

## **RTL AdConnect launches VMP Connect - the world's first platform to buy pan-Euro advertising across premium BVOD sites**

LONDON/LUXEMBOURG, 28 APRIL, 2020: [RTL AdConnect](#) unveils the world's first automated platform to enable brands and agencies to streamline programmatic pan-European advertising campaigns directly across its broadcast video-on-demand (BVOD) properties.

The new platform called [VMP Connect](#) is designed to simplify the process of buying BVOD campaigns across multiple markets, giving advertisers direct access - from booking to set up - linking global brands directly to RTL AdConnect's premium digital inventory. It is compatible with all major existing DSP (Demand-Side Platform) seats, and does not involve additional tech or separate invoicing.

Fully functional in four markets initially, the launch of VMP Connect has been accelerated to answer the increased needs of agencies who are working remotely or from home during the coronavirus pandemic. Created by RTL AdConnect, VMP Connect is the first system of its kind to provide advertisers and their agencies with access to in-stream broadcast video inventory initially in Spain (A3 player), Germany (TV Now), France (6play), and French speaking Belgium (RTL Play, 6play, MyTF1), immediately delivering close to 225 million monthly video views impressions and 20 million monthly unique users across four markets.

The plan is to roll out the service across all the BVOD platforms of RTL AdConnect's media partners, giving access to premium media brands across 10 markets in Europe.

For advertisers, the new platform offers scale, ease of access and management through programmatic buying via their own DSP, and a fixed CPM per market. It also provides a route to a premium audience with guarantees of robust video completion (+90%) viewability (92%) and 100% trust in brand safety and accountability.

RTL AdConnect has conducted tests of the platform involving Photobox, Banco Mediolanum and Wortmann.

Stéphane Coruble, Managing Director of RTL AdConnect: "This is the game changer that clients and agencies have been waiting for. Buyers now have access to trusted inventory, from premium publishers, in fraud-free and brand-safe environments across Europe, through a one-platform solution."

Franck Litewka, Head of Strategy & Development, RTL AdConnect: "VMP Connect improves and streamlines the buyers' experience for the first time. By lowering the tech barrier to buying BVOD and other forms of CTV/OTT (Connected TV/Over-the-Top), advertisers can get a deal-ID within 24-48 hours. This solution means distance, time-zones and bank holidays are not an issue anymore, but, also, what is the most important, to continue to keep a close relationship with our clients and DSPs to increase the efficiency of our international programmatic campaigns."

Joel Livesey, Director of Partnerships EMEA at The Trade Desk, the project's launch partner, said: "As brands adopt an increasingly global approach to marketing, we're proud to be able to offer advertisers one point of access to top quality broadcast inventory across multiple markets. When time comes at a premium and pounds (or euros) are particularly precious, the efficiency this creates is more than just a 'nice to have'. And, by running its inventory through true programmatic pipes, RTL AdConnect is demonstrating an admirable commitment to the industry's inevitable shift towards a programmatic-prominent model. We're really excited to be part of that."

Marc Bignell, Global Head of Trading at GroupM: "We are particularly committed to media quality and integrity. VMP Connect allows us to deliver client advertising in fraud-free, brand-safe environments via a single point of contact, very efficiently. Our initial tests were very successful, and this simple solution gives us direct access to pan-European premium programmatic inventory."

Thibaud Chevalier, Digital Sales Director at M6 Publicité: "With the launch of VMP Connect, M6 Publicité makes these in-stream advertising inventories available programmatically more easily and securely. With the commercial support of our pan-European monetization partner RTL AdConnect, we now offer premium access to international trading desks, particularly for our BVOD 6PLAY inventory."

Raquel Melero, Audience Ads & Programmatic Manager, Atresmedia: "VMP Connect is an efficient and effective way to help bring local broadcasters to global advertisers. We have premium video in our Atresplayer, and a lot of advertisers miss out. With this initiative, RTL AdConnect is helping to connect brands with international budgets to access a wider offering. Making this a win-win for everyone".

#### **About RTL AdConnect**

RTL AdConnect is the international Total Video sales house of RTL Group and beyond. It provides international advertisers a simplified access to a global premium and brand-safe total video inventory ensuring that the right media decisions are made for pan-European campaigns.

Thanks to its media partners from RTL Group and beyond, RTL AdConnect reaches around 165+ million potential consumers in Europe every day.

RTL AdConnect offers exclusive solutions around high quality content across an extensive portfolio of media partners consisting of more than 150+ TV channels, 500+ digital platforms and 30+ radio stations in 12 countries.

With 360-degree solutions, RTL AdConnect supports brands on every step of the way, offering full support from start to finish, ensuring high reach, deep market insights and cross-screen solutions.

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