

**BROADBANDTV NEWS**  
INDEPENDENT. SINCE 2003.



# MEDIA INFORMATION

**MARCH 2025**



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# THE INDUSTRY LEADER WITH THE INDEPENDENT VOICE

**BROADBANDTVNEWS**  
INDEPENDENT. SINCE 2003.

We're the universally recognised No.1 independent industry source. The market leader, Broadband TV News doesn't just report what's happening, but also puts the stories into perspective, examining the implications for the market.

Our uniquely-experienced team of journalists are fiercely and proudly protective of their journalistic independence and integrity. No alignment to a publishing company, or events business to answer to means they can always report the news as they see it.

They also pride themselves on their first-hand understanding and expertise in their regional markets, gained from living, working and being 100% embedded in the local areas they report on.





# THE BTN PUBLICATIONS

The Daily newsletter – reaching 20,000+ mainly European registered subscribers 5 days a week 51 weeks a year averaging 24% open rate.

broadbandtvnews.com – reaching over 3.5 million hits PA combining all our news features, video content and archive of over 50,000 stories.

Twitter/X – 14,200 followers

Facebook – 2,900 followers

Linkedin – 2,850 followers





# THE MOST SWITCH ON TEAM IN TV AND BUSINESS TECH JOURNALISM

Television and how it's consumed is evolving. Our editorial team provides the inside track on all aspects of the distribution of television.

Julian Clover and Jörn Krieger follow the changing business models as linear broadcasters look to turn themselves into streaming services and the video on demand pioneers explore advertising-based services.



**JULIAN CLOVER**

Cambridge-based Julian watches the business of technology from streaming through to advertising insertion.



**JORN KRIEGER**

Jörn follows the DACH countries from his base in Bavaria.

# NEWSLETTER REACH & RATINGS

## NUMBERS

**20,000+**

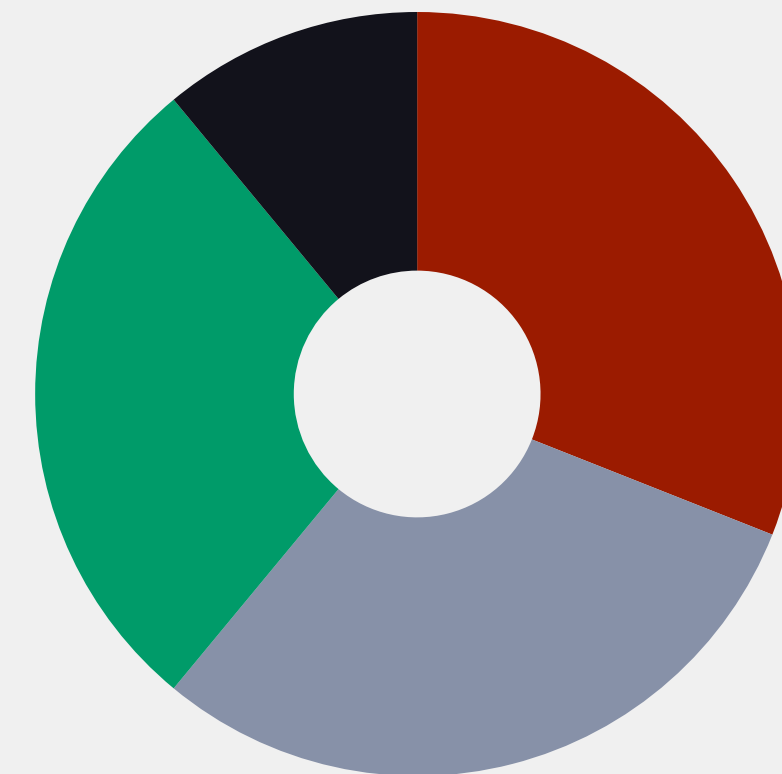
active subscribers

**24%**

open rate

- Distributed 51 weeks a year;  
5 days per week
- Read by senior and middle  
management

## SUBSCRIBER MIX



- Technology Vendors (31)
- Platforms (30)
- Broadcasters/Rights Holders (28)
- Independent/Consultant (11)



# REACH & RATINGS

ANNUAL TRAFFIC	MONTHLY TRAFFIC	AGE	TOP LOCATIONS	GENDER MIX	SOCIAL MEDIA
<div>1,153,761</div> <div>Users</div> <div>2,008,139</div> <div>Page Views</div> <div>1.31</div> <div>Page Impressions</div>	<div>96,146</div> <div>Users</div> <div>167,344</div> <div>Page Views</div>	<div>27.5%</div> <div>18-24</div> <div>33.5%</div> <div>25-34</div> <div>15.5%</div> <div>33-44</div> <div>12.5%</div> <div>45-54</div> <div>11%</div> <div>55+</div>	<div>28%</div> <div>Germany</div> <div>22%</div> <div>UK</div> <div>12.2%</div> <div>United States</div> <div>21%</div> <div>Rest of Europe</div> <div>11%</div> <div>Rest of World</div>	<div>45.8%</div> <div>Female</div> <div>54.14</div> <div>Male</div>	<div>14,100</div> <div>Twitter/X</div> <div>2,480</div> <div>Linkedin</div> <div>5,000</div> <div>RSS</div>

# EMAIL BANNERS



## LEADERBOARD BANNER

**PIXEL SIZE:** 600 x 90 pixels (w x h)

**FILE FORMAT:** .gif and .jpeg only

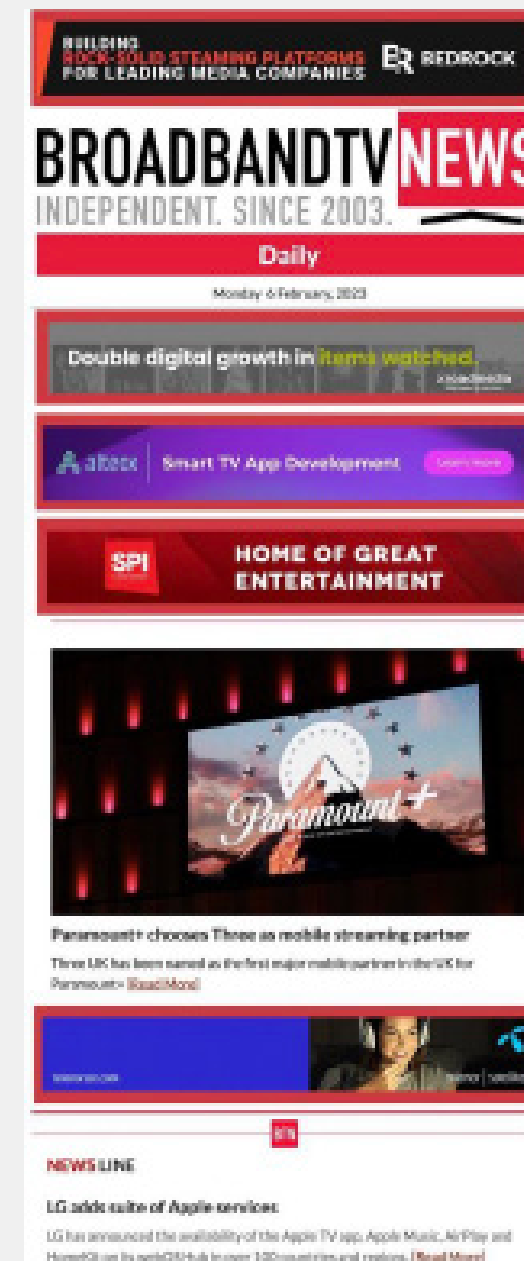
## NEWSLETTER COST

**PER ONE WEEK LEADERBOARD:** €1,200 PER ONE MONTH

**LEADERBOARD:** €4,000

Discounts are available for any consecutive period of advertising longer than 3 months

Additional Trade Show Editions may be added for selected events





# WEB BANNERS



## LEADERBOARD BANNER

**PIXEL SIZE:** 728 x 90 pixels (w x h):

**FILE FORMAT:** .gif and .jpeg only

## COST

**PER ONE WEEK:** €800

**PER ONE MONTH:** €2,600

## MPU BANNER

**PIXEL SIZE:** 300 x 250 pixels (w x h)

**FILE FORMAT:** .gif and .jpeg only

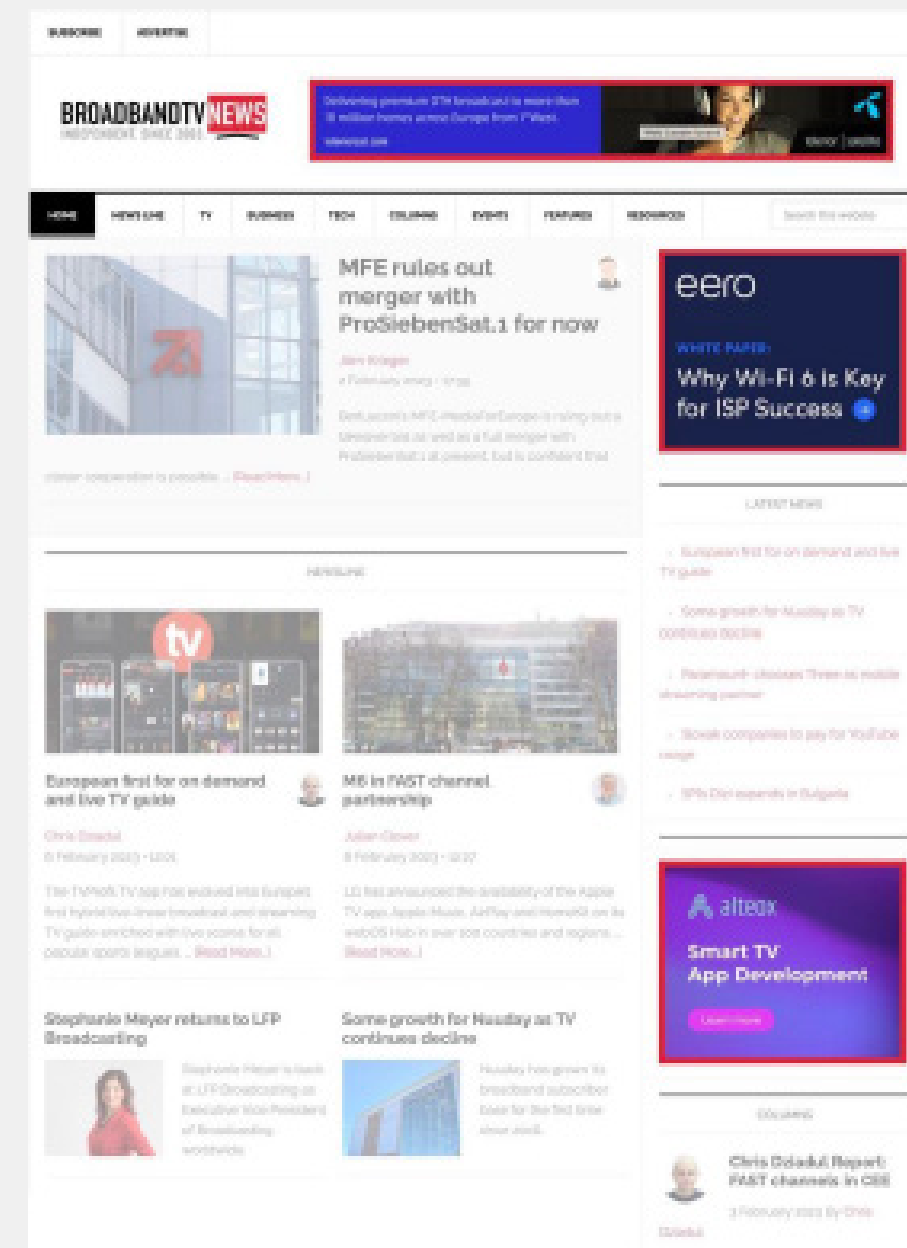
## COST

**PER ONE WEEK:** €600

**PER ONE MONTH:** €1,900

All web banners are sold on a on 50/50 share basis. This means a maximum of 2 banners will occupy each banner position at any one time.

Discounts are available for any consecutive period of web advertising longer than 3 months



## OUR WEBSITE & EMAILS

### BANNERS

#### **.gif and .jpeg only**

(For animated .gif banners please provide a .jpeg alternative as some email clients do not display animated content.)

Address the BTN promotional base of 20,000+ GDPR approved subscribers with your own E-Blast

COST: 1 x E-Blast €1,500 Bundle of 3 x E-Blasts €4,000

## MAILERS

For .html mailers we need a complete .html file with embedded pictures and/or illustrations.

We use Mailchimp if you want to create a template specifically for that service

All copy or artwork for your ads is required 2 working days before publication date. Please notify us of the url for the landing page of your creative.

Newsletter banners are single placement only. The minimum duration is 1 week on all platforms.

A discount rate is available for ads that run for more than 3 months. All web banners are sold on a on 50/50 share basis.

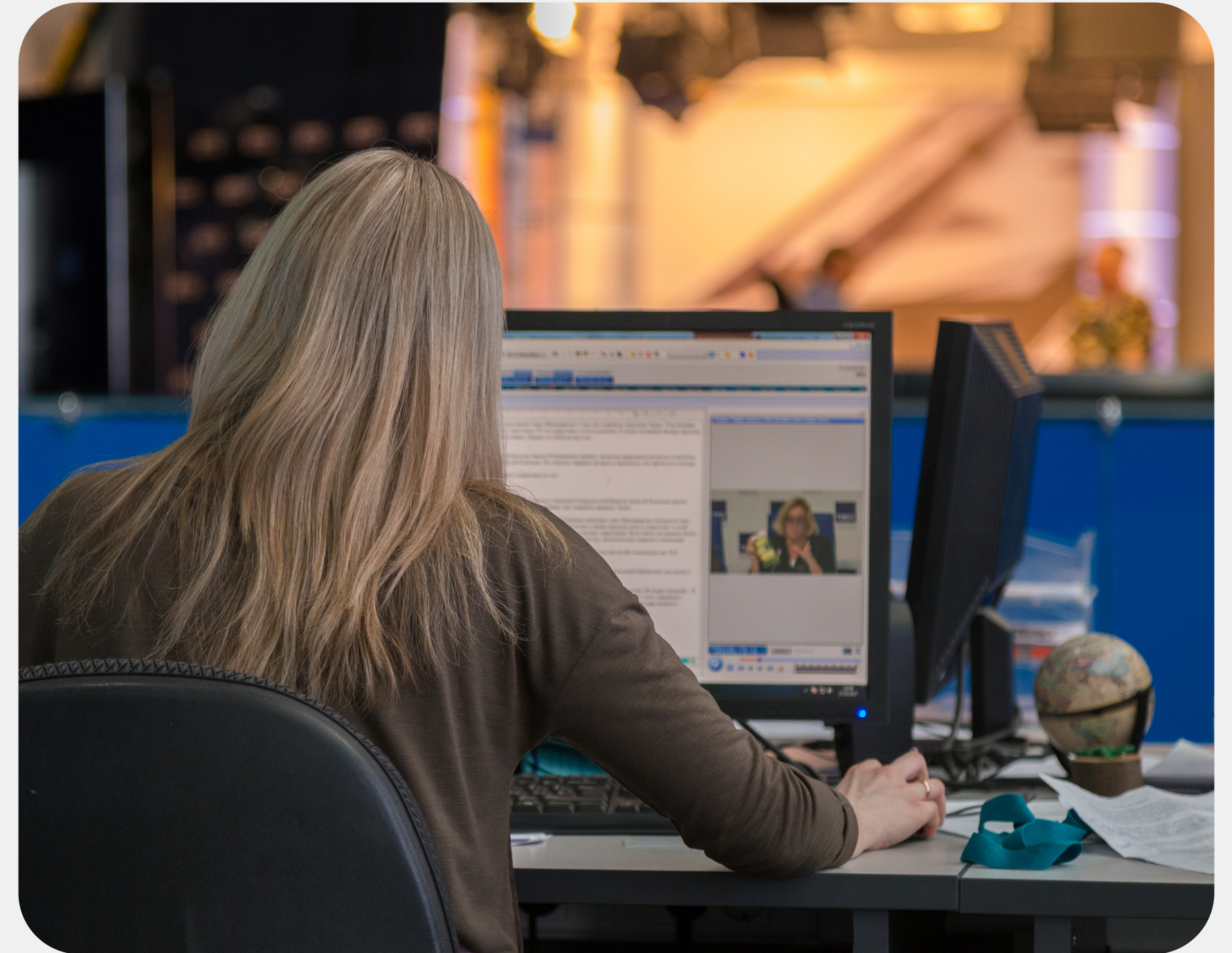
This means a maximum of 2 banners will occupy each banner position at any given time.



# PROMOTED EDITORIAL

Draw the immediate attention of our audience to your news with a Promoted Editorial of up to 500 words produced in cooperation with one of our experienced editors.

- Q&A written by one of the BTN team
- Hosted for four weeks on the BTN homepage
- 1 e-blast to the BTN base promoting the article
- COST: €3,000





# WEBINAR

With a Broadband TV News Webinar you can brief our audience with your new services and technology. It will last between 45- 60 minutes and is hosted. It's fast to organise and highly cost-effective, allowing disparate audiences to meet virtually and focus on a key topic.

- Participant recruitment page on [broadbandtvnews.com](http://broadbandtvnews.com)
- Two dedicated e-blasts to drive take-up in advance
- Two weeks of Banner promotion on our website and newsletter.
- Full-service presentation including live or catch-up viewing.
- Post event report of who participated including email addresses.
- COST: €5,000 (For additional cost we can also recruit expert panelists and advise on subjects. Ask us for more details.)





# LEAD GENERATION

Assert your industry position by sharing white papers with our audience and generate leads. Papers feature for 4 weeks but remain in perpetuity. Good papers can typically generate between 400-500 download leads. And 70% of these downloads will be stimulated by our unique combination of Daily newsletter story, website position and e-blasts all working together over the promotional period.

- 4 WEEKS ADVERTISING: In Newsletter and web publications.
- 4 WEEKS HOSTING: All pages on broadbandtvnews.com
- 1 NEWSLETTER LAUNCH STORY: To our registered sub base of 20,000+
- 2 × HTML-BLASTS: To our registered subscriber base of 20,000 in weeks 2 and 3
- WEEKLY UPDATES: Receive a 'Who downloads' spreadsheet reports with names and email address.
- COST: €6,000



# VIRTUAL VIDEO INTERVIEW

This service enables clients to share news and updates in the form of a broadcasted video interview any time in the year

Once captured your film will be prominently hosted on [broadbandtvnews.com](http://broadbandtvnews.com) and join other similar videos in our video lounge. The film will also be yours for your own social media purposes.

For a period of 1 month your video will feature on our website homepage and promoted, using editorial support and e-blasts to an audience of 20,000+

COST: €3,500 payable in advance.





# ROUND-UP TRADE SHOW INTERVIEW

Our signature Round up interviews shot at ANGA COM and IBC are a cost-effective way to extend your show presence well after the event.

Shot on stand or site and on air a week after, they provide a platform for you to tell your show story to a wider audience and the film is yours for social and other purposes.

Each video will display in a promo position for at least 6 weeks after and then remain in our video area.

Cost

**€3,000**





# BTN ON-SITE

As video become a more important communication tool BTN on site means we come to you and film your news and messages in your environment.

The resulting films can tell a number of stories and inform our audience and also provide valuable content for your site and social feeds.

Our video team are well traveled and highly professional.

Please ask about pricing as this may vary depending on location and number of films required.



# WORKING WITH YOU

## CHRIS GRIFFIN



I've always taken a very personal approach to helping clients grow their industry profile with Broadband TV News.

Which is why I want to get to know you, your business and your specific business requirements before making any recommendations for the short or long term.

Please contact me directly to talk about planning your campaigns, helping you check availability of advertising space, delivering a proposal or discussing budgets.

**+44 7590 522 475**

**cgriffin@broadbandtvnews.com**

**broadbandtvnews.com**