

TV & VIDEO CONFERENCE



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Director of Radio, Digital and Cinema Areas at Rai Pubblicità



Premium Product
We cover huge
number of content

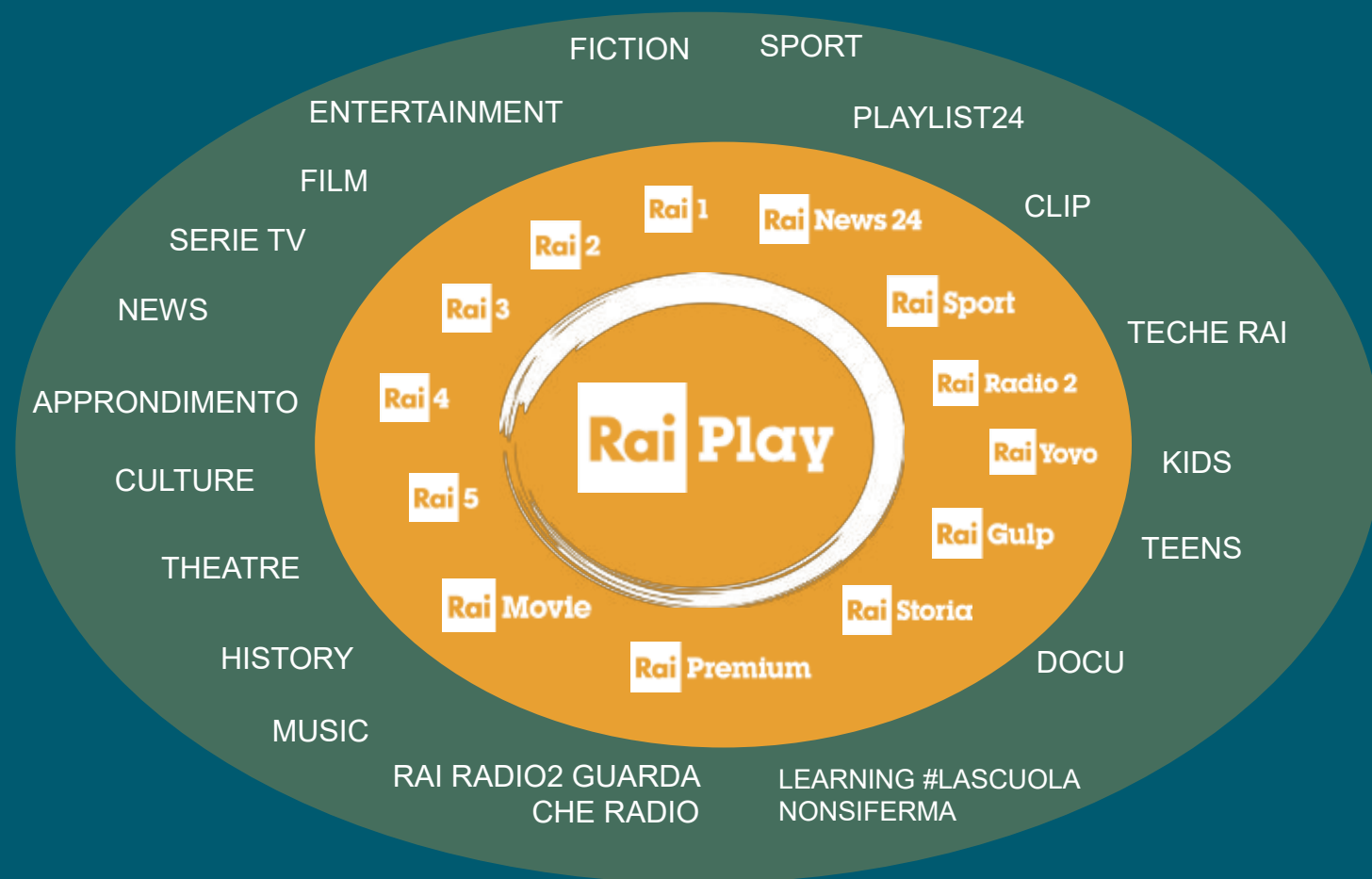


RaiPlay

All contents in one world

LINEAR TV

- ❖ streaming live of
 - 14 tv channels
 - RaiPlay
 - 1 radio channel
- ❖ replay 7 days
- ❖ Extra contents and previews
- ❖ on demand catalogue





Distribution

New touchpoints and cross platform delivery content



RaiPlay

leader per time budget

Thanks to long form contents, Rai is the market leader per **time spent** and **average time**



Average time per session



TTS editorial > 30'



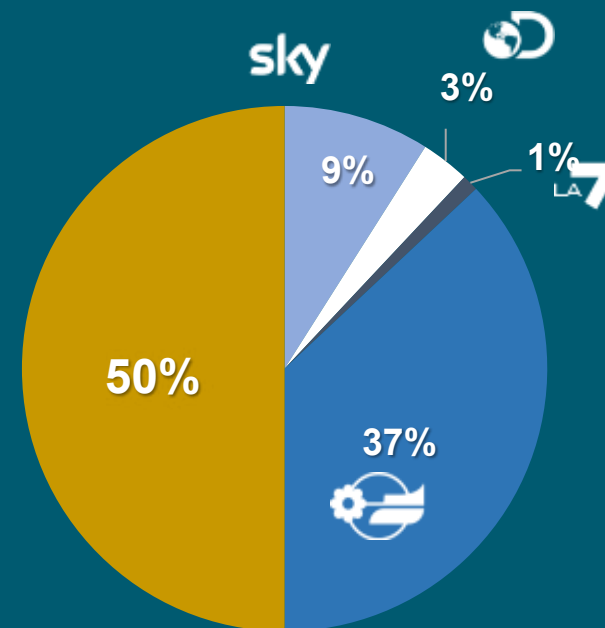
Average market

7 minutes

3x



21 minutes



Source: Auditel Digital, Jan-Jun 2021

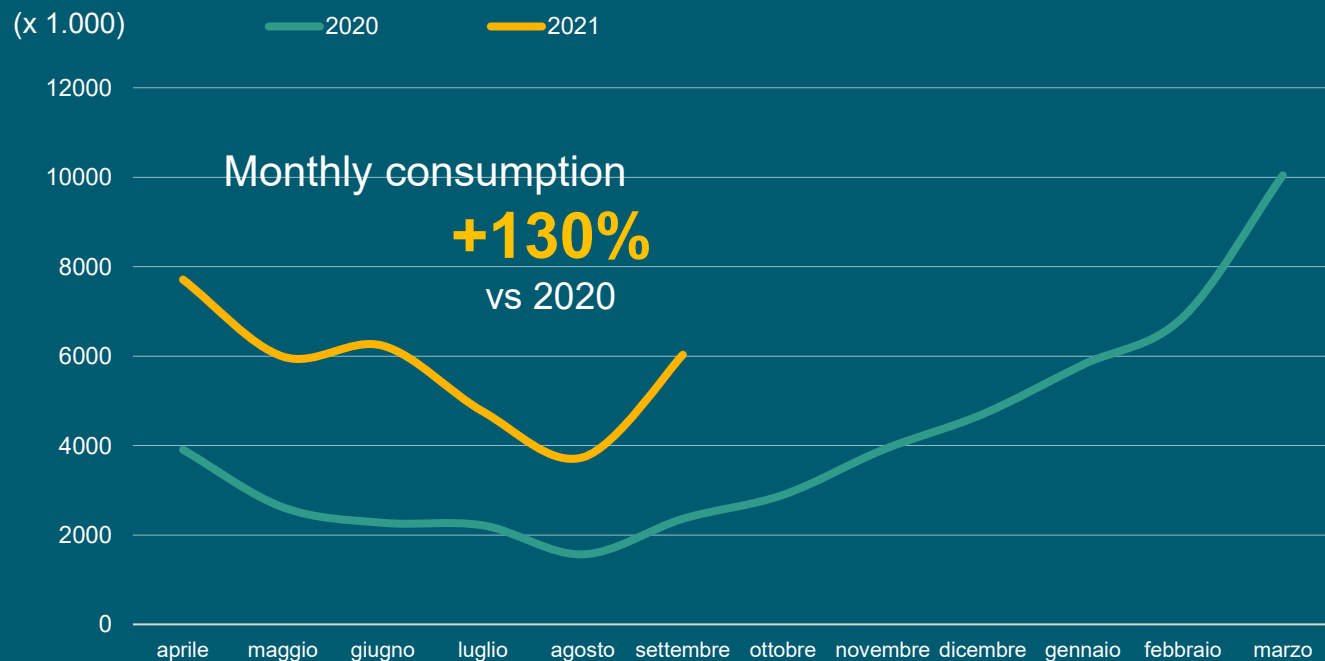


RaiPlay on Connected TV

Growing trend



Monthly trend TTS editorial from CTV (hours)



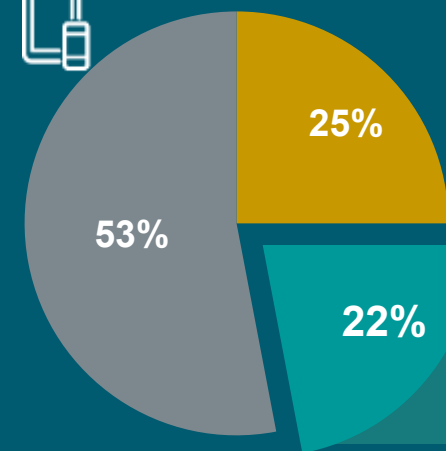
LS editorial CTV

April – Sep 2021

Monthly average views

15 m

+82%
vs 2020



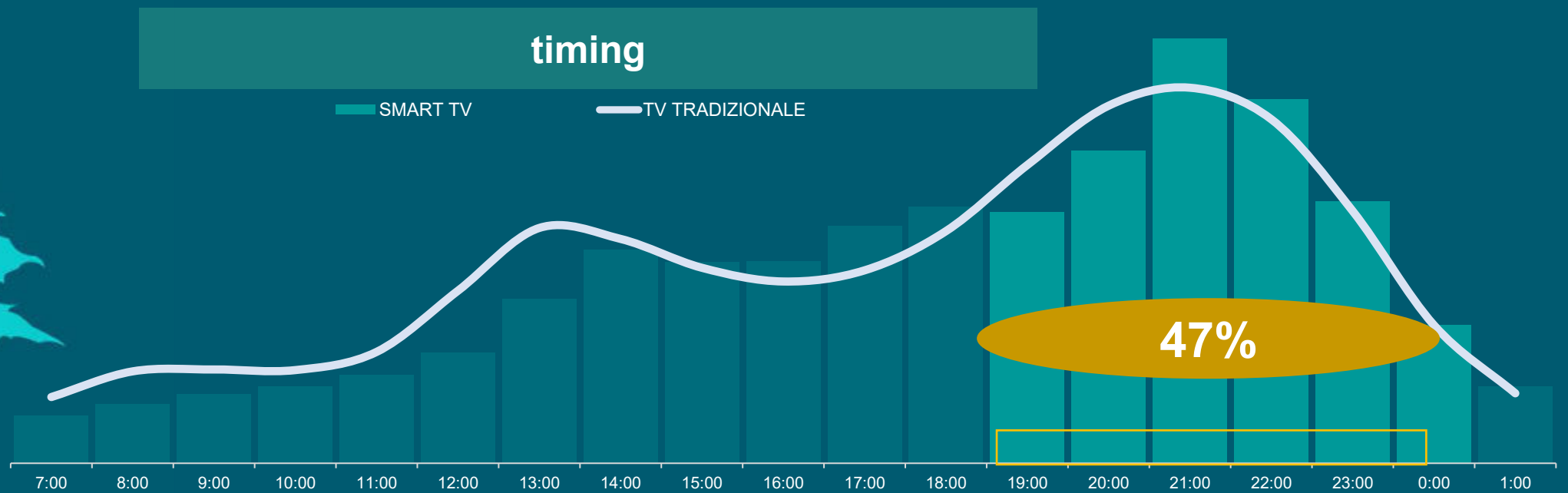
Share vs 2020

Source: Auditel Digital

RaiPlay

focus CONNECTED TV | usage in prime time

VOD on connected tv and on regular tv has the same audience trend



Source Auditel/Nielsen TAM, Adserver RaiPubblicità AdvImps Live+Vod - period Jan - May 2021



**Complementary target
Enlarge content
distribution to reach
new audiences**

RaiPlay

exclusive and complementary users to TV

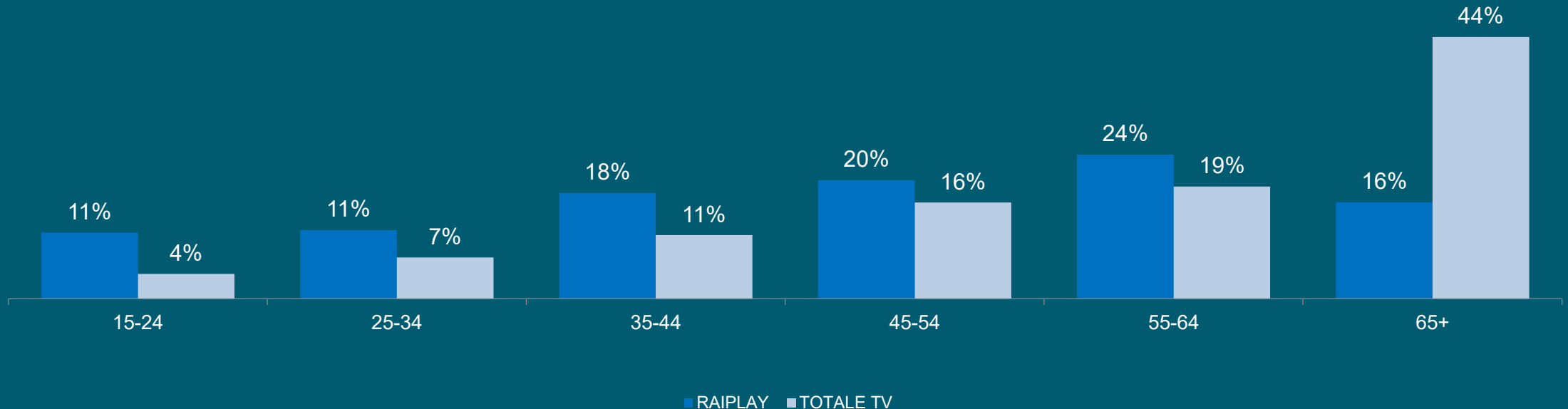
Rai digital properties are essential to reach audiences that TV has greater difficulty to intercept

esclusivi RaiPlay vs TV Rai

who does not watch RAI on TV, but watch RAI content only on RaiPlay

39%
of individuals

46%
of 25-54



source: exclusive Nielsen Media Impact, June. 2021, Target Total Individuals/25-54 average day reach profile: Audiweb giu. 2021, Nielsen TAM, June 2021- Co% of audience

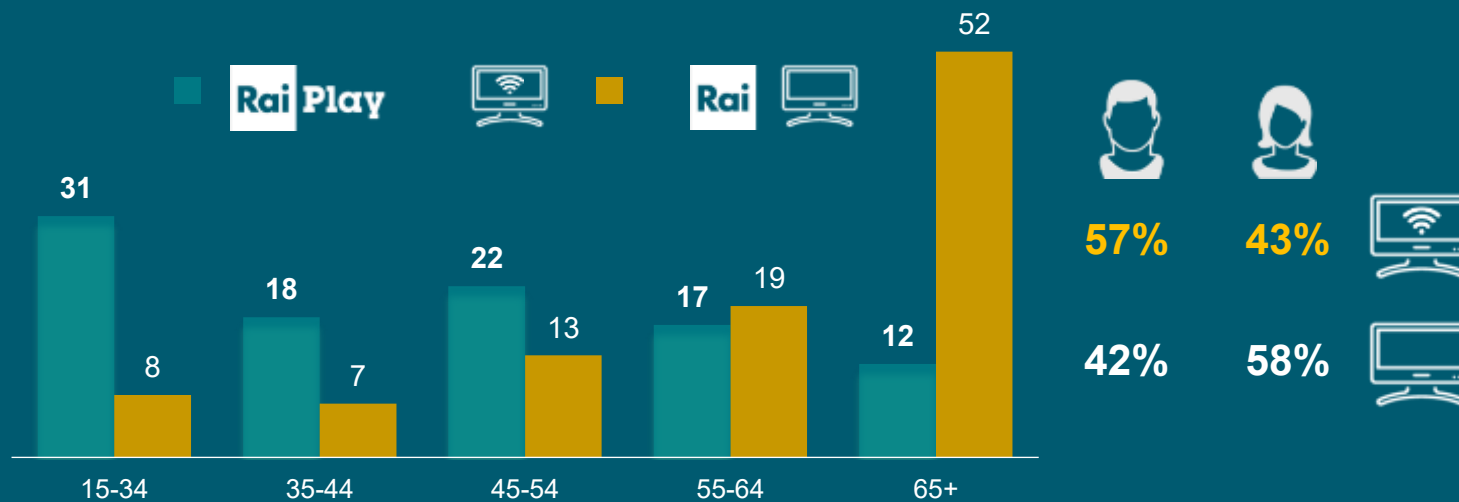


RaiPlay on Connected TV

Total video planning enlarges coverage

complementary coverage on CTV

CTV audience is on average younger and more male



sources: for CTV MAPP Jan-May 2020-2021; for TV Auditel, audience composition Jan-May 2021

Rai Digital

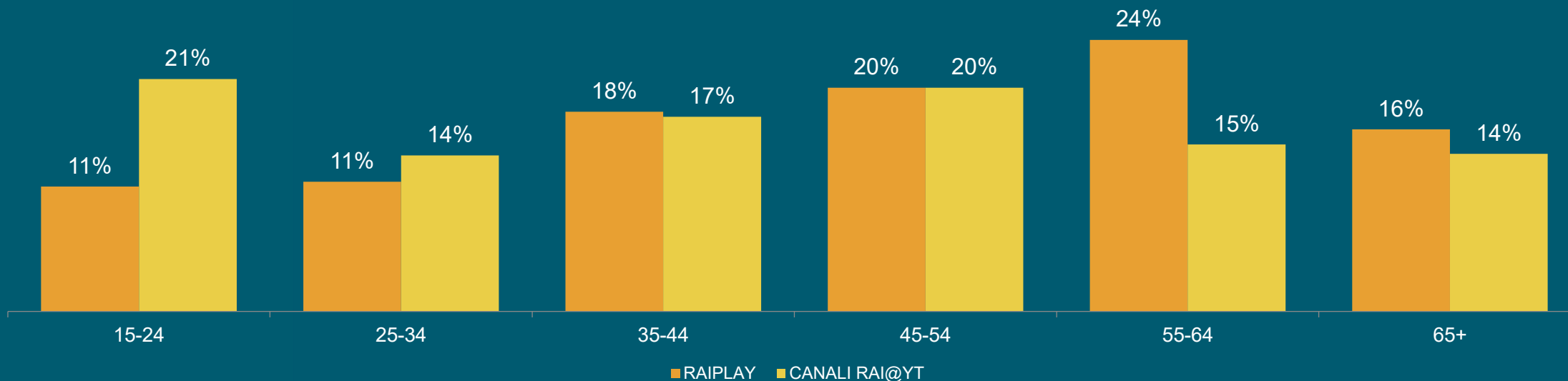
complementary and exclusive users between the platforms

Strong synergy between digital platforms, which make it possible to reach different targets thanks to the low overlap and complementarity on the age groups

exclusive Rai@ YouTube vs Rai Play

67%
On individuals

75%
On 18-44

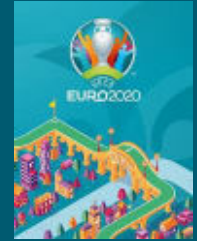


source: exclusive Nielsen Media Impact, June 2021, Average month Reach profile: Audiweb, Mar. 2021 YT Analytics May. 2021



**The best mix between
television and digital
platform
New user experience**

Cross-media audience



video views live streaming

4.120.000 Rai Play

+12%
vs py



video views vod

68.500.000

+32%
vs py

Rai Play YouTube

Interactions

29.800.000

+37%
vs py

Rai Play

LS live matches **22.987.000**

interactions **46.712.000**

The Jackal LS live **900.000**

Euro2020 + The Jackal LS vod **10.743.000**

Tv reach calculated on Euro2020 and all related programming | RaiPlay traffic includes Euro 2020 and all related programming
 Tv source: Auditel/Nielsen TAM | digital source: Auditel Digital | social source: Talkwalker - linear



**Advertisers benefit
and increasing
brand value through
premium content**



RaiPlay on Connected TV

Premium context

Only safe content for
Brands who choose
RaiPlay



100%
brand safety
(only Rai contents)

Guaranteed and high
quality editorial context



Human Traffic
verified traffic
(no NHT)

Low adv clutter



Max 2 Spots
in break
unskip



Thank you

