

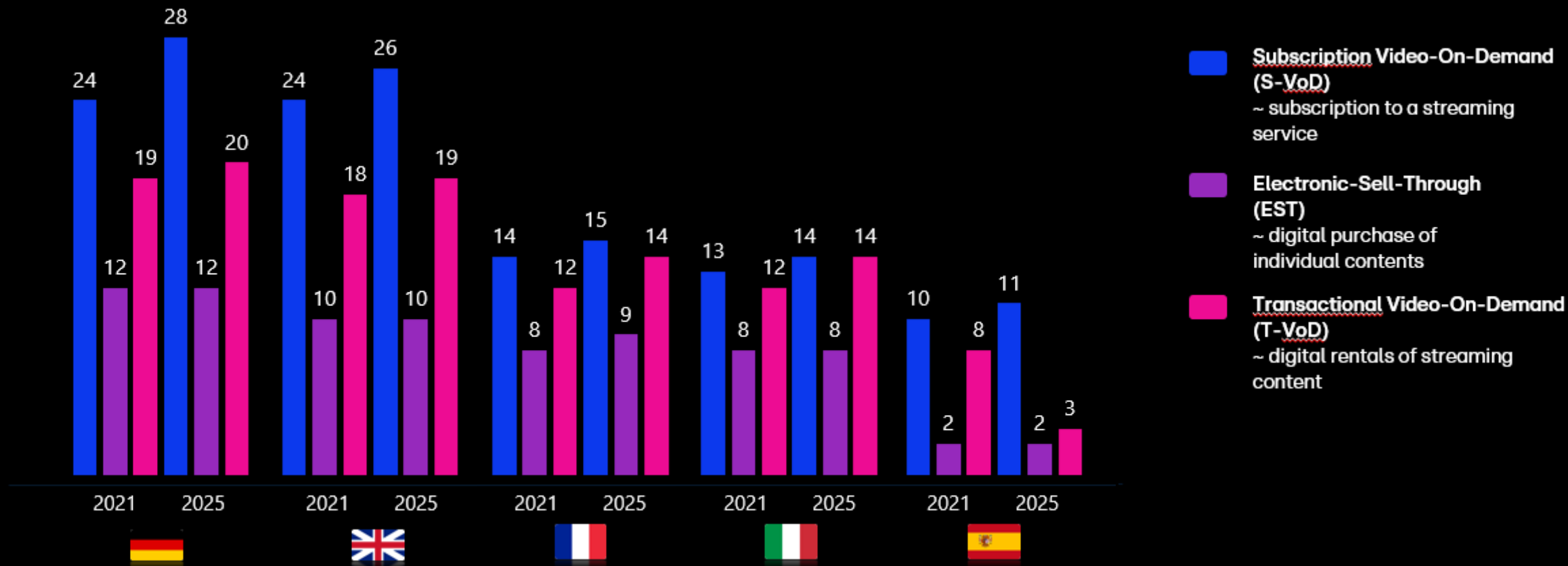
Magnus Fischer
16.11.2021

A group of people in 19th-century attire are gathered in a grand, ornate room. In the foreground, a young child sits in a small, ornate chair. Behind them, several women in elaborate dresses and a man in a military uniform stand. The room features a large mirror, a chandelier, and a patterned rug.

RTL+

Germany shows the strongest demand for Video-on-Demand within Europe in the next few years

Number of users forecast in millions



Welcome at **RTL** +

With more than **2.000**
shows & movies on demand,

and **50.000** hours

+ **14** TV-channels

We excite up to **7**_m
Unique User per month

and have **2,4** mio paying subscribers



The Evolution of RTL+

2007/
2013

2015

2016

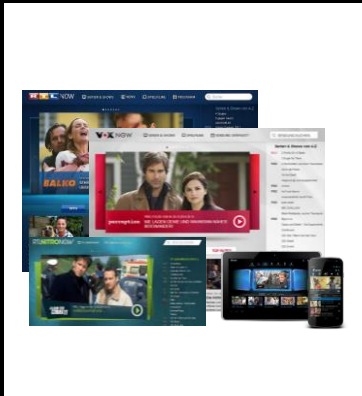
2018

2021

2021

RTL NOW, VOX NOW...

Apps for RTL NOW, VOX NOW & RTL II NOW were launched



Evolution

RTL's video on demand offers received new features & an adaptive design.



TVNOW Plus

Offered free catch-up & a PLUS product including archive, pre-TV, livestream & less ads.



TVNOW Premium

Offered free catch-up & a PREMIUM product which included exclusive content, archive, pre-TV, livestream & less ads.



2 mio subscribers

We celebrated 2 million customers.



RTL+ Launch

Rebranding of our product offer & communication of our plans to launch a multipurpose app in 2022.





at a glance



What:

Streaming-service including TV live streams in Germany, Austria and Switzerland

Audience:

The general public of Germany in between the age of 14-59 years old.

Business model:

Our business model is a hybrid streaming service funded by both subscriptions (SVOD) and advertisements (AVOD).


USP:

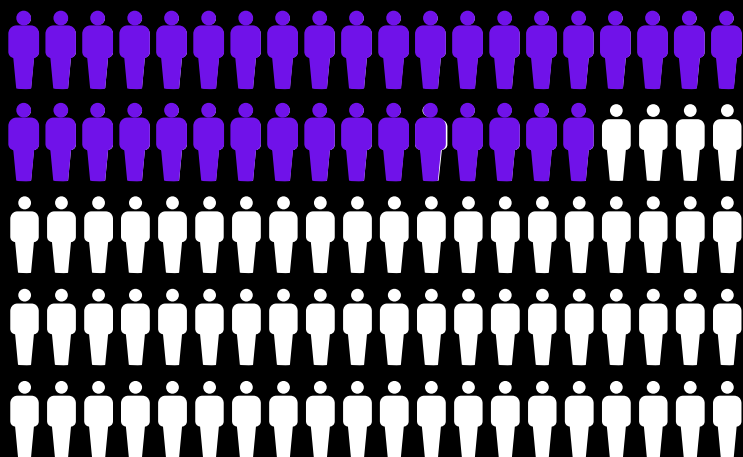
Broad range of self-produced, country-wide famous and succesful (TV-) content: from fiction, drama, love and crime to news, lifestyle, reality, dating & sports.


	Free € 0,00/month	Premium € 4,99/month	Premium Duo € 7,99/month
Advertising	✓	1 spot	-
Parallel streams	-	1	2
RTL+ Originals	-	✓	✓
Devices	website only	Apps & devices	Apps & devices
Personalized recommendations	✓	✓	✓
HD Quality	-	✓	✓
Pre-TV	-	✓	✓
Live stream	-	✓	✓
Downloads	-	-	✓

Product matrix



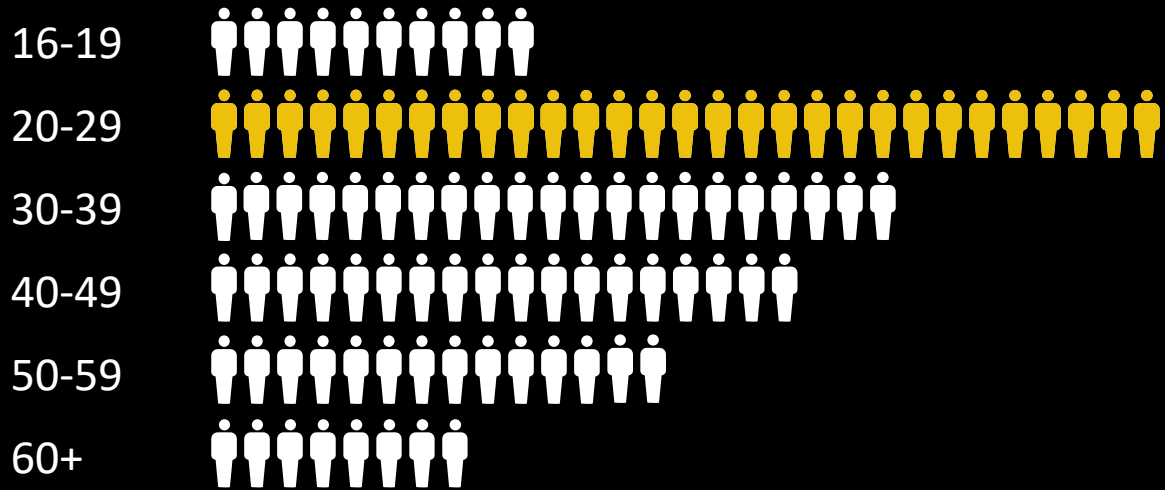
 **64%**
female



 **36%**
male

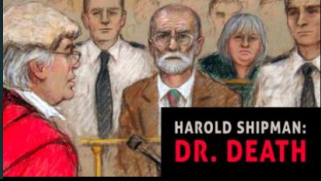
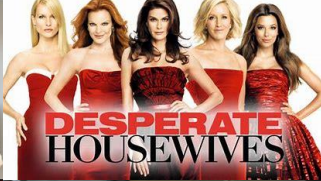
Gender structure

The majority of the RTL+ users is female



Age structure

Most RTL+ users are young







in the media

„TVNOW is preparing the show-attack“

- tvmedia

„TVNOW: RTL attacks Netflix and Amazon prime“

- Orange by Handelsblatt

„RTL is creating the German Netflix“

- W&V

„RTL will be very successful with its streaming offer“

- Reed Hastings, **NETFLIX**

„RTL is relying on a mix between consistency and diversification“

- Quotenmeter

“RTL Battles Netflix With Streamer RTL+ Bringing Together TV, Music, Podcasts”

- The Hollywood Reporter

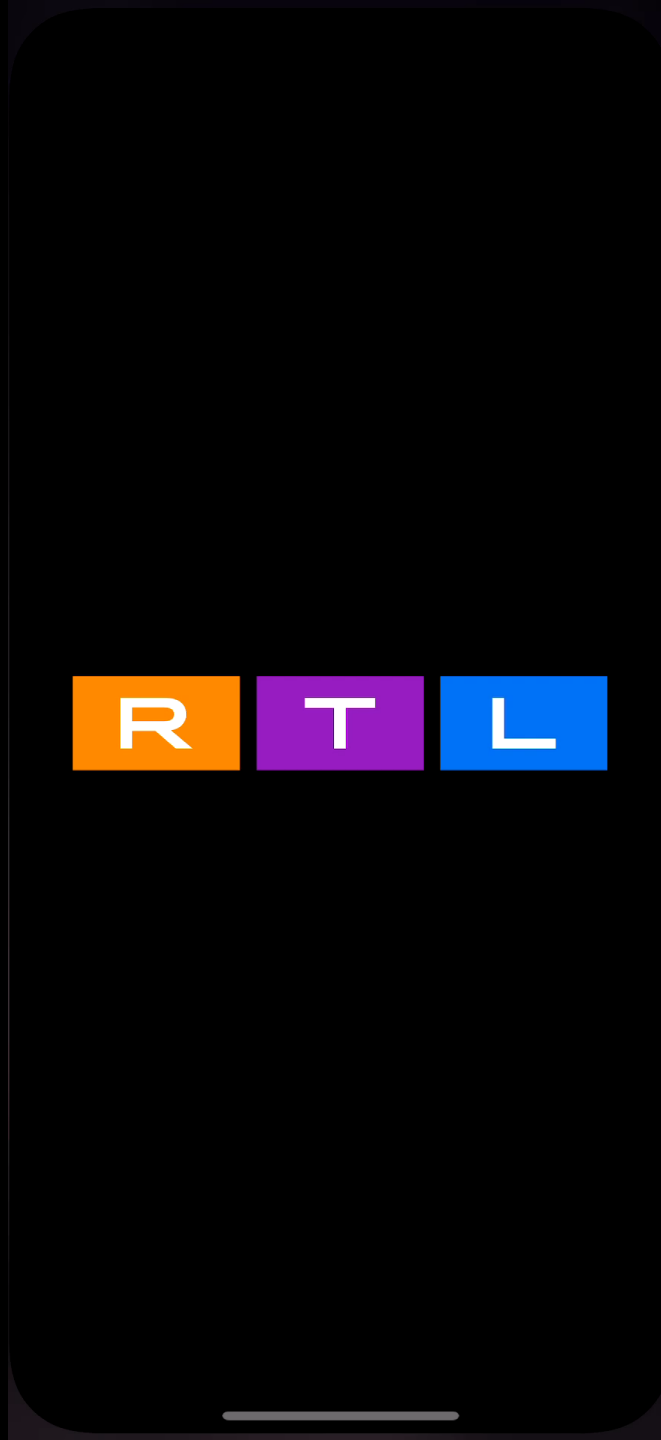
RTL+



WALKTHROUGH

iOS App

RTL+



R T L +

Thank you!