

# Being Brand Safe

**Ensure your brand is embraced not  
disgraced with TVNZ OnDemand**

**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.**







With **over 300 hours** of video  
uploaded to YouTube every  
minute, it's impossible to  
screen all this 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.”**

# 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**



**Optimised for full-screen viewing in an uncluttered environment**



**All advertising to children verified**





**With TVNZ OnDemand, you're getting  
the same brand-safe inventory,  
regardless of how you buy, whether  
it's programmatic or direct.**



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

**tvnz**  
OnDemand



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