

# Engaging audiences in the living room with Interactive CTV on TVNZ OnDemand





# Attention

is

finite.

People are being bombarded with advertising messages every day and, more and more, we're competing to capture their attention. But attention is a finite resource.

To have a better chance of being remembered, you need to create engaging experiences to **draw people in**.



We've got the latest in ad innovation to  
connect brands with their customers.

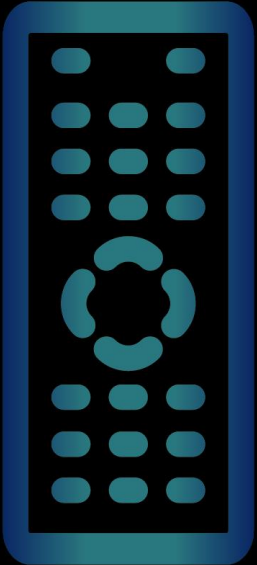
# New and exclusive Interactive CTV on TVNZ OnDemand!

**We are the first** in the APAC to launch  
Interactive CTV and the first partner globally  
to launch Interactive CTV through Chromecast  
and Android TV!



# How it works

## Interactive CTV **Overlay**\*

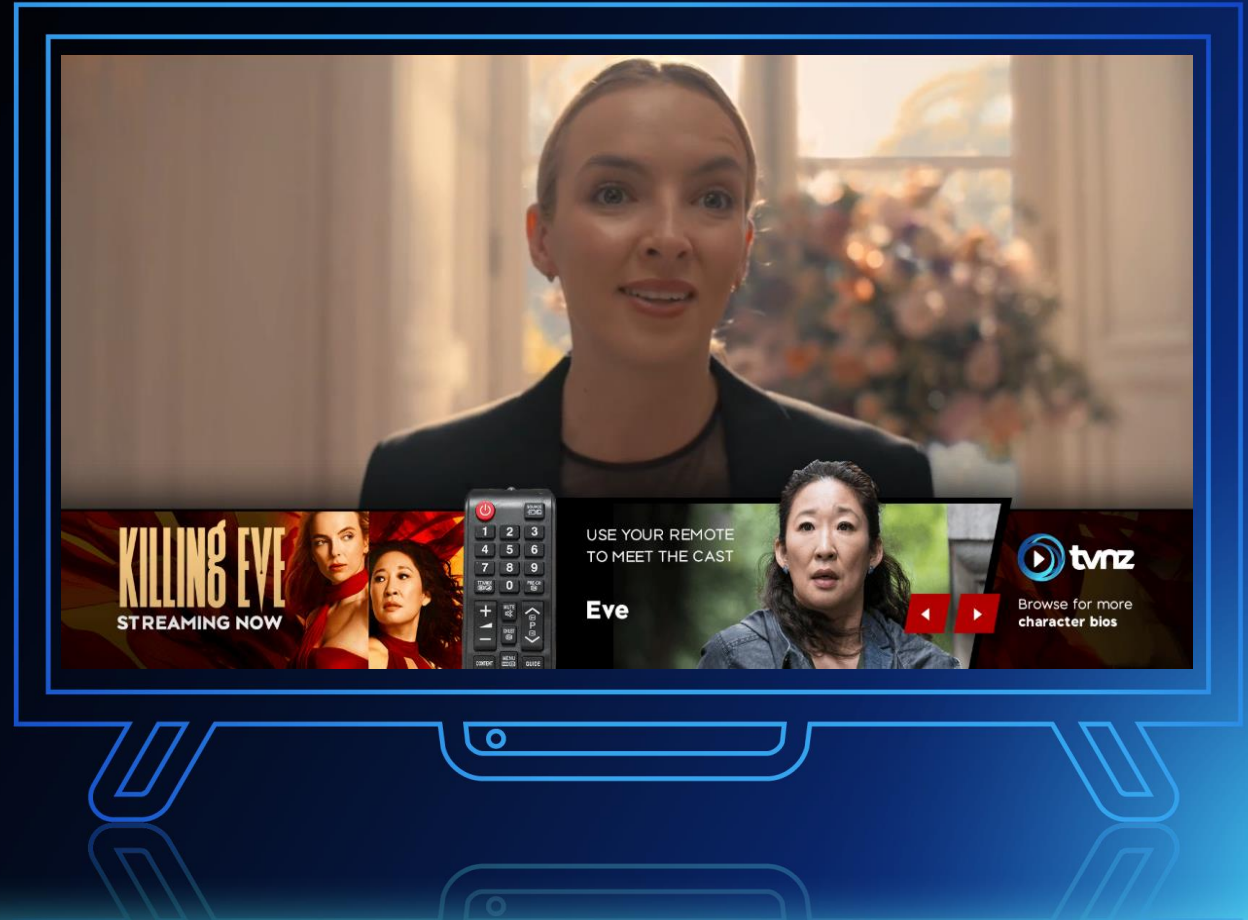


An overlay and call-to-action appears over a standard video ad. As the video continues to play, the viewer can engage using their remote to navigate additional product information.

Viewers can interact with the ad using the left/right/up/down, OK/enter and back buttons on their remote.

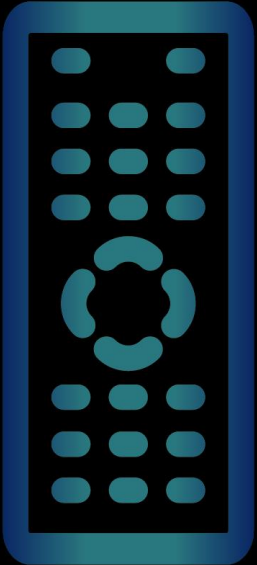
Innovid puts all the creative elements together to create the experience – you don't need to do a thing!

Great for driving brand awareness and measuring engagement for the first time ever on CTV.



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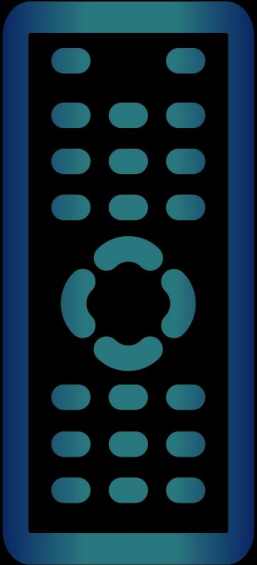


Overseas example



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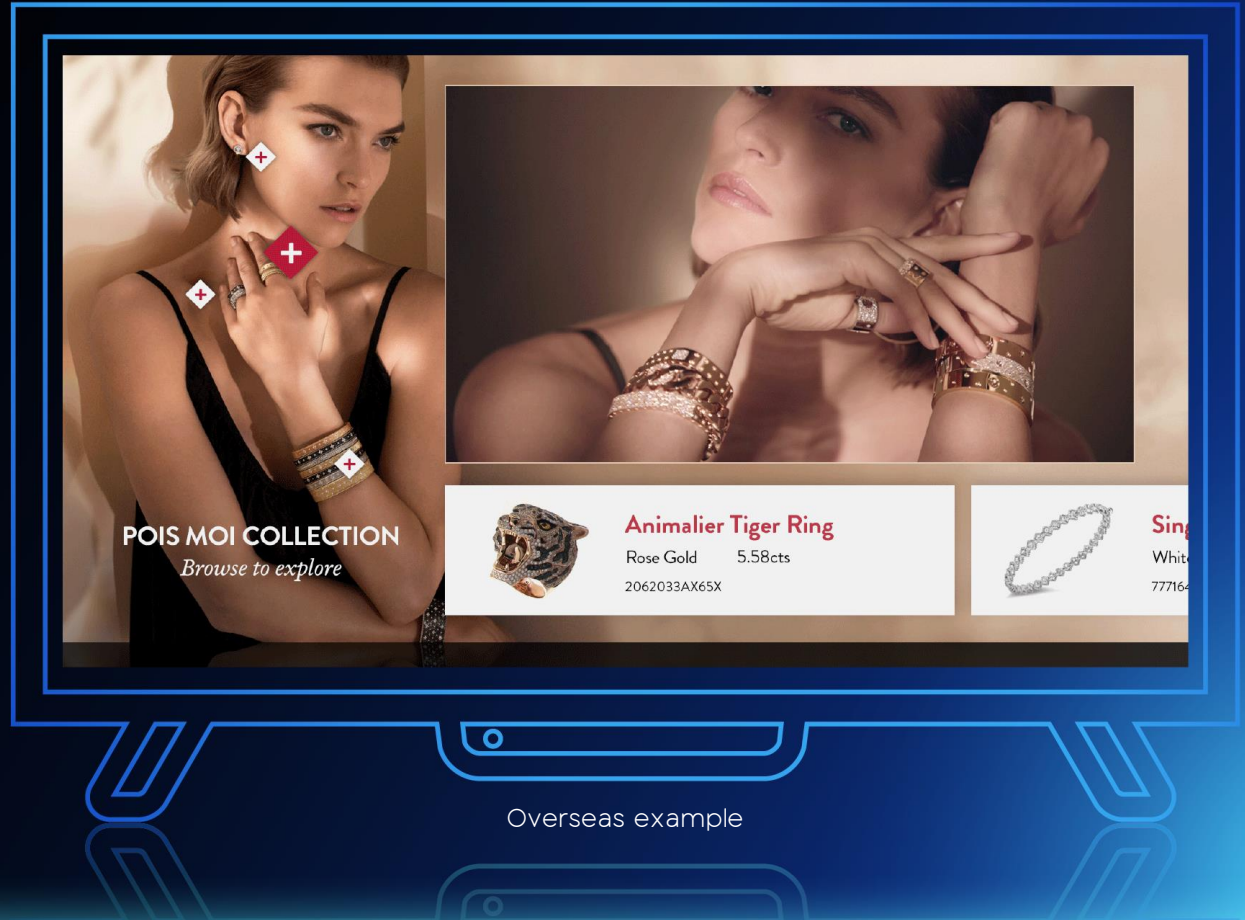


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# Interactive CTV **Overlay** Remotes

We make it easy for viewers to know how to engage with the format by pulling the relevant remote into the creative with the relevant CTA.

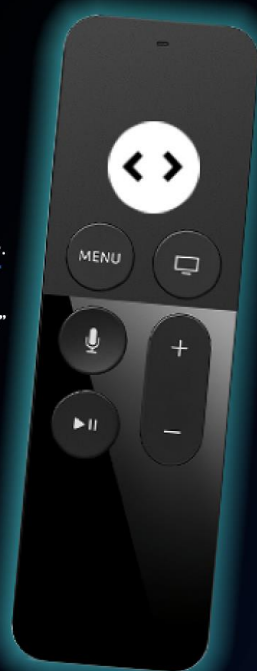
Samsung Tizen Remote.

CTA for users:  
"Use your remote"



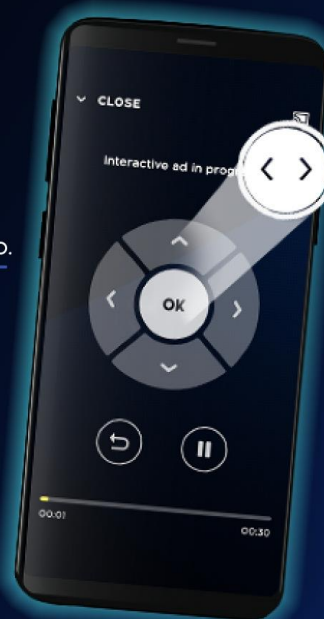
Apple TV Remote.

CTA for users:  
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Chromecast TVNZ App.

CTA for users:  
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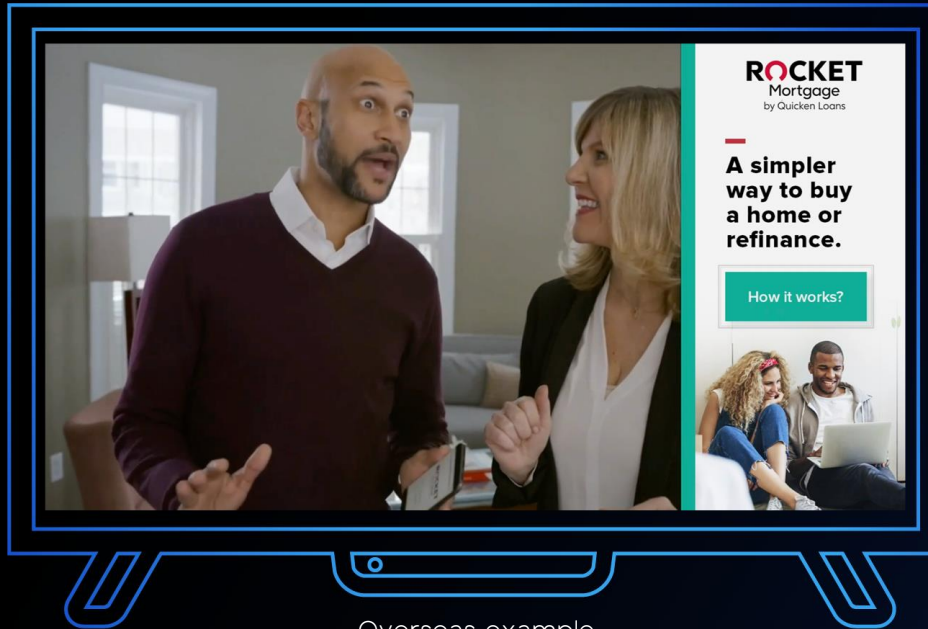
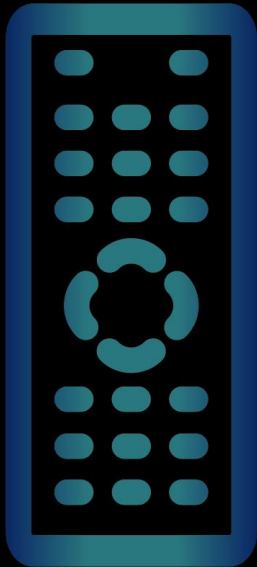
Android TV Remote.

CTA for users:  
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# How it works

## Interactive CTV **Expand**

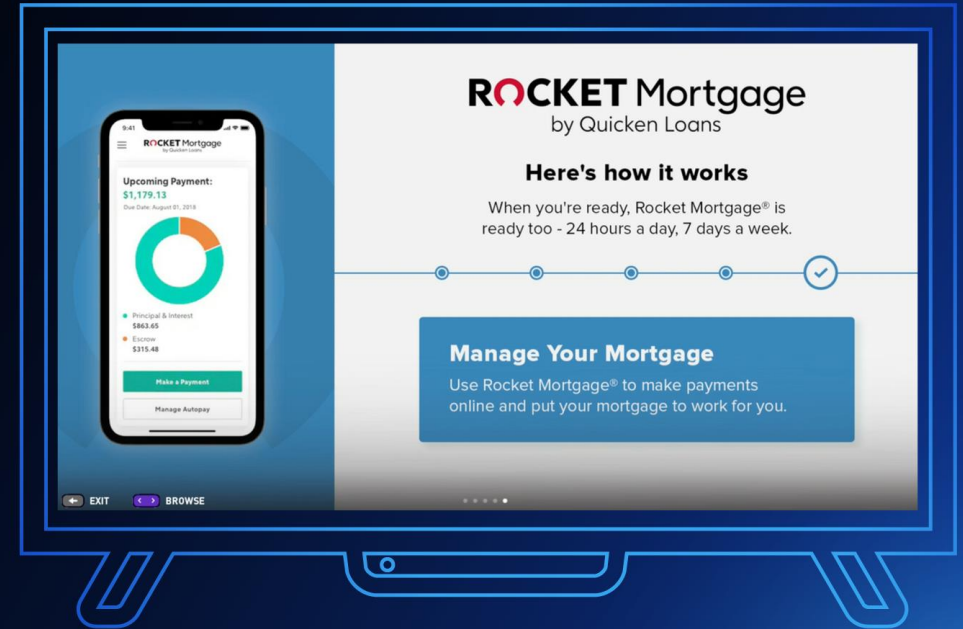


Overseas example

An overlay and call-to-action appears over a standard video ad. The viewer engages using their remote to open up a full-screen static product image gallery or corresponding QR code.

Viewers can interact with the ad using the left/right/up/down, OK/enter and back buttons on their remote.

When the viewer has finished, they close the expanded view and the video resumes.

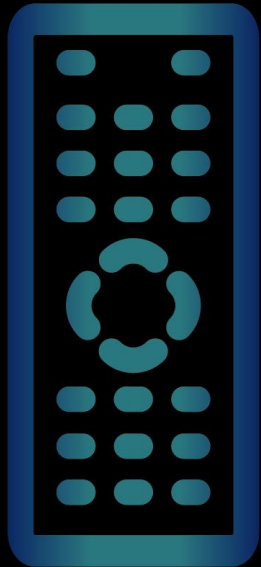


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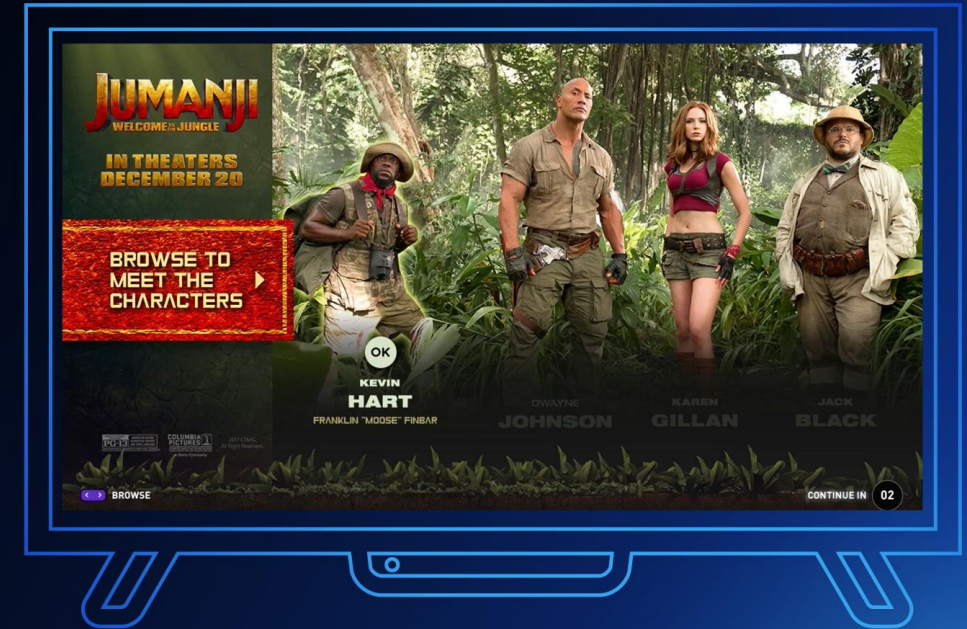


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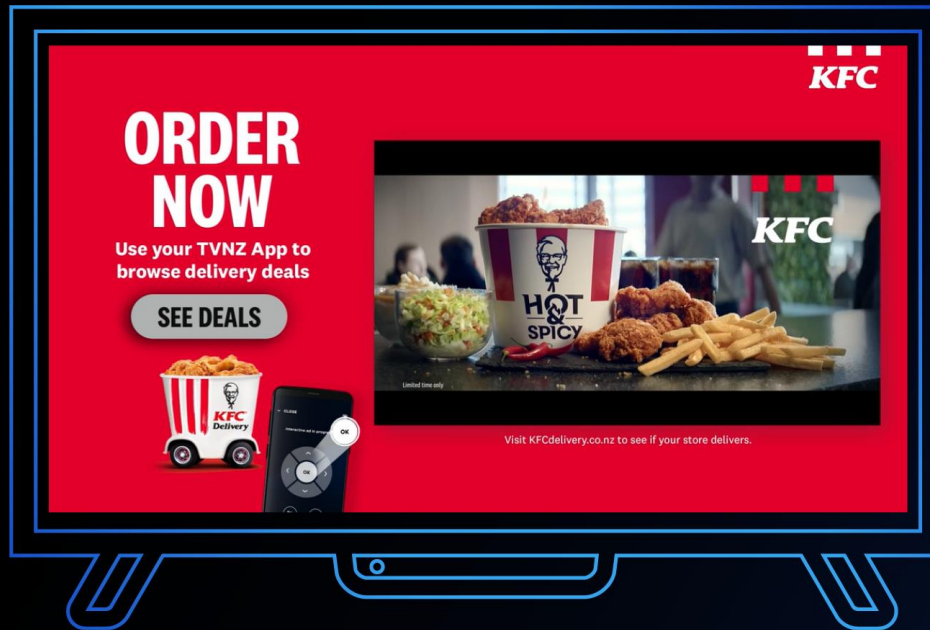
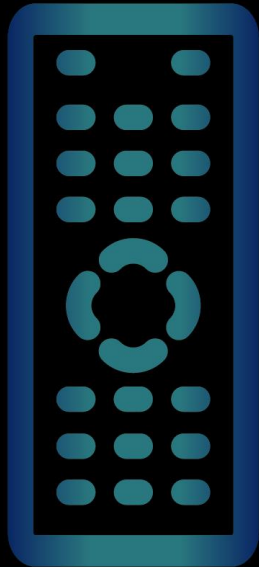
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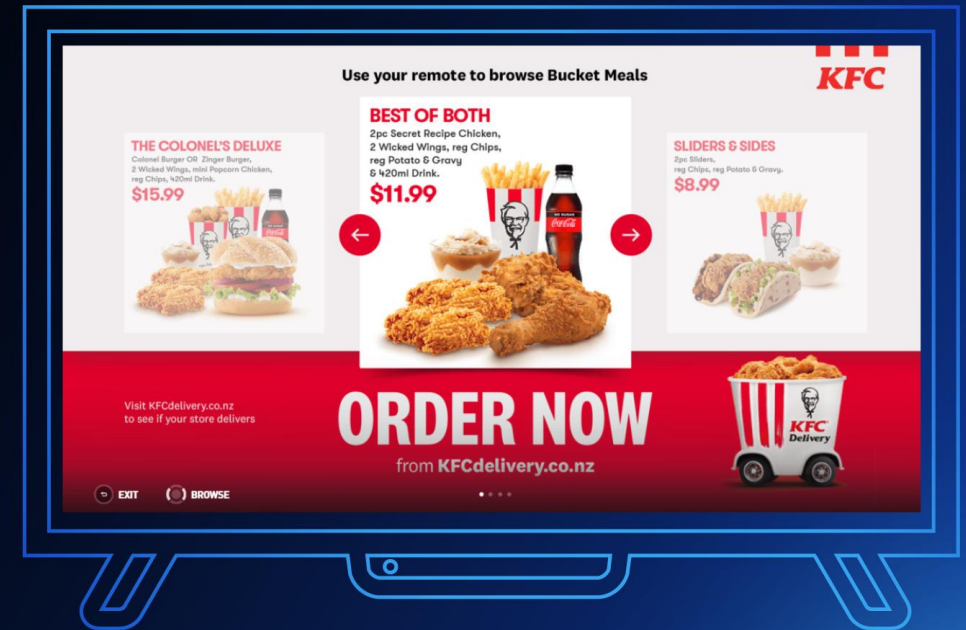


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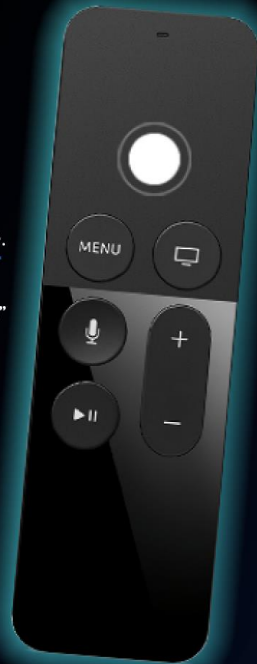
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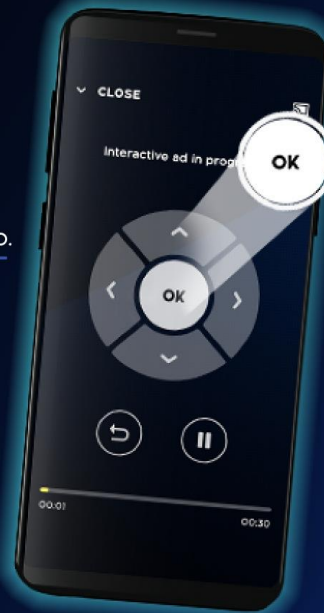
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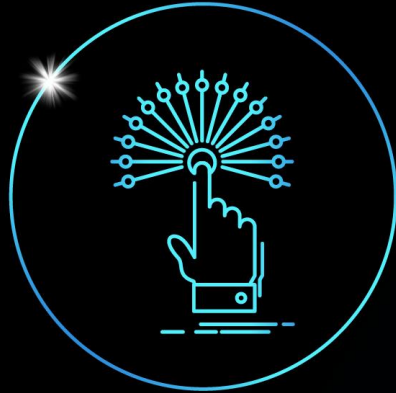
The shift to viewing content through internet-enabled streaming devices is surging.

But to capture viewers' attention, ads need to be entertaining, relevant and customised. You can't just show them your brand, they need to experience it.

Enter Interactive CTV.



# What CTV gives you:



## REACH

More reach: In an average week 59% of TVNZ OnDemand users will view through a CTV. Plus, often there is more than one person watching together meaning your reach is extended even further!



## INTERACTION

More opportunity to interact with audiences: with digital capabilities that allow brands to engage directly with audiences.



## AWARENESS

More time: if people interact, they're spending more time focused on your brand, increasing brand awareness.

Source: GA AP July 2020

# Interactive creative is a powerful tool for your brand.

It increases engagement, awareness and means you can measure consumer behaviours such as interactions, engagements and time spent viewing.



## 11x

Lift in engagement compared to a standard pre-roll (0.3% standard pre-roll engagement, vs 3.4% Interactive CTV engagement)<sup>1</sup>.



## 83

Seconds

Average time earned beyond purchased time with Interactive CTV video expand<sup>2</sup>.



Innovid is the

## 1st

and only platform accredited for trustworthy CTV measurement. Accredited by MRC Ratings Council.

Source: <sup>1</sup>Innovid 2019 Global Video Benchmarks Report.

<sup>2</sup>Innovid 2019 Global Benchmarks Report; Interactive Video vs. Standard Pre-Roll.

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# Get involved.

Interactive video on CTV allows you to use existing assets such as product images, video, website content and more, to drive engagement and add value to the viewer's experience.

You don't need to create a brand-new ad to use it... **that's where we come in!**



# Our production costs.

53%  
OFF

standard rate  
card when you buy  
through TVNZ.

Rate card: ~~\$12,000~~

\$5,500 with 53% TVNZ discount  
compared with Innovid standard rate card.

At August 2020. Savings based on comparison with Australian rate card converted from AUD to NZD.  
If material is used in the future, refresh fees are just a portion of the original production cost.

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**We are**

# LIVE

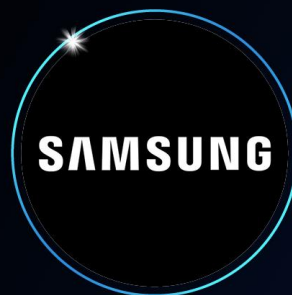
Interactive CTV is available on a range of TVNZ OnDemand-accessible devices that can deliver reach across your campaigns.



Chromecast



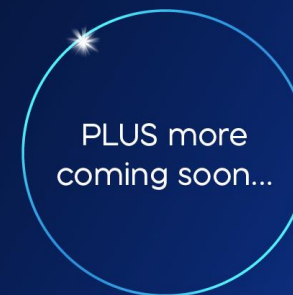
Apple TV



Samsung TV  
Tizen 2017+



Android TV



- > Talk to us about how we can work with you to deliver the right campaign for your brand.
- > Interactive CTV ads can be booked direct or programmatically.
- > Please contact your TVNZ Business Manager for more information.