



What is Aertv?

Ireland's Favourite Place to Watch Online TV



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- **16 Broadcast Channels** Streamed live to Aertv
- **Irish Channels** Including RTÉ One, RTÉ Two, TV3, 3e, TG4
- **7 BBC channels** Available on Aertv Plus for just €5.99 /month
- **Aertv Genre Channels** Includes Travel, Sport, Music & Movies
- **Mobile TV** Live on your phone, table or PC
- **Social TV** Facebook & Twitter Integration



What is Aertv?

Introducing Aertv Plus



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A graphic advertisement for Aertv Plus. It features a central tablet held by two hands, displaying a soccer game. The background is a light blue and white grid. Text and logos are arranged around the tablet.

25 Channels Available Now

Aertv Plus offers instant streaming of all the Irish and BBC channels

- ✓ Watch on your phone, tablet or PC.
- ✓ No contract, cancel anytime.
- ✓ Just €5.99 per month

Sign up now

Only €5.99 per month

Aertv Plus

RTÉ ONE RTÉ TWO HD TG4 3e

ONE TWO three FOUR NEWS

rté cbbc cbeebies

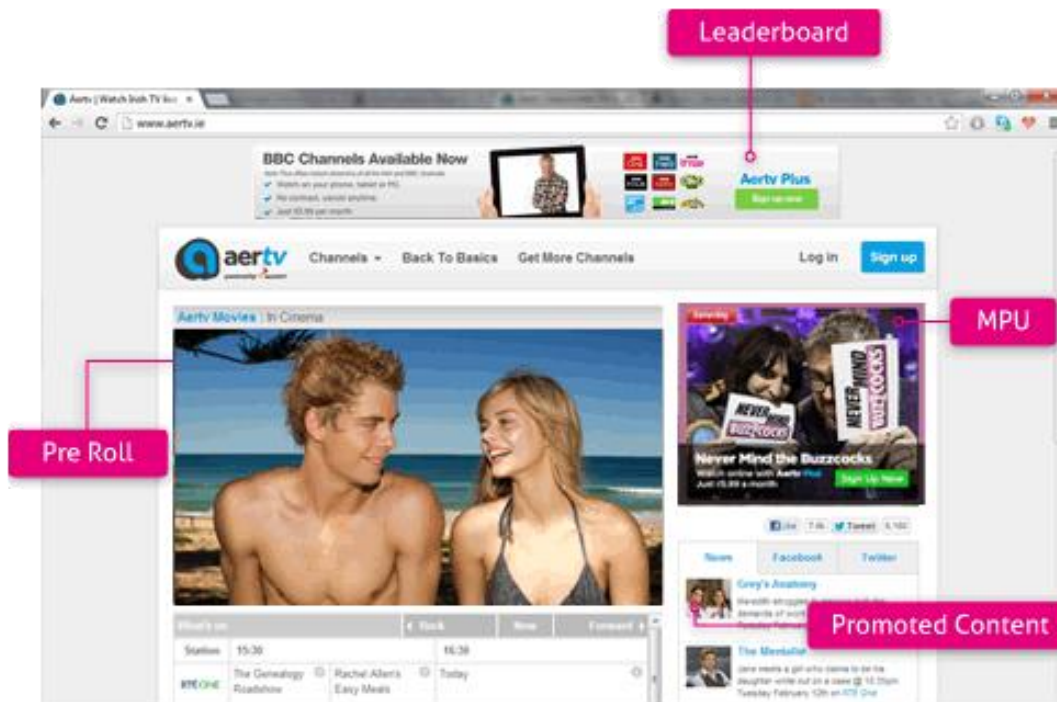
RT Aertv Aertv Aertv Aertv

Advertising Home Page



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With Aertv.ie you can **advertise with the most watched TV shows** and benefit from high click-through rates



Traditional broadcasters charge a premium rate for advertising making it inaccessible for a lot of great brands.

Advertising Sponsorship



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- Branded wallpaper take-over on page
- Pre-roll Advertising
- Channels available to sponsor include 'Aertv Movies', 'Aertv Music', 'Aertv Sports' and 'Unravel Travel'
- Branded stings
- Embed the player to your own website, offering your users great content
- Electronic Programme Guide
- Sponsored Tweets & Facebook Posts
- E-zine newsletter promotion

Own Your Own Channel

Showcase your brand

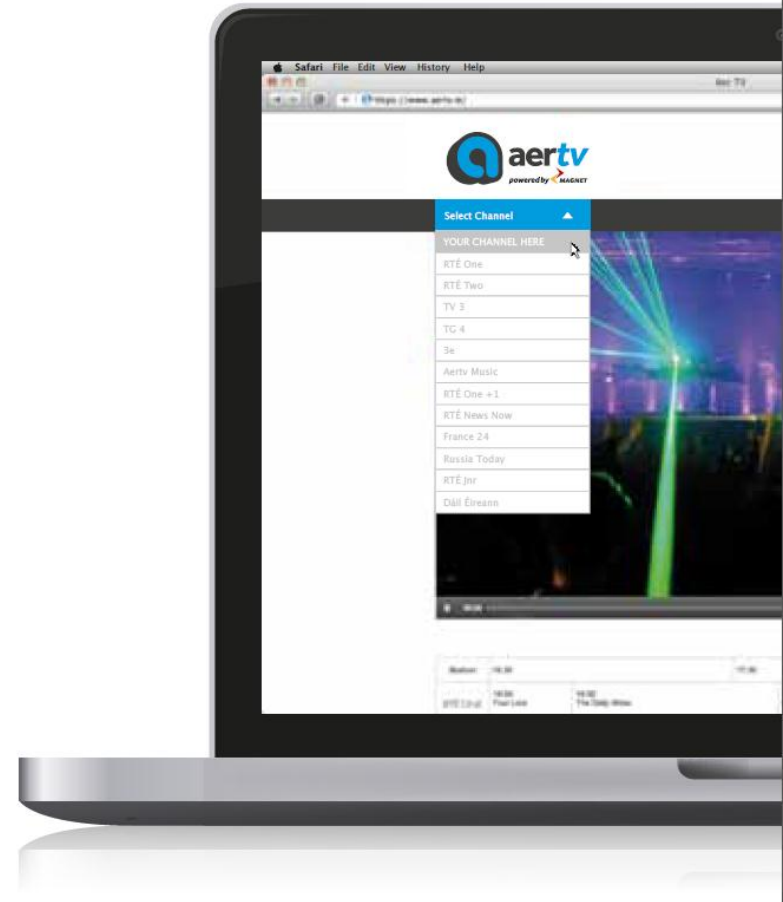


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We understand that online video is a valuable tool that drives brand value. So we asked our clients...

Why pay for an ad when you can own the whole channel?

We're the only ones doing this in Ireland!

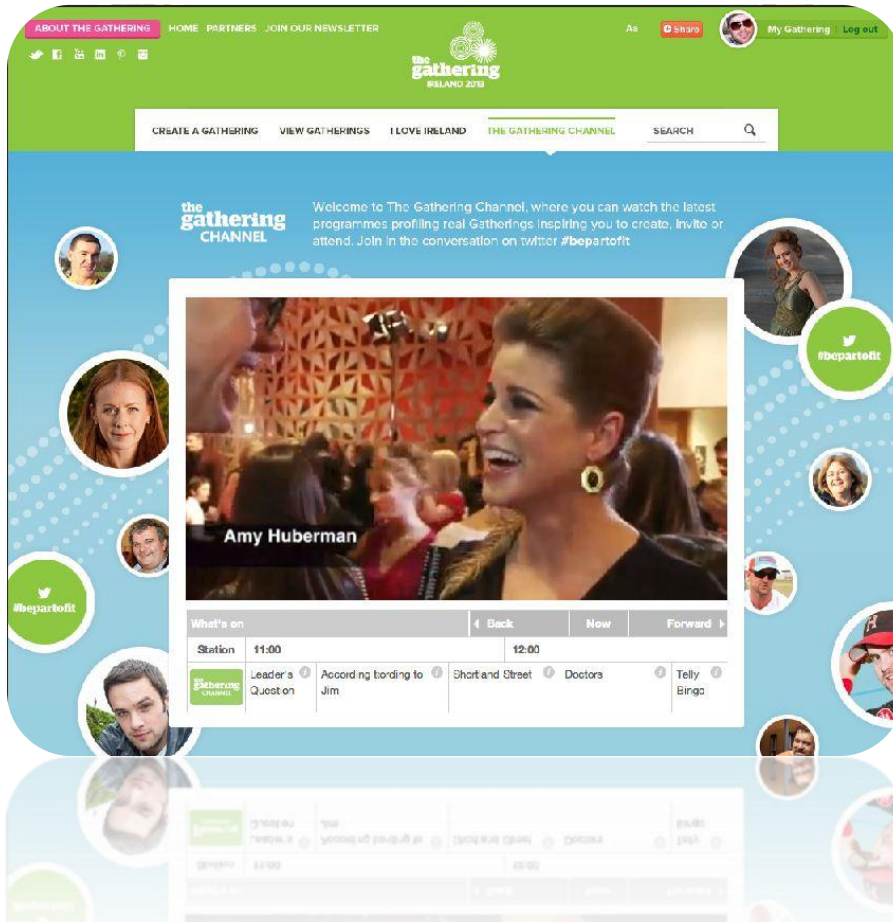


Own Your Own TV Channel

Example: The Gathering Channel



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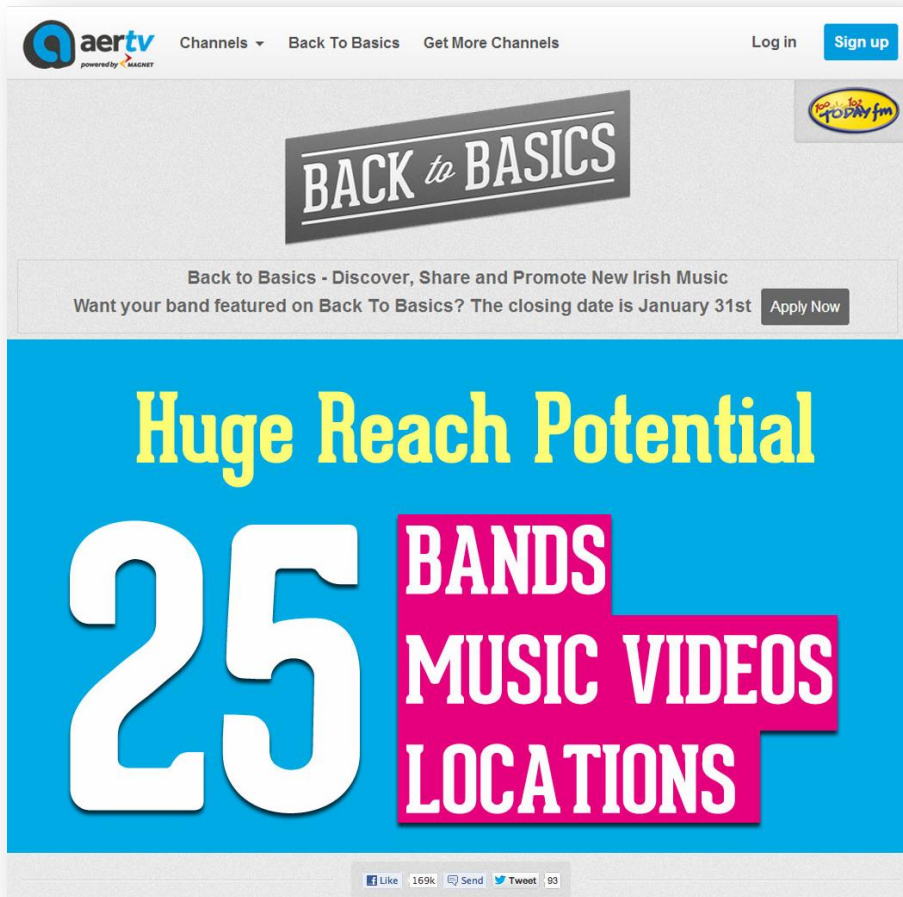
- Create your very **own TV channel** with your brand's content
- Placement beside recognized channels
- Your own EPG [Electronic Programme Guide]
- **Hugh reach** potential as channels are Free to Air
- Immediate Audience
- **Embed the player to your own website**, offering your users great content to watch
- The average users spends 30 mins on Aertv
- Fantastic **exposure** both in Ireland and overseas
- Be Seen. Don't get lost on YouTube or Vimeo

Back to Basics

Sponsorship Opportunity



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Back to Basics was launched in October 2012 in association with Today FM

- Discover, Share & Promote New Irish Music
- Branded Video Content
- Beautiful Locations
- New Band every fortnight
- Partnered with Today FM

Back to Basics

Sponsorship Opportunity



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Featuring unique acoustic performances from bands such as Delorentos, Hudson Taylor, Dirty Epics and The Strypes.



Live Streaming

Share Your Event with The World



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We are part of Magnet, a broadband company & can offer prices no one else can!

- Internet Connection
- Bandwidth & Data Costs
- Distribution on Aertv.ie
- Default Channel on Aertv.ie
- Facebook App
- Embeddable Player
- Editing Facilities
- Camera Operator
- On-Site Management
- Graphic Design

Competitions – Facebook

Connect with TV Lovers



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- Custom Built
- Data Capture
- Access 30,000+ fans
- Concept Development
- Weekly Newsletter
- Design Services
- Account Management
- Promotion on Aertv.ie



The Simple Facts



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Aertv is Ireland's Favourite place to Watch Live TV online, streaming all Irish Channels to your phone, tablet or PC for FREE

- We are currently streaming approximately **500,000 streams** per month
- **100,000** Unique Visitors per month
- Over **3 million page impressions** per month
- Over **33,000** engaged users between our Twitter and Facebook pages
- Over **32,000** registered users on Aertv database
- 30% of Traffic comes from Mobile devices
- 80% of Traffic is during prime time
- More than 20 live events per month
- We don't charge bandwidth costs as we are part of Magnet



Testimonial

Sports

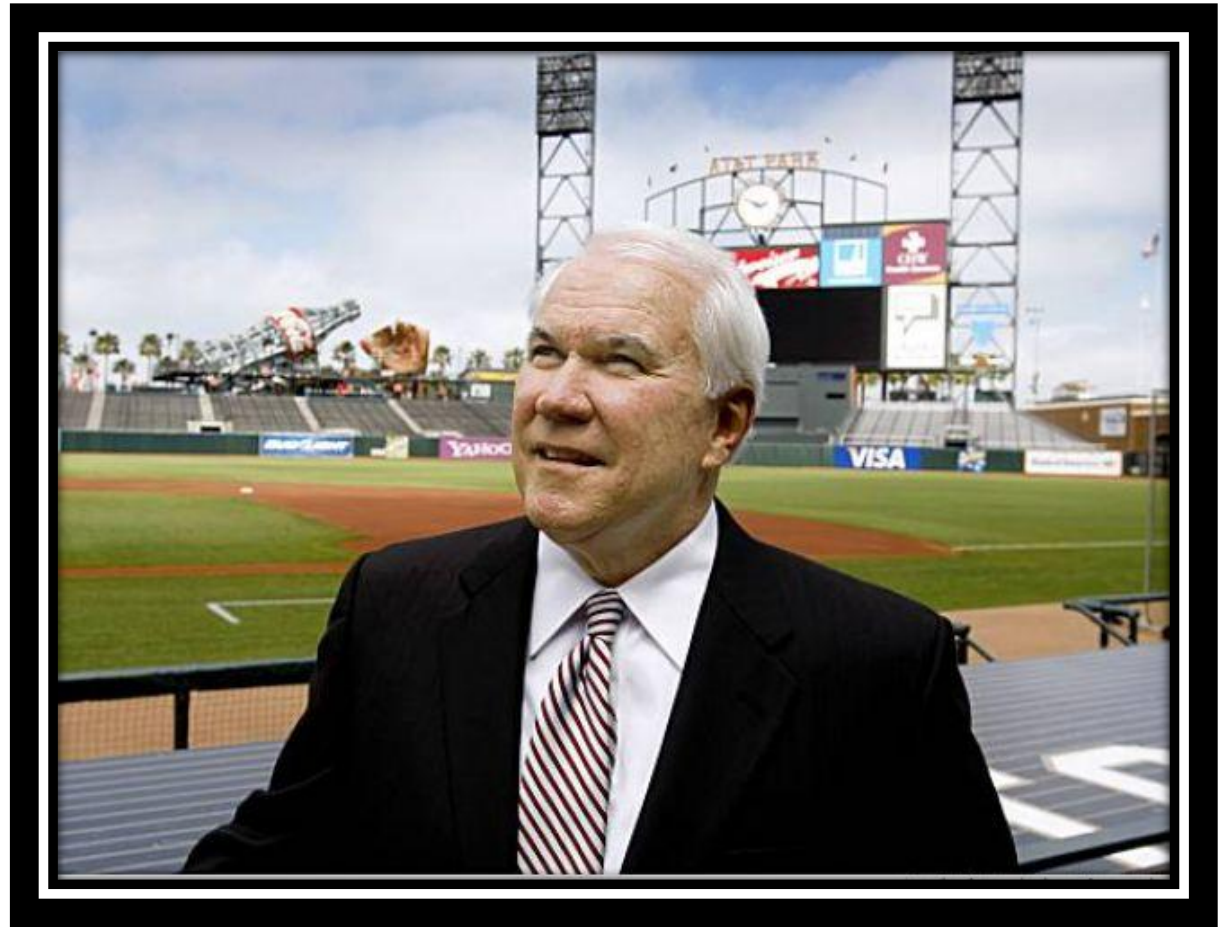


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“Aertv has embraced technology and the future of mobile. This is the future of sport on TV.”

*Pat Gallagher,
President of San
Francisco Giants,
Major League
Baseball*

*Speaking at Irish
Sports Summit,
May 2012*



“The numbers were brilliant! We were delighted with the success and the quality of the stream and production. Aertv are the most professional organisation we’ve worked with for live streaming our events!”

Diarmuid Murphy, Developer Marketing Manager, Microsoft

Gaming Re-Imagined & GIG 2013 Event – Aviva Stadium



Testimonial

Music



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“Aertv facilitated people all over the world to celebrate TradFest by live streaming the events. It provided a fantastic way to share our music and culture at home and abroad.

Wendy Grace, Director of TradFest Communications 2012



DMA's 2013

- Winner – Best in IT and Telecommunications
- Bronze – Best in Innovation

“Innovative, Disruptive and at the leading edge of Media” - DMA Awards 2013



Contact and Rate Card

Have a chat with our team



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Ad Type	Size	Price
Pre-roll	30 seconds	€30 cpm
Billboard	970 x 250	€25 cpm
MPU	300 x 250	€12 cpm
Wallpaper Takeover		€1,000 p/day
E-Card	30k+ database	€1,000
Weekly Newsletter ad	30k+ database	€500 p/w

 Call us for a quote

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