

How To Advertise On tvnz+

TVNZ+ Ways To Buy

Direct

Programmatic

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Direct

All commercial TVNZ digital inventory/formats can be accessed when booking directly with TVNZ.

TVNZ teams manage the implementation and delivery of your campaign.

Programmatic

Almost all TVNZ inventory/formats can be bought programmatically through most Demand Side Platforms (DSPs).

We support different deal types including Programmatic Guaranteed, Unreserved Fixed Rate, and Private Marketplace deals with the goal of making the trading process as easy as possible for buyers.

All TVNZ digital advertising is measurable, offering advertisers clarity around ad performance

TVNZ+ Advertising Solutions

Video

Display

Sponsorship

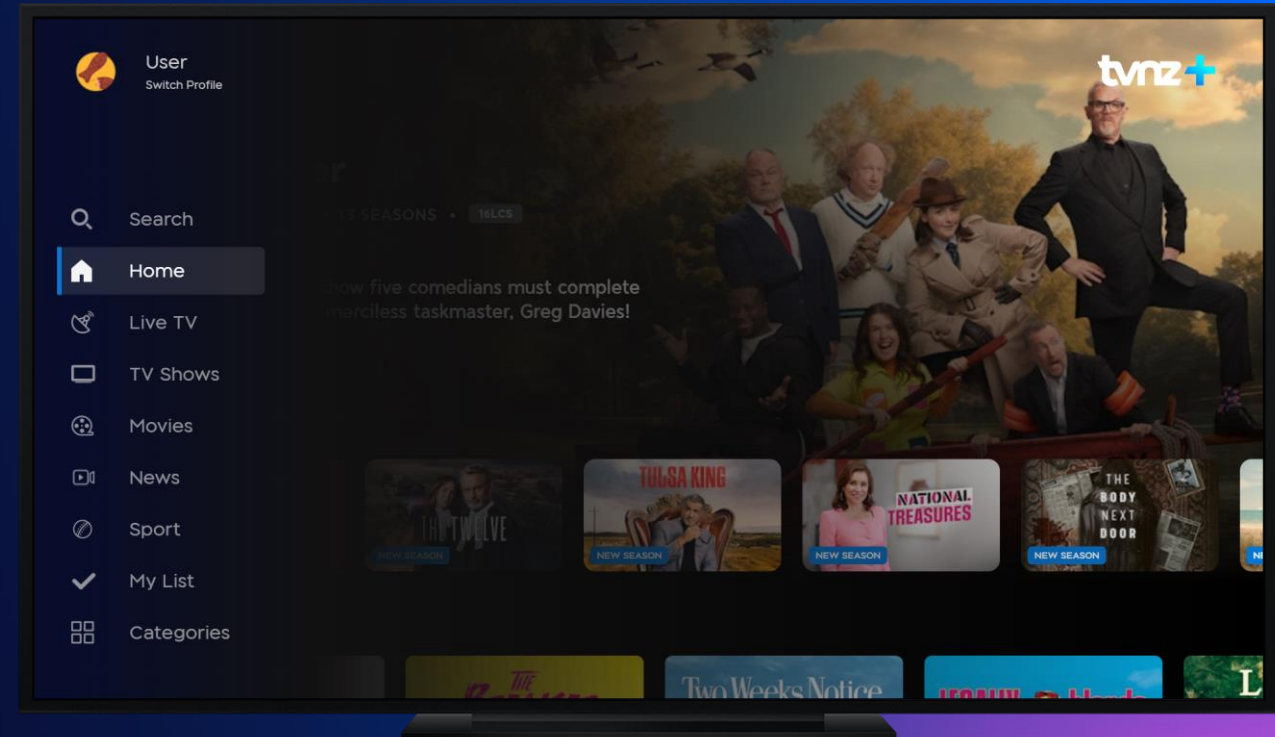
Network Buy

Advertising on TVNZ+ brings awareness, recall and help you tell your story in a platform that demands attention.

The TVNZ+ Network Buy optimises TVNZ+ platform reach across VOD and Live Stream content across every device type.

Durations available: 15, 30, 45 & 60 seconds (longer durations available upon request).

Benefits: Non-skippable Video Inventory, Low-ad load (VOD), Studio Quality Content, Brand Safe, High Co-viewing Environment



Daily Reach Blasts

The TVNZ+ Daily Video Reach Blast is a great way to support campaign launches and limited time offers; delivering 1+ reach at scale!

Your brand message will be delivered to all TVNZ+ individual profiles across all content and all devices for the day booked - delivering on average 200k reach/impressions (not guaranteed).

Durations available: 15, 30 seconds (longer durations available upon request).

Benefits: High Reaching, Non-Skippable Video Inventory, Low Ad Load, High Co-Viewing Environment



Social Stream

TVNZ+ Social Stream creates a VOD/CTV friendly asset to hero your social videos, creating a fresh way to get your social videos in a premium video environment, at scale.

TVNZ+ Social Stream asset gives greater creative control to include branding and CTAs, reviews, product imagery and more in the area surrounding the vertical video.

Durations available: 15, 30, 45 & 60 seconds (longer durations available upon request).

Production Cost for build

Benefits: High Attention, High Completion, Non-Skippable Video Inventory, Big Screen (CTV) Environment



Ad On Pause

Advertising with a digital billboard....
but in the living room.

The Ad on Pause represents a unique opportunity to present a relevant display message to viewers when they pause their content for a short break.

Advertisers are using the format to connect directly with TVNZ+ viewers using fun and creative messaging at a unique moment of pause.

Available across Desktop and Connected TV Streams only.

Benefits: High Impact, Full Screen Coverage,
Strong Awareness



Show Sponsor

Advertisers can sponsor any individual title on TVNZ+. This is an effective option when the content aligns with your brand, or if you are looking to connect with the title's audience.

Programme partnerships can significantly help build mental availability for brands by increasing and strengthening positive associations.

Sponsorship assets can include Pre Roll and Ad On Pause, bought on a SOV

Benefits: High Impact, Brand Awareness, Brand Safe, High Co-Viewing Environment



Uninterrupted

TVNZ+ Uninterrupted offers a brand the opportunity to deliver viewers content without interruptions.

Viewers experiencing their favourite shows Uninterrupted, enhances the user experience.

Drive brand consideration and give something back to customers by bringing them great experiences and connections.

High brand visibility with a bespoke pre roll delivers strong brand awareness and attention

Benefits: High Visibility, Brand Consideration, Brand Safe, High Co-Viewing Environment



**Thanks to Countdown
Online Shopping
your next episode is
uninterrupted.**

Takeover

TVNZ+ Take Over offers a brand the opportunity to own a collection of shows with this ultimate premium sponsorship.

A brand can buyout the viewing experience with a Takeover, with branding throughout the episode, ensuring maximum exposure.

A bespoke pre-roll followed by a targeted short duration (max 10") mid rolls can capture attention effectively while keeping the viewer engaged with multiple touchpoints throughout the episode.

Benefits: High Visibility, Brand Recall, Brand Safe, High Co-Viewing Environment



Collection

Collections are a solution where the advertiser sponsors a group of titles or genre that reflects their brand and creative strategy.

We'll curate a bespoke selection of content on TVNZ+ that will appeal to the viewers & advertiser.

There is dedicated positioning on the homepage to promote the collection and an opportunity to drive further association with co-branded promos.

Benefits: High Visibility, Brand Consideration, Brand Safe, High Co-Viewing Environment



TVNZ+ Targeting & Measurement

Data

Sport

Regional

Measurement

Data

Data Targeting

With a large 1st party database that doesn't rely on cookies, TVNZ+ has scale!

Allowing advertisers to reach their target audiences using this data in a range of different ways:

- TVNZ+ Registration Demographics
- Device, Geo
- Behavioural Audiences
- 3rd Party Data Partnerships

Data Partnerships

If you have 1st party data of your, leverage this to create audiences unique to your brand by matching with TVNZ+ database.

Using this data set to enhance audience targeting, gain insights into viewer preferences and optimise campaigns.

Sport

Kiwis are mad about sport, and TVNZ+ is committed to bringing sport to screens, LIVE & FREE.

Advertisers can reach sport audiences in several ways:

- Contextual – buying impressions targeting a specific event
- Packs – major sporting events will offer packs for ease of trade
- Affinity – reach an audience with a strong affinity to sport any time of the year
- Sponsorship – reaching and engaged fan base within live sport

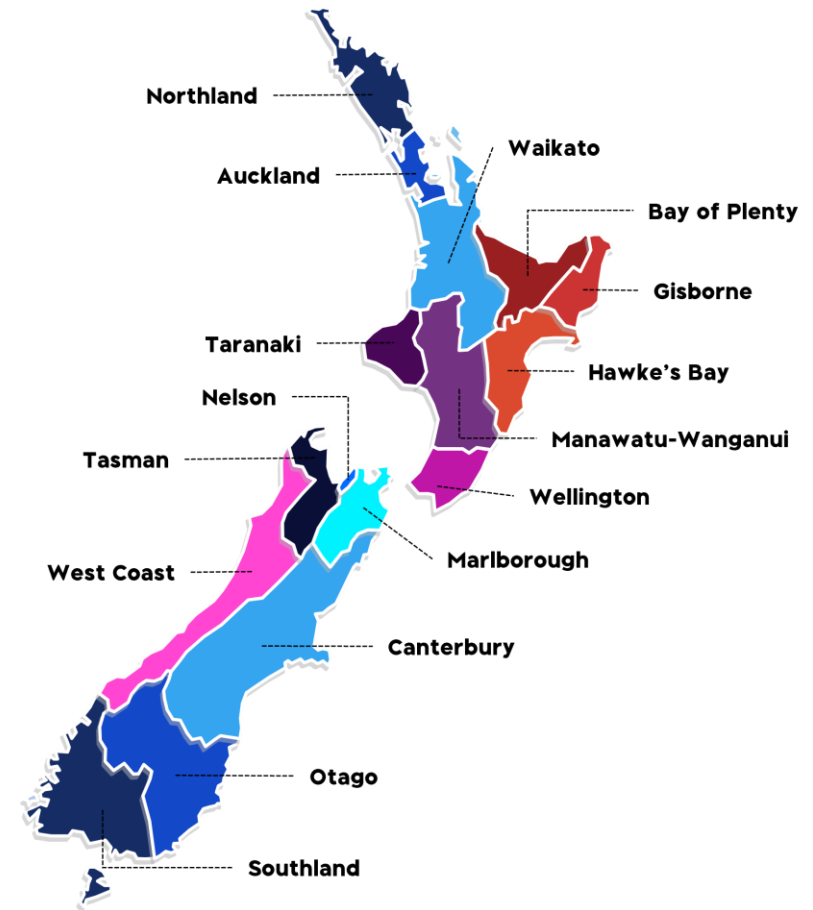


Regional

Geo targeting on TVNZ+ lets you select specific regional locations where you want your ad to be seen. TVNZ+ Geo Targeting is included in your targeted VOD or Network rate – so no hidden extra costs!

On TVNZ+ there are sixteen regions to choose from: Northland, Auckland, Waikato, Bay of Plenty, Gisborne, Hawke's Bay, Taranaki, Manawatu-Wanganui, Wellington, Tasman, Nelson, Marlborough, West Coast, Canterbury, Otago and Southland.

Geo targeting can be applied to TVNZ+ Video or Ad On Pause campaigns.



Measurement Solutions

Current measurement solutions fail to capture the value of all media channels, especially brands' impact on the bottom of the funnel.

TVNZ+ measurement stack offers solutions delivering insights on attention, action, ROI & brand lift.

Using data-driven approaches or third-party partnerships for our measurement solutions ensures accurate & validated results for advertisers.

Conversion IQ

Conversion
Measurement with
Data

Link

Online Traffic
Tracking

Attention

Human Attention
Measurement

Brand Lift

Panel
Surveys

Still have questions?

**Click here to contact
our sales team**

Ngā mihi

tvnz+