

RTL AdAlliance

Smart Audiences



Smart Audiences

Data targeting across all markets

Data Sources



Broadcast*



Geographic



Addressable



Contextual

Powered by:

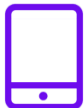


Smart Audiences

Smart Affinities
Interest-based segments

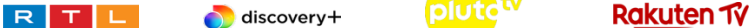
Smart Demographics
Socio-demographic segments

All Devices



All Media Types

ATV/Streaming TV




OLV



*currently only available in Germany & Austria

Introducing Smart Affinities



Tech Enthusiast

- Early Adopter
- Tech Addict
- Digital Native
- Entertainment & Gadget Lover



Interior Designer

- DIY Fan
- Handicraft Enthusiast
- Hobby Craftsperson
- Refurbisher



Fashion & Beauty Guru

- Fashionista
- Beauty Blogger
- High Quality Products
- Shopping Fanatic



Sports & Fitness Addict

- Teamsports
- Sports Addict
- Nutrition Expert
- Training
- Fitness Goals



Business Professional

- Affluent
- Hard Worker
- Stocks Shares
- Team Manager



Modern Families

- Work-Life-Balance
- Kids Supplies
- Responsibility



Travel Lover

- Air Travel
- Self-Determination
- Explorer
- Adventurous



Eco Warrior

- Environmental Protection
- Healthy Food
- Climate Change
- Sustainability



Trendsetter & Online Shopper

- Trendsetter
- Quality Oriented
- Lifestyle Products
- Searching Trends Online



Gearhead

- Cars
- Motorsport
- Speed
- Power- and Motorcycles



Culture & Entertainment Connoisseur

- Fine Art
- Books & Literature
- Theater
- Photography



Luxe Maven

- Luxury
- High Fashion
- Jewellery
- Style & Elegance



Pet Fanatic

- Animal Lover
- Pets in Household
- Pet Insurance
- Watching Animal TV Shows



Food Enthusiast

- Passion for Food
- Dining Out
- Kitchen Gadgets



Serious Gamer

- Video Games Console
- Interest in Technology
- PC Games

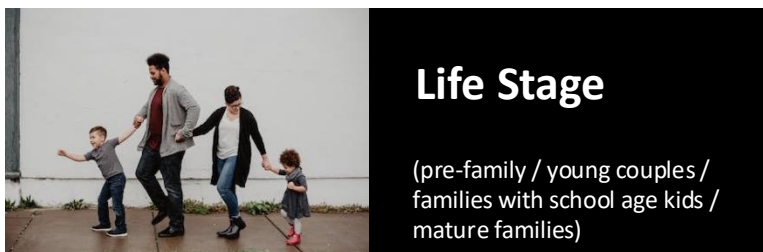
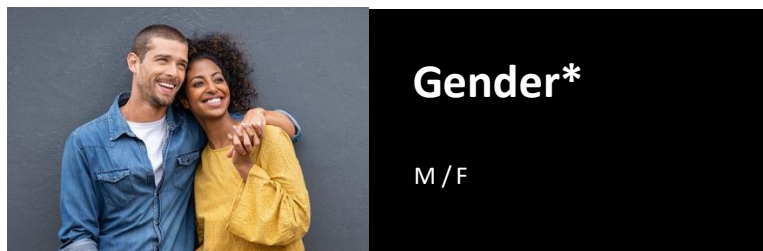
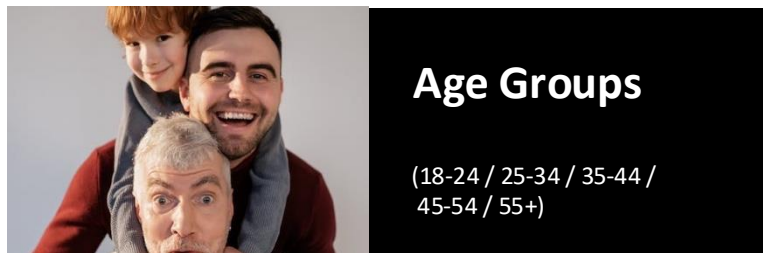


Sports Fan

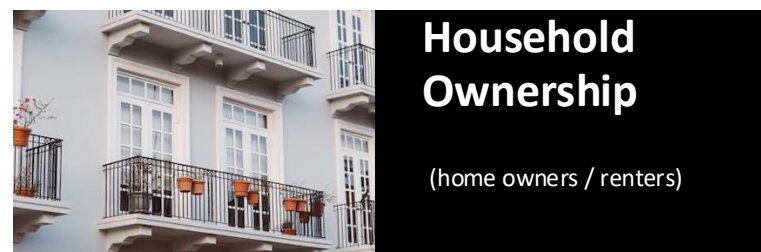
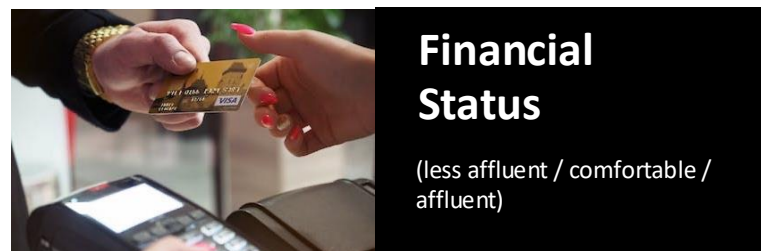
- Enthusiastic Team Supporter
- Watches Sports News
- Discusses Sports Passionately

Audience profiles based on user's viewing behaviour & interests

Introducing Smart Demographics



Audience segments based on socio-demographic data



*not available in all markets

Smart Audiences inventory across countries

Germany

CTV

... and more

OLV

... and more

Italy

CTV

... and more

OLV

... and more

Nordics

CTV

... and more

OLV

... and more

Tech Enthusiast

The Tech Enthusiast is a digital native and a huge fan of all technological evolutions and is always on the lookout for the latest gadgets and innovations. They have to test all tech trends, whether it's a smartphone, a voice assistant or a new wearable. For leisure time they enjoy their home entertainment system.

Audience Extract

Purchase Intent: Home Entertainment & New Technology

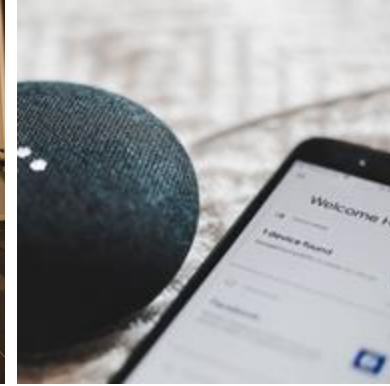
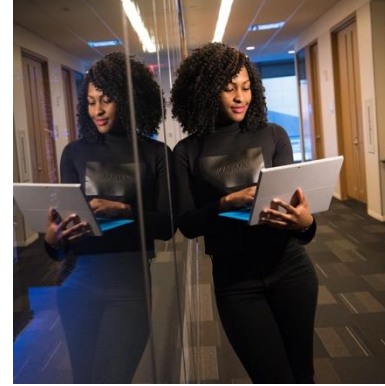
I am very interested in new technical products

Technology & Computing

First Mover on New Tech Gadgets

Hobbies & Interests: Art/Tech

Programming



Interior Designer

The interior designer is a creative person who values stylish furnishings and decoration, a DIY fan and an avid hobbyist. This individual is inspired by home furnishing stores and watches a lot of DIY video content, always with an eye for detail. They value a beautiful garden or balcony and indoor plants.

Audience Extract

Order via Internet: DIY supplies / Do-it-yourself

Purchasing: furniture stores / furniture stores

Craft / DIY / Do-it-yourself

Interior Decorating

Hobbies & Interests: Arts & Crafts

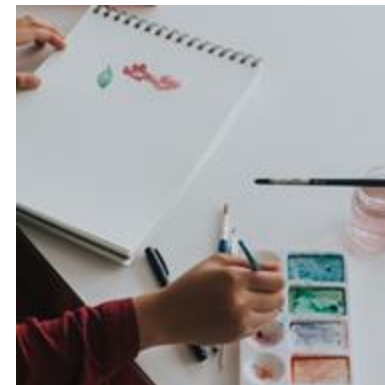
Hobbies & Interests: Woodworking

Hobbies & Interests: Painting

Real Estate: Architects

Hobbies & Interests: Photography

Home & Garden



Fashion & Beauty Guru

The fashion and beauty guru is an expert in style and cosmetics, known for their impeccable sense of elegance and ability to create stunning looks. They consume and share fashion content on social media and want to present themselves stylish and in shape.

Audience Extract

I always know what is trendy

Frequently doing window shopping

People ask me for advice when they buy new things

Order via Internet: Clothing/Shoes/
Cosmetics/ Perfume/Body Care

Style, Fashion & Trends

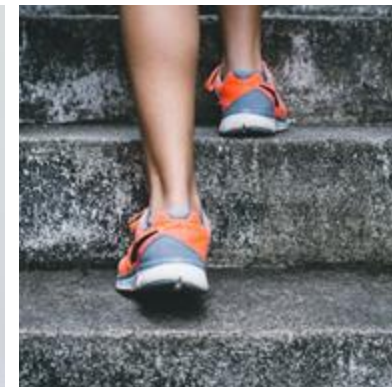
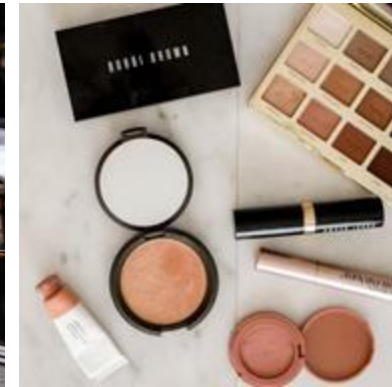
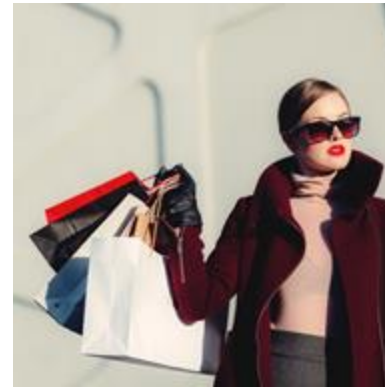
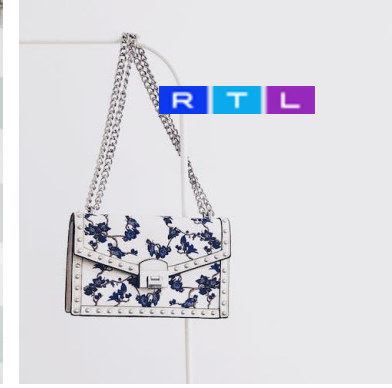
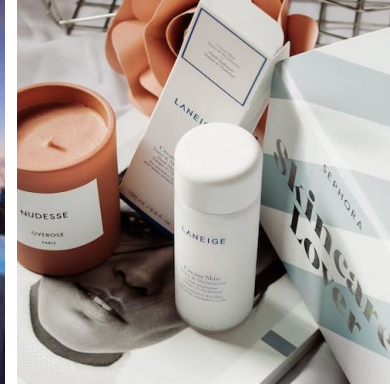
Beauty Care Products

Health & Fitness: Nutrition

Food & Drink: Health/Low-fat Cooking

Health & Fitness: Exercise

A & E: Celebrity Gossip



Sports & Fitness Addict

This persona lives for physical activities and is excited about any kind of movement. They dedicate most of their time to do various athletic activities and plan their day around training and nutrition. Good and healthy food helps them to achieve their fitness goals.

Audience Extract

Sport Enthusiast

Participating in online fitness programs

Exercise frequently

Fitness Training

Take advantage of wellness offers

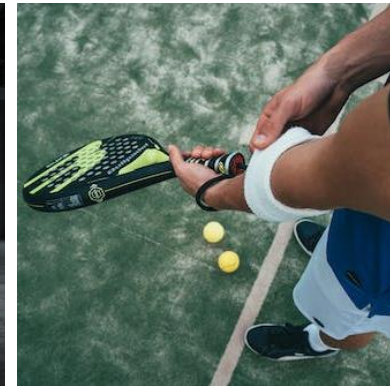
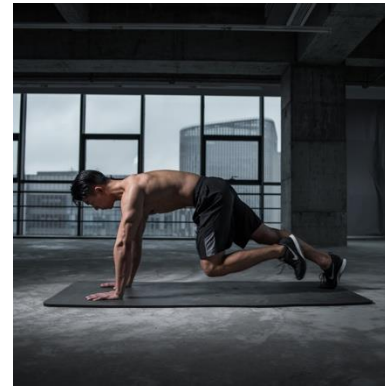
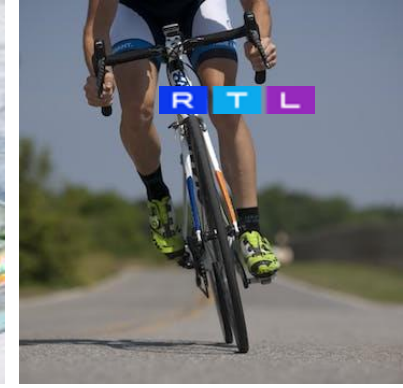
Health Wellbeing

Health & Fitness: Nutrition

Health Foods

Health & Fitness: Exercise

Health & Fitness: Weight Loss



Business Professional

This business professional is an affluent, hard-working individual who stays well-informed by diligently following business news and trends. They also excel in their role as a team manager, skillfully guiding their team to success in the corporate world.

Audience Extract

Comfortable & Affluent Young Couples With Children

Personal net income > €3,000

Employed

Stocks and Shares

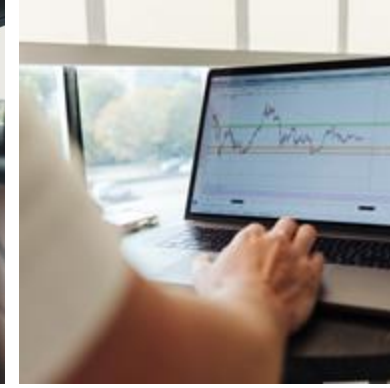
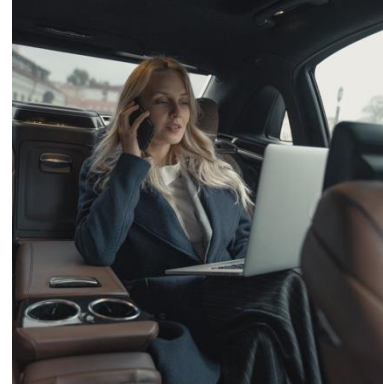
Business

High level employment or independent

Personal Finance

Affluent Professionals

Careers: Career Planning



Modern Families

This persona prioritizes a work-life balance that allows them to meet their professional responsibilities while ensuring quality time with their family. Responsibility is at the core of their values, both in terms of their work commitments and their role within their family, where they actively contribute to the well-being and happiness of their loved ones.

Audience Extract

Min. 2 people in the household and at least one person under 19

Household net income >€2,250

Comfortable & Affluent Families With School Age Children

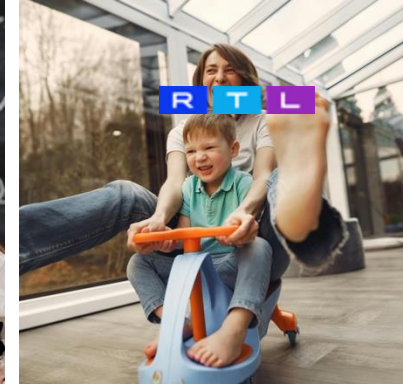
High Spender - Kids Cloth

Family & Parenting

Interest in Home & garden

High interest in Work-Life Balance or career with children

Interest in family topics (education, parenting, activities with children)



Travel Lover

This persona describes an adventurous individual who finds joy in exploring new destinations, cultures and experiences. They love to discover the beauty and diversity of the world, constantly seeking for new horizons and unforgettable memories.

Audience Extract

Travelling

Three and more vacation trips in the last 12 months

Travels: Sun & Bath

Travels by Plane

Travels by Train

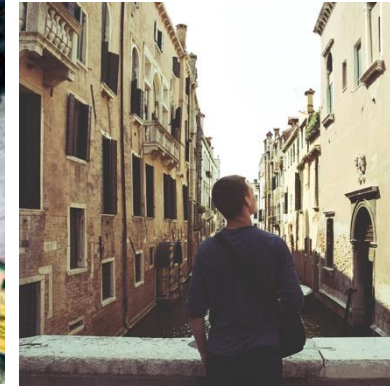
Spa & Wellness Stays

Sports: Scuba Diving

Several short trips in the last 12 months

Automotive: Minivan

Sports: Snowboarding



Eco Warrior

An Eco warrior is a passionate defender of environmental protection and sustainability. This individual tries to move as climate friendly as possible and values organic and sustainable products and home-grown food. They buy biological products and try to avoid waste of any kind.

Audience Extract

Shopping in organic supermarkets

Willing to spend more money for eco-friendly products and lifestyle

When buying products and services, I attach importance to sustainability and social responsibility

Environmental Care

Eco, Fair & Local

Food & Drink: Vegan

Automotive: Electric Vehicle

Home & Garden: Environmental Safety

Business: Green Solutions

Health & Fitness: Herbs for Health



Trendsetter & Online Shopper

This persona has a real passion for shopping and searches the internet for the latest fashion and lifestyle trends. They use digital platforms to curate their unique, fashion-forward collections, exploring a vast online marketplace to stay ahead and inspire others with their innovative choices.

Audience Extract

I always know what is trend

High frequency of orders from online retailers/vendors

Fashion & Trends Sensitive

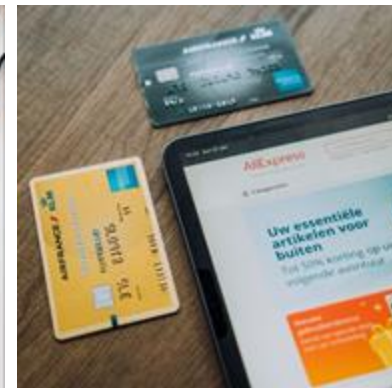
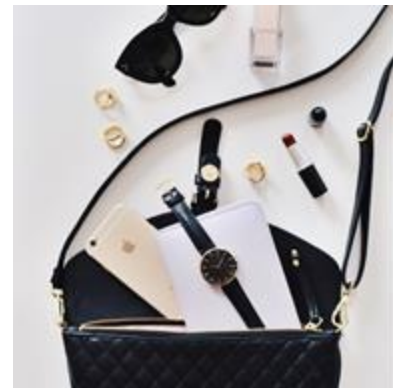
Online Shopping

Clothes & Shoes

Eyewear

Health Foods

Shopping



Gearhead

This persona is an automotive enthusiast who is absolutely passionate about all things related to cars, motorcycles, engines and automotive technology. They also enjoy TV shows, magazines or online content about motorsports or racing. Tech, sports and automotive geek personified.

Audience Extract

Sports: Auto Racing

Automotive: Buying/Selling Cars

New Technology

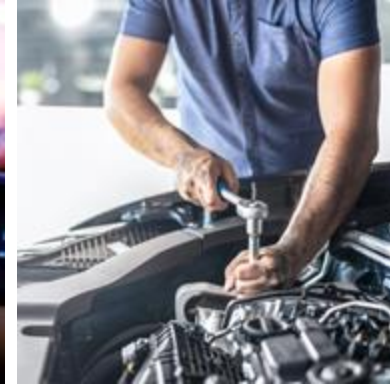
Automotive:
Off-Road Vehicles

Car as a hobby

Broadcast formats about cars

Sports: Power and Motorcycles

Automotive: Performance Vehicles



Culture & Entertainment Connoisseur

The Culture & Entertainment Connoisseur is an individual who derives inspiration, enjoyment and meaning from various cultural and entertainment experiences. They actively seek out and engage with arts, attend cultural events and concerts, visit galleries and museums, and consistently explore new avenues of entertainment.

Audience Extract

Theater / Concert / Cultural events

Visit Cultural Events / Museums

Broadcast Formats: Art / Literature / Theater / Architecture

Educational and cultural trips

Interested in: Culture, Art, Photography, Movies, Music

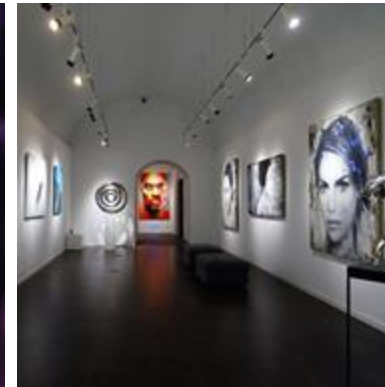
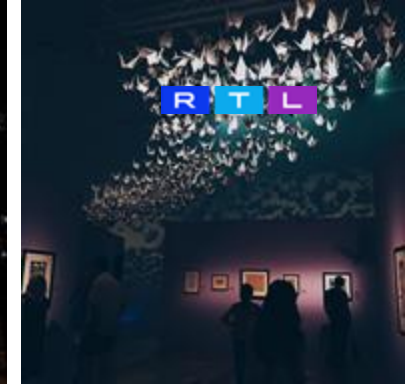
Travels: Culture

Hobbies & Interests: Arts & Crafts

Hobbies & Interests: Painting

Hobbies & Interests: Photography

Arts & Entertainment: Books & Literature



Luxe Maven

A Luxe Maven is a person who embodies style and elegance and exudes luxury and opulence in every aspect of life. This persona is characterized by its impeccable taste, exclusivity and its high standard and stands for extravagance and pleasure.

Audience Extract

Interested in: Luxury, Jewellery, Sailing

I pay more attention to the brand than the price when buying

Prosperous Singles and Pre-Family Couples

Purchase Intent: Home Luxury

Automotive: Luxury

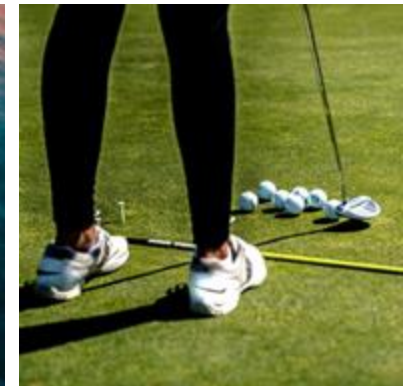
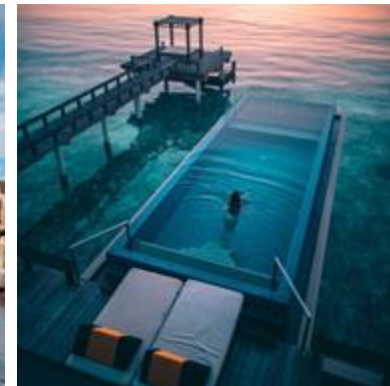
Sports: Horse Racing

Sports: Golf

Style & Fashion: Jewelry

Travel: Caribbean Travel

Education: Private School



Pet Fanatic

A Pet Fanatic has a deep affection and emotional connection with animals. They spend their free time with their pets, for example in long dog walks and cuddling sessions or going horseback riding. The care about good food and quality products for their pets and derive joy and fulfillment from the companionship and care of their furry or feathered friends.

Audience Extract

Cats & Dogs

Horses

Birds

Reptiles

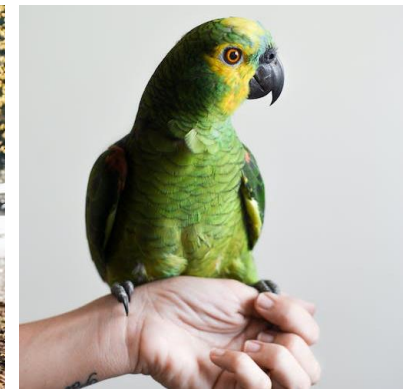
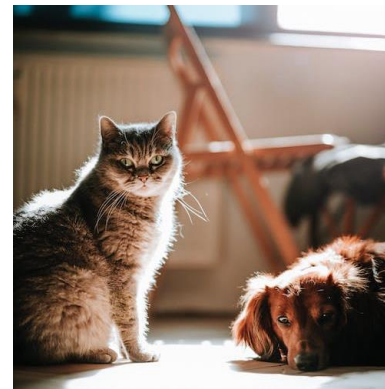
Pet Sites or Apps

Ordering Pet supplies

Pets in Household

Watching Animal TV Shows

Have Pet Insurance



Food Enthusiast

The Food Enthusiast is someone who has a passionate and enthusiastic appreciation for food, often seeking out for new culinary experiences, ingredients or drinks. They know the latest recipes and kitchen gadgets and they enjoy exploring diverse cuisines, flavors, and dining establishments. In their free time they love cooking together with friends or dining out in new restaurants.

Audience Extract

Cooking as a hobby

Dining Out

Beer, Wine & Cocktails

Watching cooking shows

Going to restaurants frequently

International Cuisine

Heavy Spenders on Food and Drinks

Interested in Cooking and Baking



Serious Gamer

Serious Gamers are deeply immersed in the gaming world, dedicating significant time and effort to mastering complex game mechanics and strategies. Their passion for gaming often intersects with a keen interest in technology, as they stay up-to-date with the latest hardware, software, and gaming trends. They participate in competitive gaming and engage in extensive online communities.

Audience Extract

Video & Computer Games

Play Action and Adventure Games

Intent to purchase a Video Games Console

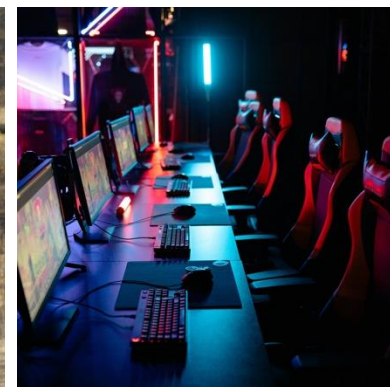
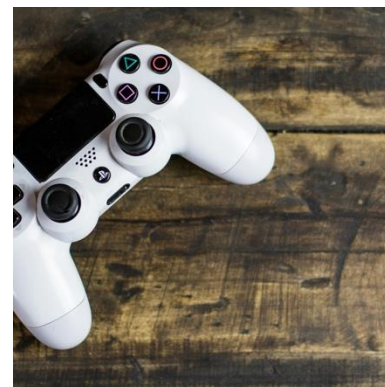
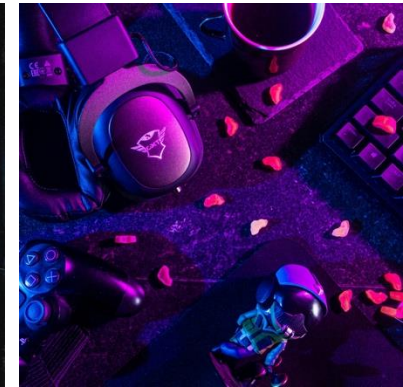
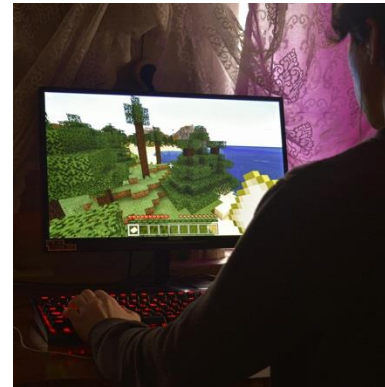
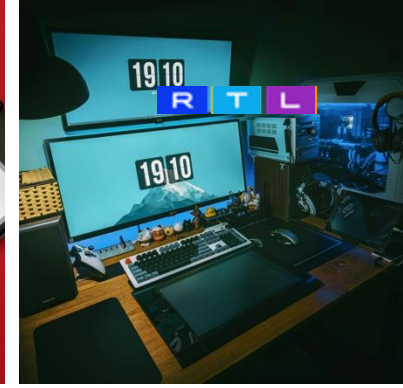
Own a Video Games Console

Use Video Game Console frequently

Buy Video Games frequently

Play Driving or Racing Games

Play Multiplayer Games



Sports Fan

A sport fan is an enthusiastic supporter of a team, player, or sport, with emotional investment in their successes and failures. They attend games and wear team merchandise and often engage in discussions or debates about the sport. Streaming sports shows and watching sports news is mandatory for them to keep up with the latest updates and insights.

Audience Extract

Sports Fan

Visit Sports Events frequently

Watching Winter Sports

Access to paid sports channels

High Interest in Sports News

Formular 1 Fan

Basketball Fan

High Interest in International Sport Events

Football Fan

