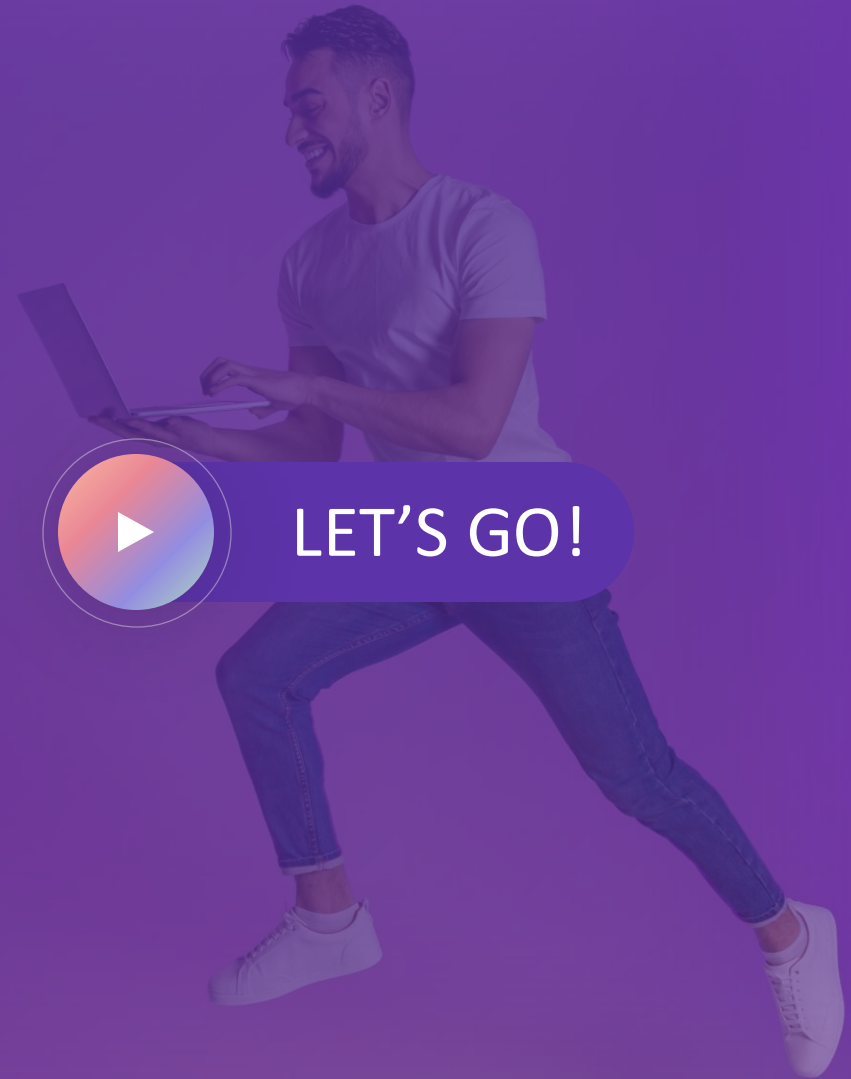


RMB

Move ahead.



EMPOWERED VIDEO



LET'S GO!



“The power of TV, online
broadcaster platforms and the
precision of data is a needed mix to
maximize reach today”



Next Gen Broadcast

Linear TV

Use the knowledge and power of linear TV to built the base of your reach plan

Addressable TV

Get the extra coverage you are looking for via addressable TV

Online Broadcast Platforms

The perfect mix between premium content and adapted TV consumption

- **Belgian ecosystem**
- **More relevance & campaign efficiency**
- **Optimizing future campaigns based on back-en results**
- **Real ROI measure**
- **Tailormade messages**
- **Possibility to use own data**
- **Opportunity for regional & niche actors**

+35%

attentiveness

+21%

engagement

-48%

ad switching

+10%

ad recall

+22%

ad awareness

Personalized communication

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

The unique opportunity to use data on Auvio

Broadcaster content only

Attractive pricing

Full incremental reach

BVOD Benefits



OUR OFFER



55 €_{CPM}

Our max net price

33%

Min ATV impressions

33%

Min BVOD impressions

100%

On target impressions

Our Data Sets

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



Our Packages

€19.250

- ✓ 55 € CPM
- ✓ 350.000 imp
- ✓ 1 data set

Broadcast content only

€27.000

- ✓ 54 € CPM
- ✓ 500.000 imp
- ✓ 1 data set

Broadcast content only

€36.400

- ✓ 52 € CPM
- ✓ 700.000 imp
- ✓ 1 data set

Broadcast content only

€50.000

- ✓ 50 € CPM
- ✓ 1.000.000 imp
- ✓ 1 data set

Broadcast content only

Let's talk

Get in touch



Laurent Mallet

Digital Expert

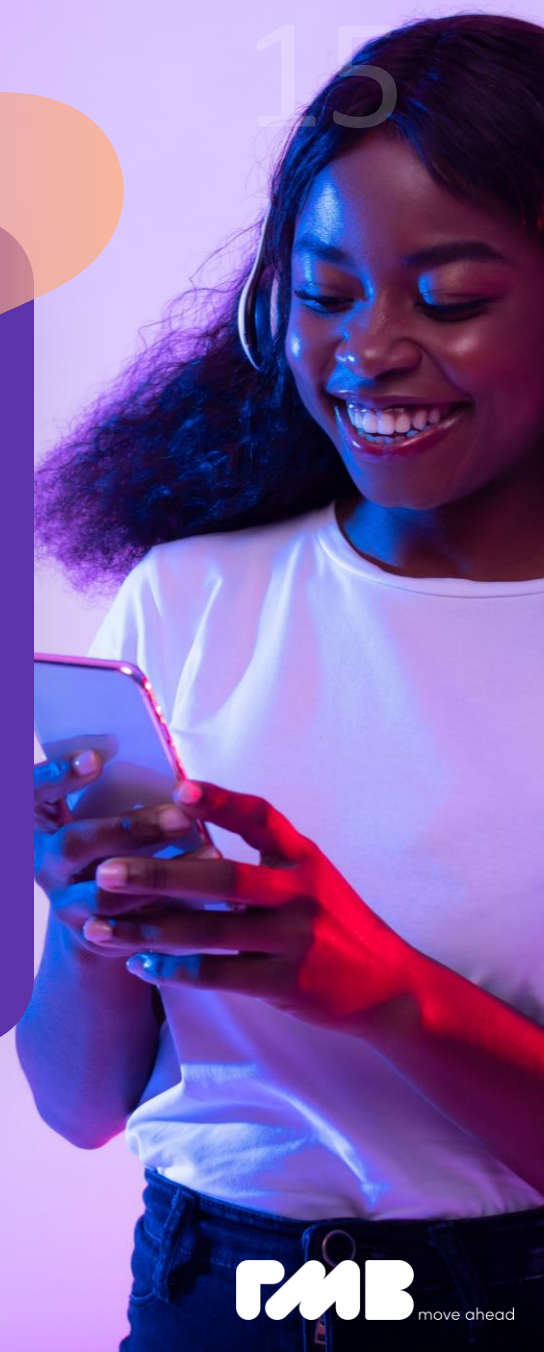
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RMB Sales

Or your preferred sales person

sales@rmb.be – 02 730 44 11



Thanks For Watching!

See you for our next presentation.