

10 facts about Transfer



+80% LIVE VIEWING

87% in the North of the country and 85% in the South watch our channels live. This makes us the most live viewed media sales house in comparison to other media sales houses.



30.000 CAMPAIGNS

We booked our 30.000th campaign in the week of 18/04/2022! It's always *Go big or go home* at Transfer!



> €800.000.000 AD INVESTMENTS

Advertisers invested a total of €856.016.763,90 in Transfer in the past 10 years.



THE WALT DISNEY COMPANY

In March 2019, Transfer became a part of the worlds biggest media and entertainment brand. Disney went from being a 70% shareholder to 100%.



35 + 1

From 3 channels in 2011, Transfer grew into an international player with a total of 35 channels + Cinema in its portfolio!

PS: We were the first thematic media sales house in the Benelux.



24 EMPLOYEES

As the number of channels grew, so did the team. From 3 employees to 24 colleagues in different departments.

FUN FACT: 34 is the average age at Transfer.



+180% THEMATICS

Thematic channels have kept growing over the last 10 years. They become more and more popular. The market share of all thematics together has grown from 10% to 17% on total individuals, in 10 years time. This means that thematics, in general, have made an evolution of **180,23% in market share.



KIDS MARKET LEADER

With a commercial share of 53% in North and 59% in South***, Transfer is the Kids market leader.

PS: Transfer Kids North has reached it's highest scores on the market share since 2011 in April 2022.



THE HOUSE OF THEMATICS

From being a brewery in 1893, to becoming a wine warehouse in the 1920s, later even turning into a movie set. Today, our building is your destination for exciting on air, online and big screen opportunities.



5 AREAS OF EXPERTISE

The Transfer portfolio grew significantly over the 10 years. That's why we decided to expand our focus from only Thematic TV to adding four more points: Kids, Digital, International and Cinema. We're keeping the "theme" theme going 😊