

# 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 😊