



**YACHTING<sup>TV</sup>**

# MEDIA KIT

2025

# WELCOME

“Television isn't just a box in the living room;  
it's a window to the world, a medium through  
which we connect, learn, and dream.”

Welcome to Yachting TV, your premier destination for yacht and luxury related content.

At Yachting TV, we understand the power of television advertising, especially in the realm of luxury. In today's dynamic media landscape, television continues to offer unparalleled reach and impact, delivering multiscreen experiences, on-demand access, and the highest quality programming.

With our suite of advertising solutions, we are dedicated to assisting you in crafting compelling campaigns tailored to your unique business needs.

Explore this media kit to discover the array of possibilities available, and don't hesitate to reach out to us for a personalized consultation. We are excited about the prospect of collaborating with you and bringing your vision to life on Yachting TV.

YACHTING TV TEAM



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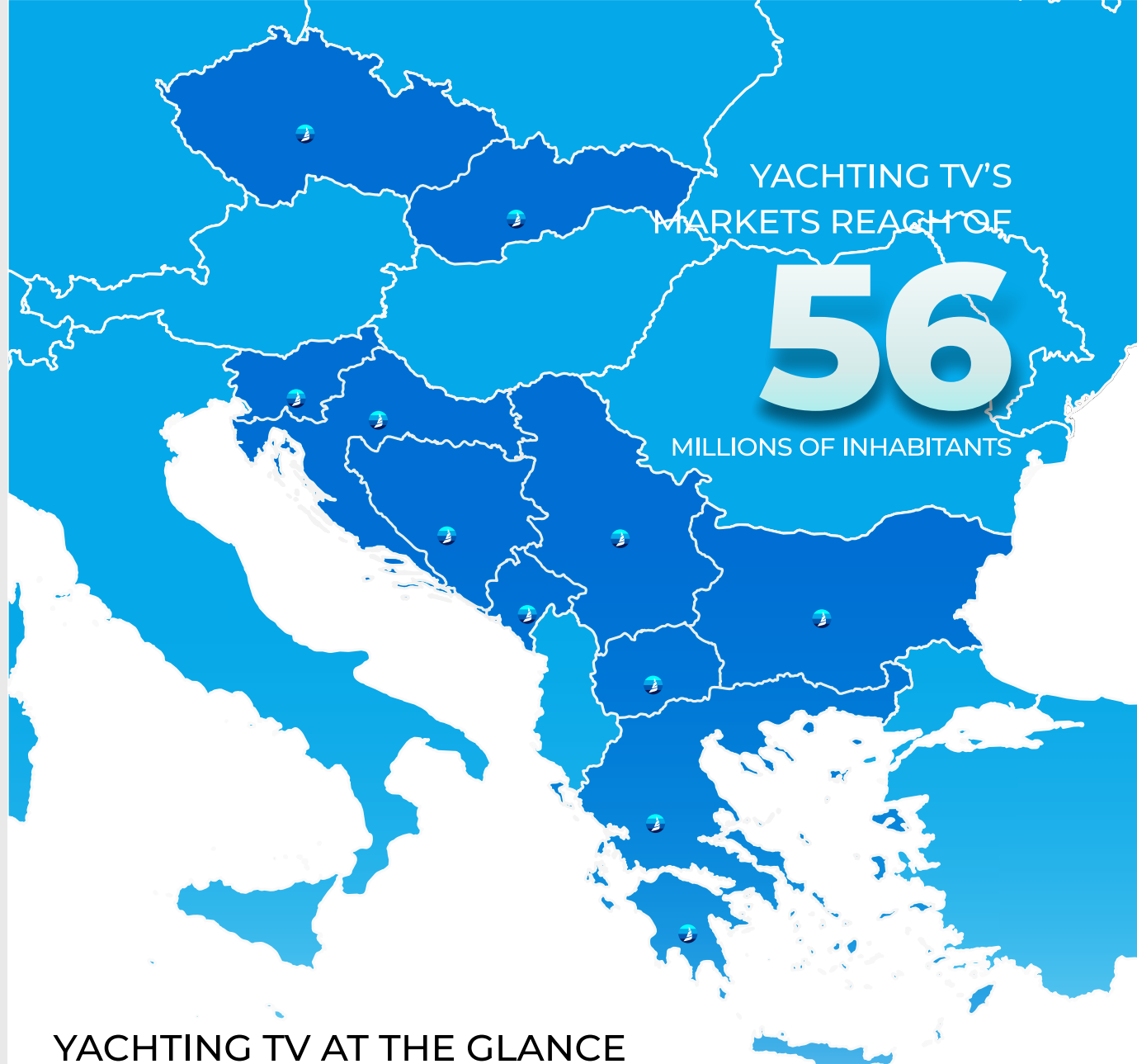
## ABOUT US

Yachting TV leverages insights and the influence of television to assist businesses in connecting with their most promising clientele.

As the advertising arm of Yachting TV, we deliver TV ads to efficiently and precisely target the desired audience.

Our approach integrates audience targeting with premium content, empowering advertisers of all scales to engage with highly receptive audiences.

Complementing these offerings are our creative services, dedicated to shaping bespoke branded messages and campaigns for maximum impact.



## YACHTING TV AT THE GLANCE

Est. reach of  
Eur. inhabitants

**56M**

Demographically  
unique TV networks

**11+**

Market by countries

**10+**

Headquartered in

**Prague**

Founded

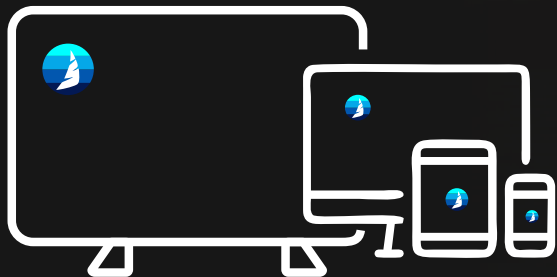
**2023**

# ADVERTISING OFFERINGS

Our advertising help connect brands to their audiences in a meaningful way.

By placing ads exclusively within premium TV and streaming video in high quality, we help brands reach audiences through content they already know and trust.

And we connect brands with content across screens. Our inventory combines the power of traditional TV with newer formats like Streaming to achieve a broad reach.



We offer extensive reach across a key European market of 56 millions inhabitants of countries:

- Bulgaria
- Bosnia and Herzegovina
- Croatia
- Czech
- Cyprus
- Greece
- Montenegro
- North Macedonia
- Serbia
- Slovakia
- Slovenia
- USA
- WORLDWIDE (using OTT solution nettvplus and )



List of distribution operations:



# OVER-THE-TOP

Over-the-top (OTT) content is any video content streamed over the internet regardless of device. Viewers most commonly use these platforms and devices to watch OTT content:



**Smart TVs**



**Attached devices**  
(Apple TV, Chromecast, Amazon Fire TV, etc.)



**Set-top boxes**



**Computers, tablets, and mobile devices**

**Myth:**  
Digital and social media advertising is enough to reach target audiences

**Fact:**  
90% of TV households watch cable\*

\*Source: Nielsen NPower, Q2 2019, HH, ad-supported cable networks, live+SD reach with 1+ minute qualifier.



# OUR COMMITMENTS

Our work is guided by the following three principles:

**We Know Advertisers** and we Listen Our clients count on us to be a creative and strategic collaborator dedicated to delivering ideal solutions.

We adjust our technique to each advertiser so we can connect each brand to the right audience, in the right way.

**We Know the Audience** and foster meaningful connections between advertisers and audiences through broad-and targeted-reach solutions. This approach is bolstered by advanced insights that help clients identify and speak to the right audiences.

**We Know the Business.** Advertisers can use our expertise to upgrade their ad strategy. We understand how to reach the right viewers, and we put this to work. Clients can target their audiences wherever they watch, and deliver video everywhere.

## ADVERTISER BENEFITS



### Reach

Reach strategic consumer targets more effectively



### Relevancy

Maximize investment across all screens with premium, brand-safe content



### Results

Develop and implement media strategies to meet hard-to-achieve goals

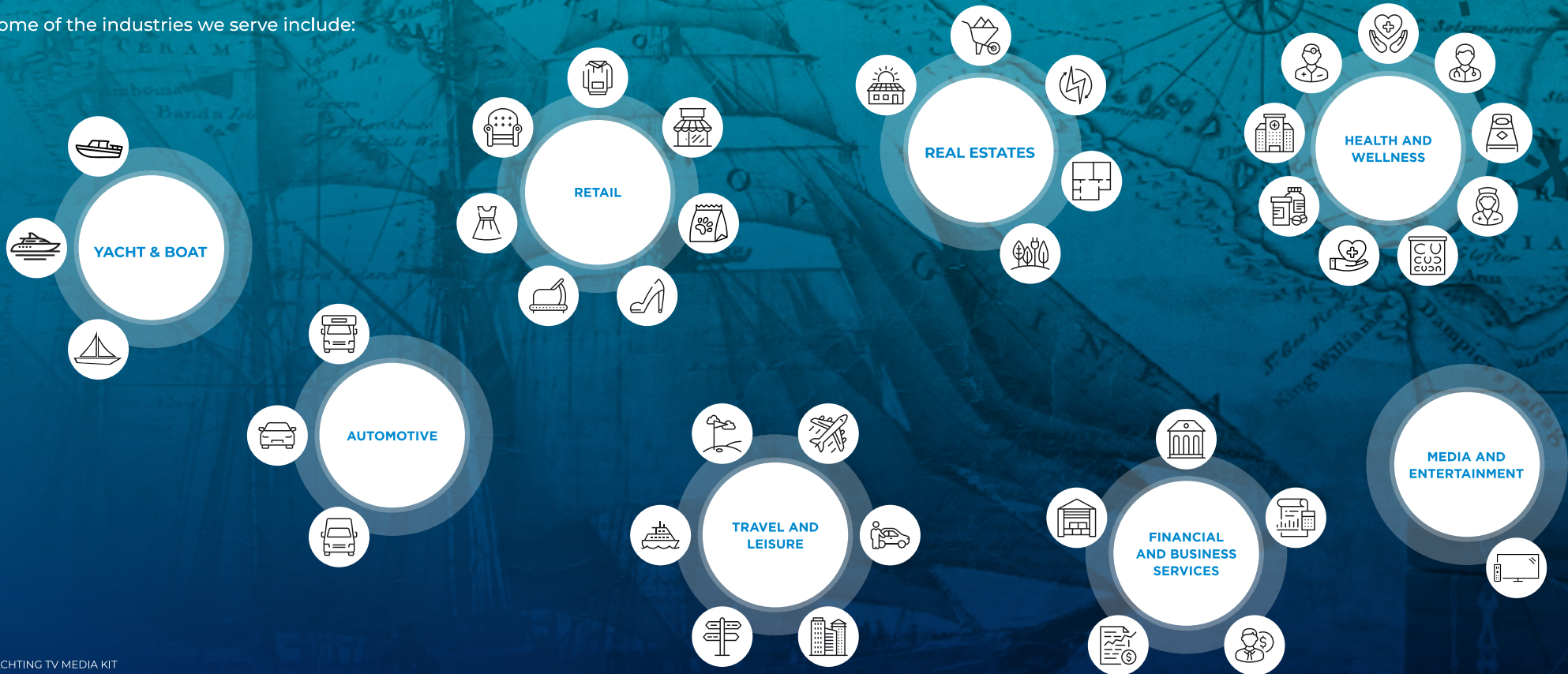


# INDUSTRIES WE SERVE

At Yachting TV, we know every audience is unique and every industry has a different story to tell.

We can help businesses in any industry by serving the right messages to the right audiences.

Some of the industries we serve include:



# WANT HIGHER ROI? CONTACT US

## FOR MORE INFORMATION

SALES AND SUPPORT

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PRESS INQUIRIES

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