

Case Study: Breaking into the European Market with Rakuten TV

How NTD News partnered with Europe's leading CTV platform to launch and scale its presence across key markets.



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The Challenge

Europe's news landscape is dominated by established broadcasters. With limited awareness and strong competition, NTD News needed a trusted local partner to cut through the noise. It turned to Rakuten TV — a leading European connected TV (CTV) platform— to build visibility and engagement.

Together, they launched a multichannel campaign tailored to drive brand awareness, plays, and monetization in the UK and Ireland. The results were clear: major performance spikes, strong engagement, and a foothold in highly competitive markets.

Rakuten TV's Strategic Approach

Rakuten TV launched a two-phase multichannel campaign to increase visibility and performance. Combining video ads and homepage banners, the strategy delivered 3 million impressions across two waves in the first half of the year. Prominent homepage placement further ensured broad exposure across key consumer touchpoints.

Performance and Results

The first campaign wave achieved a 6.6% CTR and a 93% VTR, strong CTV benchmarks. The billboard placements performed well too, with 9.38% of clickers watching over five minutes. Overall plays grew by 240%, ad inventory quintupled, and average view time increased from 29 to 34 minutes, a clear sign of engagement.

Building on this, the second wave refined the creative and drove even better results: 7.3% CTR, 93.18% VTR and 4.4 CTR on billboards with a 10.25% five-minute conversion rate. Plays rose by 188%, ad inventory grew 247%, and view time climbed again, up to 38 minutes in the UK and 32 in Ireland.



**Ad
inventory**



**Increased
viewing time**

Conclusion

With Rakuten TV’s local expertise and multichannel execution, NTD News successfully entered and scaled its presence in Europe. The campaign delivered immediate results while laying the foundation for long-term growth and monetization.

This case shows how local knowledge, CTV, and strategic precision can help international brands can thrive in Europe.

About NTD News

NTD News is a global news organization committed to delivering unbiased journalism and in-depth reporting on stories that matter. Headquartered in New York, NTD offers international coverage across current affairs, culture, and society, reaching audiences in over 30 countries.

“Rakuten TV’s connected TV strategy gave us exactly what we needed to stand out in a competitive market. The targeted approach not only boosted our visibility but also delivered measurable engagement across key European regions. We’re very pleased with the results.”

Jim Feng, SVP, NTD.



Rakuten TV is one of Europe’s leading video-on-demand platforms, operating in over 43 countries. It offers content partners a powerful advertising ecosystem designed to maximise reach, engagement, and return on investment. The platform’s integrated media solutions and access to connected TV households make it a strategic choice for brands and content providers seeking scale and performance.