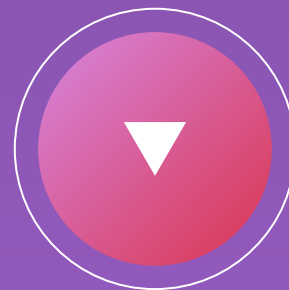


Connection is n

from inventory to human connection





PREMIUM

Be chosen by those who matter to you.

PEOPLE PAY ATTENTION TO WHAT THEY CHOOSE

This is where audience value begins

When people actively choose where they spend their time

PREMIUM AUDIENCES CREATE
ATTENTION,
ENGAGEMENT &
MEMORY

A message is

7x

More impactful in the right environment,
among receptive audiences.



**HIGH ATTENTION ENVIRONMENTS
ARE**

+32%

**MORE LIKELY TO
DRIVE ACTION.**

WE DON'T JUST REACH AUDIENCES.



WE EARN THEIR
ATTENTION.

THE SHOWS PEOPLE RETURN TO

Established programmes and franchises with strong audience loyalty.



LN
24



2
rtbf
La une



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3
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La une



LN
24



ABX



rtbf
La une



rtbf
La une



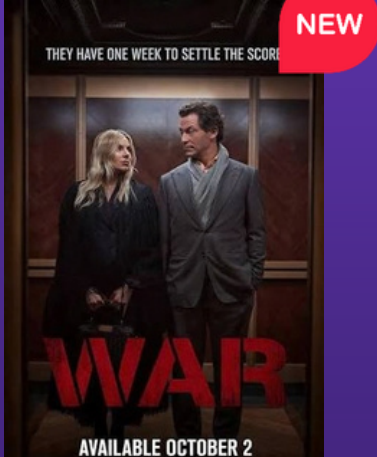
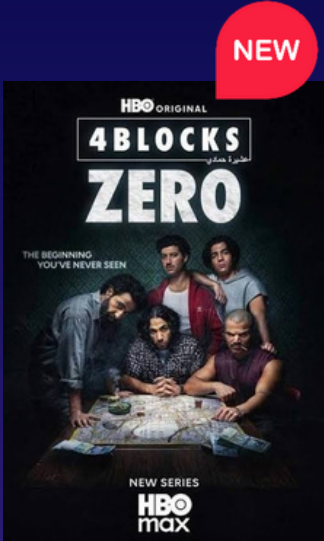
AB3



2
rtbf
TIP!K

THE CHOSEN CONTENT

Content people deliberately make time for rather than simply encountering



THE CONTENT THEY FOLLOW

Creator and esports personalities that turn audiences into loyal followers and communities.



