

RTL Group and ITV strengthen partnership in international advertising sales

Kelly Williams, Managing Director, Commercial at ITV, has joined the Board of RTL AdConnect, RTL Group's international advertising sales house

Luxembourg/London, 27 September 2018 – RTL Group and ITV, the largest commercial television network in the UK, have signed an agreement to strengthen and extend their existing partnership in international advertising sales.

According to the agreement, RTL AdConnect will represent ITV on a global level outside the UK and foster closer collaboration in advertising technology. In addition, Kelly Williams, Managing Director, Commercial at ITV, has joined the Board of RTL AdConnect.

RTL AdConnect represents more than 400 first-class broadcast and digital media partners, including the RTL portfolio, ITV in the UK, RAI in Italy and Medialaan in North Belgium. RTL AdConnect helps advertisers to promote their products and services internationally or to run a big, international campaign across Europe. This is becoming increasingly important as a growing number of global advertisers see Europe now as one region – and shift to a more centralised approach to media buying for this one region with media agencies. RTL AdConnect is RTL Group's response to this development.

“Faced with ever increasing competition from global tech giants, we are actively exploring deeper and new partnerships with other media companies across Europe,” says Bert Habets, CEO of RTL Group. “Combining the huge international reach of the leading broadcasters represented by RTL AdConnect and our ad-tech company SpotX, we aim to create a leading monetisation platform for video. This platform will be open for all broadcasters and publishers seeking an innovative, customer-friendly alternative to the global tech giants. I am delighted about the extended partnership with ITV and confident that Kelly William's expertise and experience will benefit the expansion of RTL AdConnect.”

Kelly Williams says: “We are very pleased to continue and develop our partnership with RTL AdConnect to provide brands around the globe the opportunity to advertise with ITV. We have collaborated with fellow UK commercial broadcasters to highlight how TV is the most brand-safe, trusted and quality advertising environment and can extend that message to Europe through this partnership. From a personal point of view, I'm delighted to be joining the board and look forward to working with the RTL team at this exciting time for TV advertising.”

Stéphane Coruble, Managing Director of RTL AdConnect, says: “After several years of working with ITV as an external business provider, we are thrilled to take the partnership to the next level and welcome Kelly Williams as a member of our Board. From now on ITV will be fully associated to the operations and strategic developments of RTL AdConnect. The leadership and experience of Kelly and the leading position of ITV in the UK will definitely reinforce our leadership in Europe and strengthen our global reach and solutions for our clients.”

Kelly Williams joined ITV in August 2011 as Group Commercial Director and was promoted to the Management Board as Managing Director, Commercial in December 2014. Before joining ITV, Kelly was Sales Director at Channel 5 and prior to that held various positions at UKTV, Sky and Thames Television. He also sits on the Thinkbox Board and the BARB Strategy Board.

With the appointment of Kelly Williams, the RTL AdConnect Board will have a total of eight members. Williams will join the board alongside Ton Rozestraten, Chief Commercial Officer RTL Nederland, who serves as Chairman; Rhys Noelke, Senior Vice President Strategy & Business Development at RTL Group; Andreas Fischer, Senior Vice President Global Operations Management Broadcast & Content; Juliette Valains, Vice President Global Operations Management Digital & Diversification; Matthias Dang, Managing Director IP Deutschland; David Larramendy, Managing Director M6 Publicité; and Denis Masquelier, General Director IP Belgium.

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About RTL Group

RTL Group is a leader across broadcast, content and digital, with interests in 61 television channels and 30 radio stations, content production throughout the world and rapidly growing digital video businesses. The television portfolio of Europe's largest broadcaster includes RTL Television in Germany, M6 in France, the RTL channels in the Netherlands, Belgium, Luxembourg, Croatia, Hungary and Antena 3 in Spain. RTL Group's families of TV channels are either the number one or number two in eight European countries. The Group's flagship radio station is RTL in France, and it also owns or has interests in other stations in France, Germany, Belgium, Spain and Luxembourg. RTL Group's content production arm, Fremantle, is one of the largest international creators, producers and distributors of multi-genre content outside the US. With operations in 30 countries, Fremantle's comprehensive global network is responsible for more than 12,500 hours of programming a year and distributes over 20,000 hours of content worldwide. Combining the on-demand services of its broadcasters, the multi-platform networks BroadbandTV, StyleHaul, Divimove, United Screens and Fremantle's more than 300 YouTube channels, RTL Group has become the leading European media company in online video. RTL Group also owns the advanced video ad serving platform SpotX. For more information, please visit RTLGroup.com and follow RTL Group on Twitter @rtlgroup.

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About ITV

ITV is an integrated producer broadcaster and the largest commercial television network in the UK. It is the home of popular television from the biggest entertainment events, to original drama, major sport, landmark factual series and independent news. It operates a family of channels including ITV, ITVBe, ITV2, ITV3 and ITV4 and CITV, which are broadcast free-to-air. ITV is also focused on delivering its programming via the ITV Hub, mobile devices, video on demand and third party platforms. ITV Studios is a global production business, creating and selling programmes and formats from offices in the UK, US, Australia, France, Germany, the Nordics and the Netherlands. It is the largest and most successful commercial production company in the UK, the largest independent non-scripted indie in the US and ITV Studios Global Entertainment is a leading international distribution businesses.