

5 REASONS TO INVEST IN TWDC ON YOUTUBE:

PREMIUM CONTENT

All content created by TWDC is guaranteed of outstanding quality.

BRAND SUITABLE

Deepen your connection with consumers through storytelling, thanks to YouTube

INCREDIBLE REACH

+4,5million impressions/month in Belgium and +2,1million impressions/month in The Netherlands. Every 0.01 seconds someone actively engages with TWDC content in the world.

PRIORITY INVENTORY ACCES

TWDC has the ability to upload, control and monetize its channels and all the content within, selling directly to their advertisers. Since we're a part of TWDC, we're the perfect middle man. Your ads will be seen by millions on Youtube.

QUALITY INVENTORY

Through different layers (targeting) we can target the right audience.

TRUEVIEW SKIPPABLE ADS

Our skippable in-stream format gives advertisers the opportunity to target the right audience at the right time. Viewers can skip the advertisement after 5s. Advertisers only pay for ads that are viewed in their entirety or until 30s have elapsed. The biggest advantage for advertisers is that we can link Disney's 1st party data in TrueView Auction buying via Google Ads. Targeting can be very detailed from demographic, parental status,... to life events, various topics, etc.

RESERVED NON-SKIPPABLE FORMAT

This format can be bought as video-roll if <20s and skippable if >20s or bumper ≤6s. Buying on a reservation basis lets you buy impressions at a fixed rate (fixed CPM) and gives advertisers a guaranteed level of impressions. This gives advertisers more control, higher visibility and reach. Our reserved format is a fantastic way to contextually target an engaged audience. Our contextual targeting with our premium video environments means we can help you explore new category entry points and expand your penetration.