

TVNZ DIGITAL MEDIA KIT

June 2023



TVNZ+ is NZ's largest BVOD platform.

TVNZ+ has grown from a catch-up service to a true destination for local and international content.

1.184M	7.0M+	195K+	1.29M+
Average Weekly Reach²	Average Weekly Streams	Average Weekly Live Stream Reach³	Average Weekly Live Streams

TVNZ+ houses big and bold international content, showcases new local shows and all the best content from TVNZ 1, TVNZ 2 and TVNZ DUKE.

It's available on all major devices, whenever and wherever you want it.



TVNZ+ is a **brand safe environment** featuring professionally produced content. We have a constant focus on experience and low ad load.



We're the **leaders in local** as we continue to invest in content that resonates with our audience.

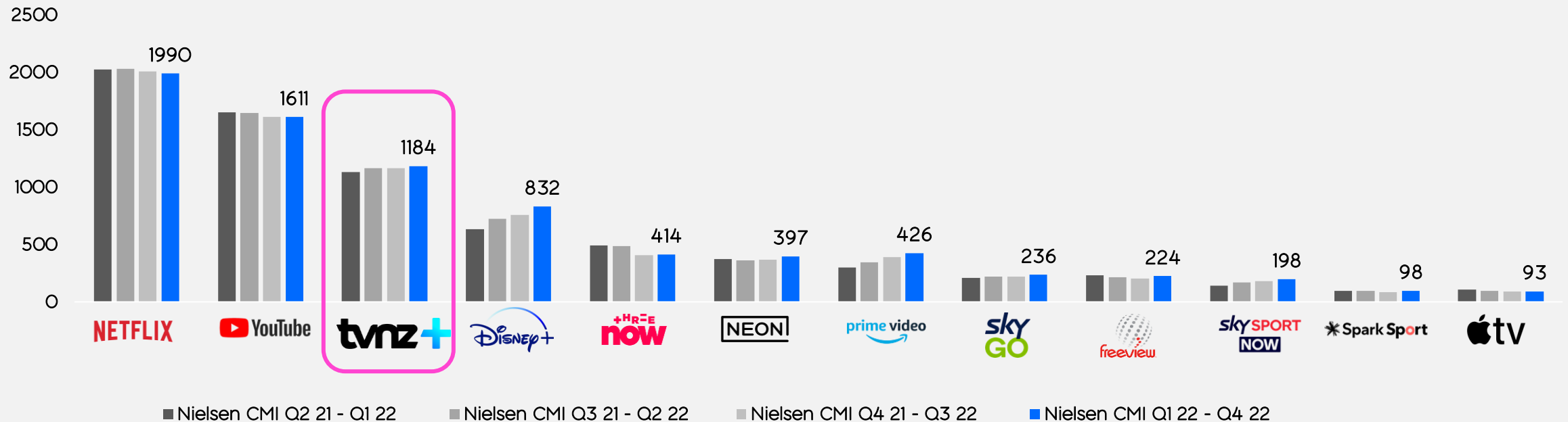
TVNZ+'s local content is a point of difference compared to global online competitors.

We prioritise investment in local news and entertainment, maintaining TV audiences and growing digital reach.



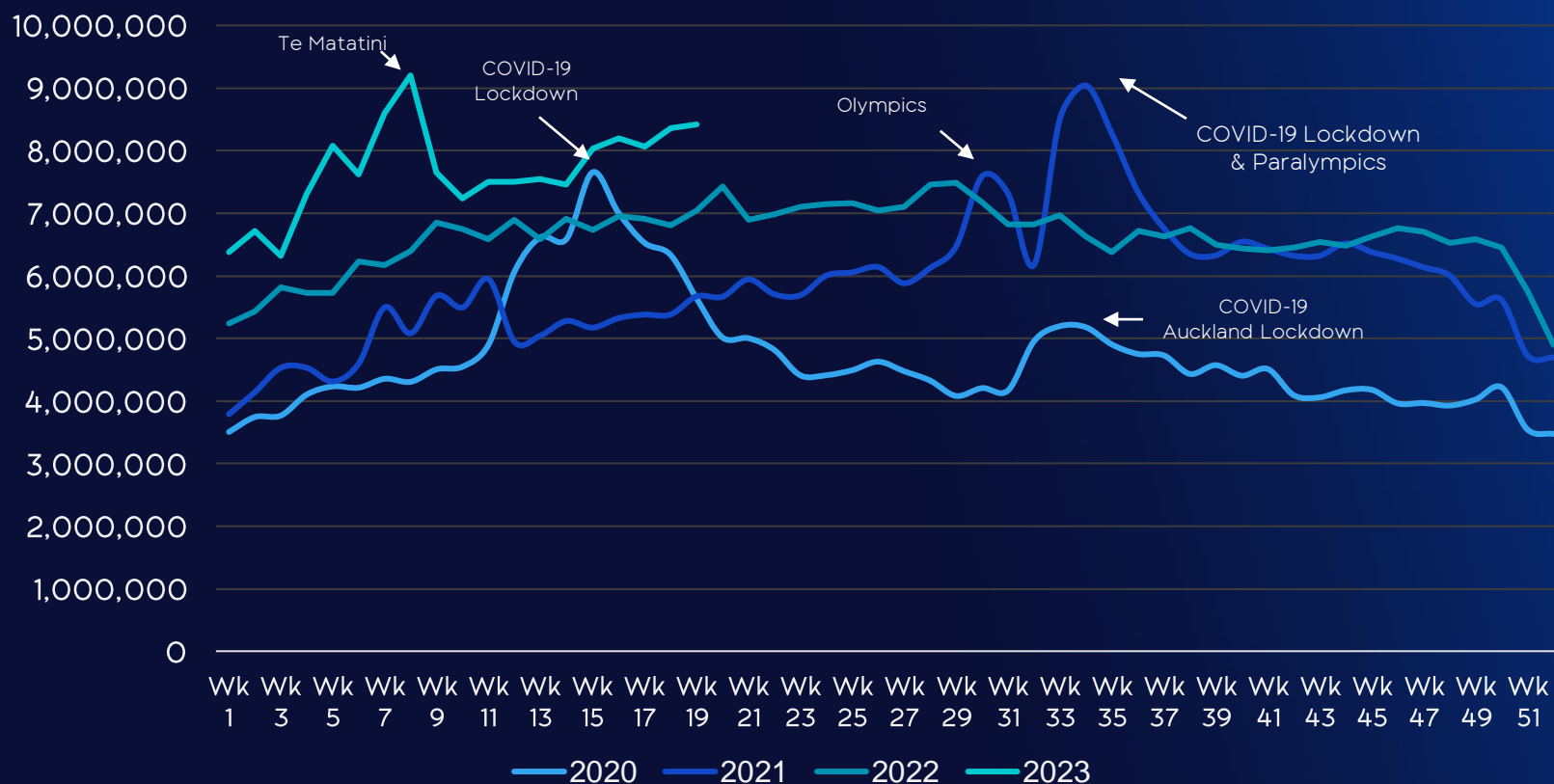
TVNZ+ REACHES OVER 1.18 MILLION KIWIS ON AVERAGE EACH WEEK

Weekly Online Video Usage
AP 15+



We're reaching more viewers and they're **watching more content than ever before**

TVNZ+ (VOD & Simulcast) Weekly Streams - AP13+



2022
Avg. Weekly Streams



6.6m

+12.3% YOY

2023 YTD
Avg. Weekly Streams

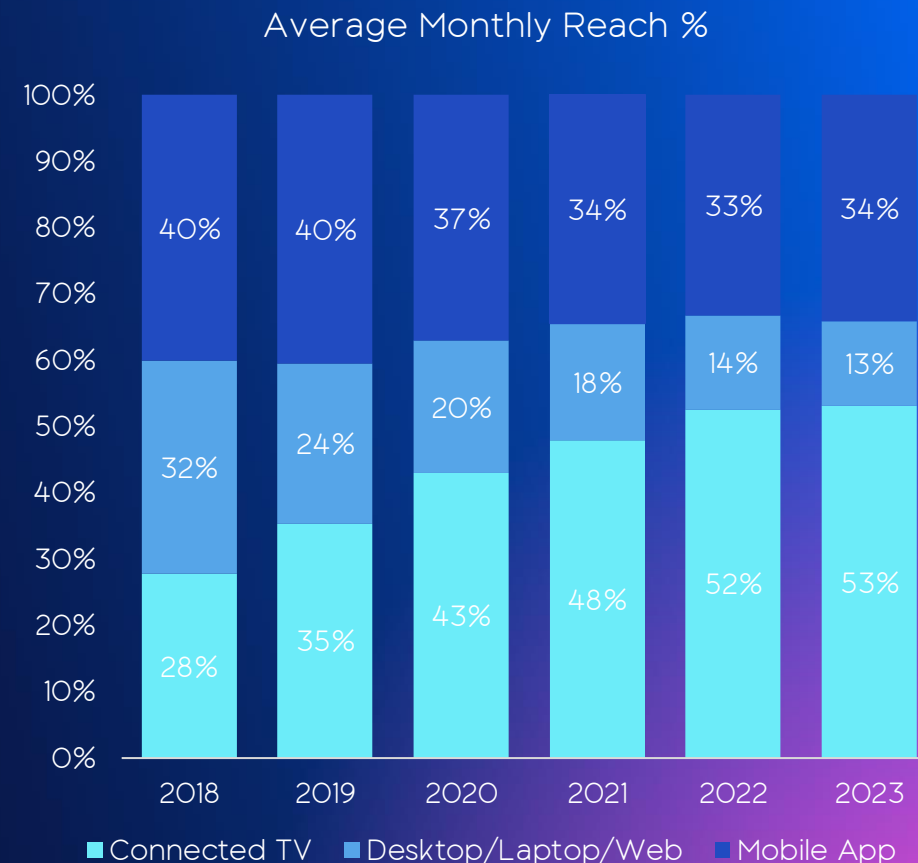
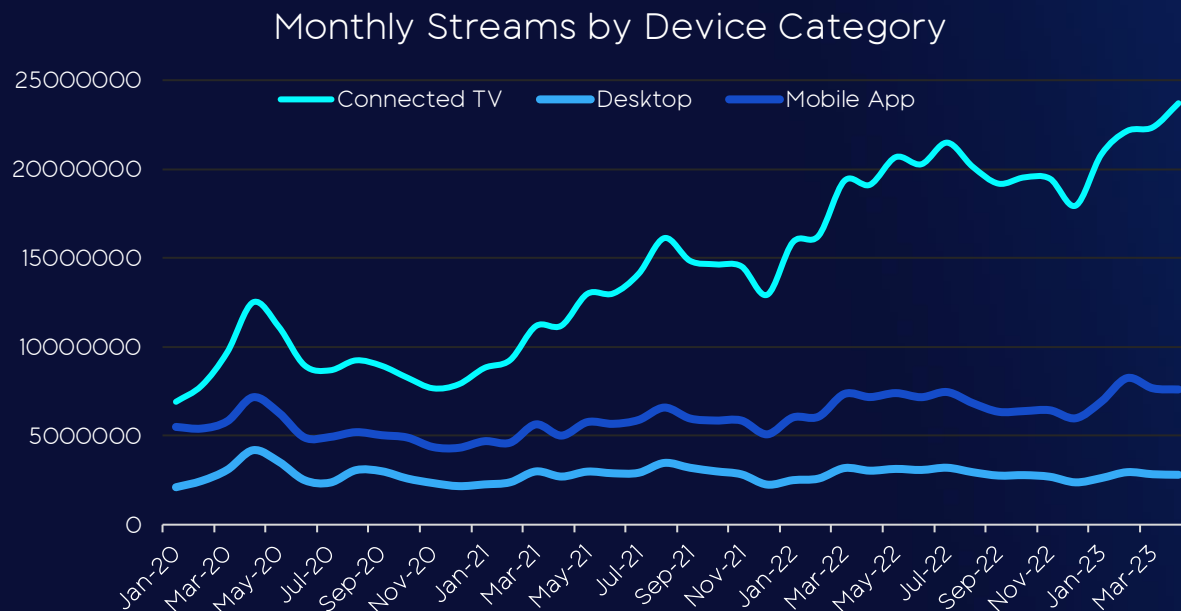


7.7m

+20.8% YOY

THE POWERHOUSE OF CTV

accounting for over two thirds of monthly streams



68%
CTV

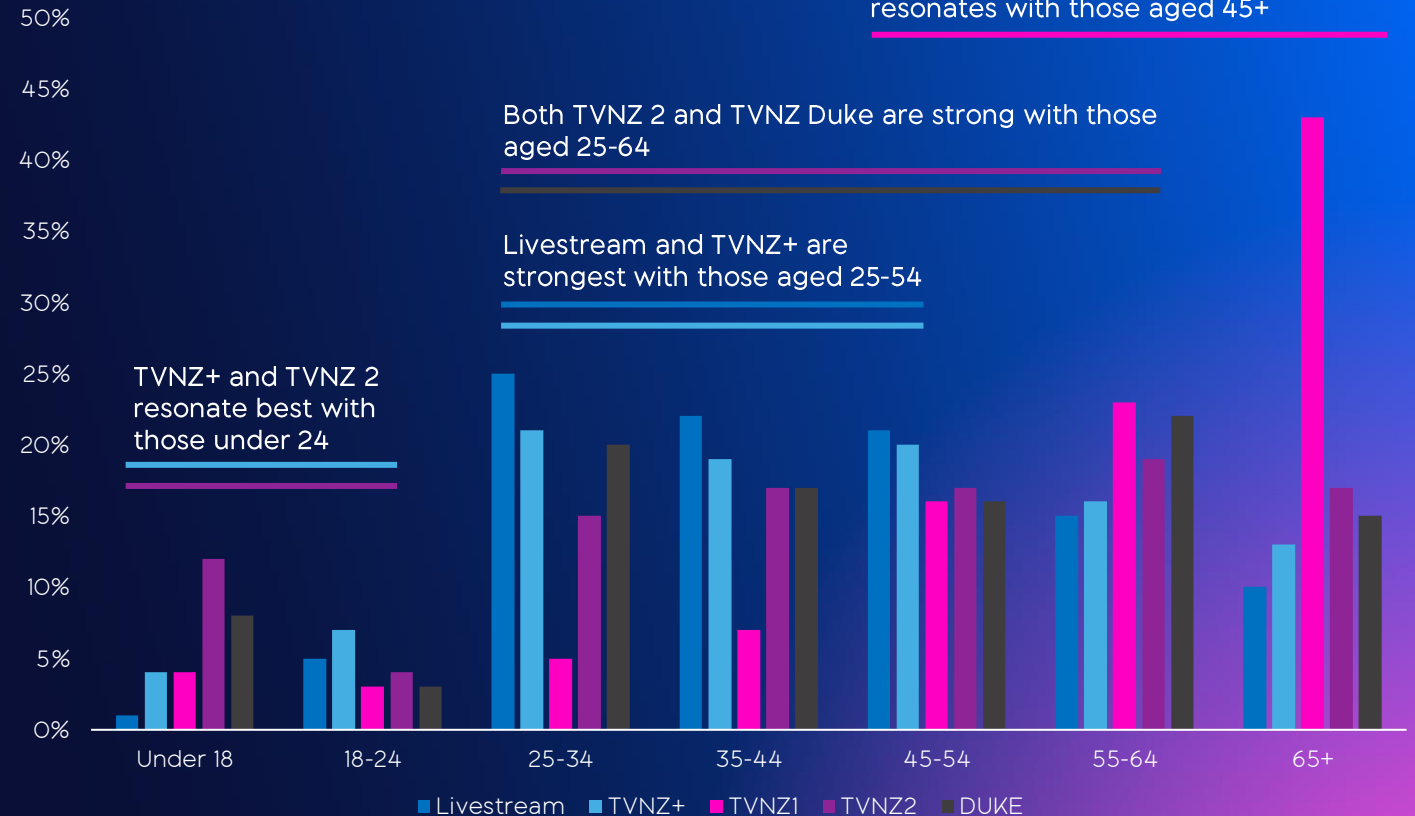
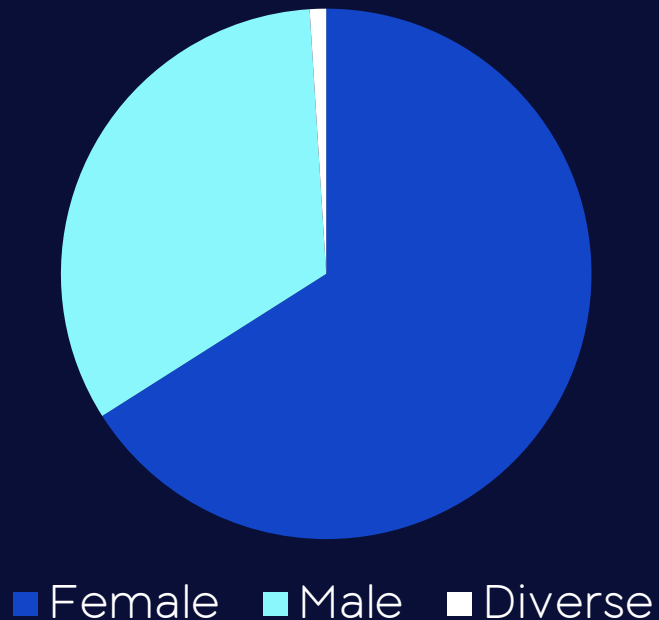
23%
Mobile
App

9%
Desktop

VIEWERS AGED 25-54

make up the majority of the TVNZ+ audience

As the number 1 channel in NZ TVNZ1 resonates with those aged 45+





tvnz



tvnz



tvnz

Livestream

Livestream advertising is the first step to the future of personalised TV advertising

Deliver digital advertising to viewers watching TVNZ1, TVNZ2, & DUKE through TVNZ+'s livestreaming

Ads are stitched together and delivered to mimic a TV like viewing experience.

Livestream offers targeting and addressability in a 1:1 viewing environment.

Leverage TVNZ+ 1st party logged in data for addressability and measurability

TVNZ+ livestream combines the **reach & attention** of TV viewing with the **relevance & measurement** of digital advertising

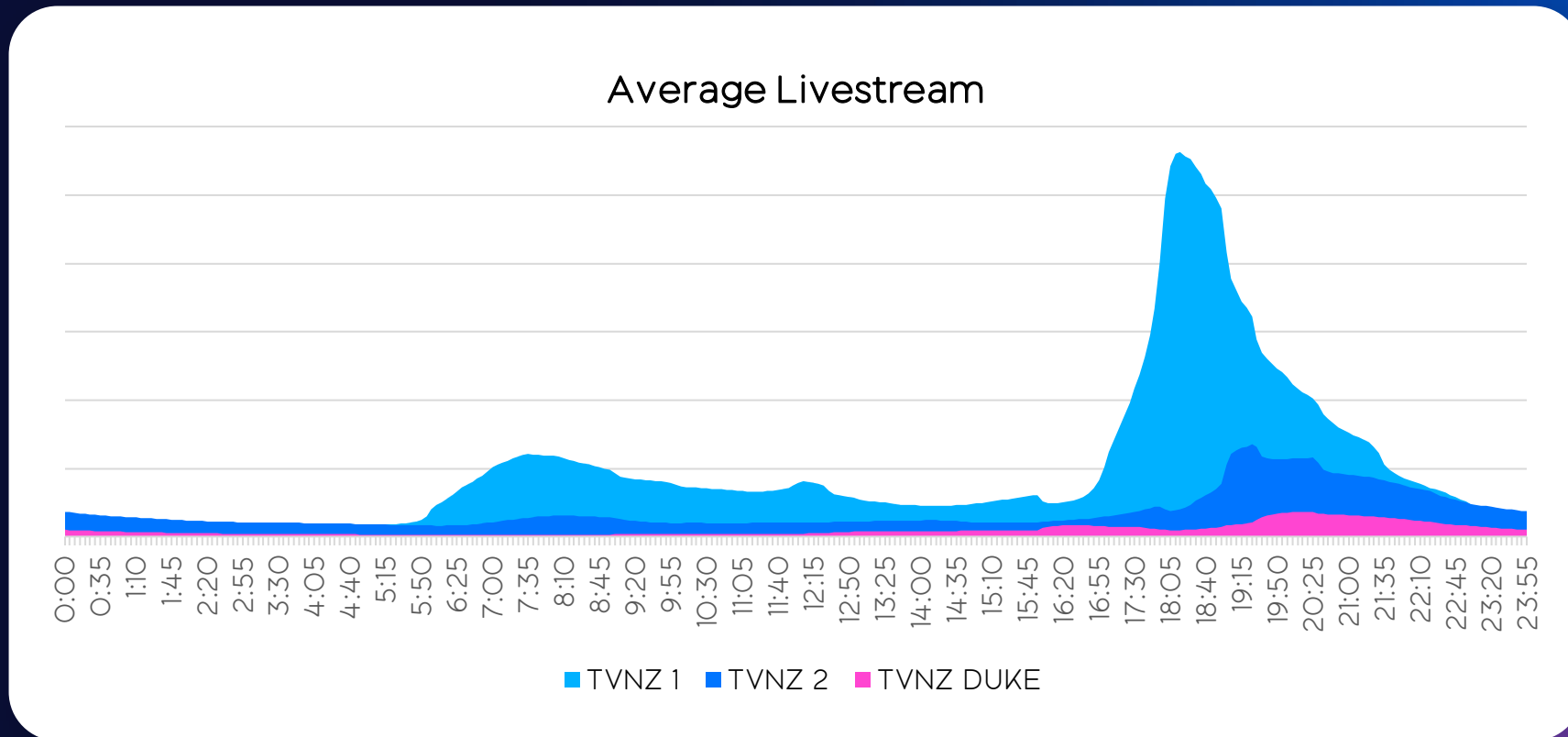
**376K monthly
logged in
users**

(May 22-Apr 23)

**10% of TVNZ's
weekly logged in
audience**
can only be
reached through
Livestream

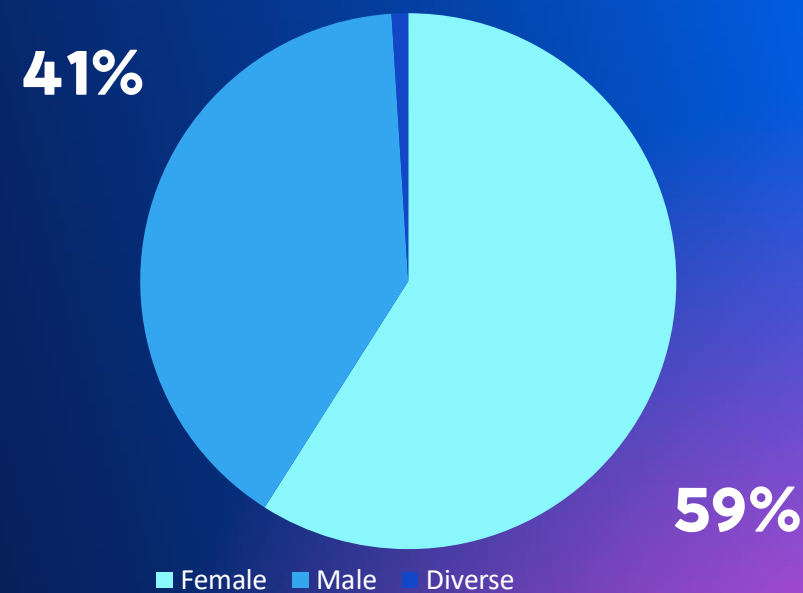
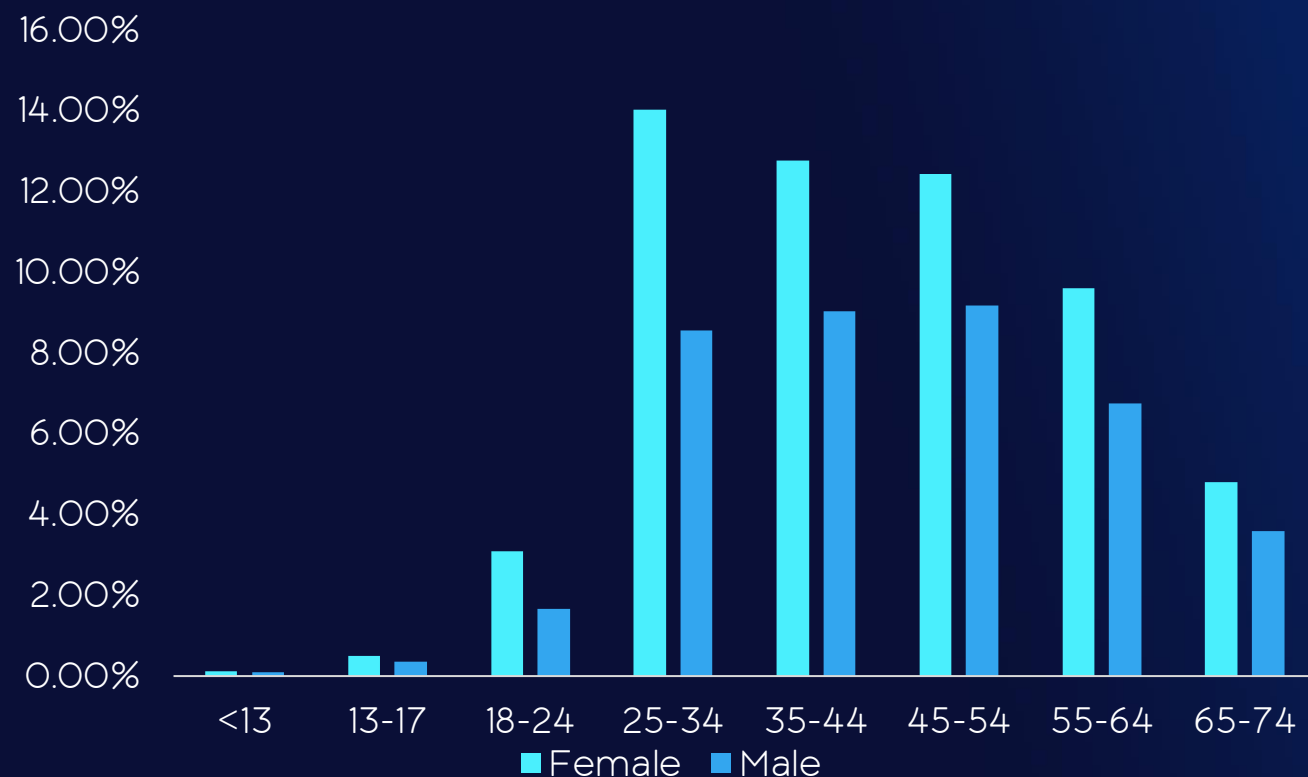
**75% of all
Livestreams are
via CTV**

TVNZ+ livestream is the opportunity to reach audiences **following linear viewership trends**



Source: Google Analytics, Live Stream Dashboard: Applied Filters Date is on or after 01/1/2023 and is before 30/4/2022 :Day Name is Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, or Saturday, ViewType is Live. *Average Stream Time does not include 'ad watch time' or 'pause time' only time watching content.

Livestream delivers an **alternate skewing audience** to TVNZ+





Advertising Solutions

TVNZ+ Network Buy



Advertising on TVNZ+ brings awareness, recall and help you tell your story in a platform that demands attention.

The TVNZ+ Network Buy optimises TVNZ+ platform reach across VOD and Live Stream content across every device type.

Benefits: Non-skippable video inventory, Low-ad load (VOD), Studio quality content, Brand Safe & High Co-viewing environment (i.e Connected TVs)

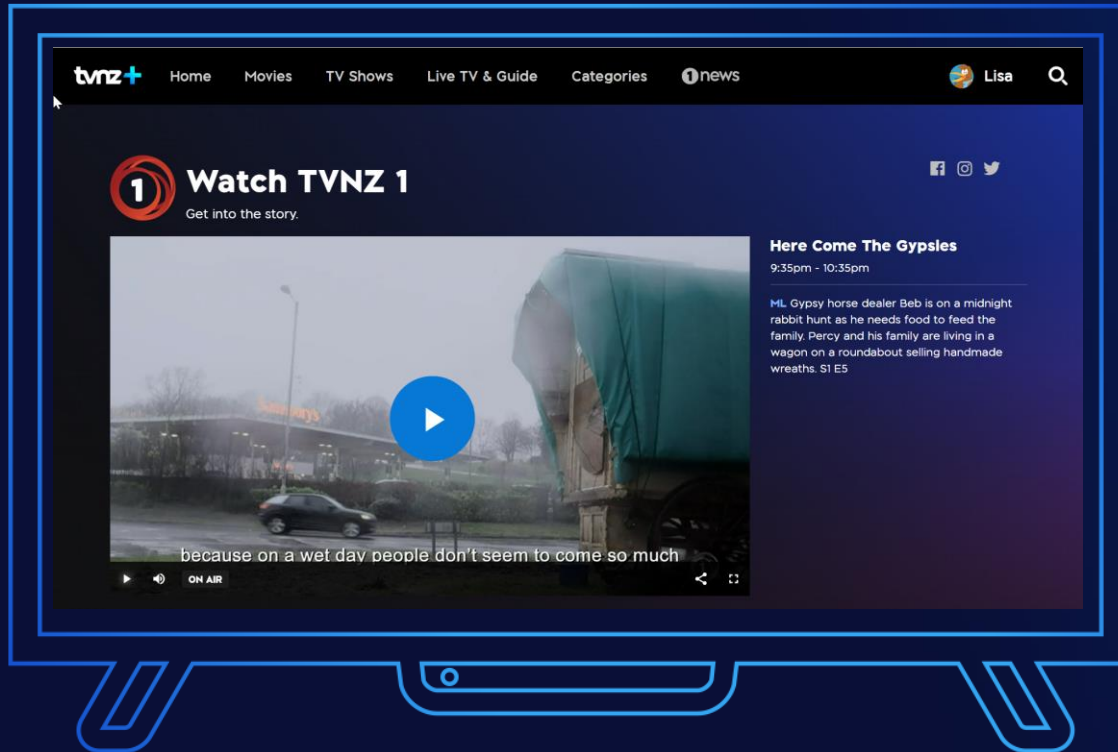
Durations available: 15, 30, 45 & 60 seconds (longer durations available upon request).

Targeting: Age, Gender, Regional Geo, Frequency capping, Behavioural, Device and Time of Day.



TVNZ+ Live Stream Ad Insertion

Available ONLY as a Network buy across TVNZ+ & Livestream Inventory



Live Stream Ad Insertion is the best of both worlds. Combining the can't-miss moments of Live TV with the addressability and measurement of digital.

Durations available: 15 seconds or more. Longer durations may be accepted as a Livestream only buy.

Targeting: Age, Gender, Frequency Capping, Channel & Time

Benefits: Non-skippable video inventory, incremental reach to linear buys



TVNZ+ Daily Video Reach Blast

The TVNZ+ Daily Video Reach Blast is a great way to support campaign/new product launches and limited time offers; delivering 1+ reach at scale in a trusted, brand safe, viewable environment on New Zealand's #1 BVOD platform.

Your brand message will be delivered to all TVNZ+ individual profiles across all content and all devices for the day booked - delivering on average 175k reach/impressions (not guaranteed).

When taking into account the TVNZ+ co-viewing factor of 1.63 the true campaign reach is est. 285,250, offering more eyeballs and greater cost efficiencies.



TVNZ+ Ad on Pause



Advertising with a digital billboard...in the living room

The Ad on Pause represents a unique opportunity to present a relevant display message to viewers when they pause their content for a short break.

Advertisers are using the format to connect directly with TVNZ+ viewers using fun and creative messaging at a unique moment of pause.

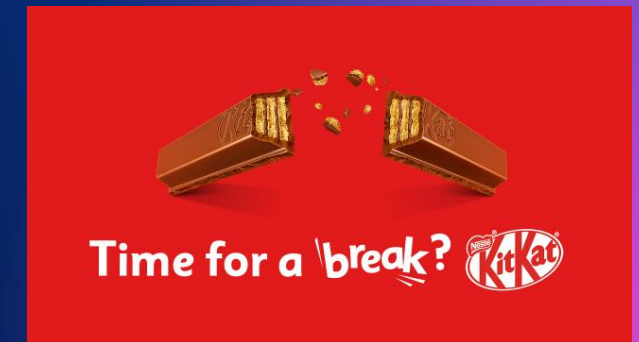
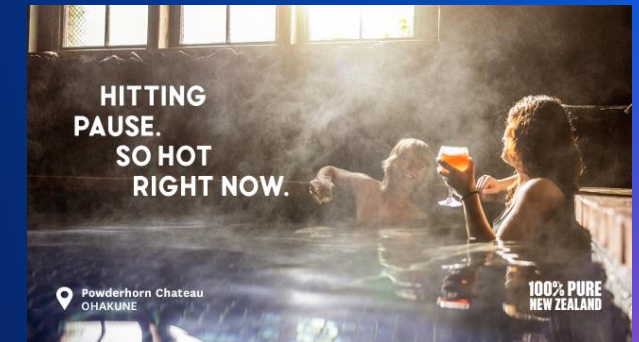
Available across Desktop and Connected TV Streams



Ad on Pause Creative Examples



Ad on Pause Creative Examples



TVNZ+ **Activate** Audience Amplifier

TVNZ reaches a mass audience every day and we continue to find ways to help you reach the audience you're looking for.

TVNZ+ Audience Amplifier uses defined segments of viewers to target based on TVNZ+ user information and their viewing behaviours.

Using independent Nielsen CMI data, the makeup of each audience segment has then been substantiated and supported.

You can now target these defined behavioural audience segments on TVNZ+. TVNZ has the ability to create custom Audience Amplifiers to brief



TVNZ+ Activate Audience Amplifier

At Home with Kids

Viewing Community Criteria:
Viewers who have watched kids' content or used a kid's profile on TVNZ+ in the last 30 days.



Foodies

Viewing Community Criteria:
Viewers who have shown an affinity to cooking-related shows on TVNZ+ over the last three months.



Focused on News & Current Affairs

Viewing Community Criteria:
Viewers who have watched a minimum of three streams across our News & Current Affairs shows or viewed an article on 1 News in the last 14 days.



Sports Nuts

Viewing Community Criteria:
Viewers who have shown an affinity to sports-related content on TVNZ+ over six months.



Kiwi As

Viewing Community Criteria:
Viewers who have shown an affinity to local content on TVNZ+ over the last three months.



Sustainability

Viewing Community Criteria:
Viewers who have shown an affinity to sustainability or natural world content on TVNZ+ over the last three months.



Comedy Club

Viewing Community Criteria:
Viewers who have shown an affinity to comedy content on TVNZ+ over the last three months.



Home Improvement & DIYers

Viewing Community Criteria:
Viewers who have shown an affinity to DIY Lifestyle content on TVNZ+ over three months.



Intrepid Travellers

Viewing Community Criteria:
Viewers who have shown an affinity to Travel content on TVNZ+ over the last four months.



Thinkers

Viewing Community Criteria:
Viewers who have shown an affinity to Documentary content on TVNZ+ over the last three months.



Brit Buffs

Viewing Community Criteria:
Viewers who have shown an affinity to UK content on TVNZ+ over the last three months.



+ More Data + More Audiences + More Possibilities



Available on
all screens

Available Direct or
Programmatic



tvnz+

TVNZ+ Activate Storytelling

Connect your ads and build your brand through Audience Storytelling.
Retarget viewers across TVNZ+ using video and AOP (in future).

Audience Sequence works across
Devices With frequency de-duped



▶ 60s Video

▶ 30s Video



Available on
all screens

Available Direct or
Programmatic



tvnz+

TVNZ+ Canvas Video

Ensure your key messaging gets the spotlight using the Canvas Video, by extending your branding alongside your video ad all displayed without obstructing the video.

Imagery can include animation to further capture the viewers attention!

Best Used For: Brand Awareness, Conversion to Site, Dynamic Creative

Production: \$3,000



Available on
all screens

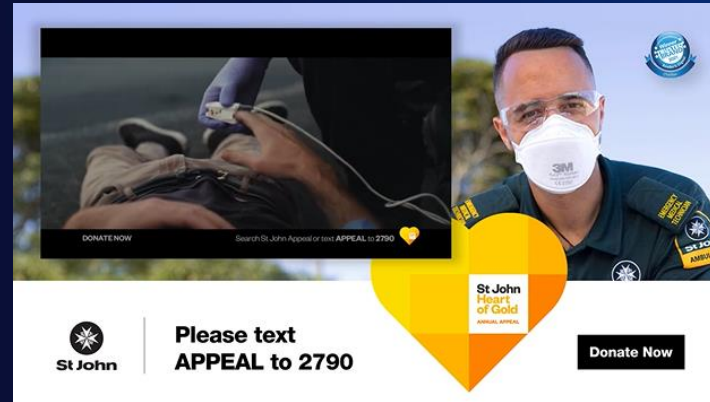
Available Direct or
Programmatic



INNOVD

tvnz+

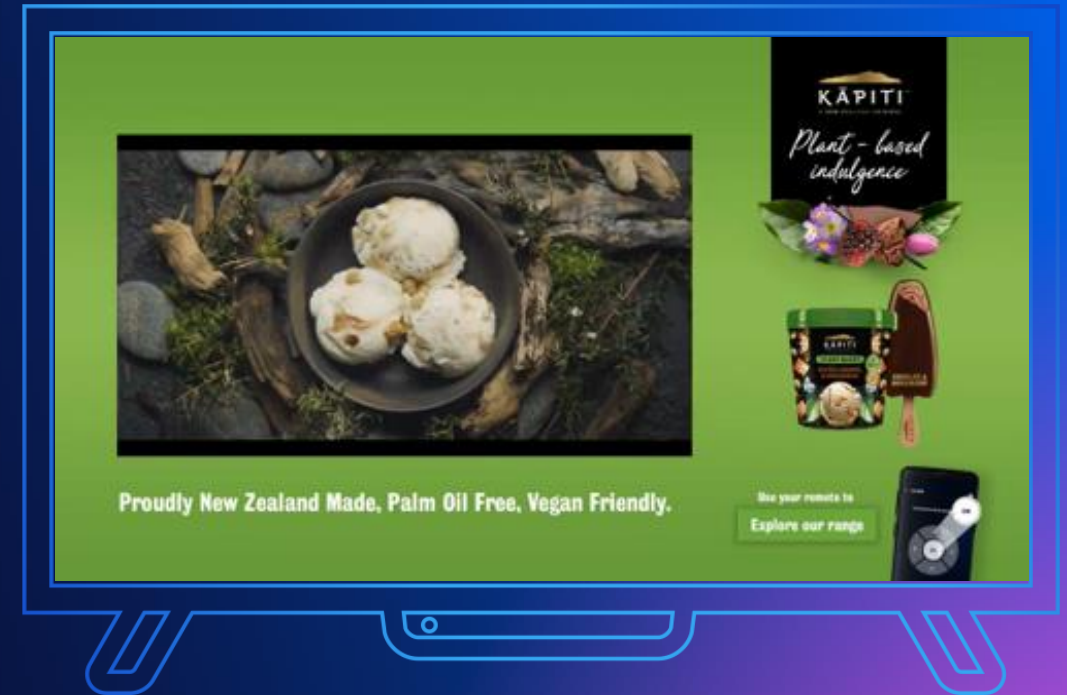
Canvas Video Creative Examples



TVNZ+ **Interactive Connected TV**

Engage audiences in the living room with ICTV.
Alongside your video pre roll, using assets images,
website content & more to drive engagement & add
value to the viewers experience.

**Best Used For: Brand & Product Awareness,
Engagement, Time Spent**



Production: \$5,500



Available on
Connected TV
screens

Available Direct or
Programmatic



INNOVD

tvnz+

TVNZ+ Interactive CTV Formats

EXPAND

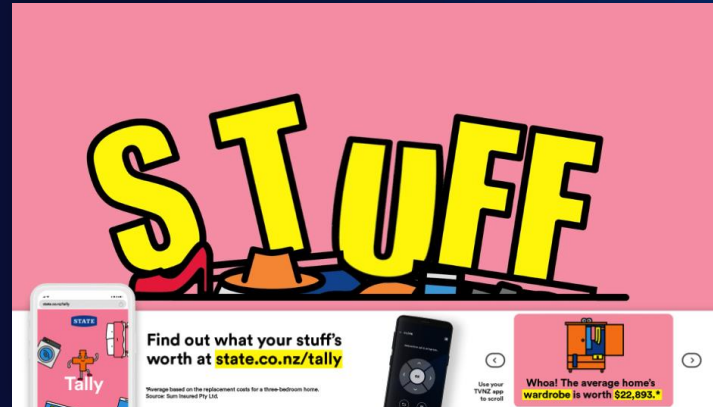


An overlay and call-to-action appears over or next to a standard video ad.

The viewer engages using their remote to open up a full-screen static product image gallery or corresponding QR code, as seen in the above example.

The pre roll is paused while the viewer interacts with the ad with their remote

OVERLAY



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.

CANVAS



The canvas appears around a standard video ad, with the video ad shrinking down from full screen and the surrounding areas offering interactivity.

As the video continues to play, the viewer can engage using their remote to navigate additional product information.



Available on
Connected TV
screens

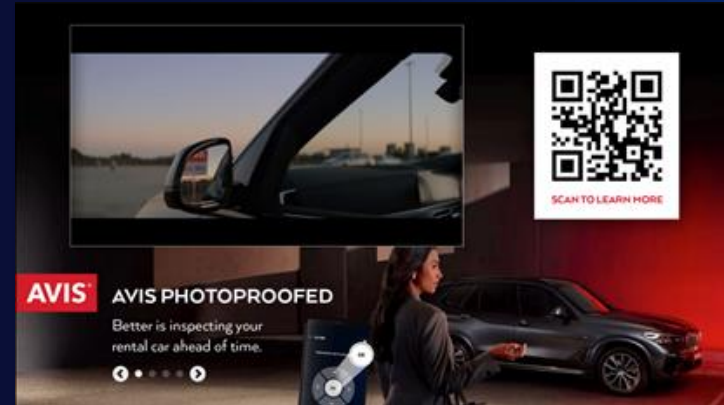
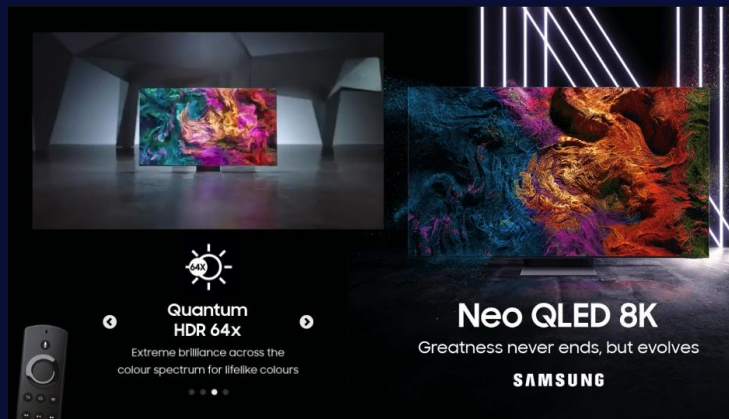
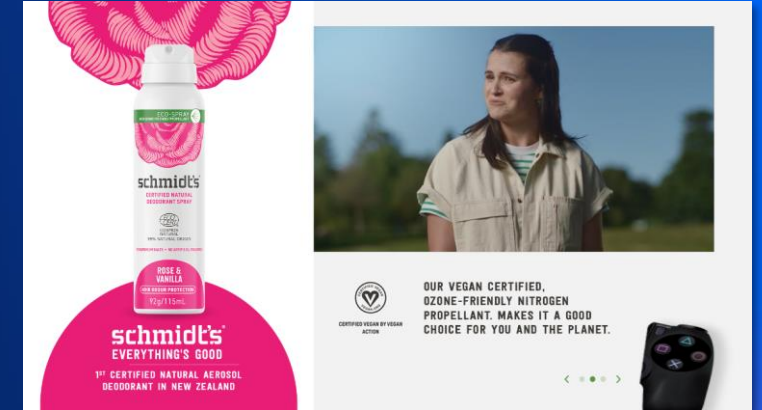
Available Direct or
Programmatic



INNOV8

tvnz+

Interactive CTV Creative Examples



TVNZ+ Interactive CTV Quiz

Reach for your remote, it's time for a quiz! Play the game on your connected TV and see how many multichoice questions you can get right.

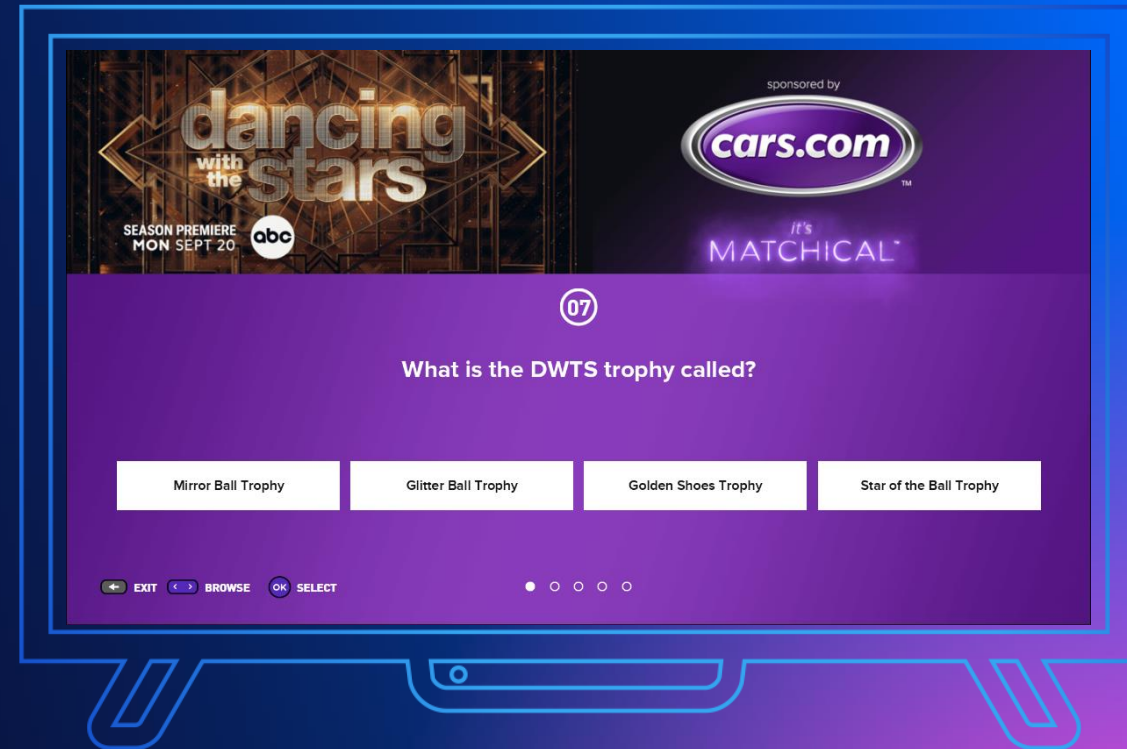
A first in market interactive quiz format for TVNZ+ that create a fun and engaging opportunity to interact with while viewing content across TVNZ+

This product uses a standard pre-roll video with a branded skin featuring an interactive quiz.

Viewers can engage with the quiz or skip the quiz altogether. This can be used to drive brand or product sentiment with the main KPI being engagement rate.

Great for: Brand sentiment and engagement

Production: \$5,500



Available on
Connected TV
screens

Available Direct or
Programmatic



tvnz+

TVNZ+ **Dynamic Creative**

Combining data & technology to help advertisers personalise their messaging.

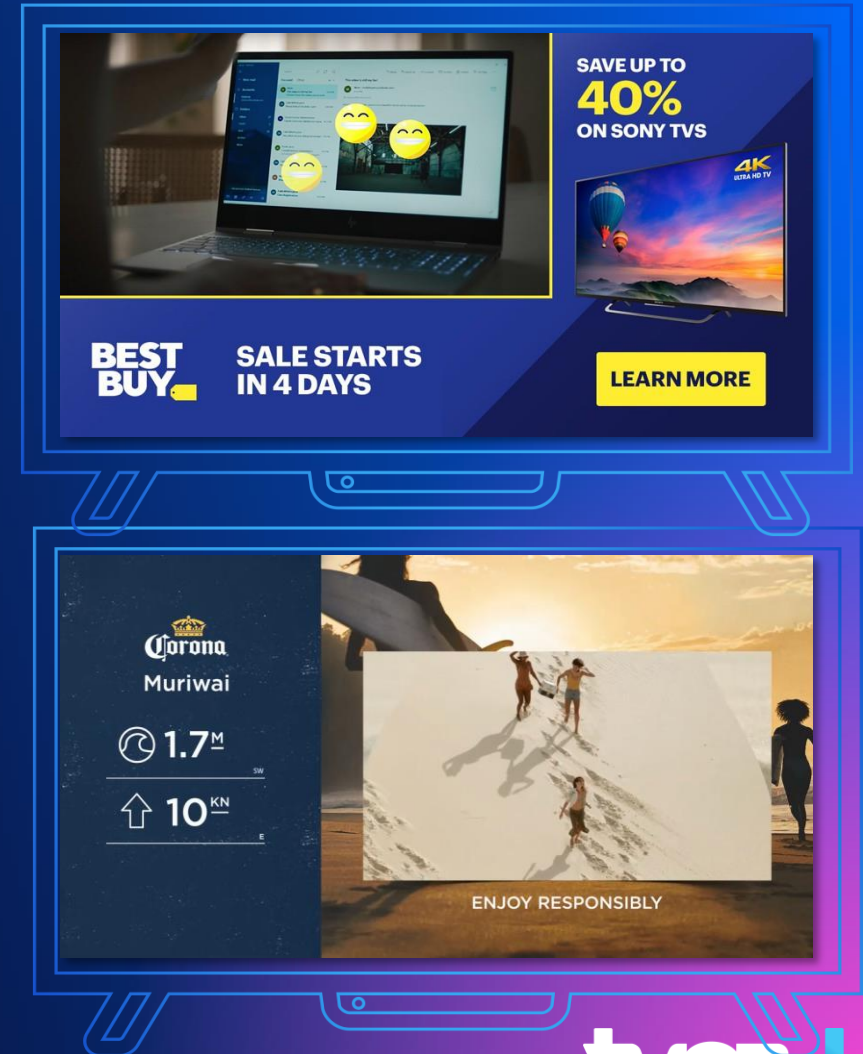
Use weather, location, or time of day to highlight relevant offers or products.

Removing the need for multiple creatives & using dynamic data to deliver contextual messaging.

All bought to life in our Canvas Format, where the video pre roll begins playing, then scales down to reveal the dynamic messaging and surrounding branded real estate.

Best Used For: Brand Awareness, Creative Management

Production: \$5,500



TVNZ+ Video Name Personalisation



Personalise viewers' video ad experience by putting their names directly into your ad.

How It Works: We pull the TVNZ+ username data and populate them dynamically into your video assets. If a name isn't available, a predetermined default ad will play.

(subject to TVNZ approval)

Production: \$5,500



Available on
all screens

Available Direct



INNOV8

tvnz+

TVNZ+ Canvas with Video Gallery

Put the viewer in control by presenting a multi video gallery for the viewer to engage with.

Housed within our Canvas execution, this makes interaction clear and easy to navigate.

Surrounding imagery can be lightly animated

Best Used For: Multi or Long Form Video Sharing, Creative Management & Insights



Available on
Desktop
screens

Available Direct



INNOVD

tvnz+

TVNZ+ **Bespoke Solutions**

Work with us to customise a bespoke solution that best suits your campaign objectives. Working together we can create a custom video format that is built for brand integration.

In the past this has ranged from Audio Name Personalisation, Product Monogramming to integrating MetService data to deliver a Surf Report!

Got an idea? Let's chat!





NZ'S MOST TRUSTED NEWS SOURCE

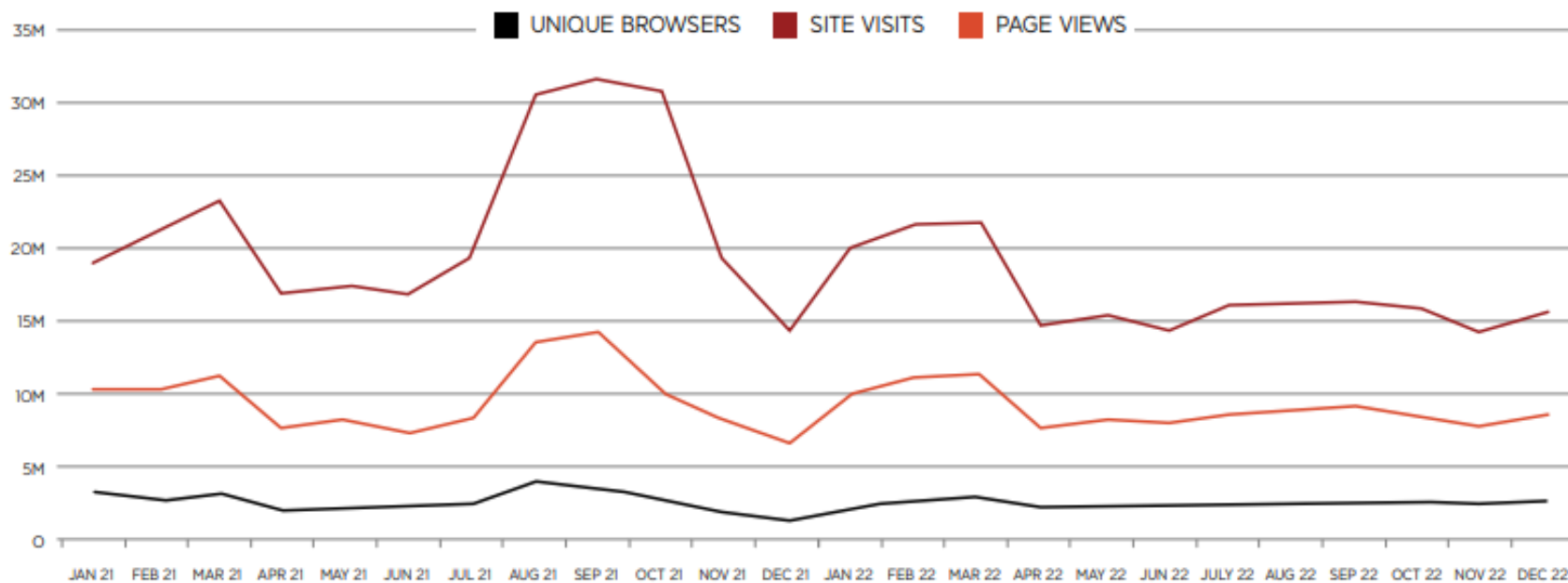
Our reporters are credible, authentic storytellers – they explore our country and our world to find daily stories that matter most to New Zealanders.

Dedicated to delivering the consumer up-to-the-second news, 24 hours a day





1NEWS ONLINE AUDIENCES



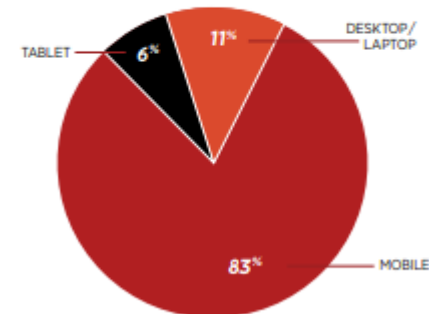
AVERAGE MONTHLY
SITE VISITS
9.1m

AVERAGE MONTHLY
VIDEO STREAMS
1.7m

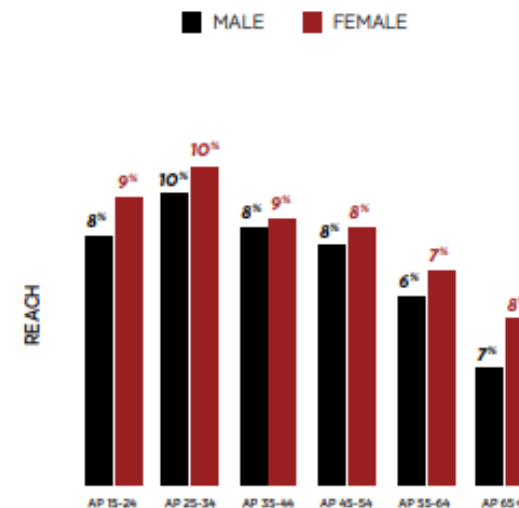
AVERAGE MONTHLY
UNIQUE BROWSERS
2.8m

AVERAGE MONTHLY
PAGE VIEWS
17m

DEVICE BREAKDOWN



BROAD AUDIENCE REACH



TVNZ 1 News Advertising Solutions



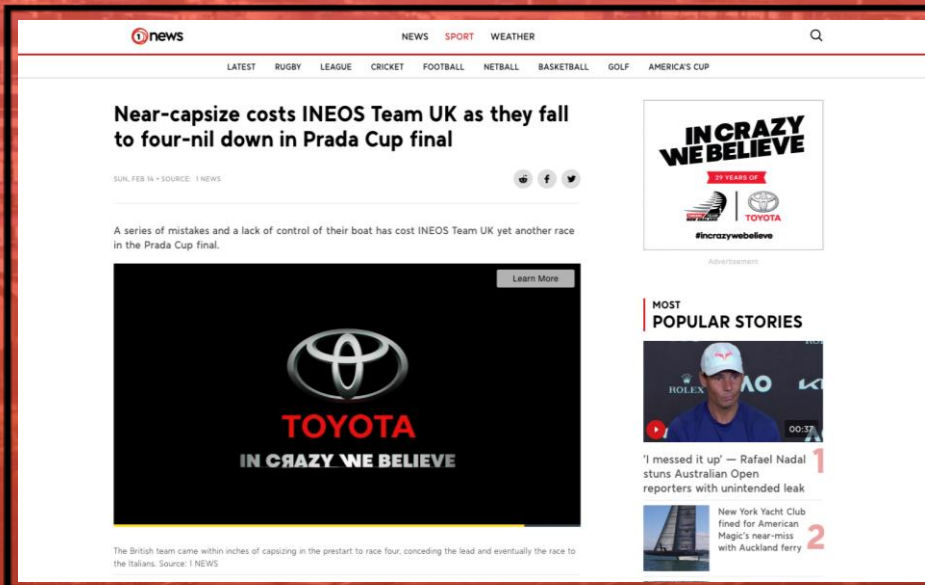
1 News: **Video Rolls**

Short-form video advertising is housed around our 1 News content as a pre-roll video prior to content starting.

Durations available: 6, 15 & 30

Targeting: Keyword & Topic, Frequency Capping, Time, Regional Geo and Device

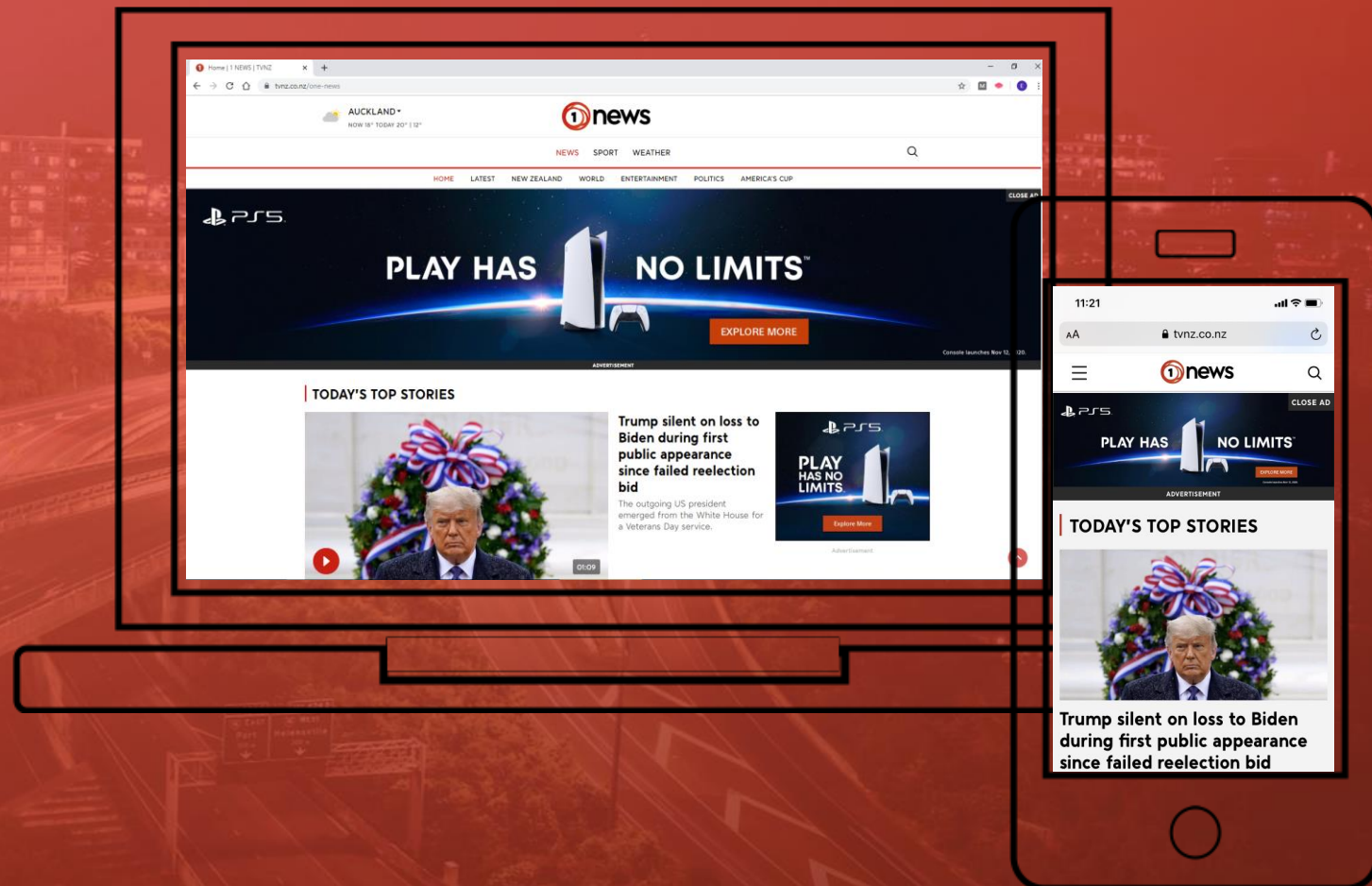
Benefits: Cost Efficient companion to TVNZ+ Buys



1 News: TVNZ Responsive Banner

The high impact daily buy format across News reaches all our web users regardless of the device they're on and is great for advertisers to support sale days or campaign launches.

This Responsive Banner has just two creative sizes and responds dynamically based on the size of the user's screen.

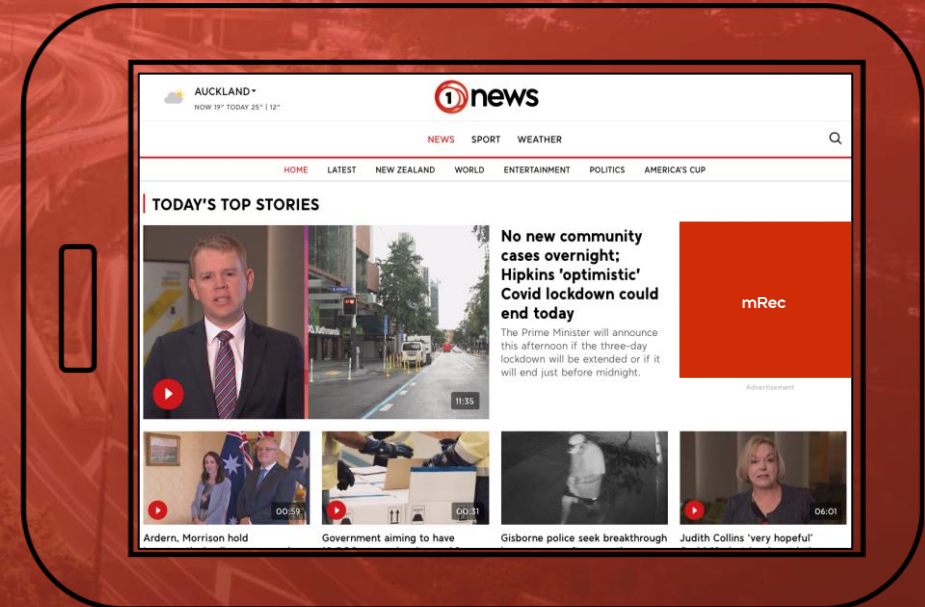
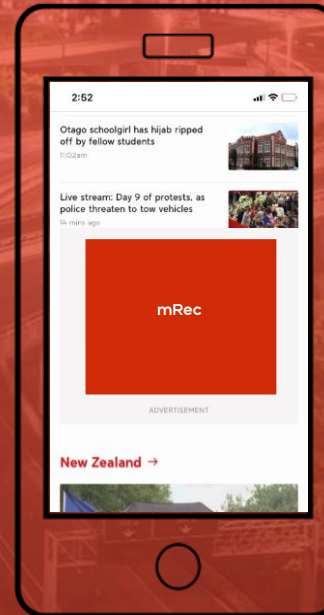
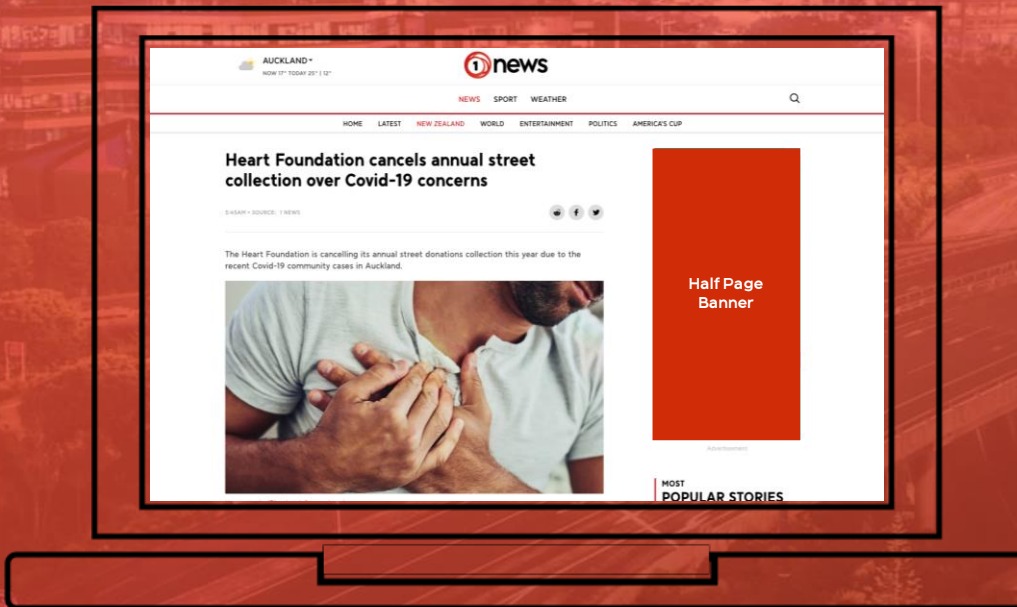


1 News: **Other Display Solutions**

Desktop Homepage Billboard (970x250)

mRec Display Banners (300x250)

Half Page Display Banners (600x300)



1 NEWS SPONSORED CONTENT

Our 1 News reporters are credible, authentic storytellers, telling the daily stories that matter most to New Zealanders with up-to-the minute news; 24 hours a day.

Don't miss the opportunity to leverage the 1 News tone of voice, personality and reliability to build a narrative around a brand or product offering with 1 News Sponsored content!

Here's what you need to know...

- The content is produced by a credible 1 News journalist based on a detailed brief from client
- Traffic drivers will help to reach the guaranteed page impression goal, present across a number of pages & articles
- Turnaround time from receiving a brief is 5 working days

1 NEWS SPONSORED CONTENT PACKAGES

Packages include:

- 1 Week Sponsored Article
- Cross Platform – Desktop, Mobile Web and Mobile App
- Story Driver Placements – min. 1 week on 1News.co.nz/1 News App
- 2 Display units around article – mRec or Half Page
- Minimum 1 Social Post Driver – Instagram, Facebook or LinkedIn incl. advertiser tagging
- Optional Extras: Responsive Banner

**2,000 Guaranteed
Page Impressions**

**From
\$5K
Net**

TVNZ Resources



Ways To Buy TVNZ Inventory

There are two ways you can go about buying TVNZ digital inventory for your digital campaign.

Direct

All commercial TVNZ digital inventory/formats can be accessed when booking direct with TVNZ.

TVNZ teams manage the implementation and delivery of your campaign.

Programmatic

Almost all TVNZ inventory/formats can be bought programmatically through most Demand Side Platforms (DSPs).

We support different deal types including Programmatic Guaranteed, Unreserved Fixed Rate and Private Market Place deals with the goal of making the trading process as easy as possible for buyers.

All TVNZ digital advertising is measurable, offering advertisers clarity around ad performance. TVNZ measurement is available for direct and programmatic campaigns.

Terms & Conditions:

<https://sales.tvnz.co.nz/assets/Terms-Conditions/TVNZ-Advertising-Terms-and-Conditions-May-2023.pdf>

Advertising Specs:

<https://sales.tvnz.co.nz/resources/ad-specs>

TVNZ Trade Site:

<http://sales.tvnz.co.nz>

TVNZ+:

<https://www.tvnz.co.nz/>

1 News

<https://www.1news.co.nz/>

Research & Collateral

Our trade marketing site plays host to all the research & collateral we have invested in over the years to help with planning and understanding the role and benefits of TVNZ+

TVNZ Digital Media Kit

The TVNZ Digital Media Kit contains everything you need to know about advertising on TVNZ OnDemand and 1NEWS online. It got all the facts about why you should advertise, audience numbers and what you can do on TVNZ Digital platforms.

[Download](#)

Co-Viewing

Premium content – whether it's on broadcast TV or online video – is a huge driver for bringing people together in the living room. We were curious to find out more about what drives these occasions, so we did some research.

[Download](#)

Being Brand Safe

Ensures your brand is embraced not disrupted with TVNZ OnDemand

[Download](#)

The ultimate incremental reach generator to broadcast TV

[Download](#)

Reaching the unreachable

Boost your youth audience with TVNZ OnDemand

[Download](#)

The proven way to achieve fame for your brand

[Download](#)

Quality and quantity

TVNZ OnDemand's extensive professionally produced content drives a more engaged audience for your brand

[Download](#)

Viewability & Completion matter

How much you see of an advert and seeing it to completion is what counts...

[Download](#)

Travel Category Case Study

Summary:

This case study demonstrated the importance of understanding investment across existing and new customers and how investing in TVNZ OnDemand generated higher value customers vs advertising only to an existing customer base.

Brief:

Client X is in the Travel category and had an inherent understanding of Broadcast TV, it's efficiency and effectiveness but was interested in looking at ways to prove the value of BVOD.

The Task:

With an ROI analysis model in place for TV, Client X partnered with TVNZ to measure the effectiveness of their advertising across TVNZ OnDemand. Objective was to measure uplift in website conversions from viewers exposed to the targeted creative.

The Campaign:

4-week ad campaign exclusively on TVNZ OnDemand, with a 7-week conversion window for tracking purchases (four weeks during campaign, 3 weeks following its completion).

[Download Case Study](#)

Effectiveness: **Who's Really Watching?**

TVNZ Kantar Co-Viewing Research



51%

of online video viewing occasions across all devices are being viewed by more than one person¹

BVOD delivers on average

1.63

viewers per ad impression (that means 63% more eyeballs on your ad!)²

Co-viewing on a CTV delivers

2.02

viewers per ad impression. 24% higher than average BVOD factor²

60%

of TVNZ+ streams are delivered to a Connected TV³

Measurement: **Open Measurement**

is available on all mobile devices and gives advertisers the clearest view yet on how your ads perform on TVNZ+.



Advertisers are increasingly looking for analytic solutions to measure viewability and validity: where your ads are being placed and who's really seeing them

Open Measurement on iOS and Android allows advertisers to track these important metrics.

TVNZ is the first Open Measurement-compliant TV broadcaster in the APAC market and the fourth globally, following in the footsteps of Hulu, NBC Universal and Disney.

Ngā mihi

