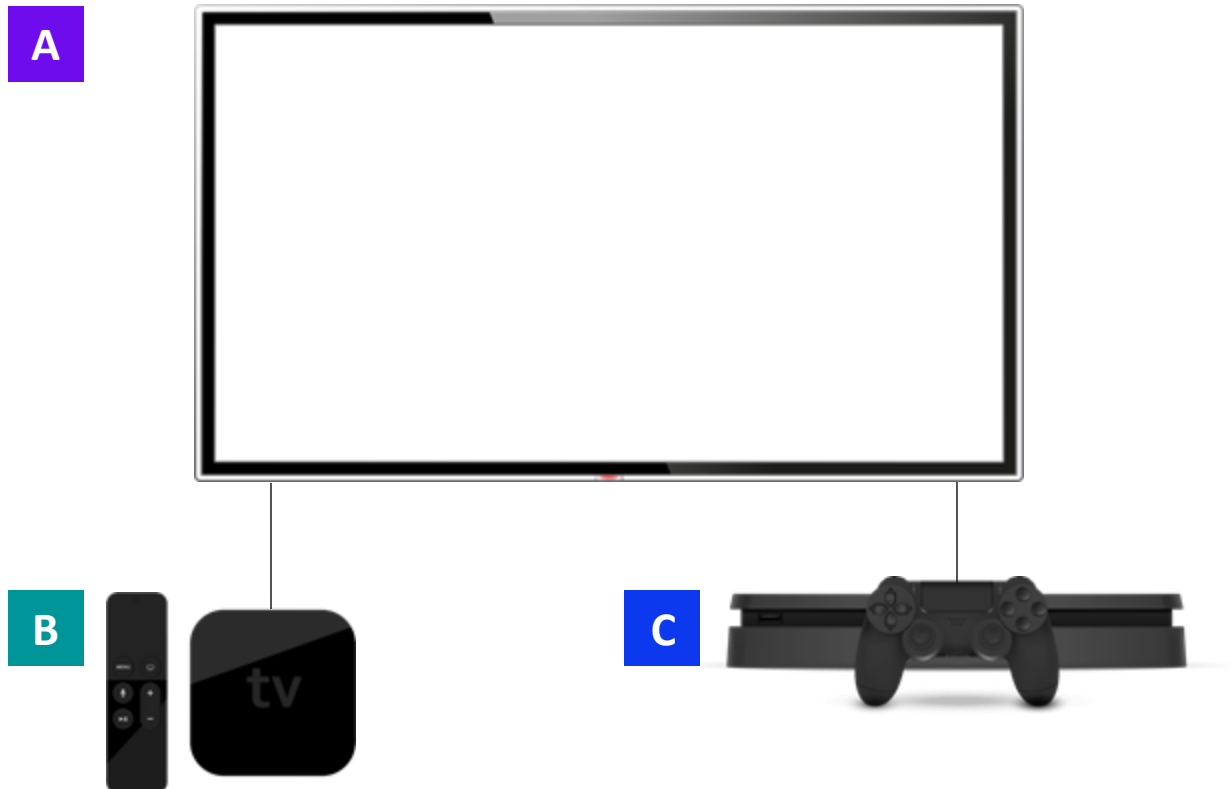


Let's talk about CTV!



What is Connected TV (CTV)?

Connected TV - Enabling devices



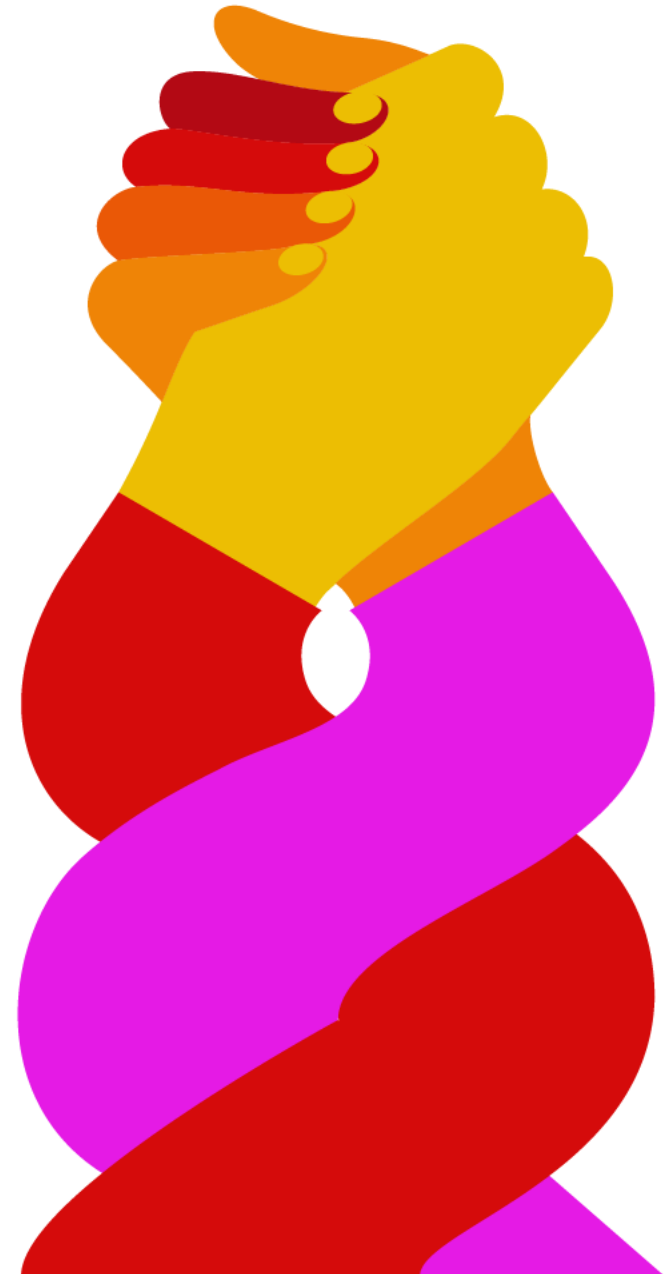
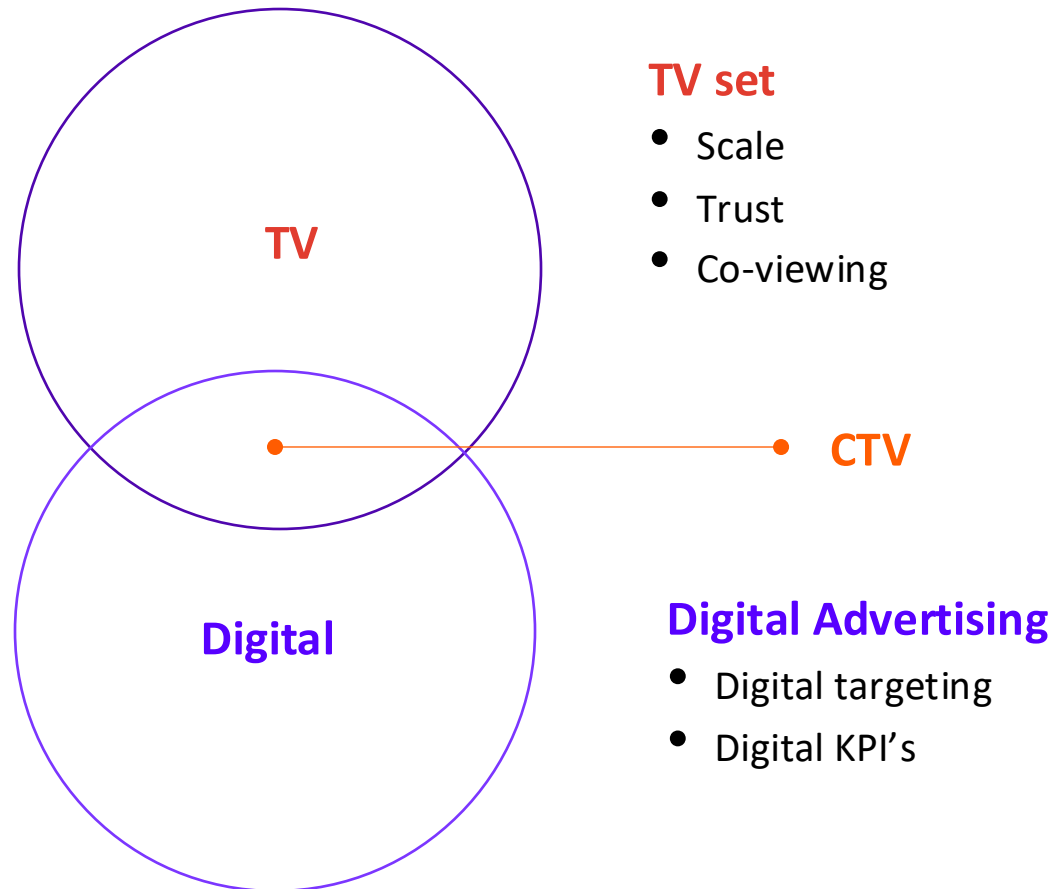
Connected TV describes a TV device with a direct internet connection or an external device that allows users to stream live and on-demand content via apps.

A Smart TV
(ability to access content through TV apps)

B Set-top boxes/multimedia device
(Roku, Apple TV, Chromecast)

C Gaming console
(Microsoft Xbox, Sony Playstation, etc.)

CTV: when digital targeting meets the big screen



Your Standards

Innovative solutions to win the battle for attention in the living room



Unique Household ID

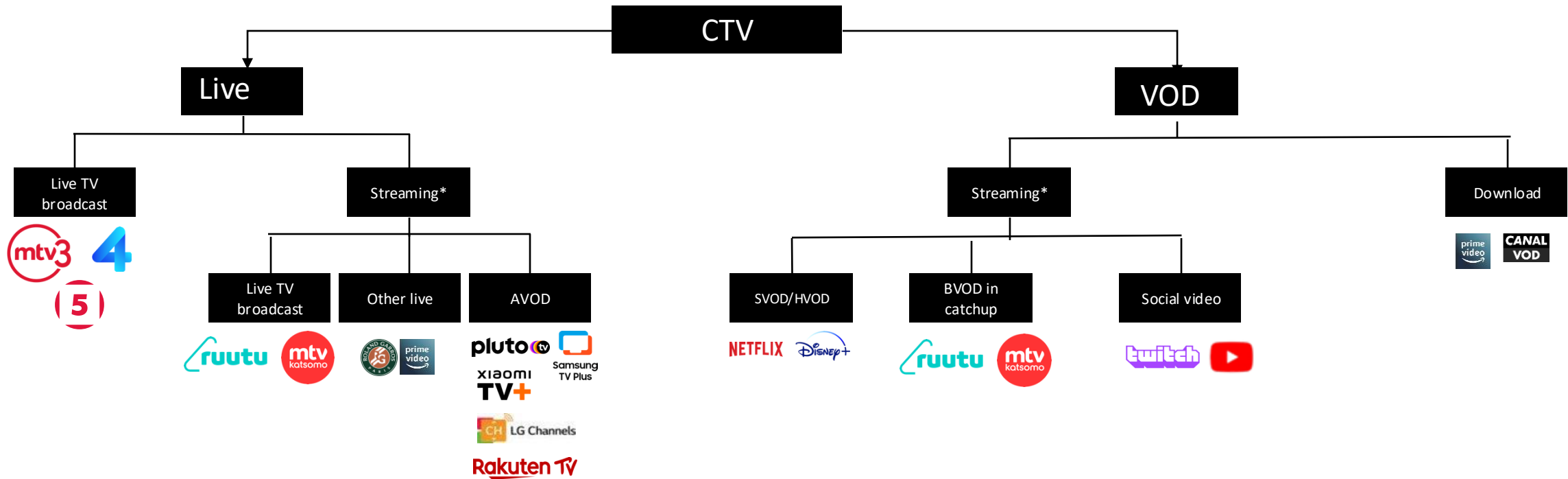
Target spot for connected TVs

Outstream for mobile devices

In-stream for VOD platforms

Cross device reach & frequency

The CTV landscape is complex and there are a lot of walled gardens



*OTT services accessible on all devices

Lack of 3rd party measurement for FAST & SVOD

CTV is one screen but there is so much content you can access to

The image shows a large monitor displaying six different video streaming and broadcasting interfaces, arranged in a 2x3 grid. Each interface is labeled with its type and a brief description.

- Linear TV**: A screenshot of the Antena 3 website showing a news anchor and two puppets.
- BVOD (Broadcaster Video on Demand)**: A screenshot of the itvX website showing various TV shows like 'A Confession', 'The Originals', and 'The Lying Game'.
- HVOD (Hybrid Video on Demand)**: A screenshot of the Disney+ website showing the movie 'Frozen' and other content.
- SVOD (Subscription Video on Demand)**: A screenshot of the Netflix website showing the show 'Stranger Things'.
- AVOD/FAST (Advertising funded Video on Demand)**: A screenshot of the pluto tv website showing a grid of various channels and content.
- YouTube**: A screenshot of the YouTube website showing recommended videos and a 'Go to YouTube TV' button highlighted in red.

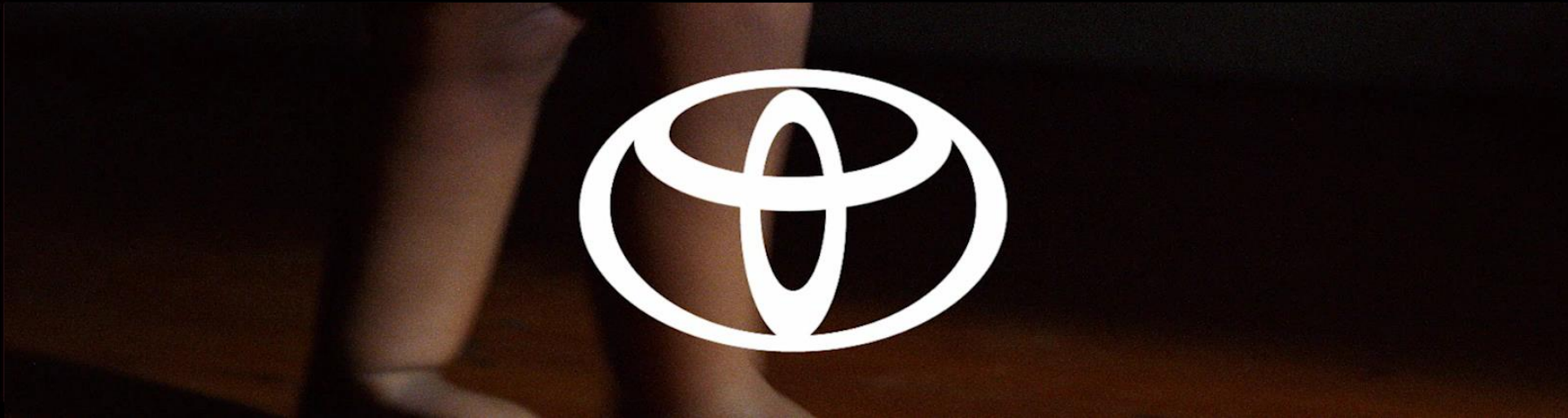
Most of those platforms are available on other devices

LG Ads Solutions | SAMSUNG
Ads

CTV
Native Display
Ads



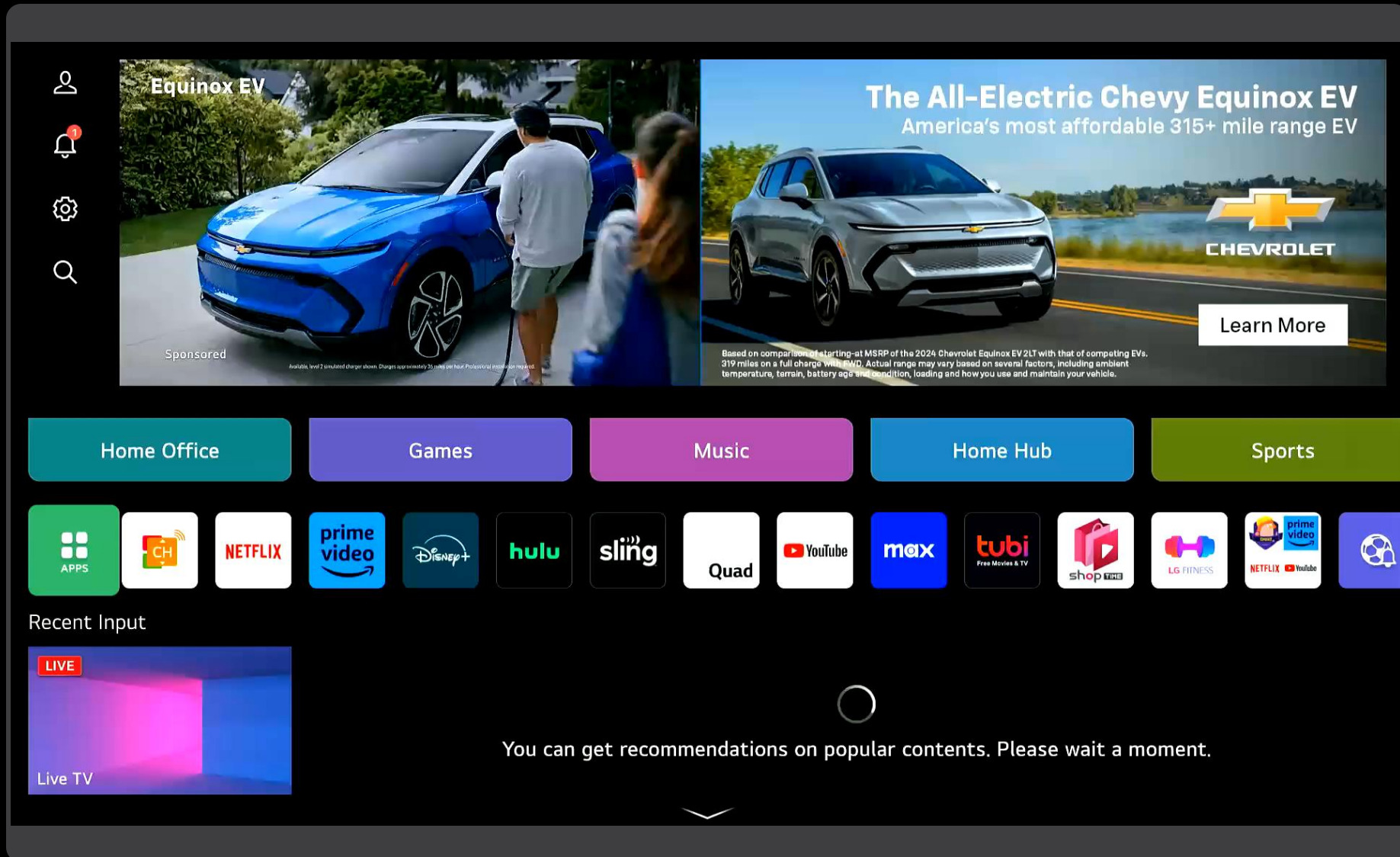
LG CTV Native – Carousel ad



Trending now



LG CTV Native - Screensaver





Press to open

Sponsored



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2024 TACOMA

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Samsung CTV Native - Masthead

RTL

2024 1st Screen Immersive Masthead with Click to App - Disney+

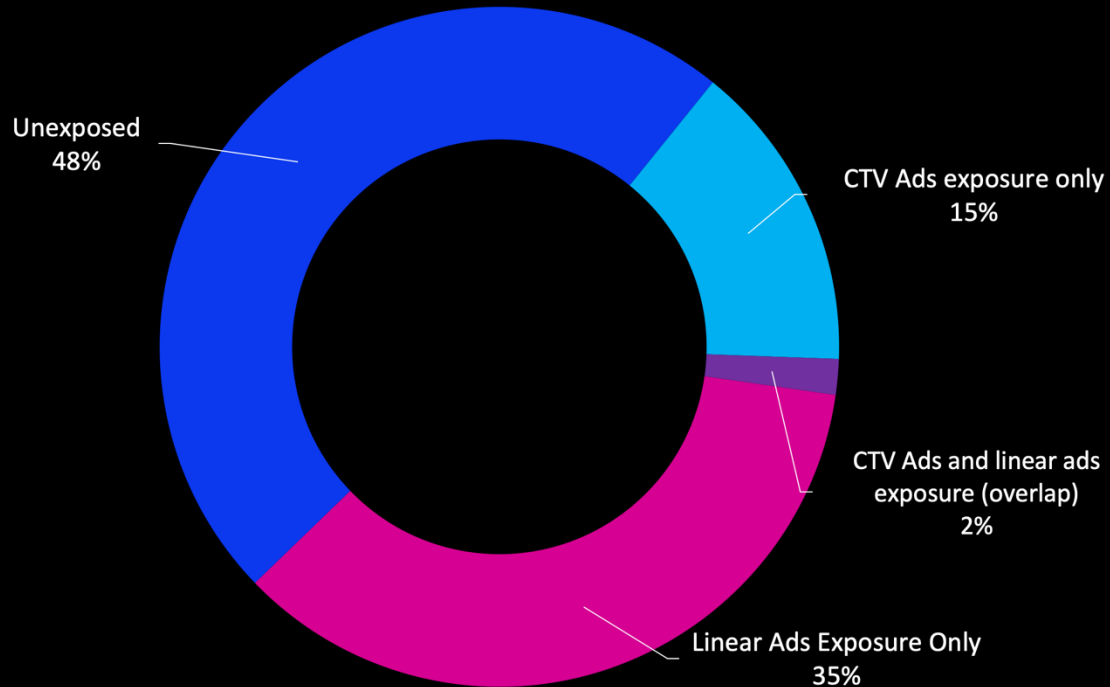
SAMSUNG Ads

LG ACR technology

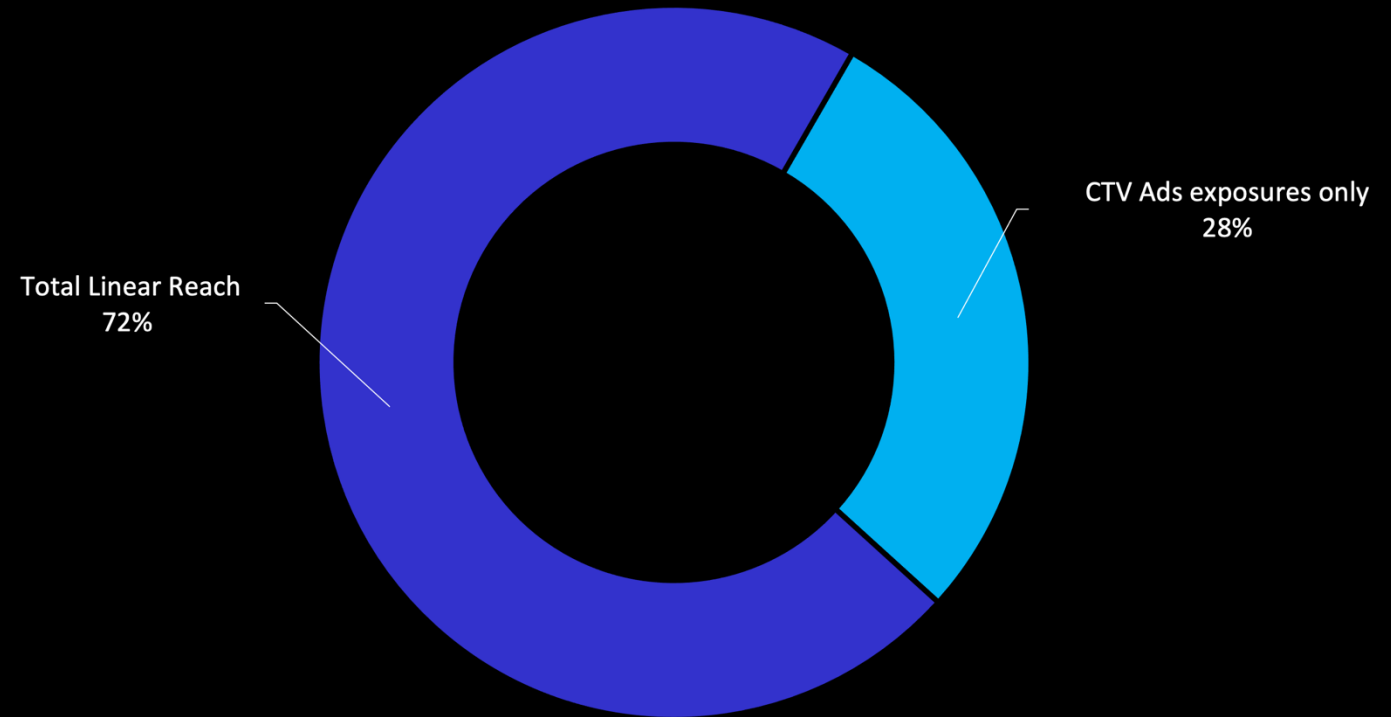


Total ad reach using negative retargeting in CTV environments

Total Reach Across Connected TVs



Incremental Reach Achieved



Precision Targeting for Broad or Granular Segments

Popular Segments	Other Segments	
Newly Activated Devices TVs that were activated for the first time during the last 6 months	Adults 18-35	Sports Fans Family Genre
Cord-Cutters Users who do not have a wired cable connection	Adults 35-55	Parents with Kids Sci-Fi Fans
Heavy Streamers Users who fall into the top tercile of their streaming behavior	Adults 55+	Music Fans Movie Fans
Gamers Users who have used apps in game category at least once in last 6 month	Female Users	App Installed Action Fans
SVOD/AVOD User Users who use streaming service – premium or ad supported	Male Users	App Usage Reality TV Fans
	Millennials	App Not Installed Comedy Fans
	Working Adults	Drama Fans



RTL AdAlliance

Simplicity for advertisers.