



PRESS RELEASE

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Kanaal Z/Canal Z joins CIM's Grote Audimetrie, begins working with advertising sales house Transfer

From September 1st advertising sales house Transfer will also be selling TV commercials on business channels Kanaal Z and Canal Z in a combination package with the other stations for which it provides advertising sales management.

Transfer and Roularta Media will be offering commercial packages at attractive rates for a quality target group, without waste.

Both Kanaal Z and Canal Z will be included in CIM's Grote Audimetrie reporting, with its more detailed viewing statistics.

Roularta Media will continue to look after all non-spot formulas such as sponsoring and partnerships for side programmes, infomercials and mini-series.

Kanaal Z and Canal Z's diverse and specialist offering has produced a growing and loyal viewer group, making it the largest national digital station in our country. Both channels target not only the 'homo economicus', that is entrepreneurs, business managers and starters, but also financially committed citizens.

With an average daily reach of 222.000 viewers, Kanaal Z and Canal Z confirm their solid position in the overall TV offering. With around 1.118.000 viewers every week, the two stations together can count on about 2.965.000 monthly viewers. (Source: CIM Kleine Audimetrie)

Transfer is the only specialized advertising sales house for thematic channels in Belgium. It is the one-stop-shop for purchasing commercials in a combination package on stations Acht, Cartoon Network, DobbittV, FOXlife, Lucht, National Geographic Channel, njam!, Star TV and Studio 100 TV.

Contact	Philippe Belpaire General Manager Roularta Media	Birgitta De Smet CEO Transfer
Tel	+32 2 467 56 44	+32 3 613 22 52
E-mail	philippe.belpaire@roularta.be	birgitta@mytransfer.be