



Mediakit





About OUTtv

OUTtv is the lifestyle television channel for the gay and openminded for more than eleven years with internationally successful tv-programs, exciting LGBTQI series, raw reality, impressive documentaries, hysterical telenovellas, gay romcoms, award winning films and OUT originals. To be received via a variety of European cable operators, telecomproviders and via OUTtv Pro, the new LGBTQI on-demand service.

In countries outside Europe where OUTtv is not yet a well established brand, OUTtv will use the PRIDEtv brand to make it more recognizable.

With its subsidiary Pro-Fun Media, OUTtv covers the entire range of film and video exploitation; the promotion and launch of films, documentaries, TV series both in cinema and on DVD/Blu Ray, as well as digital exploitation via OUTtv's channels and external platforms like iTunes, Amazon Prime and Google Play.

Your lifestyle with an 'attitude'

OUTtv distinguishes itself with 'lifestyle with an attitude' and that works! Via our cross-medial channels, OUTtv brings a mix of (international) succesfull TV-shows, (arthouse) films, TV-series, news, reality shows and award winning documentaries. From drama to comedy and from entertainment to the latest news: OUTtv always goes beyond. A choice for OUTtv is a choice for a trendsetting audience who have an out-of-the- box mindset.

OUTtv has a monthly potential reach of:
11.118.000+ households

- 2.000.000+ actual viewers per month
- 66.000 newsletter subscribers
- 55.000 socialmedia followers
- 33.000 OUTtv event visitors

OUTtv TV-networks, services and/or products can be found in:

- The Netherlands
- Belgium
- Sweden
- Germany
- Luxembourg
- Hungary
- Israel
- Spain
- Slovakia
- Czech Republic
- Switzerland
- Austria
- Finland

And soon in:

- United Kingdom
- Ireland
- Poland
- South Africa
- Portugal

Our brands



Where we are

The Netherlands

Premium Package: 3 million households
Active: 2008
+ Standalone: 5.000+ subscribers
Social Media Followers: 24.000



Spain

Entertainment Package
Active: Q1 2019
Potential Households: 650.000
Social Media Followers: 3.600



Belgium

Basic Package: 4 million households
Active since: 2011
Social Media Followers: 11.000



Israel

Standalone
Active: Q3 2019
Potential Households: 1.100.000
Social Media Followers: 1.400



Sweden

Standalone
Active since: 2013
Potential Households: 1.600.000
Social Media Followers: 2.700



United Kingdom & Ireland

Standalone
Active: Q4 2019
Potential Households: 12.500.000
Social Media Followers: 5.200



Luxembourg

Standalone
Active: 2015
Potential Households: 250.000
Social Media Followers: 800



Poland

Standalone
Active: Q4 2020
Potential Households: 2.100.000
Social Media Followers: 1.300



Germany

Standalone
Active: 2017
Potential Households: 518.000
Social Media Followers: 1.900



Who are the OUTtv Viewers?

The OUTtv audience is trendsetting, interested, appreciates a high-end lifestyle and defines him/herself through a great extent of loyalty and have a high spendable income.

The LGBTQI-community is progressive and belong to the early-adapters. Brands that's dare to speak out themselves for a LGBTQI and open-minded audience, may count on a loyal consumer who makes deliberate choices.

Viewers

- 55% of the viewers is gay male.
- 40% (straight) female* and 5% uncategorized
- Age: 20-55. Average age is 37,5 years
- 100% implementation of digital TV
- 75% implementation of on-demand services
- 58% watches OUTtv for more than 4 years
- More than 75% values OUTtv with a 'good/very good'

Social Interests

- Pets instead of children. 50% weekly shops for their pets
- Easily influenced by friends when it comes to purchasing
- 70% recommend good products to friends
- Goes out very often, 85% drinks more than 5 glasses of alcoholic beverage per week
- Travels about 5 times a year abroad for work/leisure

Shopping and entertainment

- Willing to pay for a brand. 34% chooses brand above prize
- Mind his/her diet and visits a supermarket with an average of 3 times a week
- 63% monthly shops online
- Prefers luxury shops and products

* 40% (straight) woman

Perhaps at first glance surprising but an important target audience for OUTtv are the straight women. 40% of the viewers of OUTtv are straight women. They are very interested in the lifestyle of the gay and open-minded. In addition to viewing content, they follow our social media pages, visit our website and events.





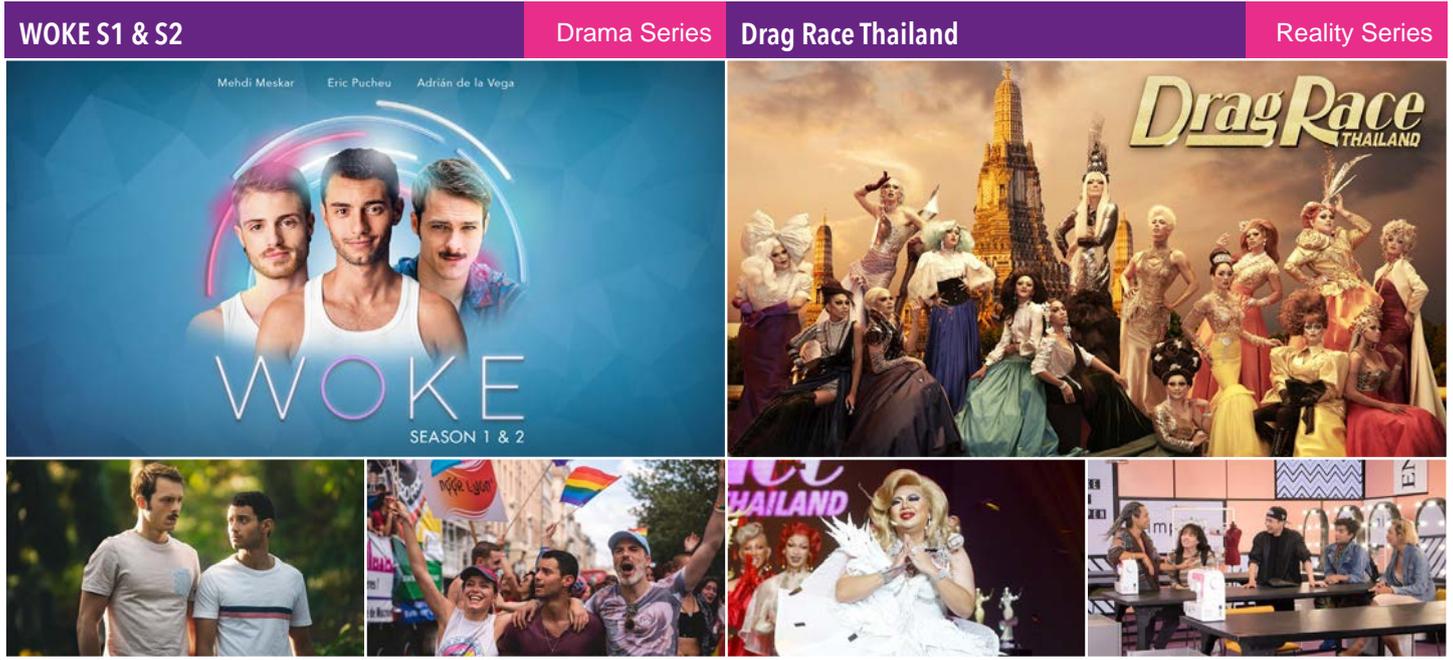
ENTERTAINMENT PROGRAMMING PROFILE

OUTtv broadcasts an exciting mix of arthouse films and series for a wide audience. The horizontal 24-hours programming offers the viewer adventurous shows of high quality. OUTtv has a perceptible theme every day, such as Drama, Lifestyle, Comedy, Documentaries, Premium series and OUT originals.



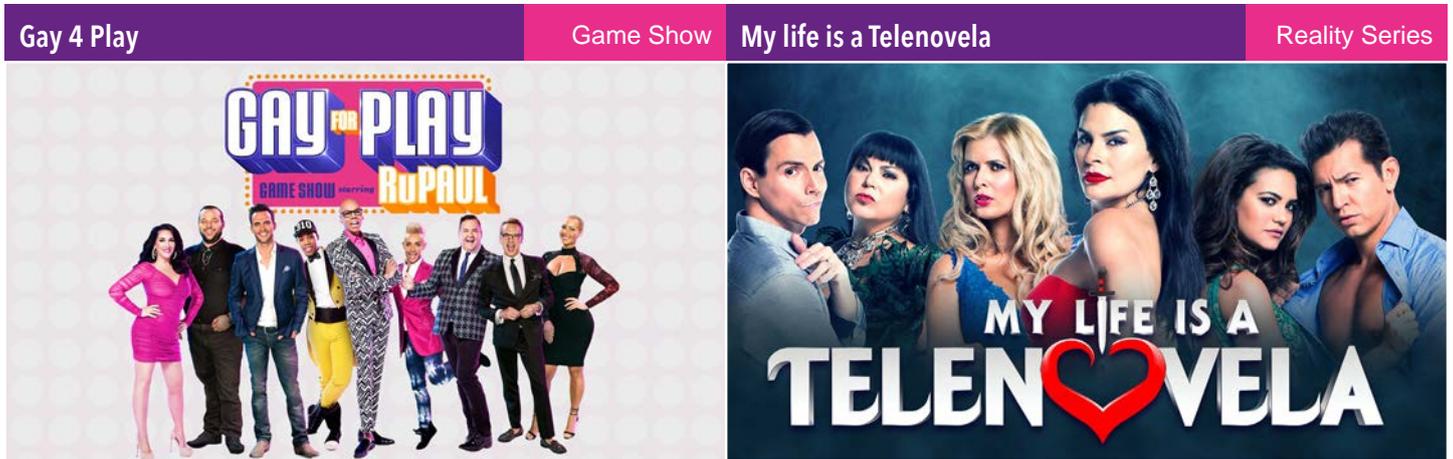
Premium series

Drama series, reality series, comedy, documentary and short series are an important part of the weekly programming



A new dramaseries about Hicham, a guy who runs away from his home and comes to Lyon, looking for Thibaut, a young man who tried to kiss him a few years before. Thibaut is an activist at the local LGBT Center. Hicham discovers his world, apprehensive but enthusiast. However, as Hicham begins a journey to find his own identity, he comes to understand that Thibaut himself isn't exactly who he appears...

The Thai version of the popular reality RuPaul's Drag Race show features Drag queens competing to be Thailand's next drag superstar. This is the first official spin-off of the RuPaul's Drag Race Emmy award winning brand. Drag Race Thailand comes built on pretty much the same idea as the original show: drag queens compete in weekly challenges as well as runways to progress along, being matched up in head-to-head lip syncs when they are put in the bottom.



Premium series

Fire Island

Reality Series



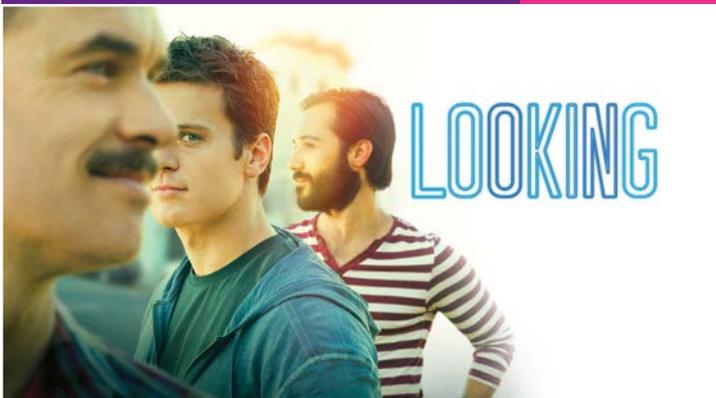
RuPaul's Drag Race All Stars 4

Reality Series



Looking

Drama Series



Finding Prince Charming

Dating Show



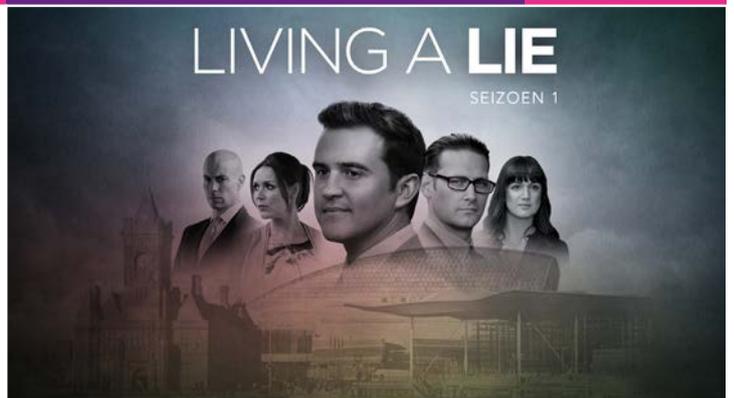
Happily Divorced S1 & S2

Comedy Series



Living a Lie S1 & S2

Drama Series



The Switch

Comedy Series



Queer as Folk - USA S1 - S5

Drama Series



Arthouse Films and Award winning documentaries

OUTtv brings a diversity of movies and documentaries who have been vetted by movie goers in arthouse cinemas, at several LGBTIQ+ -filmfestivals and the OUTtv audience in Europe.

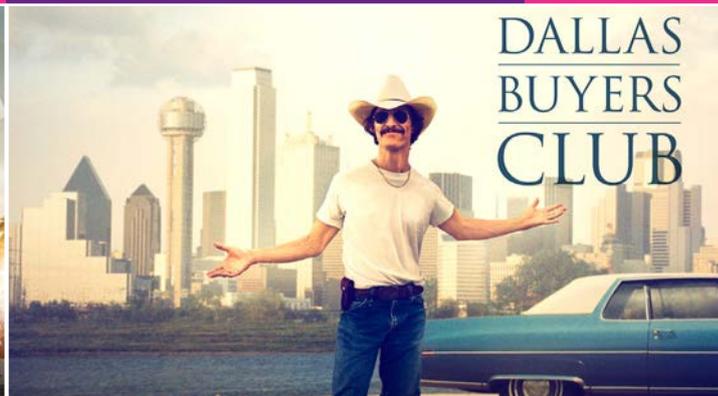
Tom of Finland

Film



Dallas Buyers Club

Film



Cupcakes

Film



Marilyn

Film



Pride

Film



Futuro Beach

Film



The Accompanist

Film



Mario

Film



Arthouse Films and Award winning documentaries

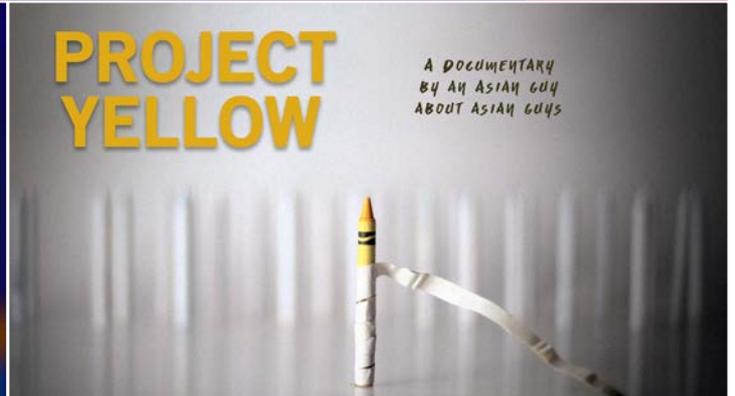
Kylie - Aphrodite Les Folies

Documentary



Project Yellow

Documentary



Olly Alexander - Growing up gay

Documentary



Between a Frock and a hard place

Documentary



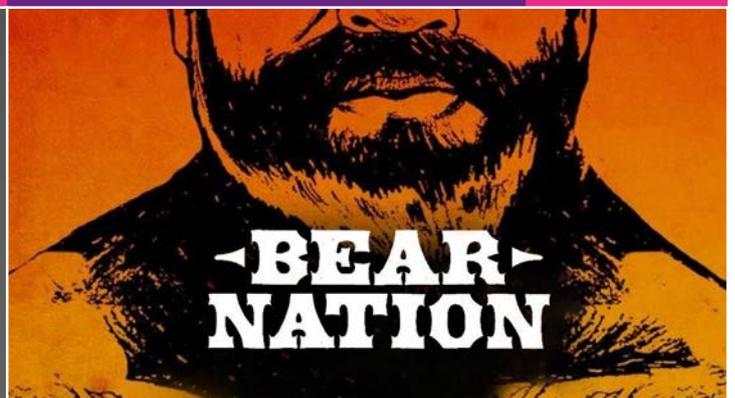
Conchita Unstoppable

Documentary



Bear Nation

Documentary



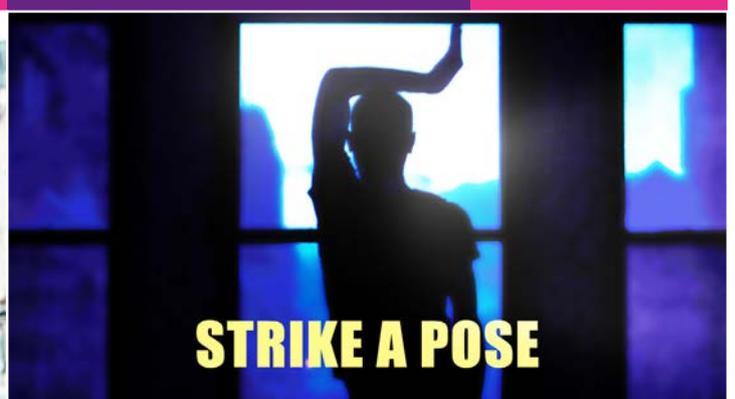
Roxanne

Documentary



Strike a Pose

Documentary



LIFESTYLE

With lifestyle programming like Travel, Dating, Standupcomedy, Gardening, Homes, Talkshows and LIVE-entertainment we are able to entertain a large group of the gay and open-minded focused on their favorite activities, attitudes, interests, opinions and values.

EMMY Awards Live

TV Show



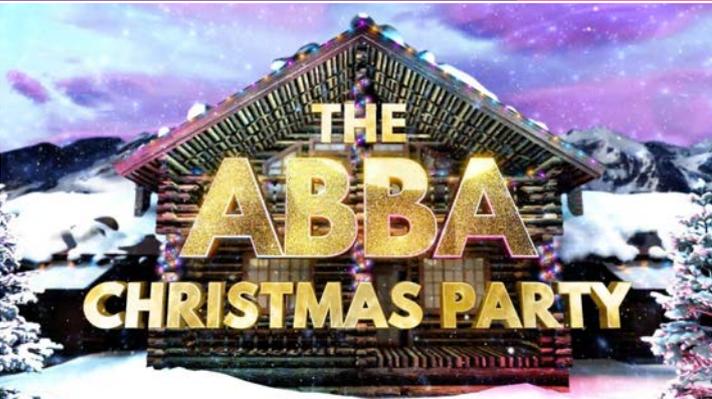
The Dog Hotel

TV Series



An ABBA Christmas

TV Show



Extraordinary Chiel

Reality Series



Eurovision in Concert 2018

Concert



Brave New Girls

Documentary Series



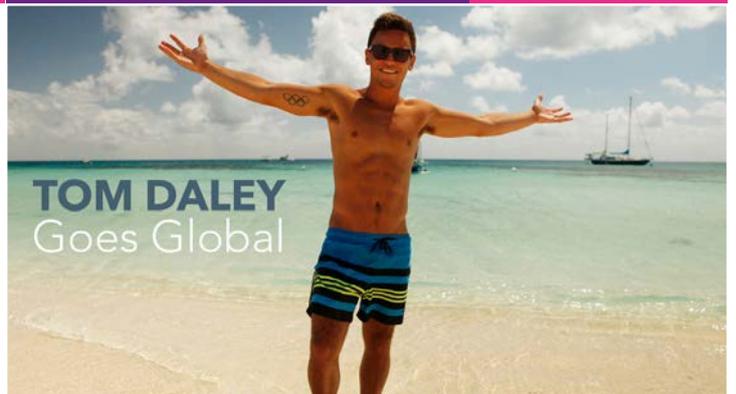
Perez Hilton - Superfan

Documentary Series



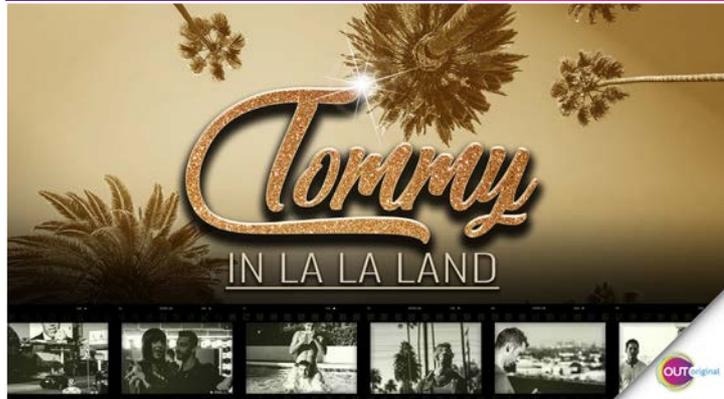
Tom Daley Goes Global

Travel Show



OUT originals

OUTtv produces several OUT original series, movies and shortfilms in order to offer must-watch content that can't be found anywhere else. OUTtv also reports on national and international LGBTIQ+ -events, filmfestivals, Eurovision, fashionshows, travel and lifestyle of the community.

Tommy in La La Land	Documentary Series	The Gay Bucket List Challenge	Movie
			
			

An OUT original documentary series that follows journalist Tommy Parker as he travels to Los Angeles, finding out what impact of the rapidly changing world has on Hollywood and the LGBTIQ+ artists and performers working in Lalaland. Starring Shangela, Coco Peru & Haaz Sleiman.

3 gay friends in Madrid are planning the highlights if their lives and expand their horizons. Once you learned from their bucket list challenges and how to explore a new city, you'll be set for any city and discover your Gay Bucketlist Challenge anytime, anywhere!

Summer Update	TV Reports	Rotterdam Calling	TV Show
			

Cheetah in August S1 & S2	Drama Series	AIR	Film
			

OUTtv cases

The OUTtv audience is trendsetting, interested, appreciates a high-end lifestyle and defines him/herself through a great extent of loyalty. The LGBTQI+ community is progressive and belong to the early-adapters. Brands that's dare to speak out themselves for a LGBTQI and open minded audience, may count on a loyal consumer who makes deliberate choices.

OUTtv is more than the platform for 'traditional' campaigns. In collaboration with partners OUTtv develops complete and Fitting campaigns. Tailor-made concepts aiming at a special theme or product emerge through thinking along with a brand.

Billboarding



Billboards are short sponsorship listings before or after a program or commercial break. With billboarding you benefit from the bond with the viewer, the environment and the popularity of an OUTtv program.

Cross-Promotion



Cooperating with other companies to showcase each others goods and services. Advantages: win-win situation for both parties and cost effective promotion on all OUTtv communication platforms.

Branded Content Campaign



With your objectives and budget as a starting point, we come up with a tailor-made solution. There are many possibilities, ranging from a name mentioning before a TV program, a giveaway in one of our entertainment shows, events, prides, editorial attention in a lifestyle format or a moment of use or product placement in a series.

Events

Human Rights Weekend



OUTtv is a proud partner of various European LGBTQI+ Film and Documentary festivals and supports premieres, Q&A talks and is sponsor of the OUTtv audience Award at these festivals.

European Prides



OUTtv is connected to many gay prides and gay and open-minded events. With extended media partnerships OUTtv and its partners places itself in the centre of here audience.

Werq The World Tour



Voss Events, OUTtv and Say What Entertainment produced a live stage show for a worldwide tour. Hosted by Bianca Del Rio and Michelle Visage, the show will feature some of the most unforgettable queens from the popular OUTtv reality series 'Ru-Paul's Drag Race'.

OUTtv has earned the trust of these great companies:

Business & Media partners

For more than eleven years the OUTtv brand has proven to be the leading cross-medial platform connecting advertisers with the LGBTQI consumers in and outside Europe. OUTtv is broadcaster and partner of multiple media channels such as television, on-demand streaming services, online, social media, mobile, print and numerous events and awards.

As a LGBTQI-marketingpartner, with our knowledge center, OUTtv conducts lifestyle surveys regularly among the target audiences, giving insight in apparent issues, leading opinions and other relevant subjects at present. Insights we love to share with our partners. OUTtv is specialised to address, activate and convert a large percentage of this niche market into loyal paying customers.

Over the years OUTtv has worked with many business- and mediapartners who appreciate OUTtv because of our long term partnerships. We are happy to share some of the endorsements of our partners.



“Creative Europe supports projects with European added value under the motto “Imagine, Create, Share”. In the case of OUTtv, a nice catalog of LGBTQI + films and series is shown. I think it is great that a platform can pay attention to the protection of the rights of lesbians, gays, bisexuals, transgenders, queers and intersexuals (LGBTQI) at the same time.

Creative Europe Desk | Andrea Posthuma (Media)
www.creativeeuropedesk.nl



“Television content is stronger than ever, telling unique and diverse stories that appeal to global audiences. We are delighted that OUTtv is bringing the 71st Emmy Awards, celebrating worldwide television excellence, to TV fans in the Netherlands.”

The Television Academy | Maury McIntyre (President and COO)
www.emmys.com



“OUTtv and Self Care have entered into a partnership to create awareness for the ease of use of testing for HIV at home within the LGBTIQ+ community. Because of the huge reach of OUTtv, Self Care has been able to bring its product INSTI HIV self test to the attention of the community in multiple countries. During this ongoing partnership OUTtv has brought the INSTI HIV test to the attention in several creative ways: on TV, online and social media”

Self Care | Theo Rolvink (CEO) www.instihivtest.com



“The co-operation between OUTtv and the launch of our new brand apple cider drink ‘Jillz’ was a big succes, the 360 degree media campaign during the various Pride events created a lot of brandawareness. We have experienced our collaboration as positive and professional and grateful to OUTtv for their creative support and collaboration.”

www.heineken.com

ANTWERP PRIDE

“OUTtv is not only our preferred media partner; Antwerp Pride can also count on OUTtv to create promotional video content to attract visitors from – and abroad, with success! Antwerp Pride counts OUTtv as one of the most professional and easy partners to work with. In short: it’s a true pleasure to see this fantastic partnership strengthen and grow each year!”

Antwerp Pride | Bart Abeel (chairman)
www.antwerppride.eu

FIRE!!

“FIRE!! is the first LGBT Film Festival in Spain and OUTtv represents an important new media in Spain: on a first hand, it provides quality content to the Spanish LGBTQI+ community and OUTtv is a great media outlet to improve the LGBTQI+ visibility in order to fight homophobia and transphobia, and all kind of other prejudices towards the LGBTQI+ community.”

Barcelona FIRE!! LGBT Film Festival
Antoine Leonetti (Director and Programmer)
www.mostrafire.com

Contact

For more information about OUTtv and business opportunities, please contact:

Kimberlee Hanson

Business Director

E: kimberlee.hanson@brandadvance.co.uk

T: +44 203 962 7179

M: +44 786 7802 280

For more information about the Marketing & Partnerships, please contact:

Ian van der Putten

Marketing Director & Partnerships

E: vanderputten@out.tv

T: +31 (0)30 82 00 982

M. +31 (0)643172031