



**Ready.
Engaged.
Driven.**

JULY 2017

Red Media Sales is a brand new company set up Exclusively to deliver digital TV only commercial solutions to agencies and advertisers looking to reach customers in the new growth market of online SMART/connected TV channel apps.

We specialise in providing effective communication solutions across our 'on demand' TV channels served via Google DFP to TV, tablet, mobile and PC for our clients.

Our Ready, Engaged, Driven (RED) approach aims to make buying simple so your clients get visibility in a quality, uncluttered environment giving them brand standout and recognition in this exciting new digital space.

Red Media Sales is the 1st UK company to deliver easy access to this premium content and brand safe content specifically for this market.

Our TV Channels



KETCHUP TV is a Free to air on demand Kids TV channel available on Freeview, Samsung and LG Smart TV's app page and

available free to download on mobile/tablet app via the App store and Google play. Ketchup TV is COPPA compliant with easily accessible safe content and has grown to reach 228,000 unique users per month with an average share family viewing audience of 2.7 people per view. Target audiences: Kids 0-5 & HWCH



PLANET KNOWLEDGE is a Free to air on demand factual documentary TV channel available on Freeview, as a preloaded

channel on all of Samsung's new 4K SUHD TV's and on all LG Smart TV's on the app homepage. It is also available FREE to download on the App store and Google play. Over 300 hours of HD premium content documentaries streamed in HD and stunning super UHD across 5 programme icon strands: Nature, History, People and Culture, Travel, Science & Technology. Target audiences: ABC1 Ads & ABC1 Men



THE BOLLYWOOD HD MOVIE CHANNEL is the only Free TV Bollywood channel available 'on demand' on Freeview,

Samsung and LG Smart TV's app page and available to download on mobile/tablet app via the App store and Google play. Over 600 hours of the finest Indian and Bollywood movies of all time all in HD. 100% Exclusive content. The sounds and rich culture of India are brought to life across 5 timeless genres of musicals, romance, comedy, dramas and action films. Target audience: HWCH

Platform Partners



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Smart TV channel apps – a huge new connected TV market

✓ Growth:

Smart TV's now 40% of UK households (53% by 2019)*

✓ Demand:

37% of Smart TV household viewing is now 'on demand'

✓ Reach:

2.8 million people weekly are watching TV channel apps on the Samsung Hub**

✓ Immersive:

Broadcaster VOD TV Channels average 92% view through rate***

VOD Impressions guide per channel

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ketchup TV	6,506,886	8,347,670	9,677,796	10,580,038	11,814,392	13,295,936
Planet Knowledge	846,000	1,079,000	1,203,000	1,428,336	1,754,412	2,197,676
Bollywood	2,010,795	2,853,834	3,219,276	3,580,715	4,010,344	4,367,483
Total Impressions per month	9,363,681	12,280,504	14,100,072	15,589,089	17,597,148	19,861,095

Buying Guide

CHANNEL	VOD GUIDE BUDGET P/M	CPM
Ketchup TV	£15,000	£35
Planet Knowledge	£3,000	£30
Bollywood	£6,000	£22

Maximum copy length: 30"

Time length factors: 30" (1) , 20" (0.85) , 15" (0.67) , 10" (0.5)

Commercial Buying Options

BY CHANNEL
<ul style="list-style-type: none"> • CPM Impression based inventory for advertiser • Loading page brand sponsor 'in association with' (approx. 6 seconds) • Channel takeover partnerships • Sponsorships by programme segment or individual show • Client bespoke content showcase area on each TV channels programme home page

Red Media Sales – Delivering client expectations

✓ Easy and simple

planning and buying across multiple devices.

✓ Outstanding brand

recognition across safe, premium content channels.

✓ Our channels

deliver premium non-skippable advertising in uncluttered, high viewability environments.

✓ An experienced

team who will deliver a professional service to agencies and clients.

* Nielsen UK 2016, **Samsung Electronics UK Ltd, ***Thinkbox TV in the Video World



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