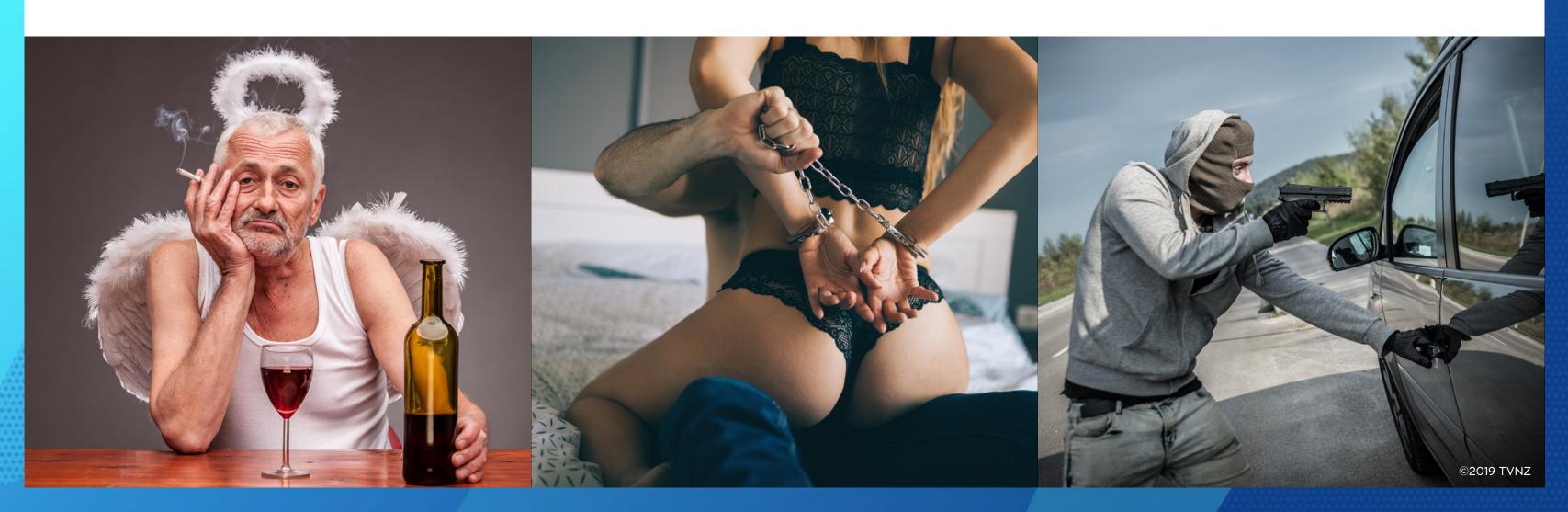
Being Brand Safe

Ensure your brand is embraced not disgraced with TVNZ OnDemand



NZ's most effective video advertising platform

Your reputation can be damaged in an instant if your ad is placed next to inappropriate, unsafe or dubious content.





As Seth Godin says:



Your brand's reputation is at risk "everywhere that an individual or organisation thinks that scale is more important than trust."

Source: Seth's Blog: Managing reputation in the age of infinity, 9 January 2019.

What is a brand safe environment?

1

A place where premium content with high-production values is created or curated specifically for the purpose of that platform and its audience.

2

One that verifies all advertising to children.

3

For video, a platform that prioritises video content, optimised for full-screen viewing; meaning that ads are 100% viewable in an uncluttered environment.

If any one of these conditions is missing you are placing your brand at risk.



TVNZ OnDemand is the online video platform that offers your advertisers all of these conditions.



Curated, quality content



All advertising to children verified



Optimised for full-screen viewing in an uncluttered environment



Use the video platform that places your brand next to quality, curated content.



NZ's most-trusted media and entertainment company.*