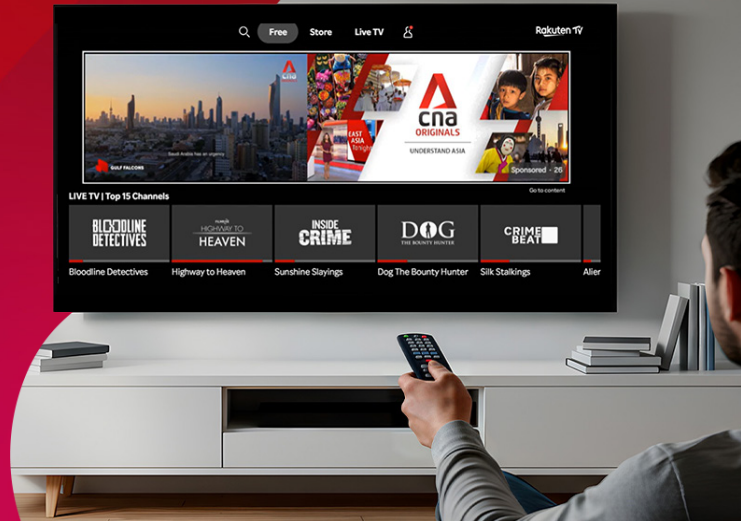


## Case Study:

# Bringing CNA Originals to Europe: Scaling Premium Asian Documentary Content on Rakuten TV



Expanding into new markets is a key growth lever for content owners, but success depends on more than distribution alone. **CNA Originals**, a Singapore-based news and documentary channel, partnered with **Rakuten TV Enterprise** to expand its FAST channel in Europe and build audience engagement across key markets.



### The Challenge

Breaking into the European streaming landscape presents challenging barriers for international content owners. For CNA Originals, the key challenges were:



**Limited brand recognition** across European audiences.



**Low organic discoverability** within increasingly crowded FAST environments.



**The need** to quickly establish **audience engagement and sustained viewership**.

Launching the channel on the platform was only the first step. **The real challenge was ensuring audiences could find, recognise, and consistently engage with the content.**



### The Solution

Rakuten TV Enterprise delivered a combined launch and growth strategy designed to maximise visibility and accelerate audience engagement from day one:



**FAST channel launch on Rakuten TV**, providing immediate access to a large, entertainment-focused European CTV audience.



**Multi-phase media activation**, evolving from launch-focused awareness to premium, high-impact placements designed to deepen engagement and reinforce audience growth.



**Editorial promotion and platform integration**, featuring the channel within curated placements such as the Top 15 list to reinforce discoverability and sustained engagement.

Initial campaigns focused on broad visibility through video, web banners, and newsletter inclusion, followed by a refined phase introducing premium formats such as billboard placements and standalone newsletters to further strengthen engagement. **This continued activation reflects CNA Originals' confidence in the strategy and its role in supporting their expansion in Europe.**



## Performance and Results

Across multiple campaign phases, the strategy delivered **strong and progressively improving results** across visibility, engagement, and sustained channel growth.



## High-Impact Campaign Performance

- **5.36% CTR on billboard campaigns**, outperforming typical benchmarks for this premium placement.
- **Strong performance across all key markets**, with particularly high engagement in the UK and Ireland, supported by high video completion rates reflecting strong content relevance and viewer attention.



## Channel Growth and Engagement

- **+571% increase in ad inventory** during campaign periods.
- **+285% increase in plays**, demonstrating effective audience acquisition.
- **Total and average view time increased during campaign activation**, indicating deeper and more sustained audience engagement.



## Cross-Channel Reinforcement

- **Solus Newsletter campaign** achieved strong engagement, with high open rates and click-through performance.
- **Web banners** supported continuous brand exposure across devices.
- **Editorial placements** ensured sustained visibility beyond paid activity.
- **Creative and messaging refinements** further supported performance, improving content clarity and strengthening audience engagement across formats.



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.





## A Strategy Built on Rakuten TV Platform Expertise

This case reflects how Rakuten TV Enterprise supports channel growth through deep knowledge of its platform, audience, and viewing behaviours:



**Visibility driven by platform insight**, aligning channel placement and promotion with how users navigate and discover content within the Rakuten TV app.



**Formats selected for real viewing environments**, prioritising high-impact placements in moments of natural attention on the big screen to maximise visibility and engagement.



**Content positioned within the viewing journey**, aligning editorial placements and curated rows with key discovery moments to support both initial viewing and continued engagement.



## Conclusion

Through a structured combination of platform expertise, media activation, and editorial support, Rakuten TV Enterprise enabled CNA Originals to successfully launch and scale its FAST channel in Europe. The approach delivered immediate visibility while building the foundations for sustained audience growth, demonstrating how content owners can expand into new markets with a clear and proven framework.



## About CNA Originals

CNA Originals is a Singapore-based news and documentary brand focused on in-depth, factual storytelling. Its FAST channel on Rakuten TV features a curated selection of premium documentaries, current affairs and news programmes. Guided by the tagline “Understand Asia”, it delivers authentic stories and fresh perspectives from one of the world’s most dynamic regions to global audiences.



*Our expansion into Europe required more than platform distribution; it needed a clear understanding of audience discovery, content positioning, and engagement within the Connected TV environment. Rakuten TV Enterprise brought that expertise, helping us showcase CNA Originals’ premium Asian documentaries and factual programmes to new audiences and build meaningful engagement from the outset.”*

**CJ Yong**

Head, Business Operations, CNA