

Rakuten TV

The Beauty of Television and the Smarts of Digital

Rakuten TV is launched in 2008 and is part of the 6th largest internet service company in the world – Rakuten, together with one of the most popular instant messaging applications – Viber.

Rakuten TV is the first hybrid VOD platform in Europe, combining a premium home entertainment portal and exclusive **free to watch** AVOD (advertising-based VOD) services.



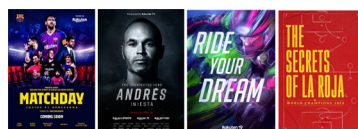
Hollywood titles



100+ Live Streaming Channels



Rakuten TV Originals



News Channels



As an OTT platform it delivers premium movies, entertainment, and news over the internet broadband connection thus bypassing the traditional ways of reaching subscribers like cable or satellite.

Rakuten TV attracts premium **cord cutting** audience, during their favorite moments.

Family Affair

37% are parents.
76% watch RKTv with at least one other person.

Urban

82% live in urban areas.

Mid to Higher Revenue Group

Higher income than 75% of the population.

Young Families & Professionals

Average age: 25-36 years old.

Educated

67% have a college or university degree

Consumers in 43 countries in Europe

Rakuten TV combines TVOD, SVOD and AVOD

1.38 avg. smart TVs per household in Europe

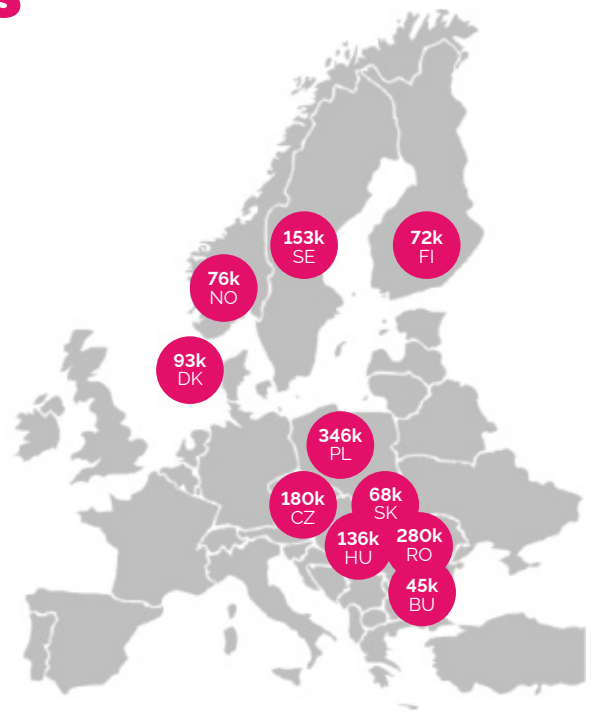
Smart TV penetration is rapidly growing

320% Growth of user base

Wow!

70% of New TV devices

Sold in Europe have Rakuten TV remote control button



Non Skippable, Fullscreen, up to 30" Video Ads

With programmatic buying TBA

Brand Safe Environment

No user generated content

Flexible buying and cost effective

Digital KPIs in a TV environment

Rakuten TV Rate Card 2022

TVC* Duration (Up to)	CPM
12"	36
22"	42
30"	48

* The TVCs are framed as per CTV by TSH requirements; 30" is the maximum duration
The prices are in BGN no VAT included.

Cumulative Net Volume

Up to	Discount
8 000	5%
16 000	8%
24 000	11%
32 000	14%
48 000	17%
Above 48 000	20%

Net Client Volume

Up to	Discount
3 000	5%
6 000	8%
9 000	11%
12 000	14%
15 000	17%
Above 18 000	20%

Cumulative Net Volume Discount is applicable both to agencies and/or clients and is cumulated on CY base
Cumulative Net Volume Discount and Net Client Volume Discount are summed