

# Ibiza Live TV

Welcome to 'Ibiza Live TV', the islands 24/7 TV channel.

## What is Ibiza Live TV?

Initially launched in 2015 for a small selection of Ibiza hotels, it has grown rapidly, now reaching our largest captive audience in 2017, with over 6000 hotel rooms, and 40+ Ibiza hotels. Ibiza Live TV will be presenting some of the best video and music content from the magical island of Ibiza, giving tourists a great selection of what's on offer. From bars, clubs and party scene to lifestyle, travel and wellness, both locally and internationally. Ibiza Live TV are the official partner TV Channel for Ibiza Tourism Board, Consell, and the various Ibiza Ajuntaments.

## Why advertise?

Like flyers, billboards, radio, social media and beach promoters, Ibiza Live TV is another viable and effective medium to integrate with your existing marketing strategy.

*continued...*



**LUCKY LIFE**

**40+**  
HOTELS\*

**6000+**  
ROOMS\*

**24/7**  
CHANNEL

# *The Statistics*

**2015 - 1120 screens**

**2016 - 4810 screens**

**2017 - 6000 screens**

**2-6 guests per room**

**(Av) 12,000 TO 36,000 per day**

**Ads run 48 times per day**

**2017**

**275,000 room bookings confirmed** (APR 2017)

**1.8 MILLION TO 5.4 MILLION**

**CONTENT VIEWS / IMPRESSIONS**

**MAY 15TH TO OCT 15TH**

**Ibiza's real audience!**

Ibiza Live TV provides you with repeated and direct access to thousands of Ibiza visitors, holidaymakers and clubbers at over 40 hotels playing 24/7 - we are never off. A prime opportunity to advertise, showcase content and drive new customers, sales and opportunities to your business.

As traditional mediums like flyering, postering, ticket sellers are becoming increasingly more difficult (some now even illegal) it's the perfect time to add Ibiza Live TV's captive audience to your promotion.

## *More than just rooms*

In addition to the TVs in hotel rooms, we also have 2 x 15ft screens in our best & busiest hotels with extra screens in entrances, restaurants and common areas. These offer prime viewing locations for your content to not only hotel guests, but many visitors too. This year Playa Sol are hosting pre parties / pool parties and hotel events which attract 1000's more tourists each day who can engage with your advertisements.

## *20% Increased sales*

Clients who advertised on Ibiza Live TV in the past have seen on average a 20% increase in ticket sales & revenue through the hotel sales platform.

# Advertise with us

Your advert can include: QR Codes, Ticket links, Web links to assist in sales or your customer could purchase directly from the hotel.

**30 second advert twice hourly  
Playing 24/7**

Are you interested in featuring your content on our channel?

**We have limited spaces for high quality shows and content to run each day through the summer.**

**Do you want Ibiza Live TV in your venue or hotel?**

Get in touch to find out more

# Contact us

It's easy to get in touch with us, please contact:

## Ibiza Live TV

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Thanks for taking the time to read this document

and we hope to hear from you soon.