



# MEDIA KIT

2026

# 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. CTV/OTT platforms where SoFast distributes content. Our channel is steadily securing new positions through partnerships with distributors worldwide, ensuring a growing presence through 100+ leading popular



## 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):

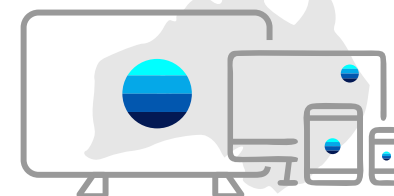
India  
Indonesia  
Malaysia  
Philippines

### 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

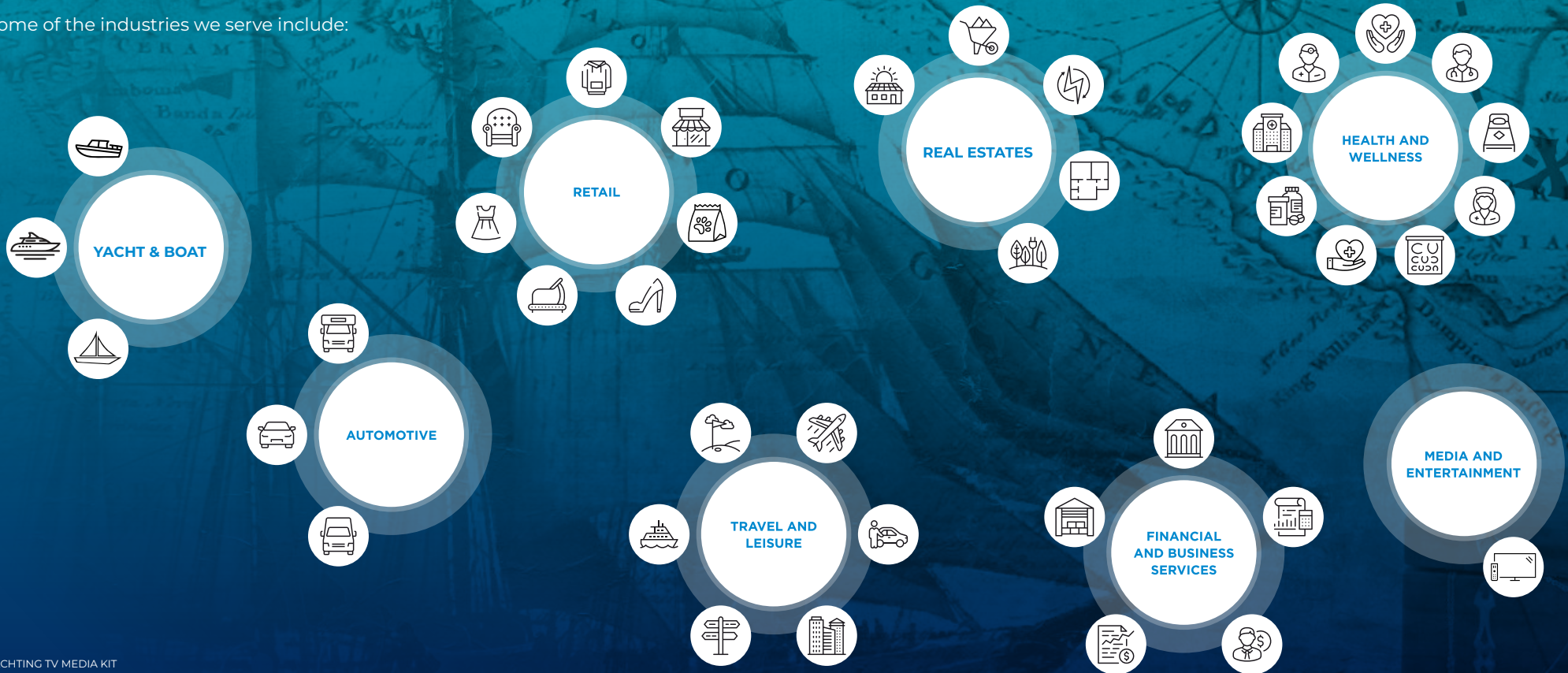


# INDUSTRIES WE SERVE

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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