

RAKUTEN (IT)

A powerful AVOD platform

Video-on-demand (VOD) streaming service, offering movies and TV series for subscription, rental and purchase or for free (supported by ads). Rakuten TV's catalogue includes content from studios around the world. Rakuten TV recently announced the launch of 90 new linear TV channels. The core target is people aged between 16 and 44 years old.

Advertising Video on Demand

Monthly Uniques ¹	1,978,467
In-Stream Impressions ¹	995,310

¹Publisher's Information 2023. RAKUTEN (IT) is published in Italy.

