



## Press release

# RTL AdAlliance will be the new international Total Media champion for advertising sales

- RTL AdAlliance will be a European Total Media pioneer with a clear growth mission and the ability to positively impact the digital advertising industry. The company will offer an extensive premium portfolio across TV, ATV, CTV, VOD, online video, radio and print.
- The new company is a gateway for Europe: The address for publishers to easily monetise their European inventories.
- The launch of RTL AdAlliance is part of the international roll-out of the new identity and design for RTL Group's core brand RTL, which stands for inspiration, energy, and attitude.
- RTL AdAlliance appoints two leadership members: Karine Lippi-Blondin in HR and Carine Jean-Jean in Communications. Both will report to CEO Stéphane Coruble.

Luxembourg / Hamburg, 21 June 2022 – Following the announcement on 17 February 2022, RTL Group's new international advertising vendor announces its new company name: RTL AdAlliance. The combination of RTL AdConnect, G+J I|MS, and Smartclip's sales and media businesses will establish one strong and unified powerhouse for the international media sales business leveraging the strong RTL brand. The new company will closely collaborate with RTL Groups' tech solutions.

## Statements

**Stéphane Coruble**, incoming Chief Executive Officer of RTL AdAlliance, said:

"We are combining three powerful forces to build a leading Total Media monetisation platform for European broadcasters and for the European inventories of global premium publishers. The new offering and new name, RTL AdAlliance, reflects the strengthening of our customer focus, and increases our agility to be more competitive with the global tech platforms. Our goals are completely in line with the three priorities of RTL Group's strategy: strengthening the core, boosting growth businesses, and fostering alliances and partnerships."

**Oliver Vesper**, incoming Chief Digital Officer and Deputy CEO of RTL AdAlliance, commented:

"RTL AdAlliance will closely collaborate with Smartclip, TechAlliance and Yospace. By leveraging technology from Smartclip and the TechAlliance, we will become a one-stop shop for media and tech solutions for our publishers. This allows us to strengthen our digital growth strategy and overall competencies at RTL AdAlliance in terms of product, team, and skillsets."

The name, RTL AdAlliance, reflects the values and skills of RTL AdConnect, G+J iMS and the sales and media division of Smartclip: openness, innovation, flexibility, trustworthiness, power, and customer focus. The name will contribute to their position in Europe with a clear mission for growth and will positively impact the digital advertising industry.

In all its markets across Europe, the US and Asia, RTL AdAlliance will build new structures and approaches that simplify and clarify its offer, while making the company stand out as a

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pioneering global player. The new structure extends reach and targeting capabilities for advertisers and reduces complexity for publishers and broadcasters around the world.

Stéphane Coruble will lead the newly combined RTL AdAlliance as CEO together with Oliver Vesper, Chief Digital Officer and Deputy CEO.

In addition to the already appointed Chief Transformation Officer, Daniel Bischoff, Carine Jean-Jean has been named Communications Director of RTL AdAlliance, while Karine Lippi-Blondin will become Human Resources Director.

The launch of RTL AdAlliance is part of the international roll-out of the new identity and design for RTL Group's core brand RTL, which stands for inspiration, energy and attitude. RTL provides a global trademark for the launch of a new, holistic Total Media sales company that offers a strong USP for advertisers and agencies by opening connections with consumers on a global scale. International advertisers receive simplified access to a unique portfolio of media brands across TV, digital video, radio/audio, online, mobile, and print.

On the supply side, RTL AdAlliance will partner with publishers, broadcasters, CTV and streaming services. The company will allow publishers the best monetisation of their inventories by leveraging hyper-local, national, and international sales.

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## About RTL AdAlliance

RTL AdAlliance, a subsidiary of RTL Group, is a leading one-stop sales champion to deliver premium Total Media inventory at a global level. The new company bundles the competencies of three strong media partners: RTL AdConnect, G+J |MS and Smartclip sales and media. It offers TV, BVOD, ATV, OTT, CTV, online video, audio, and print as well as cross-media inventory under one roof with a strong focus on making premium European inventory accessible in a simplified way.

RTL AdAlliance is the first address for publishers in Europe seeking ad tech and supply services, as well as for global publishers who look out for reaching European users.

Current and future media partners get access to an international supply network across the globe – with local teams in 13 countries to connect brands into European living rooms.

Until legally combined, the three organisations will operate individually.