











Talpa Media Solutions

Television



 <p>HOUSEPERSONS WITH KIDS</p>	<p>Typically Dutch! SBS6 wants to entertain people by staying close-by and showing a sincere engagement.</p>		
 <p>WOMEN 25-59 y.o.</p>	<p>Net 5 is a feel-good quality channel aimed at modern, sophisticated women.</p>		
 <p>MEN 25-59 y.o.</p>	<p>Funny and action-oriented channel for a young, male-skewed audience. Broadcasting from h. 18:00 to 4:00.</p>		
 <p>ADULTS 25-59 y.o.</p>	<p>SBS9 is a thematic movie and series channel, scheduling the best international and Dutch titles.</p>		
 <p>WOMEN 25-59 y.o.</p>	<p>The Dutch destination for the best of BBC, with the most acclaimed British shows.</p>	 <p>TARGET: ADULTS 20-49 y.o.</p>	<p>Music TV channel that airs videos and a live coverage of its radio broadcasts.</p>

Talpa Media Solutions
Digital



O&O



TV BRANDS: NET5. | BVOD:

OTHER: **LINDA.NL** **LINDA.TV** **STUK** *Gierige Gasten.* *AVW*

CORE TARGET

AD FORMATS

WOMEN
35-54 y.o.

PRE, MID,
POST-ROLLS
30''

THIRD PARTY



Ouders ^{van nu} libelle FASHIONCHICK Margriet vtwonen VIVA

ADULTS

PRE-ROLLS
20'' / 30''



telegraaf media groep

telesport **DUMPERT**

MEN 18-30 y.o.
& 35-54 y.o.

PRE-ROLLS
30''

Talpa Media Solutions

Radio and Press



47%

AUDIENCE SHARE %
ADULTS 20-49 y.o.

RADIO PORTFOLIO

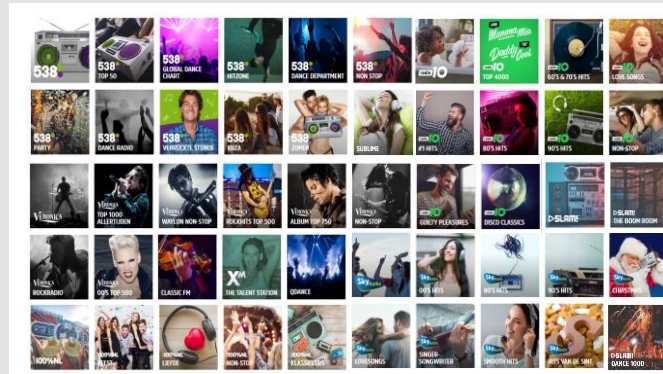


THIRD-PARTY
STATIONS
(OMS)



- The **strongest radio offer** in the Netherlands
- Including **538**, the **most listened station** among the **commercial audience group**

DIGITAL AUDIO



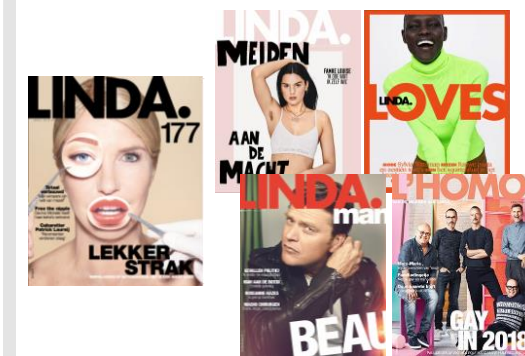
- **Online radio platform**
- Over **50 digital web stations**
- **Young, male-skewed audience profile**



CIRCULATION

202
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MAGAZINES



- **Glossy brand for women: fashion, beauty, lifestyle**
- Also **Linda.nl website**