

# The fine art of media measurement.

TVNZ launches new measurement on all mobile devices to give you the clearest view yet on how your ads perform on TVNZ OnDemand.



NZ's most effective video advertising platform

## 1 The media landscape is changing.

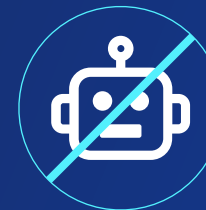
Advertisers are increasingly looking for analytic solutions to measure viewability and validity: where your ads are being placed and who's really seeing them.

### Plus:

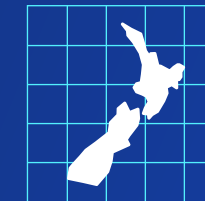
Your audiences are using mobile apps more and more, adding to the need to report on mobile.



## 2 TVNZ OnDemand provides:



A bot-free platform that deters ad fraud.



A geo-fenced, brand-safe environment.



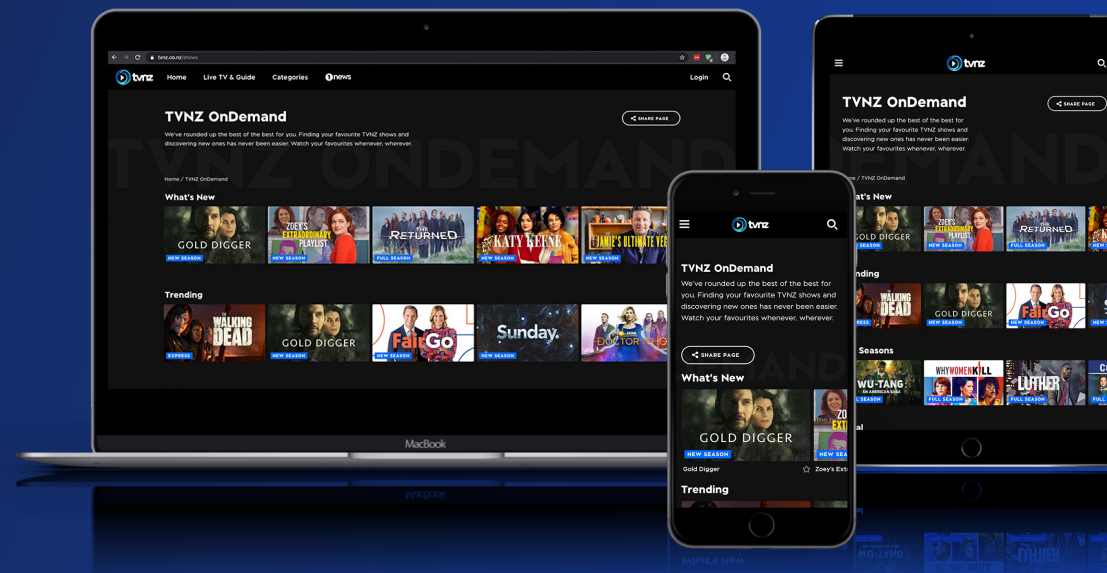
Quality content likely to be seen with 100% screen coverage.

### But

in the past, this couldn't be verified on mobile, making it harder for you to report against KPIs.

## 3 NEW TVNZ Open Measurement can measure viewability and invalid traffic with third-party verification on mobile apps.

- We are certified with the IAB Tech Lab for Open Measurement – the industry gold standard in ad measurement.
- Provides a mobile-friendly (iOS & Android) app solution that allows you to choose your preferred analytics vendor such as market leaders MOAT and IAS.



**All TVNZ measurement is available for direct and programmatic campaigns.**

Open Measurement gives you loads of insights and metrics to help with campaign planning.

**Advanced Measurement on the Big Screen coming soon!**

**Another TVNZ first...**

We're the first open measurement-compliant TV broadcaster in the APAC market, and just the fourth globally following in the steps of Hulu, NBCUniversal and Disney.

