



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



ABOUT US

A Startup with a Global Vision

Launched in 2023, Yachting TV is a young and dynamic startup eager to make waves in the yachting media landscape. While we're new, our team boasts a wealth of experience and a boundless enthusiasm for all things yachting.

We believe that yachting is more than just a mode of transportation; it's a lifestyle – a way to explore breathtaking destinations, experience unparalleled luxury, and forge lasting memories with loved ones. Through captivating visuals, insightful commentary, and engaging storytelling, Yachting TV aims to:

Transport you to idyllic destinations across the globe, from the turquoise waters of the Caribbean to the dramatic coastlines of the Mediterranean.

Showcase the latest and most luxurious yachts available, highlighting their cutting-edge technology, unparalleled amenities, and stunning design.



YACHTING TV AT THE GLANCE

Est. reach of
Eur. inhabitants

56M

Demographically
unique TV networks

12+

Market by countries

12+

Headquartered in

Prague

Founded

2023

KEY MARKETS

Premium public:

Yachting TV operates under an EU broadcasting license and continues to expand its audience reach.

Our channel is steadily securing new positions through partnerships with distributors worldwide, ensuring a growing presence in both business and lifestyle sectors.

Audience reach:

USA
Greece
Bulgaria
Slovenia
Croatia
Montenegro
Serbia
Bosnia and Herzegovina
North Macedonia
Czech Republic
Slovakia

And worldwide via the platforms Sofast, NetTV Plus, MTEL, and Sofast.



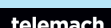
Availability on OTT Platforms:

In addition to cable and DTH television, Yachting TV is available on popular OTT platforms, further extending your reach to viewers across various devices.

List of distribution network operators:



Serbia



Slovenia



Croatia



Bosnia and Herzegovina



Montenegro



Bulgaria



Greece



N. Macedonia



World wide



Slovak Republic



Czech republic



USA / World Wide

List of distribution operators:

Telekom Srbija

mts

Serbia

*supernova

Serbia

iris

Serbia

III TEL

Austria, Germany, Switzerland, Montenegro, BIH RS, N. Macedonia

III TEL

World wide

YACHTING TV MEDIA KIT

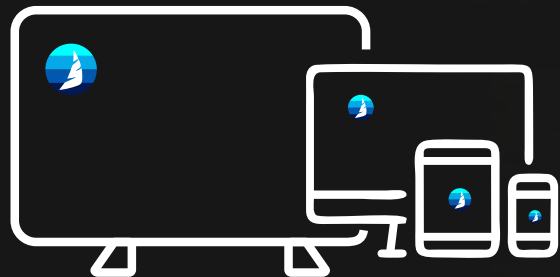
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ADVERTISING OFFERINGS

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.



YACHTING TV MEDIA KIT
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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 SOFAST and other OTT solutions)



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

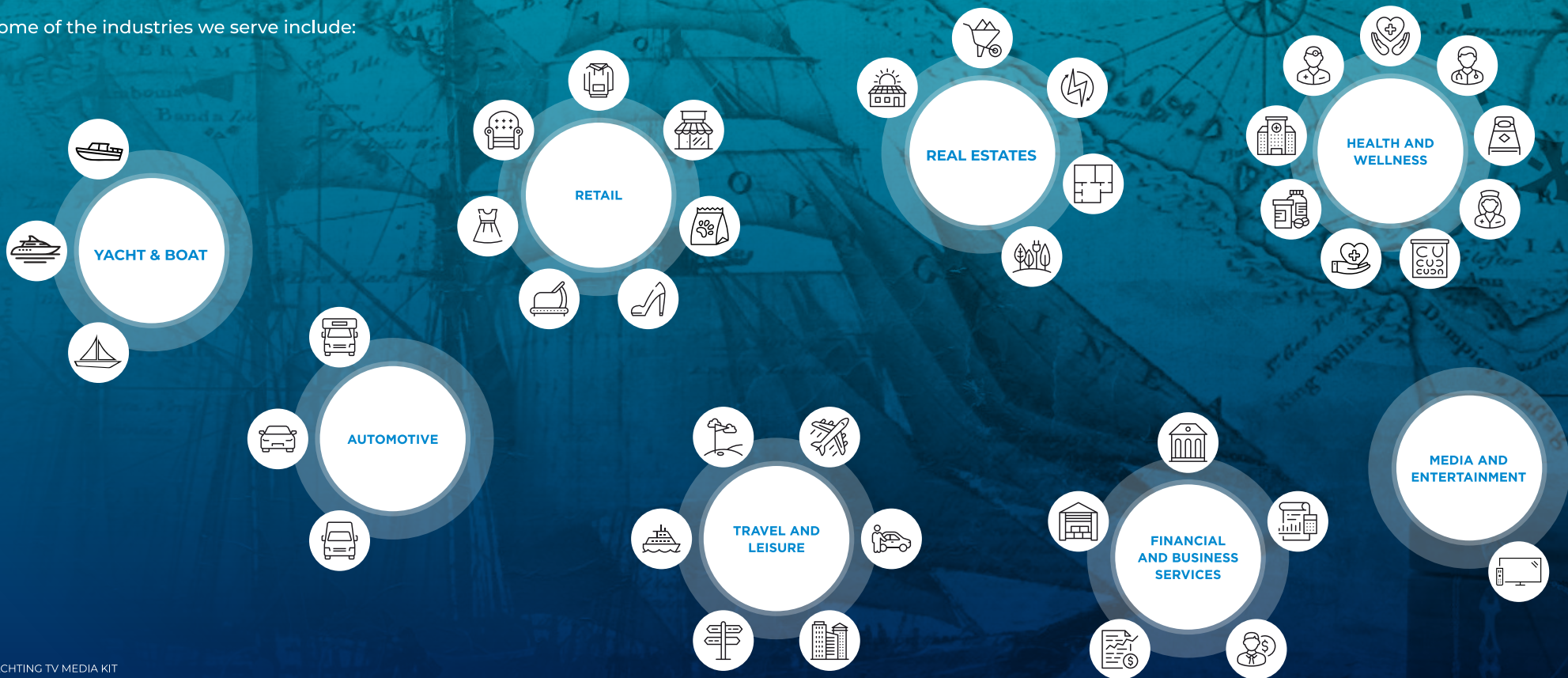


INDUSTRIES WE SERVE

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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