

Viewability & Completion matter

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

tvnz
OnDemand

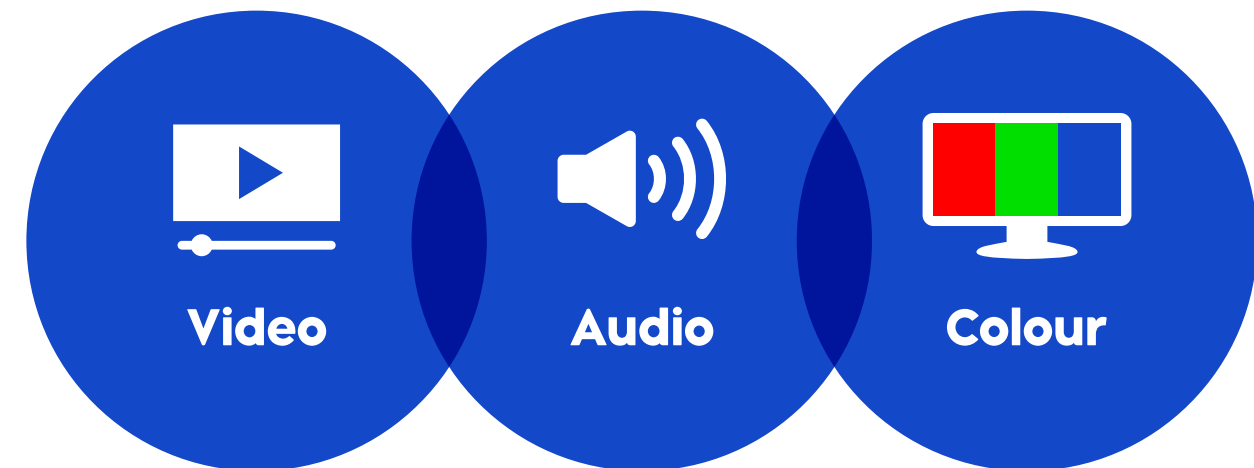


NZ's most effective
video advertising platform

The industry definition of viewability for a video ad is that 50% of pixels need to be in view for at least 2 seconds.

But an ad needs to be seen –
and paid attention to –
in order to be effective.

You'd think that all video platforms have
the opportunity to perform equally...



...but they don't.

**“The platform
that commands
the greatest
active attention
gets the sale.”**

Professor Karen Nelson-Field
ThinkTV, The Benchmark Series

22

**studies over
5 years**

5,000
**panel
members**

50,000
test ads

The Benchmark Series set out to challenge the common beliefs around what works in video advertising.

It has proven that the right media can maximise viewability to give both short- and long-term impact, cost-effectively.




Source: The Benchmark Series, ThinkTV, Australia.

Getting people's attention is the key to getting cut through

When people pay attention to an ad, they're more likely to remember it – and the brand – at the time they purchase.

We pay more attention to ads on some video platforms than others.

For instance, in an average ad second, TV commands the most active attention.

	OVERALL AVERAGE	Active Viewing	Passive Viewing	NON-Viewing
	58%	58%	40%	2%
	45%	31%	37%	32%
	20%	4%	94%	2%

> TV gets twice the active viewing as YouTube and 15x Facebook.

Why?

Reason #1:




The amount
of screen your
ad covers.

The more screen coverage your ad gets, the more attention your ad gets because there's less clutter to deal with.



Other video platforms give as little as 10% coverage on average.

Watching an ad in a TV environment drives more overall attention AND more SALES than other video platforms.

		Product Choice (STAS – index exposed did buy/not exposed did buy)
TV		144
Facebook		118
YouTube		116

Source: *Not all reach is equal*, Professor Karen Nelson-Field, ThinkTV. STAS score = Short-term Advertising Strength.

But what about viewing ads on mobile?

A hand is holding a smartphone. The screen of the phone is black and displays white text. The background of the slide is a blurred image of a person's face.

Pixels matter, too.

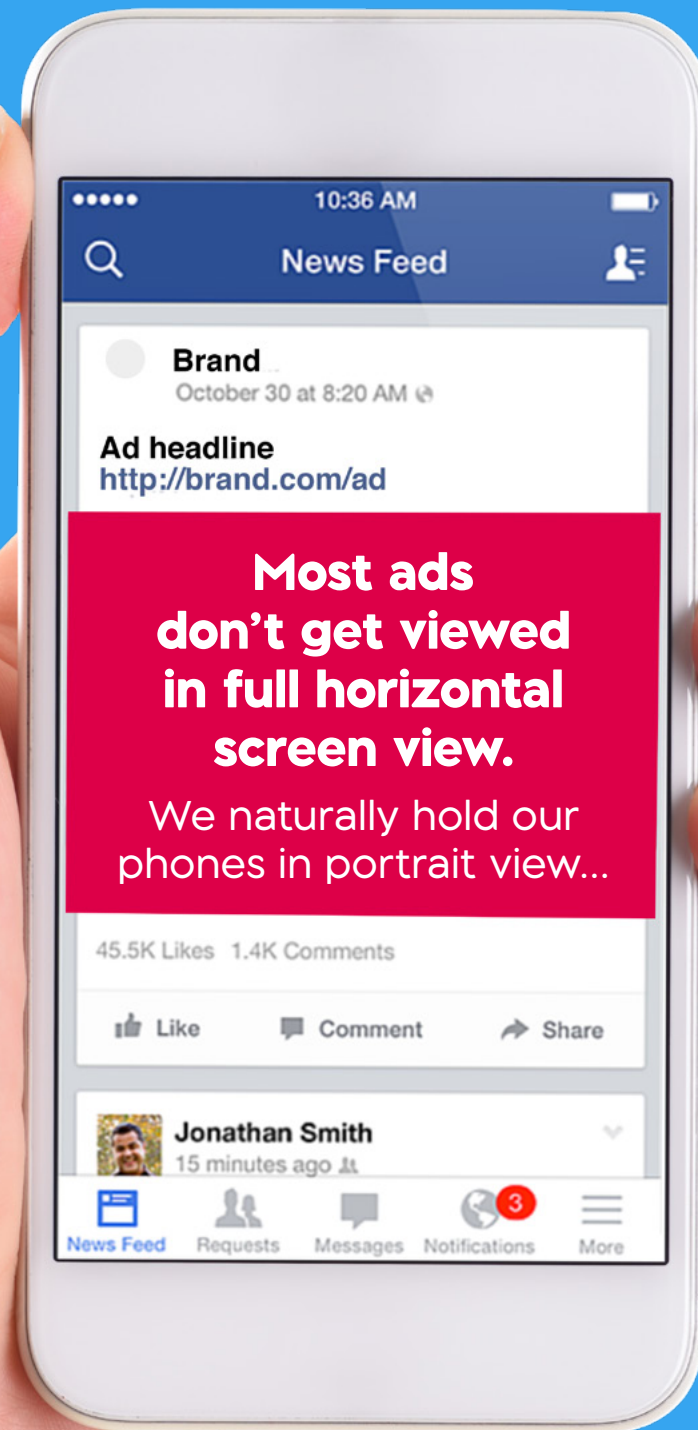
**100% pixels always has
2x the impact over 50%
pixels showing.**

100% pixels playing full screen has a greater impact than 100% pixels covering a smaller proportion of the screen.

And attention increases with pixels, just like coverage.

So anything below 100% means you get less attention (and sales).

Except for TVNZ OnDemand on mobile.



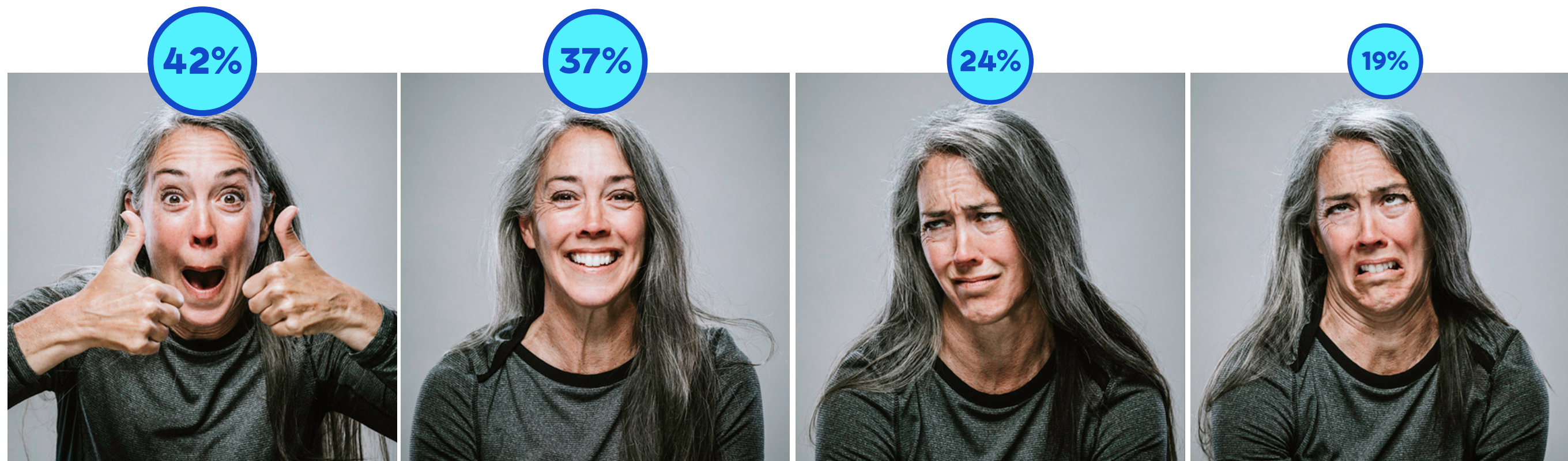
Why?

Reason #2:

We accept a **value exchange** of advertising for free programme content compared with platforms where we can avoid ads.

Likelihood to stop and watch

If the same ad appears in different environments, viewers are more likely to stop and watch on TVNZ OnDemand and Broadcast TV than online.



Broadcast TV



TVNZ OnDemand



Recorded TV



YouTube

Source: Forecast 5.

Base: Live TV (n=150) definitely/probably watch, OnDemand (n=150) definitely/probably watch, Recorded TV after full viewing (n=148) very likely/quite likely to watch, YouTube after full viewing (n=151) watch.

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This means higher completion rates:

Ads are more likely to be viewed to the end on TVNZ OnDemand with a

96% completion rate.

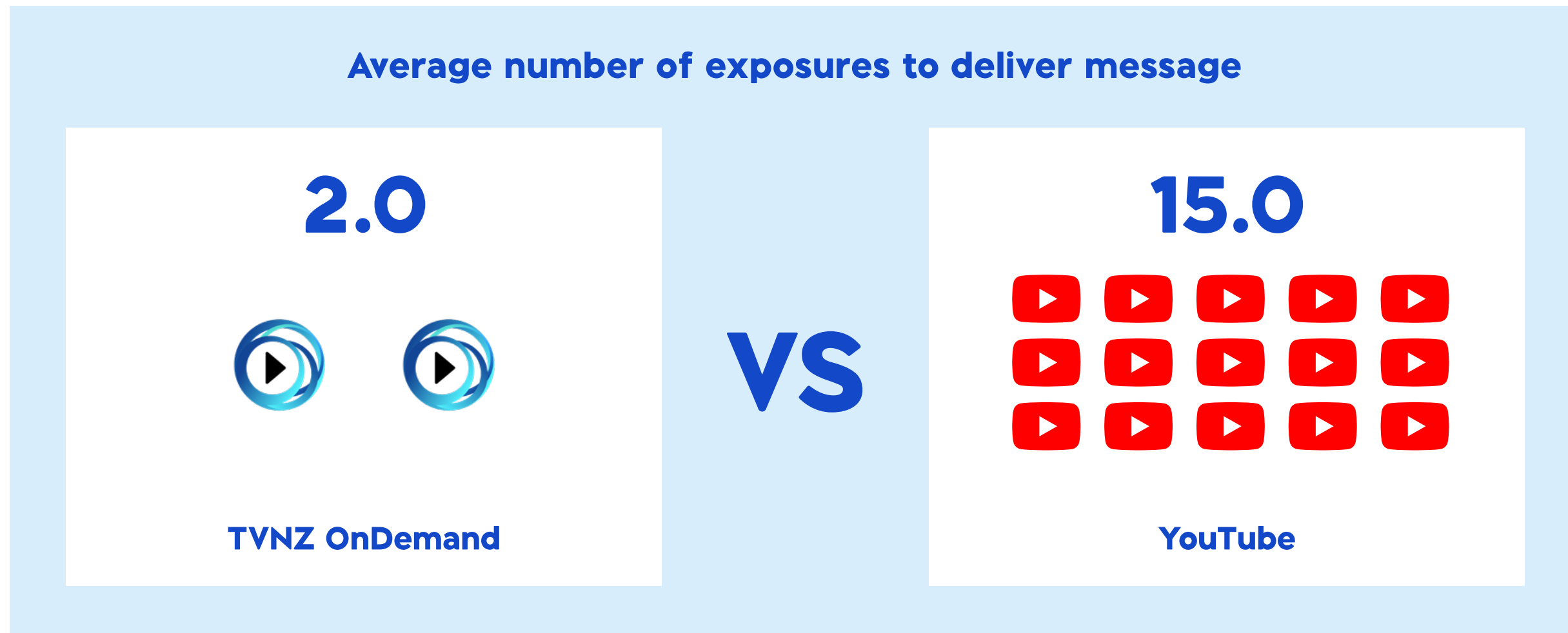
**On TVNZ OnDemand, the
cost per completed view is
\$0.07**

And with large audiences, it becomes
a powerful video platform to get your
whole ad seen, cost-effectively.

Source: TVNZ OnDemand CPCV at October 2018, Starcom.



Plus, TVNZ OnDemand is proven to take fewer exposures for consumers to recall a message, making it more cost effective than other video platforms.





Make the most of your ad viewability with TVNZ OnDemand and give your brand the greatest chance of getting the sale:



100% screen coverage increases attention and memorability to achieve greater short-term sales results.



100% pixels at full screen maximises impact and viewer attention.



With a high completed view rate, your ads are more likely to be seen to the end by large audiences, cost-effectively.



Ads have more impact on sales than on other video platforms, including on mobile.

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tvnz
OnDemand

