

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

A laptop computer is shown from a front-three-quarter view. Its screen displays a purple background with the text 'BVOD' in large white letters and the 'rtbf auvio' logo below it. The laptop is positioned on the left side of the image, in front of a large, semi-transparent pink circle.

BVOD

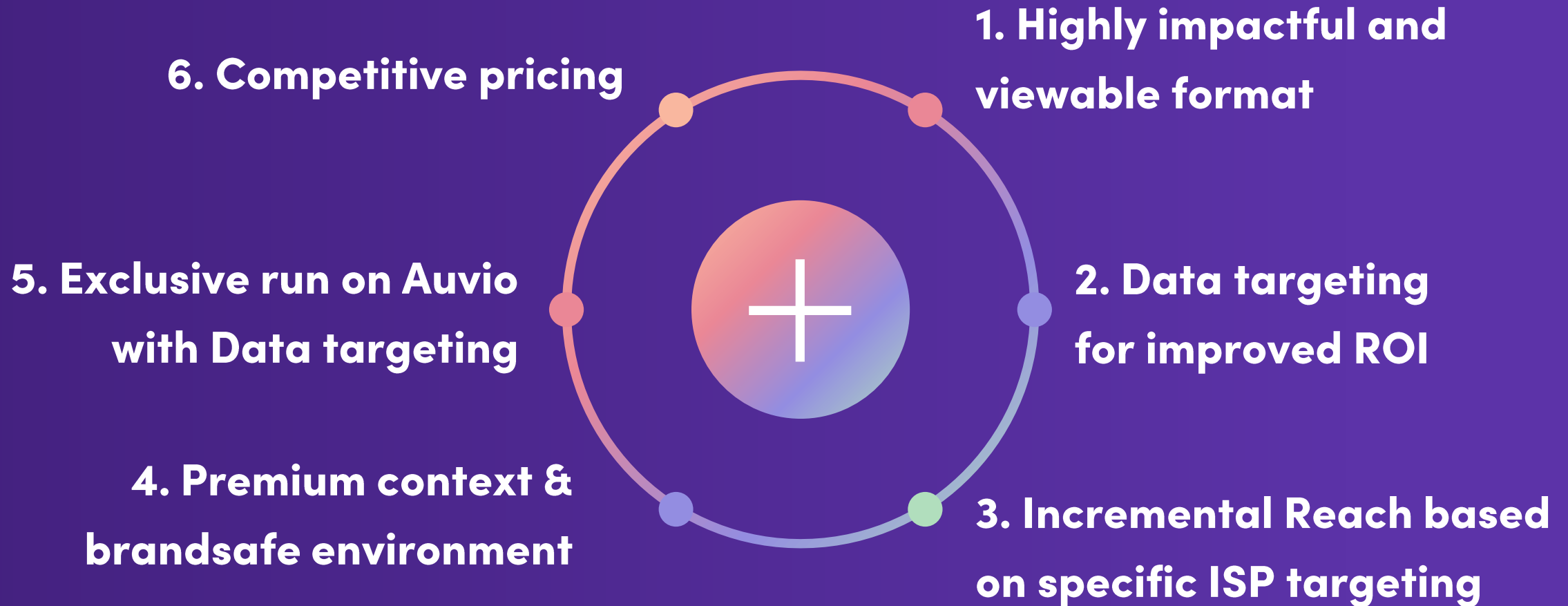
A large flat-screen television is shown from a front-three-quarter view. Its screen displays a purple background with the text 'ADDRESSABLE TV' in large white letters. Below the text are four logos: 'laune' (red square), 'TIP!K' (green text), 'AB3' (white circle), and 'AB XPLORE' (black and green text). The TV is positioned on the right side of the image, in front of a large, semi-transparent pink circle.

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**
- **High purchase power**
- **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%

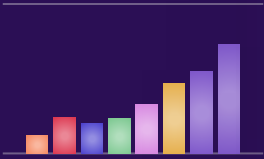
Min ATV impressions

100%

On target impressions

* Setting Fee included

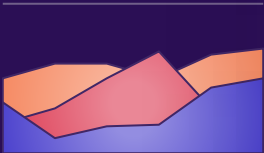
Your report



of impressions



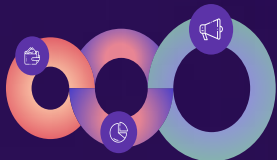
of contacts



of Reached devices



Average OTS



Completion Rate



Daily distribution

** RMB will not disclose the exact split between ATV and BVOD as we will optimize the Reach and OTS // Material is DMAT or MPEG HighRes only*

Let's talk

Get in touch



RMB Sales

Or your preferred sales person

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