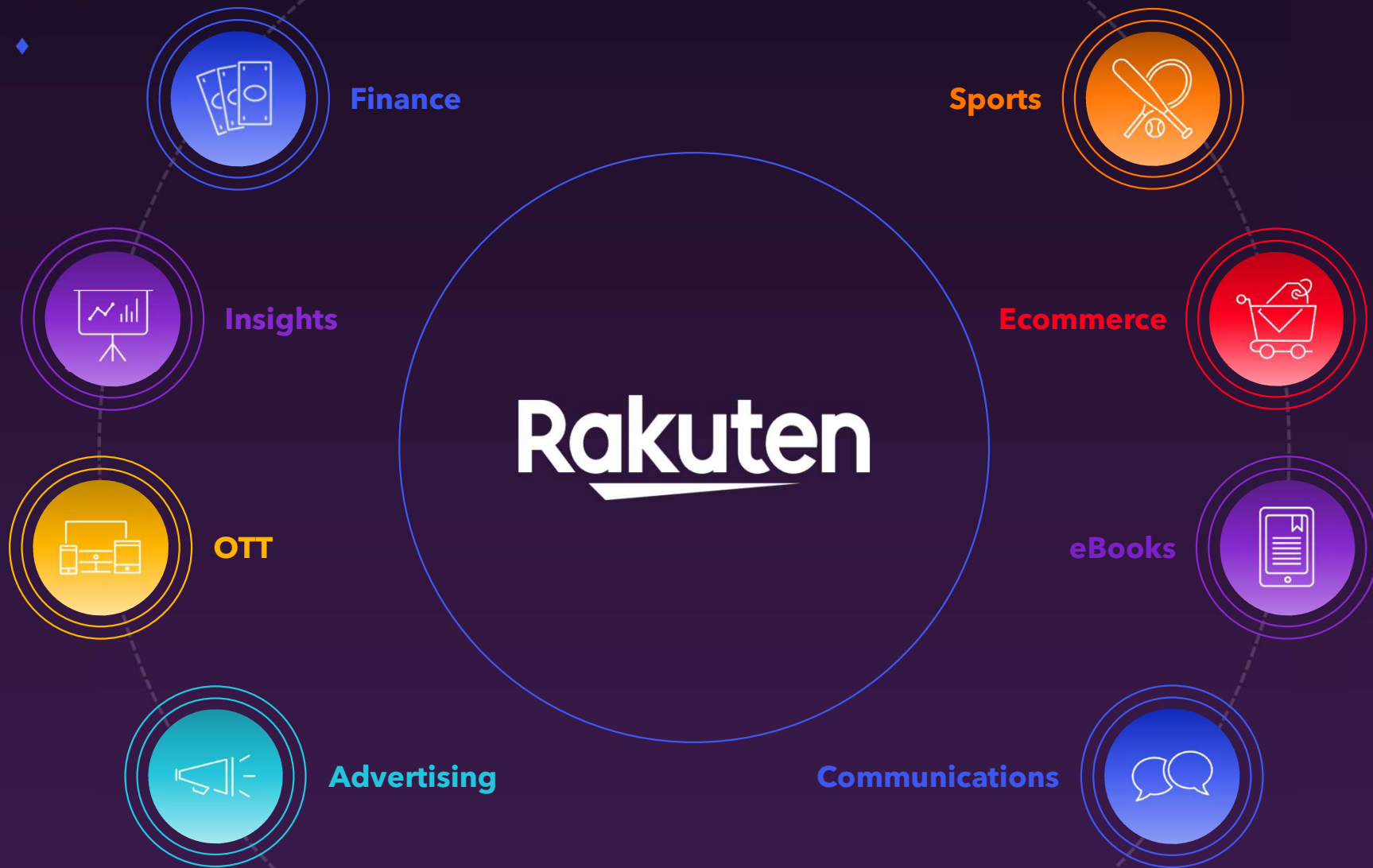




# Rakuten Advertising

# Rakuten



# Our Media Ecosystem

**Consumer-first** Platforms.

**Omnichannel** Formats.

**Unique** Audiences.

Rakuten Advertising has supported our O&O ecosystem since building our publisher exchange technology, nearly a decade ago, delivering robust advertising solutions and connecting global brands to reach millions, globally.



# The best content for the entire family on Rakuten TV

470+ live streaming channels for 24/7 entertainment, alongside a wide range of local language, on-demand content and Hollywood blockbusters.

COMEDY

DRAMA

ACTION

ROMANCE

NEWS

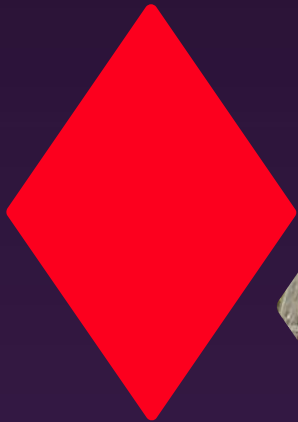
SPORTS

ORIGINALS

FACTUAL

MUSIC

FAMILY



# Unique distribution & discoverability in Europe

Rakuten TV partners with key television manufacturers who integrate a branded button on their remote controls.



**150M**

TVs equipped with Rakuten TV app



**56M**

Remotes equipped with Rakuten button



**97%**

Of our users watch on CTV



**80%**

Our remote-control button covers 80% of new devices sold



Hisense



PHILIPS

Panasonic



Roku

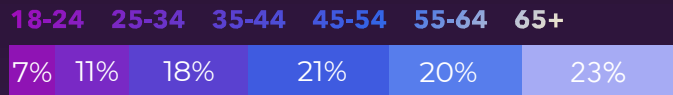
SAMSUNG

SONY

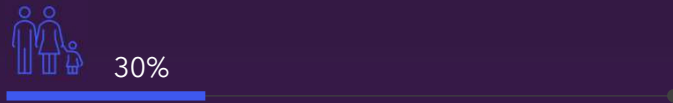
# SWITZERLAND

Meet the cord-cutting families, gathered in front of the biggest screen of the house, for hours of co-viewing entertainment.

## AUDIENCE



## PARENTS



## HIGH INDEXING

-  Family & Friends
-  Electronic Enthusiasts
-  Sports & Recreation

## HOUSEHOLDS

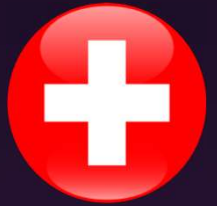


## MONTHLY AVAILS



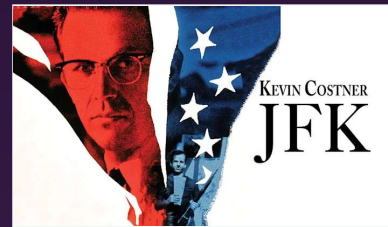
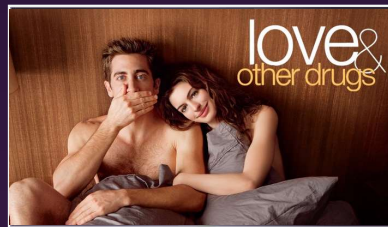
## TOP INTERESTS

-  HORIZONTAL
- HORROR
  - THRILLER
  - DRAMA
  - ACTION
  - COMEDY



# Current Rakuten TV favorites

From a breadth of unique on-demand content to FAST formats expertly catered for growing AVOD audiences featuring movies, TV series and original content.



170k+

Households

3M+

Monthly ad requests



# Current Rakuten TV Sports Channels

From a breadth of unique on-demand content to FAST formats expertly catered for growing AVOD audiences featuring movies, TV series and original content.



## Other Channels

- Strongman Champions League
- Hard Knocks
- World Poker Tour
- Motorvision
- Billiards TV
- Motorsport.tv





# Global brands trust Rakuten TV

IPG

dentsu

OmnicomGroup

WPP

Accenture  
Interactive

HAVAS



P&G



LVMH

Coca-Cola



LEGO



jellyfish

SPARK  
FOUNDRY



zalando



OREO

Etsy

IKEA

DELL



# Ad Offering on Rakuten TV

Engage your audiences with your message on the biggest screen of the house



**Non-skippable & audio activated instream format**

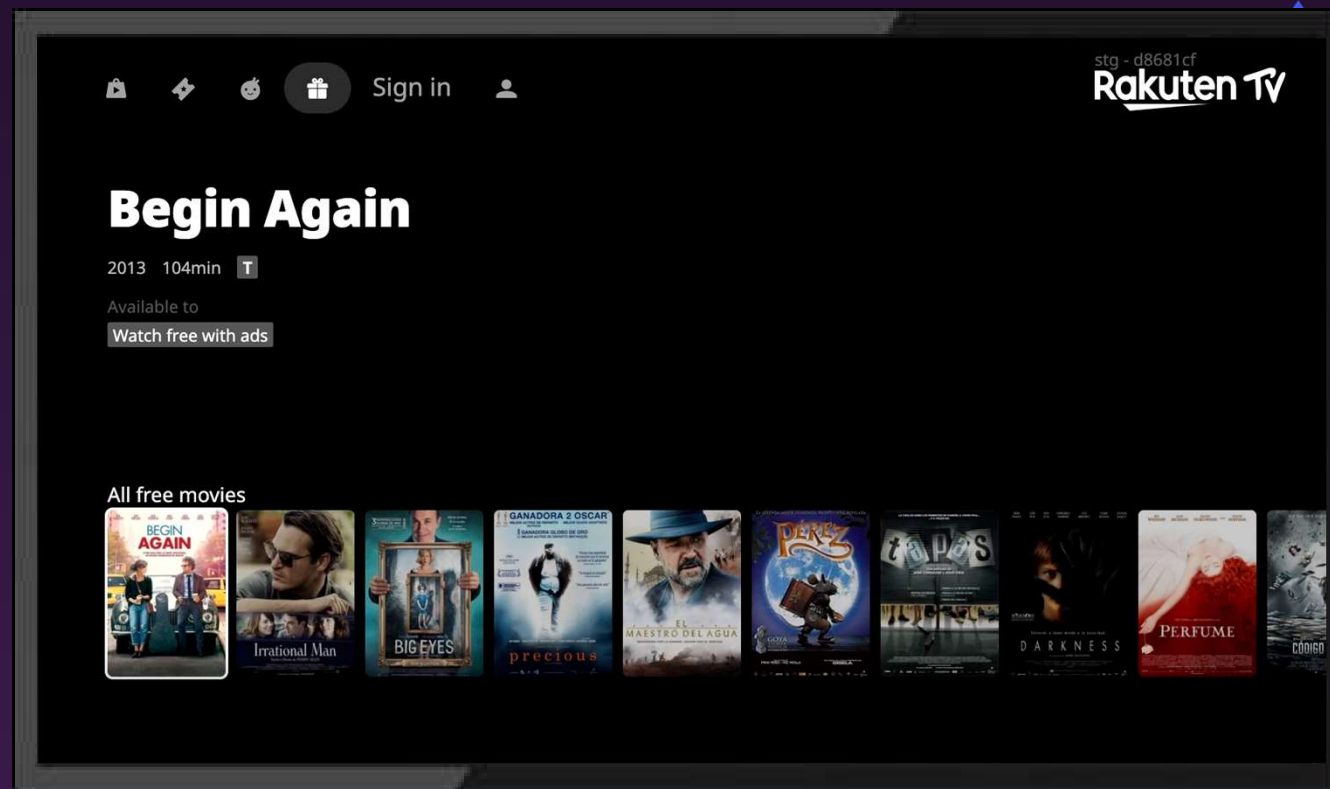


**Fully Transparent Inventory**



**VTR  
>98%**

**High View Through Rates**



# The Rakuten Advertising Advantage

Demand Partners trust our expertise in technology and service to help them deliver value for their business.



## Scale programmatic revenue

Engage brands through highly viewable, premium inventory on brand-safe platforms with unique ad experiences and zero fees.



## Maximize bid performance

Buy programmatically with efficiency using all the enhanced features and controls you'd expect from a leading global platform



## Leverage our expertise

Our omnichannel experts provide demand partners intelligent insights and tailored optimization strategies



## Make informed decisions

We work collaboratively to provide the granular insights you need to optimize your auction mechanics



# Our New Vision... is here

In a fragmented CTV landscape, Rakuten Advertising leverages its own technology to provide a single audience platform that connects European advertisers with premium streaming platforms.

## Introducing **CTVision+**

LEVERAGE OUR GROWING PREMIUM CONTENT ECOSYSTEM  
TO REACH YOUR AUDIENCES IN EUROPE

Gain immediate scale through a unified platform

Leverage a global footprint

Full transparency guaranteed

Work with local experts

Access proprietary RX technology



Rakuten Advertising

# Appendix





## Ad Specifications

### Deliverables to Rakuten Advertising

- Video Commercial in mp4 format
- 3rd Part tracking Tags
- Vast 3.0/2.0 aligned to IAB VAST 3.0

### Design and Other Notes

- Letterboxing or Pillarboxing are not acceptable
- Video must be submitted without leaders (ie slates, countdowns)
- Written and spoken language relative to locale

### RAKUTEN TV AD SPECS - VIDEO

PRODUCT	CONTAINER	CODEC	DIMENSIONS	FILE FORMATS	MAX VIDEO+AUDIO BITRATE (KBPS)
<b>Pre-Roll / Mid Roll</b> <b>(CTV devices, Web &amp; Mobile)</b>	MP4 using 'major brand' mp41 con	<b>H.264 (AVC1)</b> Optimised for streaming (MOOV atom before MDAT) H.264 Main profile, High profile acceptable h.264 level 3.2, <5 acceptable	<b>1920 x 1080</b> 16:9 aspect ratio, if not possible, >16:9 (as measured by ffmpeg DAR) 1:1 source aspect ratio (as measured by ffmpeg SAR)	MP4 Minimum VAST 2.0-3.0	4-5 Mbps for FHD 3.5 Mbps for HD (recommended) 1.5 Mbps for SD

Assets must be provided **5 days prior** to flight time. In any instance where booking is made within 5 days on the flight time, then the assets must be provided 48 hours before flight time.

**EU5** - UK, Spain, Germany, France, Italy

**EU12** - Austria, Switzerland & Liechtenstein, Belgium, Netherlands, Luxembourg, Ireland, Portugal, Poland, Sweden, Denmark, Greenland & Faroe Islands, Norway, Finland & Aland Islands

**EU19** - Romania, Bulgaria, Serbia, Albania, Bosnia & Herzegovina, Croatia, Montenegro, Slovenia, Czech Republic, Slovakia, Hungary, Macedonia, Malta, Greece, Cyprus, Iceland, Estonia, Latvia, Lithuania

# Blocklist

Category	Restrictions
Alcohol	On request
Home appliances, electronics	On request
Educational orgs.	On request
Betting/casinos	On request (add. limits should be applied) Allowed between 1:00 & 5.00 a.m.
Pharmaceutical	<ul style="list-style-type: none"> <li>OTC allowed</li> <li>Prescribed drugs: not allowed</li> </ul>
Dating	On request
VOD platforms/News channel	On request  excluding CNN Ad Network and CNN distributed channel
Tobacco, e-cigarettes, CBD oil	Not allowed
Video games	12+, 16+, 18+ games: on request
Politics, military, weapons	On request
Pornography, violence	Not allowed
Surgery, dietary supp.	Not allowed
Religion, spirituality	Not allowed
Teleshopping, non-reliable loans	Not allowed