

Discover

EMPOWERED VIDEO

and push your video presence
to the max



Introducing

EMPOWERED VIDEO

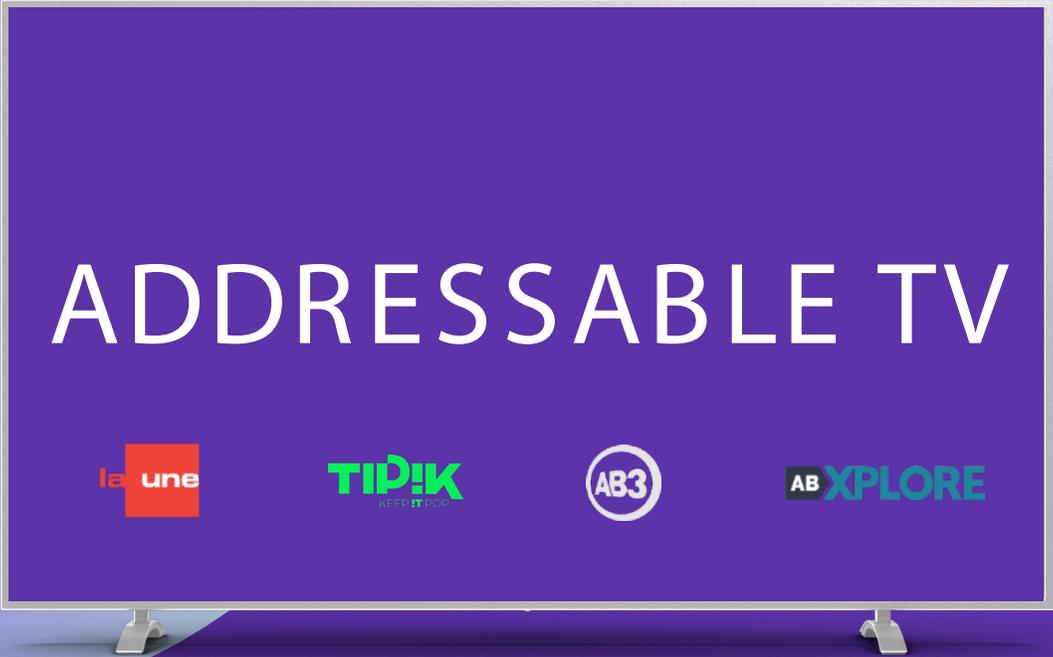
1 solution, 2 media, 6 benefits

Thanks to Empowered Video you opt for the

strong combination of



BVOD

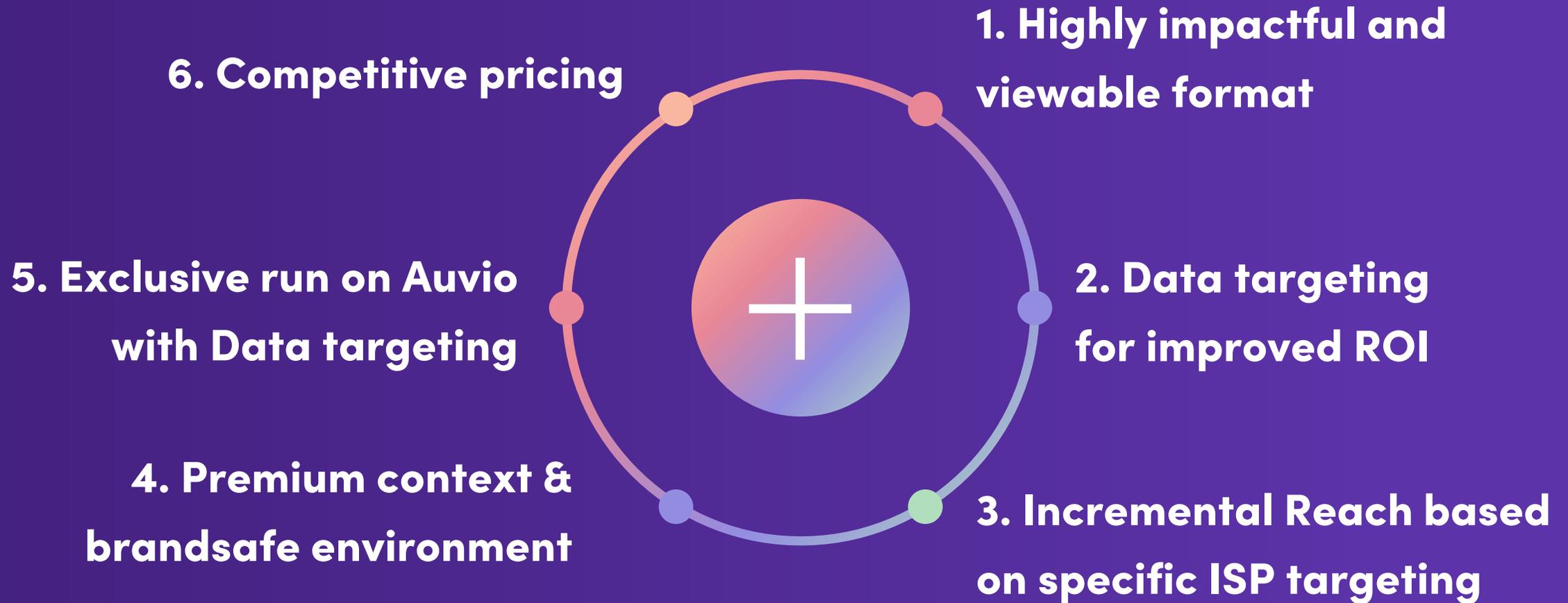


ADDRESSABLE TV



and you take advantage from

6 key benefits



Thanks to our trustful

Data sources

AUVIO

100% declarative data from
the user profiles
4,7M+

Proximus

827.000 boxes French
speaking households

Bpost

Bpost data crunching and
matching on Proximus boxes
Intent segmentation

Curated data providers

A strictly selected partners
help us complete profiles and
increase matching rates

Navigation behaviour

Cookie-less based solution to
track and analyze user
activities and build complex
profiles (reach of 50%+ FR12+)

Advertiser/CRM

Data Matching of your own
data using a bunker solution

Make sure you address the **right** audience



- **Green**
- **Food**
- **News**
- **Sport**
- **Automotive**
- **Luxury**
- **Promo Buyers**
- **Beauty**
- **Pet Owners**
- **Family**
- **Men or Women**
- **18-34**
- **35-54**

Build incremental reach based on **specific ISP targeting**

ADDRESSABLE TV



exclusively on



proximus

BVOD



on all ISP excluding



proximus

Our Offer

Min 20.000€

- ✓ 45 € CPM
- ✓ 444.444 imp
- ✓ 1 data set

Broadcast content only

45€ CPM*

net price

33%

Min BVOD impressions

33%

Min ATV impressions

100%

On target impressions

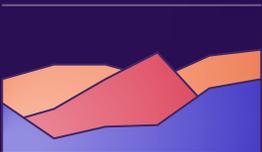
Your report



of impressions



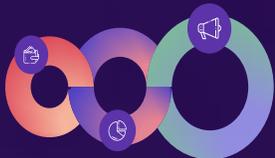
of contacts



of Reached devices



Average OTS



Completion Rate



Daily distribution

10

Let's talk

Get in touch



RMB Sales

Or your preferred sales person

sales@rmb.be – 02 730 44 11

