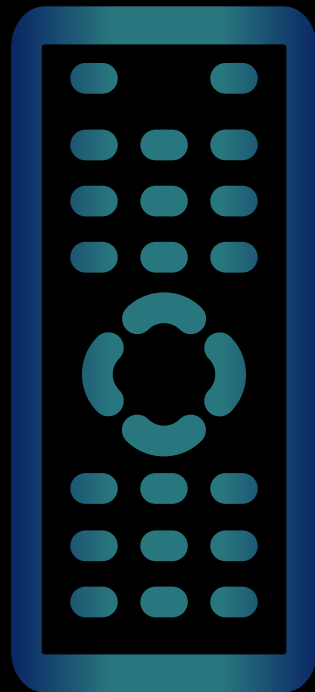


Get your customers interacting directly with your brand with Interactive Connected TV advertising on TVNZ OnDemand.

TVNZ & Innovid: Creatively combining data and video advertising to make real impact.

LIGHT ENGAGEMENT

Interactive CTV **Overlay**



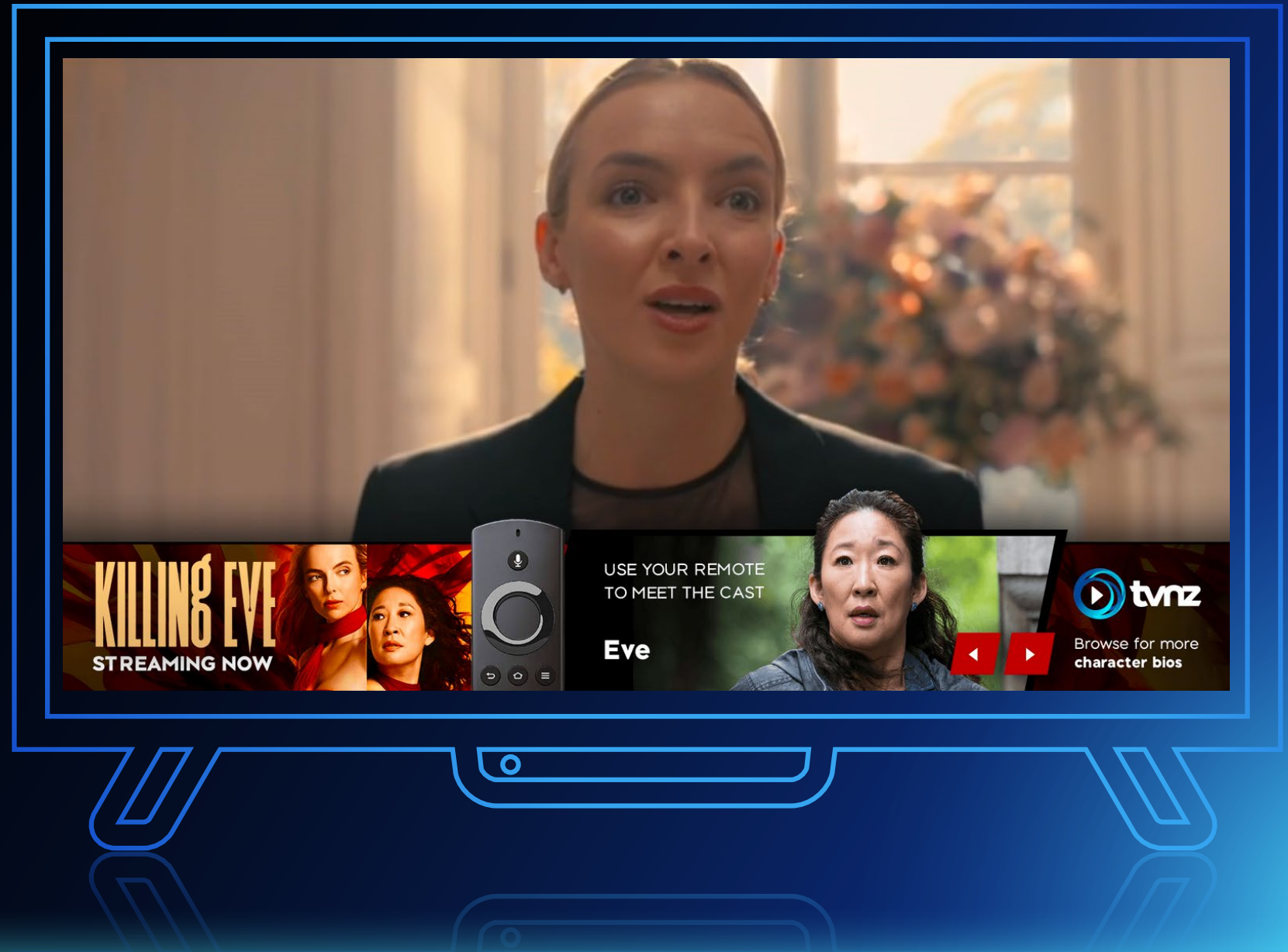
How it works

An overlay and call-to-action appears over a standard video ad. As the video continues to play, the viewer can engage using their remote to navigate additional product information.

Viewers can interact with the ad using the left/right/up/down, OK/enter and back buttons on their remote.

Innovid puts all the creative elements together to create the experience – you don't need to do a thing!

Great for driving brand awareness and measuring engagement for the first time ever on CTV.



Standard advanced video development

1 Kick off

Client submits all materials to Innovid for review.

2 Review

Innovid reviews and determines if kick-off call is needed. Confirms ETA.

3 Story development

Innovid returns storyboard for client review.

4 Client review

Client either requests revisions or approves storyboard for build.

5 Build work

Screen capture of fully functional build is delivered.

6 Client review

Client either requests revisions or approves for launch.

7 Approval

Client approves for launch and supplies impression tracker if desired. Click trackers are supported and will track all in-unit engagements. Imp and click tracking is not mandatory.

8 Launch

Client requests tags and Innovid provides to TVNZ.

Interactive development timeline

Deliverable	Owner	Standard timing*
Client submits Innovid kick-off request	Client + Innovid	Same day or next business day
Delivery of storyboard	Innovid	3-5 business days after receipt of assets
Storyboard review & feedback	Client	TBD
Delivery of updated storyboard	Innovid	1 day after feedback is received
Approval of storyboard	Client	TBD
Delivery of screen capture/preview link (functional demo)	Innovid	3-5 business days after storyboard approval
Screen capture/preview link review & feedback	Client	TBD
Delivery of updated screen capture/preview link	Innovid	1 business day, subject to change based on depth of revisions
Final approval of unit	Client	TBD
Traffic production tags to TVNZ	Innovid	1-2 business days after final approval

*Timeline is dependent on client feedback & revision rounds.
Timing will be provided following kick off if differs from above.

Innovid kick-off checklist

Materials to provide at kick off

Collect all campaign information, assets, and necessary design instruction.



Available video assets. TVNZ video specs:
www.tvnz.co.nz/sales/tvnz-specs#video-creative



1920x1080 high-resolution non-flattened image assets



PSD files or design mocks



Supporting design assets (brand guidelines, fonts, design items not in PSD that should be considered)



Any available design notes or preferences



Impression count



Desired launch date



Helpful notes: If the design is a refresh and relaunch of an existing design, please let Innovid know, as that can potentially decrease turnaround times.

If you have any questions, please contact your TVNZ Business Manager.