What's Next?

1. TVNZ+ Update

2. TVNZ+ Activate

Our Vision:
To be NZ's #1 streaming service for trusted news, sport & entertainment

TVNZ+ is a world-class advertising platform because...

High Reach

1.35 million Kiwis watch every week and growing!

+

Unrivalled Attention

The #1 platform for ad attention as TVNZ+ is designed for full screen solus ads, low ad-load & high CTV usage.

+

Brand Safe

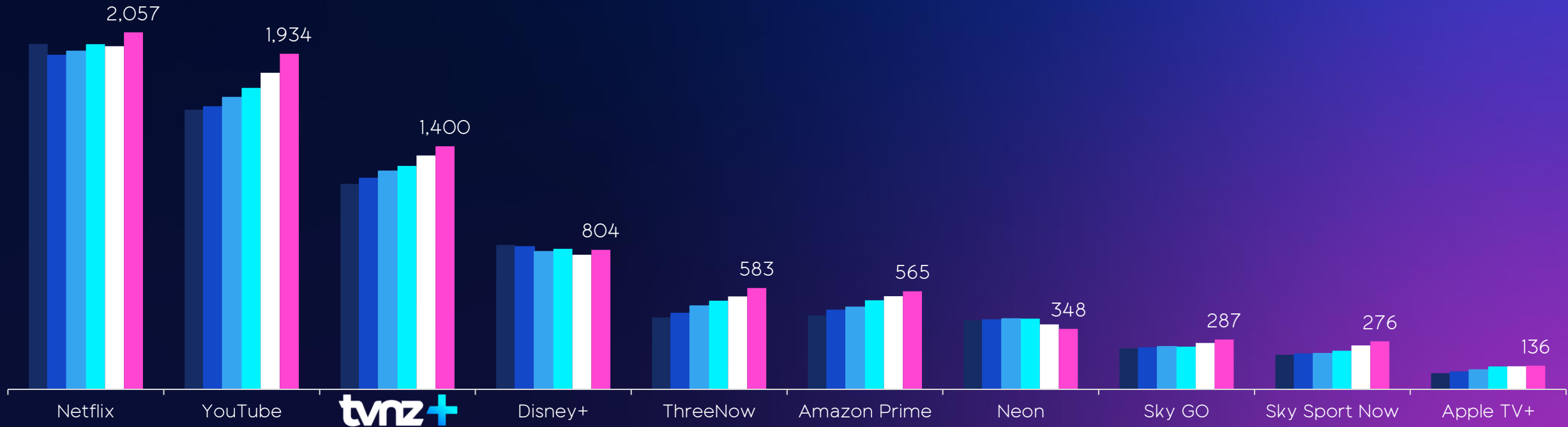Professionally produced local & international titles, meaning low risk for brands.

+

Data Led Solutions

Our data and targeting solutions allow you to uncover unique insights & connect with more valuable audiences.
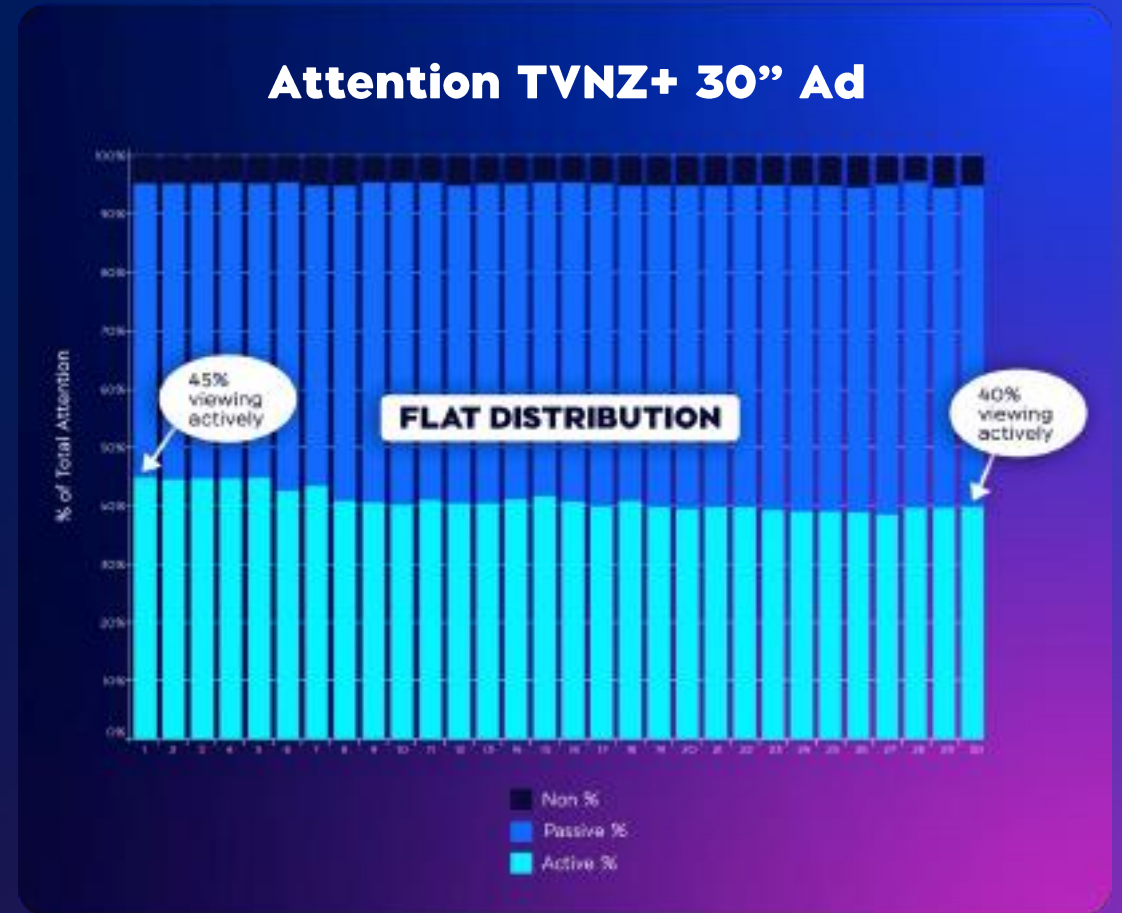
tvnz+

TVNZ+ Is Aotearoa's Largest BVOD Platform

Weekly Reach (000's): AP 15+

CMI Q1 22 - Q4 22 CMI Q2 22 - Q1 23 CMI Q3 22 - Q2 23 CMI Q4 22 - Q3 23 CMI Q1 23 - Q4 23 CMI Q2 23 - Q1 24

- Netflix: 2,057
- YouTube: 1,934
- tvnz+: 1,400
- Disney+: 804
- ThreeNow: 583
- Amazon Prime: 565
- Neon: 348
- Sky GO: 287
- Sky Sport Now: 276
- Apple TV+: 136

Source: Nielsen CMI; Q2 22 - Q1 23, Q3 22 - Q2 23, Q4 22 - Q3 23 & Q1 23 – Q4 23; AP 15+

Active attention on TVNZ+ remains consistent.

Attention TVNZ+ 30" Ad

45% viewing actively

FLAT DISTRIBUTION

40% viewing actively

% of Total Attention

- Non %
- Passive %
- Active %

Amplified Intelligence

tvnz+

Whereas attention rapidly decays in scrollable platforms, often consumed on smaller screens.

Attention Scrollable Platforms

% of Total Attention

- Non %
- Passive %
- Active %

Amplified Intelligence
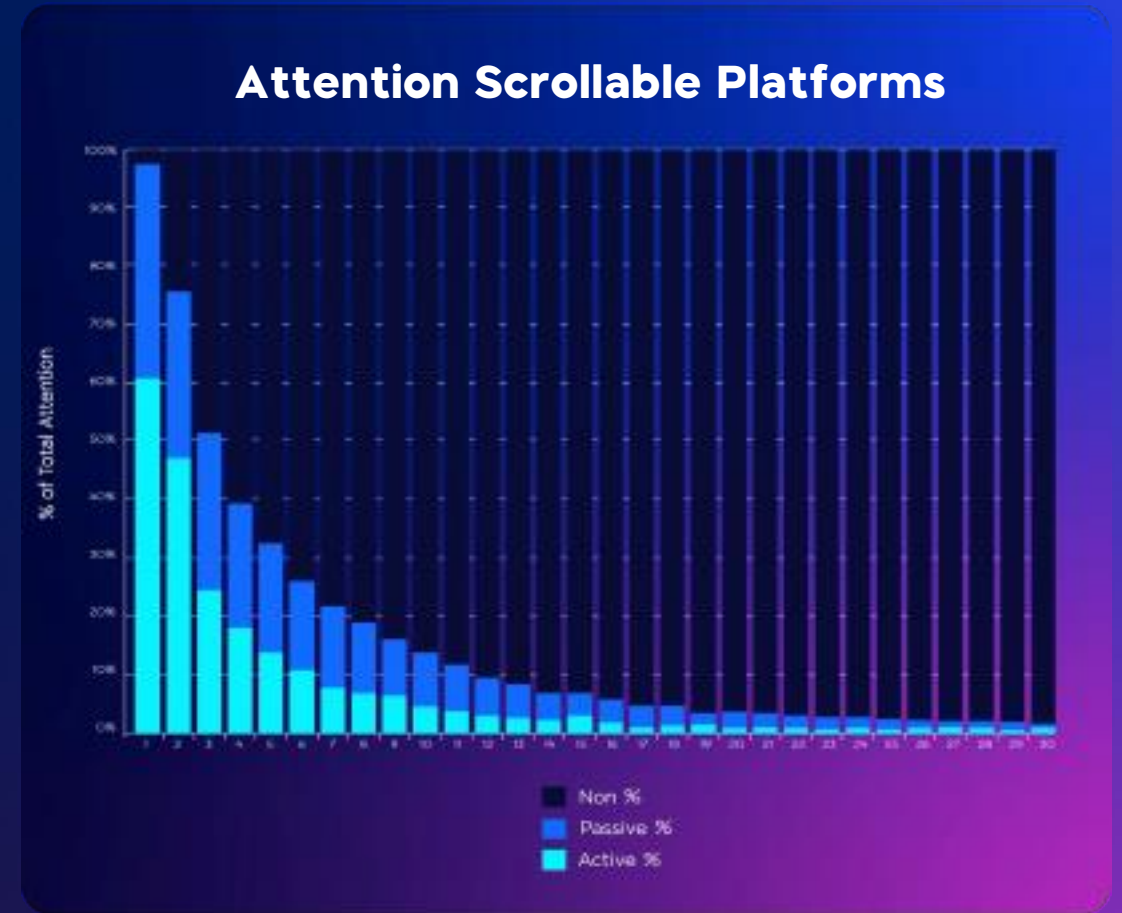
tvnz+

TVNZ+ provides a brand-safe environment with professionally produced content, focusing on the viewer and ad experience.

Many other online video platforms are open & unfiltered with much higher risk.

1st Party Data is Key

In a cookie-less world & with evolving privacy regulations impacting how advertisers can reach their customers.

TVNZ+
Has the Scale

With a large 1st party database that doesn't rely on cookies, TVNZ+ Activate allows advertisers to learn more about their target audiences on TVNZ+ and use this to inform their campaign planning

Data Solutions, Insights **+** Activation

Bringing together TVNZ's extensive technology stack & data capability to provide data solutions for advertisers.

TVNZ+ Activate

is a year old and we have achieved....

1400+ Campaigns
Have used TVNZ+ Activate products

120M+ Impressions
Delivered using Activate Products

2nd Party Data Partnership
With a NZ data broker to further enrich profiles

Adobe Global Finalist
Adobe Experience Maker Awards 2023 for Innovation Excellence

50+
Audiences matched through the AWS Clean Room

tvnz+ activate

TVNZ+ Activate

Targeting

- **Audience Amplifier**
- **Data Connect**
- **Story Telling**

Data Partnerships

Audience Match

- **Audience IQ**
- **Similar Audiences**
- **Conversion IQ**

COMING SOON

tvnz+ activate

TVNZ+ Activate
Targeting

Audience Amplifier

Make the most of our rich first party data by targeting audiences on TVNZ+ beyond age and gender.

Audience Amplifier segments users into target groups based on TVNZ+ user information and their viewing behaviours.

There are over 30 audience amplifiers to choose from.

We can build custom audience segments for advertisers – that with the help of the CDP has accelerated from weeks to minutes

tvnz+ activate

Audience Amplifier

Home Improvement and DIYers + Māori and Pasifika + Sports Nuts Cricket + At Home with Kids + Intrepid Travelers + Bingers + Heavy Mobile User + Sustainability + Foodies + News & Current Affairs + Gamers + And Much More!

tvnz + activate

Audience Amplifier
Custom Audience Examples

An advertiser looking to target Bluey, however as this is preschool content we cannot target.

Instead, using Activate we can build an audience based on adult profiles linked to kids profiles who have viewed Bluey in the last 3 months.

Giving us a way to reach an audience that we know has a household affinity to this content.

An advertiser wanting to reach a gaming audience that would have previously been done using demo targeting.

With Activate we can build audiences that have watched gaming content (Halo, Twisted Metal) or viewed via gaming devices on TVNZ+ over the last four months

Reaching an engaged audience across TVNZ+

These audiences can be expanded on by generating Similar Audiences to infer and build reach and scale for advertisers.

tvnz+

Data Connect

TVNZ knows the declared demographics of our viewers, what and how they watch TVNZ+, where they watch and the profiles they have on their accounts.

What we don't know is their preferences and behaviours outside of the TVNZ+ environment.

TVNZ collaborates with a data partner to provide audiences we can't do so alone.

Advertisers can reach these audiences on TVNZ+ due to our partnership with a reputable data provider, Data IQ.

tvnz+ activate

Data Connect

Decision Makers
- C-Suite
- Small Business
- Large Organizations

Occupation
- Tradies
- Professionals

Finance
- Intent to Borrow
- Intent to Invest

Real Estate
- Recent Movers
- Living in Separate Dwellings
- Living/Working in Commercial Areas
- Urban & Rural Households
- Property Value Under & Over $1M NZD
- Property Under & Over 10 Years Old

Home
- Pet Lovers
- Renters
- Homeowners

Economic Status
- Low-Mid Socio
- Upper Socio

NEW

Automotive
- European Cars
- Japanese Cars
- EV Owners
- Classic Car Owners
- SUV/Ute Owners
- Luxury Car Owners

Helix Personas
- Leading Lifestyles
- Metrotechs
- Aspirationals
- Hearth and Home
- Doing Fine
- Fair Go

tvnz+ activate

Which targeting option is right for me? Audience Amplifiers or Data Connect

Audience Amplifier = Behavioural Data

Audience Amplifier uses probabilistic data based on TVNZ+ first party login data and viewing behaviours.

Data Connect = Deterministic Data

Data Connect audiences are built using deterministic data, captured by a 2nd party and matched with the TVNZ+ database.

Data Connect audiences carry a nominal charge on CPM

tvnz+ activate

Storytelling

Connect your ads and deliver creative in sequential order to tell a brand story.

Taking the viewer on a journey, this retargeting product can be activated across TVNZ+ products, used to prime viewers, drive awareness and increase engagement

Video 1

Video 2

Ad On Pause

TVNZ+ Activate
Data Partnerships

Audience Match

Leverage data that is unique to your brand by matching with TVNZ.
Enhance audience targeting, gain insights into viewer preferences and optimise campaigns.

Advertisers' Customers' Hashed Emails

TVNZ+ Viewers Hashed Emails
2.3M active viewers

3rd Party Clean Room Data Matching Service
AWS Clean Room

Matched Audience

Use this matched audience to activate or inform campaigns across TVNZ.

tvnz+ activate

Audience Match Privacy Safe

AWS Clean Rooms provide a privacy-safe environment for collaborative data analysis while safeguarding data.

TVNZ and advertisers collaborate without sharing or copying each other's underlying data.

It requires advertisers loading hashed (and peppered) email lists into an AWS S3 bucket.

Clean Rooms only allows for one party to query the data, this is TVNZ.

It's also very inexpensive, just a few dollars at most.

tvnz+ activate

Audience Match

Matching your customer data with TVNZ+ unlocks ways to activate data & insights
to help inform and build your next campaign

Audience Match

Audience IQ
Reveal insights from an Audience Match

Remarketing	Prospecting	Similar Audiences	Sponsorship Alignment	Linear Planning	Conversion IQ
Target Current Customers – loyalty or upselling messaging	Negatively Target current customers – reaching new potential prospects only	Leverage AI to find viewers with similar traits to create unique audiences specific to your brand.	Sponsor shows that resonate with your customers	Inform offline & online buying strategies	Measure creative or sales impact

tvnz+ activate

Audience IQ

Reveal additional insights from an Audience Match or another TVNZ+ Activate audience, allowing you to deep dive into viewing behaviours of that audience.

Reach

Demographic

Device

Geography

Top Shows

Category Index

Affinity Index

Behavioural

Interest

Household Profiles

Cross-Device Graphs

IQ

NEW

Using Data Connect audiences, we can view propensity towards these categories:

Occupation

Finance

Real Estate

Economic Status

Automotive

tvnz+ activate

Audience IQ Opportunities

Sponsorships

Inform campaign decisions by using data insights, to create smart data driven & dynamic opportunities!

Uncovering insights into content that indexes highly to valuable customer audiences.

This will help us link content or genre sponsorship opportunities with brands and customers effectively.

Show Name	Reach Index	Streams Index
Love Island	1.54	1.21
Shortland Street	1.33	1.14
1News At Six	0.77	0.52
Celebrity Treasure Island	1.28	1.03
Twisted Metal	1.19	0.92

tvnz+ activate

Similar Audiences

Following an Audience Match we can create Similar Audiences. Use Similar Audiences to help you refine your targeting, ultimately leading to better results for your campaigns

2.3M active viewers ranked by similarity
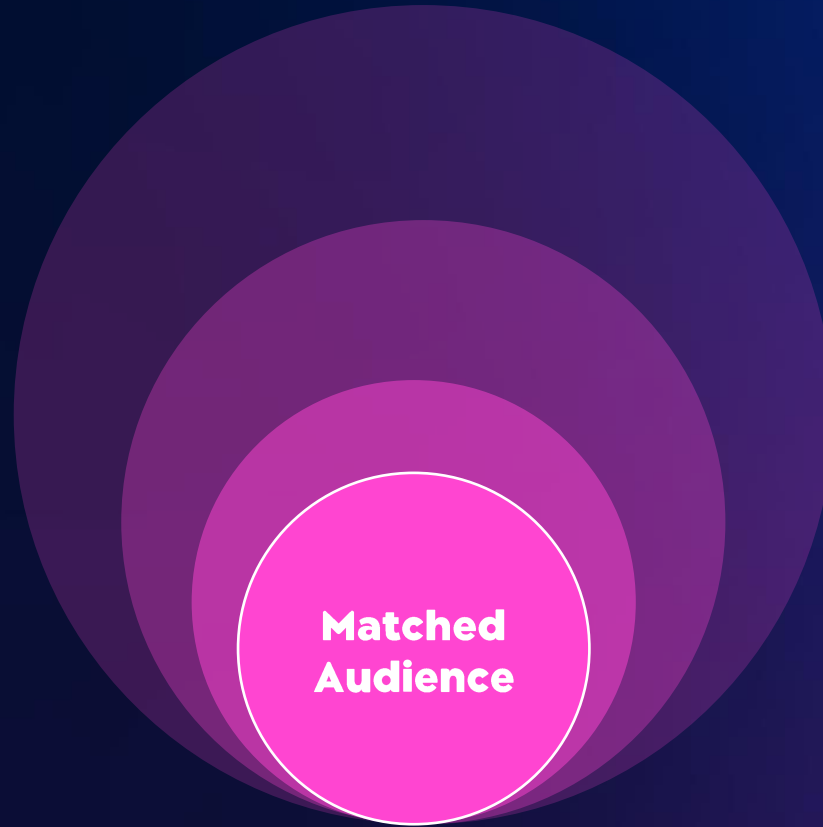
Matched Audience

Created by analysing thousands of shows, millions of profiles & hundreds of millions of events to create unique audiences specific to your brand.

Audiences are ranked based on how close/similar they are to your existing data matched audience

tvnz+ activate

Conversion IQ

Following an **Audience Match**, we can use our **Conversion IQ** to understand more about ROI within TVNZ+

Conversion IQ will help to identify actions of interest generated from TVNZ+ activity including online and offline purchases, competition entries, app downloads etc.

This could include A/B testing to compare uplift in outcomes between viewers who have been exposed to your ad vs those who haven't.

Any event where an email is used to track an action can be used to measure TVNZ+ campaign performance, across all products.

COMING SOON

First in-market BVOD measurement.

tvnz+ activate
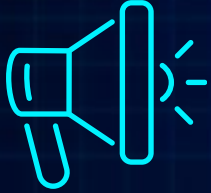
Audience Amplifier
Affinity Audiences

Storytelling
Remarketing

Audience Match
Data Matching

Audience IQ
Audiences Insights

Data Connect
2nd Party Data Partnership

COMING SOON

Conversion IQ
Attribution

tvnz+ activate

tvnz+

COMING
SOON

TVNZ+

+ **Census Data Integration** +

will unlock interesting Census data segments and
targeting opportunities for advertisers

COMING SOON

TVNZ+

+ Measurement +

WHY MEASUREMENT IS IMPORTANT

TVNZ+ MEASUREMENT METRICS & PRODUCTS

Ngā mihi

TVNZ+ Activate

Appendix

TVNZ+ Activate

Audience Match Use Case

Audience Match → **Audience IQ** → **Similar Audiences** → **Activate**

Match 1st party data with 2.3M+ active users on TVNZ+ to create audience segments unique to the brand.

These segments can be overlaid on TVNZ+ deals to reach existing customers.

TVNZ can generate insights on the matched segment including demo, watching behaviour, viewing interests and other information to really understand the customer.

All within our privacy centric framework.

TVNZ can leverage segment insights to find similar audiences within TVNZ+, creating a custom segment unique to the bran.

Generating scale and relevance for prospecting activity.

Turn insight into action by activating the similar audience segment across TVNZ+ campaigns.

tvnz+ activate

Detailed

TVNZ+ Activate

Audience Match Use Case

TVNZ/Advertiser Audience Match

Demo Targeting

Exclusion

Exclude customers that have purchased recently or are unlikely to buy an advertised product

e.g., if you know certain customers have bought a new X PRODUCT in the last 6 months, you can exclude them from X PRODUCT prospecting activity for less wastage.

Audience IQ

Leverage Audience Match to generate insights on your customers

Understand what content they are interested in, how they consume content and when, what devices they use and unlock household insights not available anywhere else.

Similar Audiences

Turn insight into action by activating similar audiences.

Use Audience Match to find similar audiences across the TVNZ+ network for greater advertising relevance.

Match purchasers of X PRODUCT with TVNZ **>** TVNZ uses matched audiences to find viewers with similar behaviours within TVNZ+ **>** Target the similar audience with X PRODUCT ads

Remarketing

Upsell to existing customers or reinforce loyalty through special offers

e.g., promote the launch of a new X PRODUCT to customers who previously bought the old X PRODUCT or promote a VIP sale for loyalty customers.

tvnz+ activate