

The future of personalised  
TV advertising is here:

# TVNZ Dynamic Ad Insertion



More and more people are live streaming TVNZ broadcast TV through TVNZ OnDemand.

**14.9 million streams**  
between Jan and April,  
up 133% YOY!

Source: TVNZ/Google Analytics, AP, Live Streams Jan – Apr 2020 vs. Jan – Apr 2019.

Approx.  
**16%**  
of TVNZ  
OnDemand streams  
are **live streams**.  
Up 47% YoY.

Audience:  
**37k**  
viewers using  
TVNZ OnDemand  
weekly for live  
streaming only.



**TVNZ live  
streaming**  
viewing occasions  
are in sync  
with broadcast  
trends.

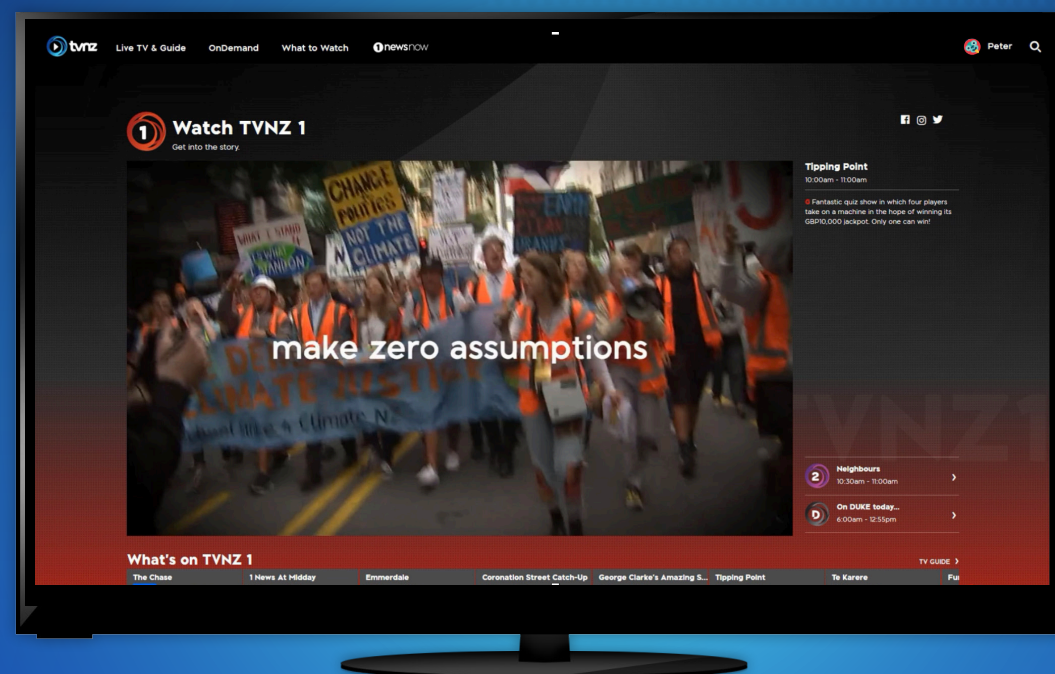
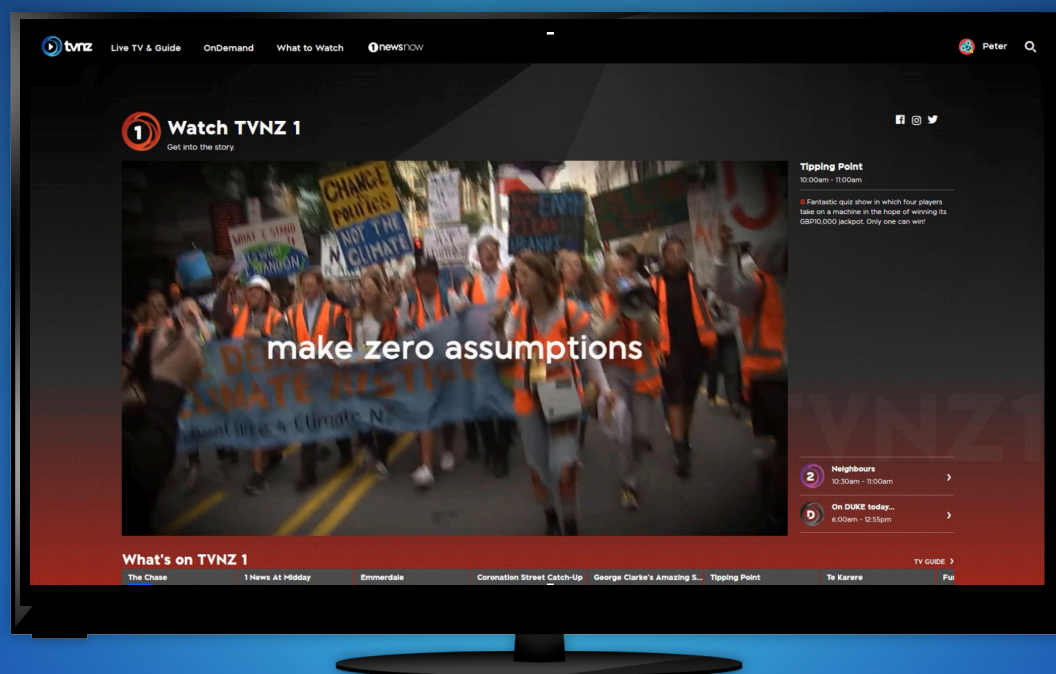
**This is a great opportunity for you to extend  
the reach of your TVNZ campaign.**

Source: TVNZ/Google Analytics, AP, Live Streams, 29 Dec 2019 – 2 May 2020 vs. 31 Dec 2018 – 27 Apr 2019.



# Why?

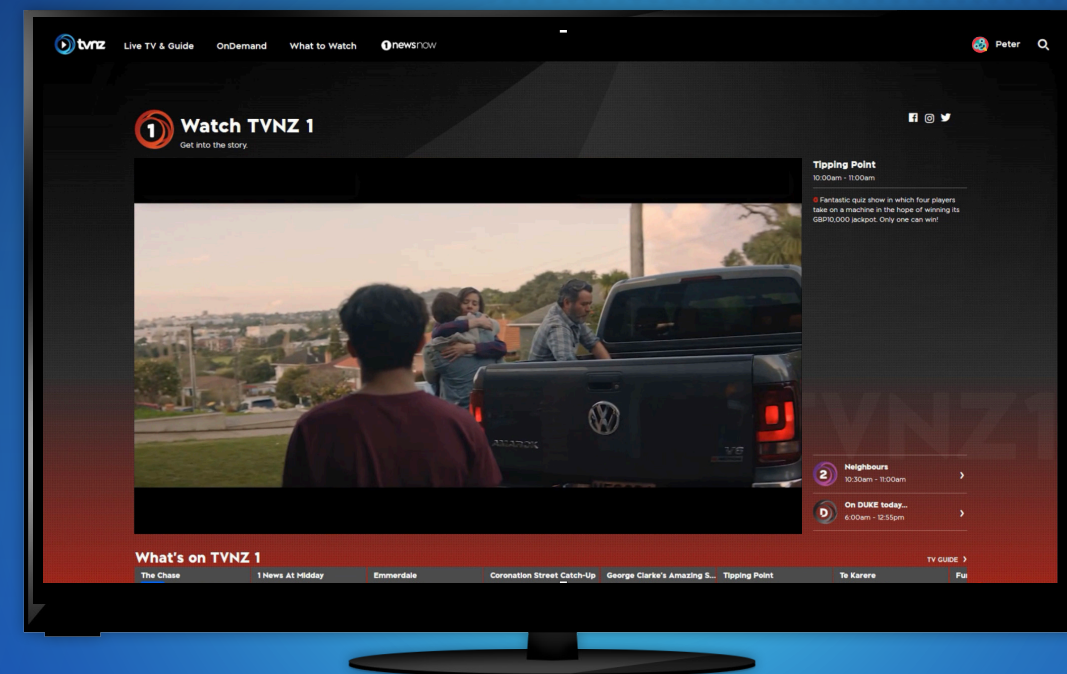
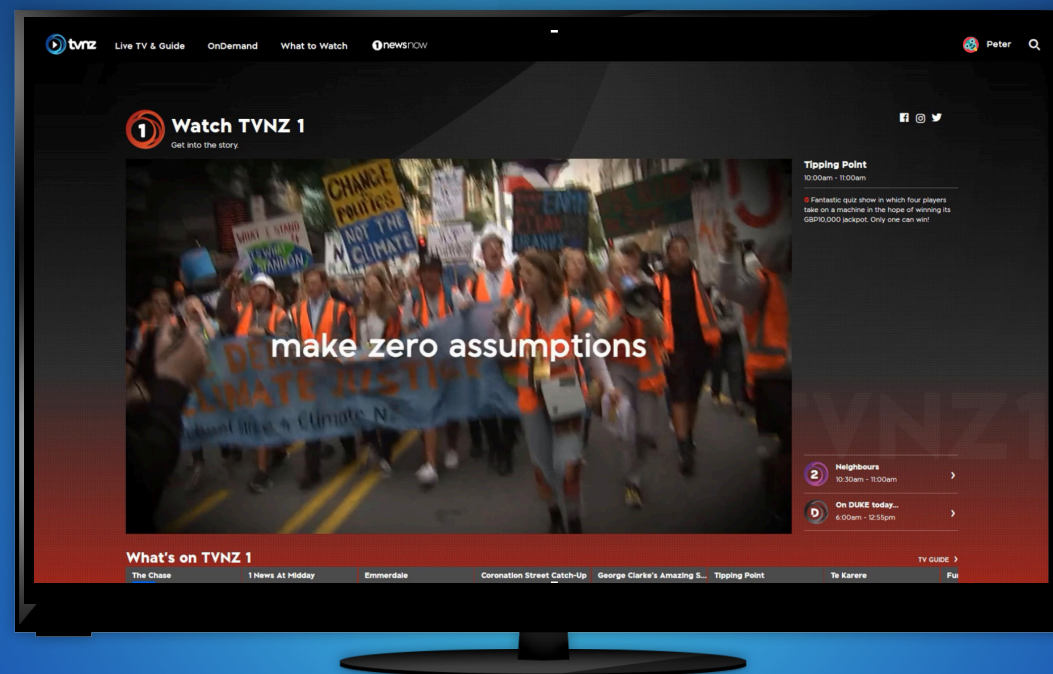
At the moment, if you're live streaming through TVNZ OnDemand, you see the same ad break as everyone else in New Zealand who's watching.





## That's about to change.

You can now book your ads to be placed dynamically into a TVNZ OnDemand live stream based on viewer attributes.



Advertisers can use DAI to target the viewers most important to them by applying data sets onto the live stream, with the same targeting capability as TVNZ OnDemand.

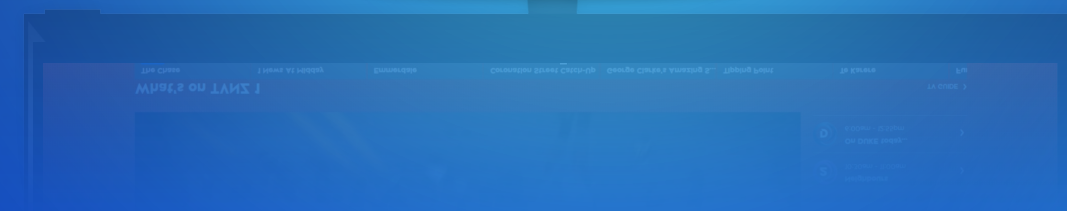
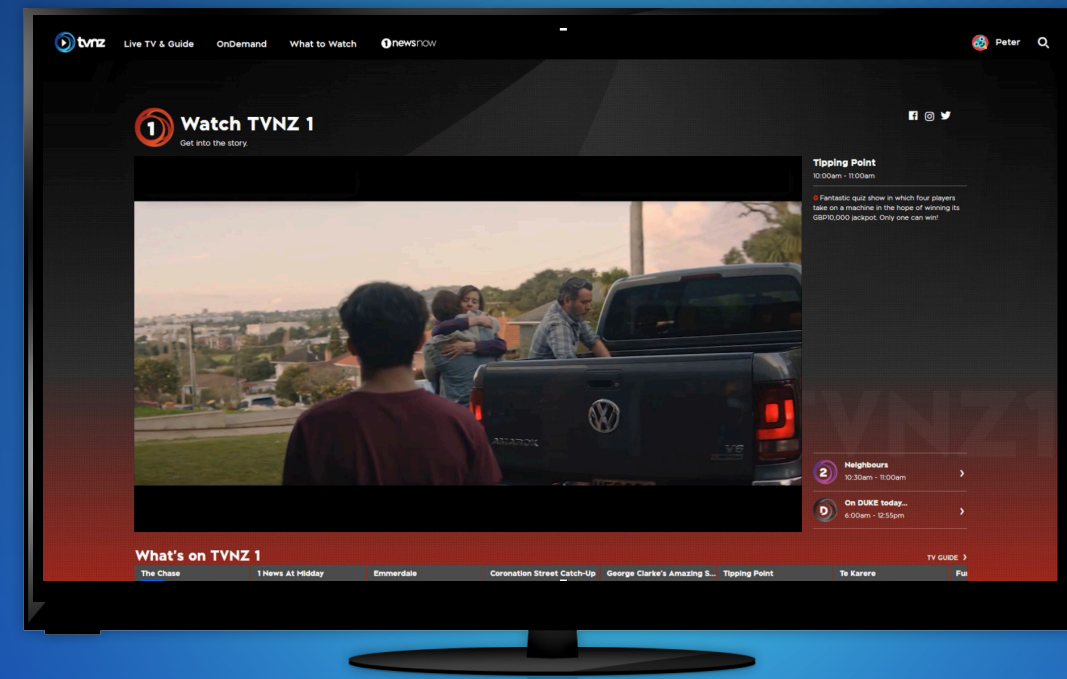


## The benefit?

Viewers will see ads targeted to them, giving them a more relevant experience and making them more likely to connect with your brand.



- > Age
- > Gender
- > Region
- > Time of day



# Plus!

Results for your brand can be measured and reported.

## TVNZ can measure:

- > Completed impressions
- > City and region
- > Age and gender demographics from TVNZ OnDemand logged-in profiles
- > Device endpoints
- > Reach from TVNZ OnDemand logged-in profiles



When you combine Dynamic Ad Insertion on TVNZ OnDemand with the mass reach of TVNZ broadcast TV you can increase your reach with a layer of audience targeting to drive consideration for your brand.



## User experience is our priority.

Ads are stitched together to give the break a TV-like viewing experience, and viewers will only see a bespoke ad break if we can fill it to within 8 seconds of the show resuming, with a short channel ident completing the break.





## Dynamic Ad Insertion is available now!

On TVNZ 1, TVNZ 2 and TVNZ Duke simulcast live streams on iOS and Android mobile apps and desktop devices. Also available on select big screen devices.



Half of TVNZ live streams are on mobile and desktop!

You can buy in real time  
through programmatic trading as  
well as direct through your sales rep.

**Get in touch to find out more.**

