



YACHTING^{TV}

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 through 100+ leading popular CTV/OTT platforms where SoFast distributes content.



Samsung TV Plus

Audience reach:

United States of America

Latin America (LATAM):

Brazil
Mexico
Peru
Chile
Colombia
Argentina

Middle East & North Africa (MENA):

Saudi Arabia
United Arab Emirates (UAE)
Turkey
Jordan
Lebanon
Morocco

Association of Southeast Asian Nations (ASEAN):

India
Indonesia
Malaysia
Philippines

Europe:

United Kingdom
Germany
France
Italy
Spain
Portugal (Iberia)
Czech Republic
Slovakia
Greece
Bulgaria
Slovenia
Croatia
Montenegro,
Serbia
Bosnia and Herzegovina
North Macedonia

Availability on various Streaming Platforms:

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



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

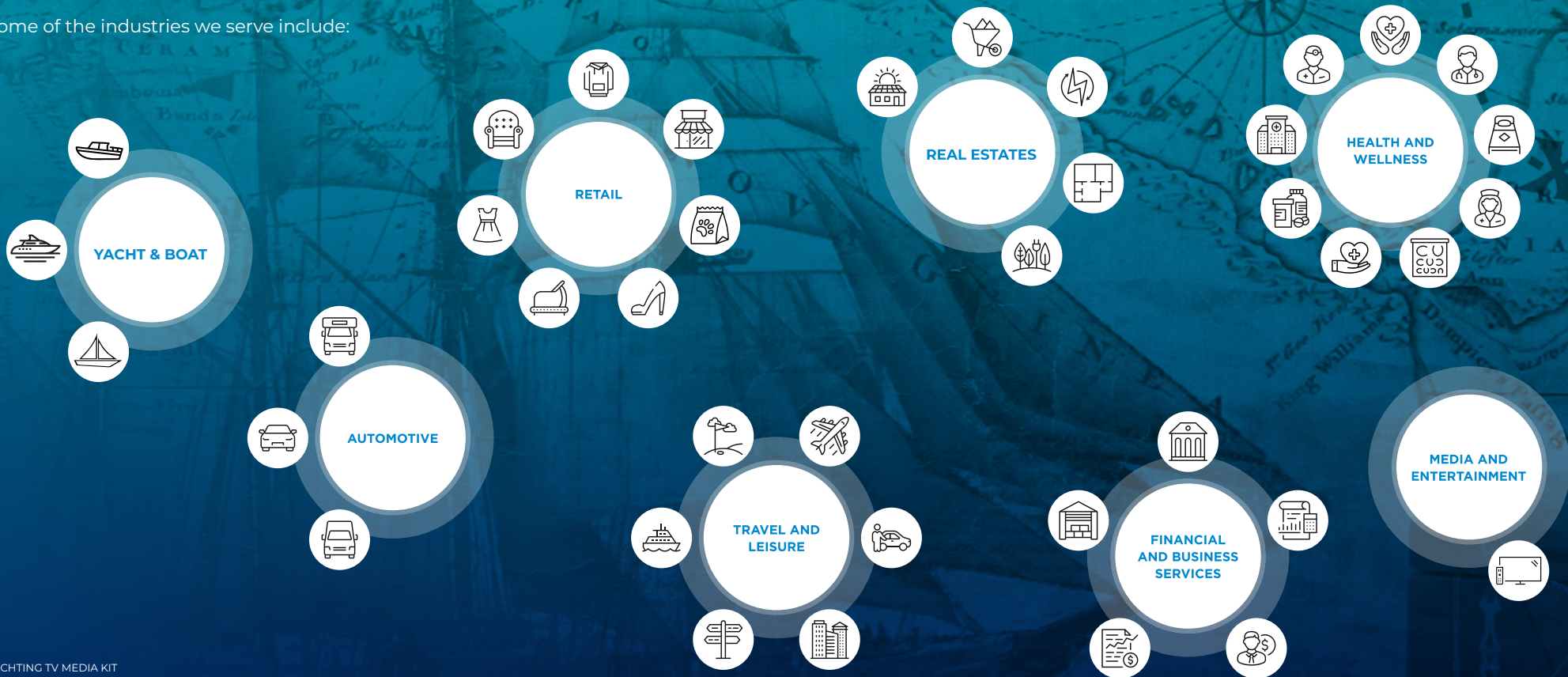


INDUSTRIES WE SERVE

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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