

# Online Video

Ad Alliance offers advertisers the largest local online video network in the Netherlands. Through our premium video content, we reach 56% of the Dutch population every week. Purchasable from one single location and delivered in a brand-safe environment for high-quality contact with your target audience. See below for a sample of our network:



## Products

### INSTREAM VIDEO (PRE-ROLL, MID-ROLL)

A video advertisement in the same stream. The advertisement is shown before (pre-roll) or during (mid-roll) the video content.

### BUMPER AD

An advertisement lasting no more than 6 seconds, which is shown before the video content.

### IN-ARTICLE VIDEO (OUTSTREAM)

An advertisement that runs autonomously on the page - so not before or during the video content - and is shown between the text on a page.

## Specials purchase options

### Videoland

The Videoland package makes it possible to reach your target audience in a Video On Demand environment for the first time. Qualitative content and extensive knowledge of the target audience are brought together in this package. With optimum advertiser pressure and a varied and appropriate advertising model, we and Videoland are jointly creating the best environment for you as an advertiser and for viewers. In Q1, we will launch Managed Instream Video purchase options.

### Claim the big screen

Online video on the big screen brings the best of the linear and digital worlds together - the impact of the big screen, the clear picture quality, the extra reach of watching together, the high-quality content, and all the opportunities that digital advertising offers. With the Big Screen package, you can make the best-possible use of these benefits. The package may be purchased on a managed basis and is based solely around quality broadcast content on the big screen.

PURCHASE OPTION	CONTENT	CPM INSTREAM VIDEO
Videoland	Videoland	€35.00

PURCHASE OPTION	CONTENT	CPM INSTREAM VIDEO
Big Screen	Broadcast	€35.00

## Programmatic purchase options

PURCHASE OPTION	CONTENT	FLOOR PRICE CPM		
		INSTREAM VIDEO	BUMPER AD	IN-ARTICLE
First Look	Broadcast	€27.50	€16.00	N/a
First Look	Publisher	€22.50	€13.50	N/a
Auction	Ad Alliance Portfolio	€15.00	€10.00	€7.50

## Managed and programmatic direct purchase options

PACKAGE	CONTENT	CPM		
		INSTREAM VIDEO	BUMPER AD	IN-ARTICLE
Run of Ad Alliance*	Ad Alliance Portfolio	€22.50	€13.50	€7.50
Run of Broadcaster	Broadcast	€27.50	€16.00	N/a
Run of News	Publisher and other news content	€19.50	€12.00	N/a
Run of Ad Alliance YouTube	Influencer and Ad Alliance YouTube content	€19.50**	€12.00	N/a

Above purchase options are valid for Q1 2021.

\* Exclusion of a maximum of 1 publisher is possible against an index of 125. In the case of spot lengths of >20", this index applies automatically because of exclusion on YouTube.

\*\* Max 20". Skippable video max. 180".

## Managed

RUN OF SITE	INDEX
Broadcaster	125 - based on Run of Broadcaster
Publisher	125 - based on Run of News

CAPPING	INDEX
CAP < 5	115

TARGETING	INDEX
Device	125
Geo	125
Time	125
Position	150

SPOT LENGTH	INDEX
21-30"	125
> 30"	On request



## Targeting target audience

### Channels

In the case of our managed packages, it is possible to purchase for a specific target audience against an index of 115. In this case, your message will be posted with content that scores selectively with this target audience. A choice of target audiences is shown below.

TARGET AUDIENCE	POPULATION OF NL (13+) %	POPULATION OF NL, NUMBER
18-34 years	21.8	3,609,000
F18-34 years	10.8	1,793,000
M18-34 years	11.0	1,816,000
25-54 years	40.8	6,746,000
F25-54 years	20.4	3,369,000
M25-54 years	20.4	3,377,000
18-54 years	49.0	8,089,000
F18-54 years	24.6	4,069,000
M18-54 years	24.4	4,020,000

### AdTarget

With AdTarget, we offer the opportunity to pinpoint a specific target audience based on audience data. This audience data is built up from interactions by consumers on our platforms, such as logging on or viewing content. This means AdTarget is capable of generating greater impact and offering specific solutions like custom audiences, look-a-likes and campaign optimisations according to target audience. For more information, simply get in touch with your Ad Alliance contact person.

### Contextual targeting (coming up)

As well as the use of our data (from cookies, logging-on data) and our content channels (based on SKO data/logging-on data), we will be offering the opportunity in 2021 of purchases based on contextual information. New technologies provide this 'context' by showing what a viewer sees. This will make it possible for you to reach a relevant target audience without using cookies. For more information, simply get in touch with your Ad Alliance contact person.