



Digital Media Kit

+ June 2026 +

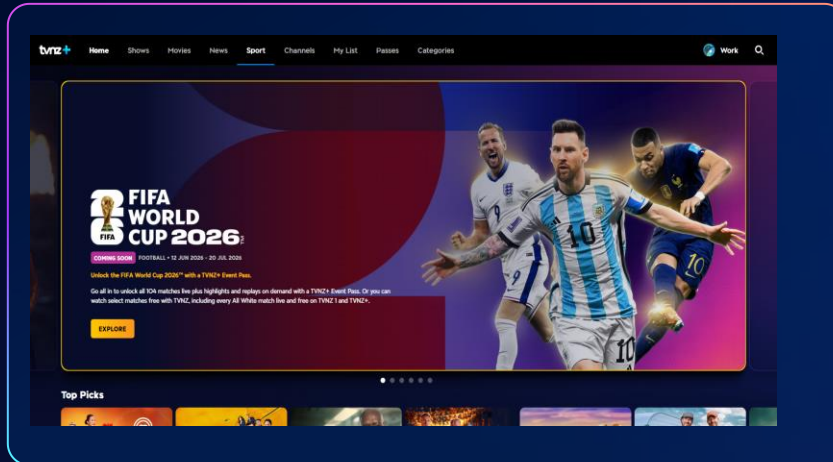
2026

Is our biggest year yet....

& WE CONTINUE WITH OUR VISION

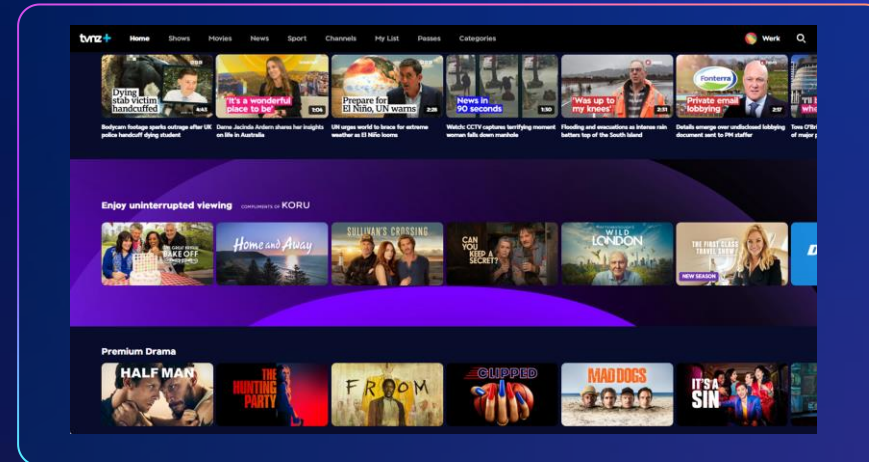
**#1 streamer for trusted news,
sport and entertainment.**

2026 is TVNZ+'s biggest year yet



A New Platform, FIFA World Cup 2026™ + Pay TV

In April 2026 TVNZ+ launched a new platform, and with it exclusive FIFA World Cup rights across all 104 games.

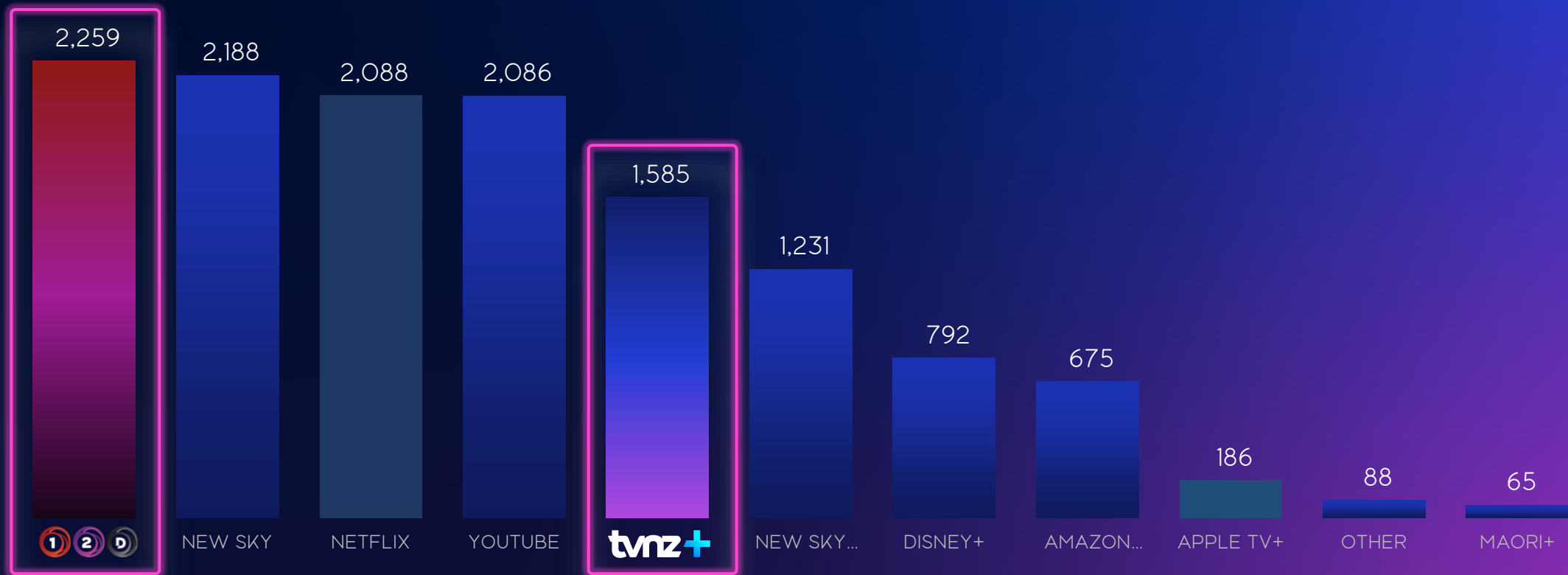


New Ad products

The new platform unlocks further creative opportunity for advertisers with the launch of the featured belt with more to come.

We are the number 1 local video platform

Weekly Reach (000's): AP 15+



Source 1: Nielsen CMI, Q1 25 - Q4 25. Online video/TV service used in the last seven days. AP 15+.
Source 2: Nielsen TAM, Consolidated. Average weekly reach 29/12/24 - 03/01/26; New Sky channels - WBD+All Sky

Content that brings the nation together



WE DELIVER THE SCALE AND STANDOUT
CONTENT THAT BRINGS THE NATION
TOGETHER

In the last 12 months, TVNZ+ generated...

More than
9.3 million¹
average weekly streams

495 million¹
total streams

Over
1.6 million²
average weekly live streams
(+2% YoY)

86 million²
total live streams
(+2% YoY)

Premium content remains front & centre of our business



66M Streams



21M Streams
(does not include Simulcast)



17M Streams



11M Streams



9M Streams



8.6M Streams



5.2M Streams



3.4M Streams

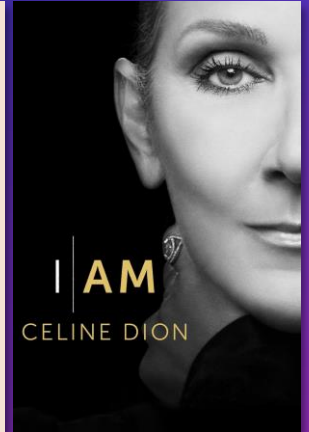
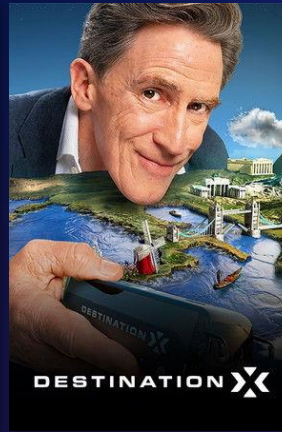
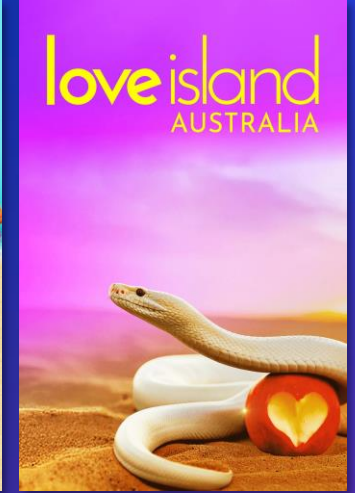


2.5M Streams



2.2M Streams

With plenty of fresh new content coming to TVNZ+



NZ's #1 platform for attention — and 7.5x more effective than YouTube for ad recall

Research shows time spent on a media platform isn't the same as time spent consuming advertising.

When it comes to attention, premium video* outperforms YouTube and social video (Facebook and Instagram) by a huge distance.



Building
1min
of ad attention
requires...

12min
on premium video

Pre-roll and mid-roll in long-form and short-form content on premium content sites.

31.57min
on YouTube

Unskipped pre-roll, portions of skipped video and mid-roll on longer-form content.

5 hours
on social video

In-feed video fully viewed and exposed video in feed.

tvnz+
tvnz+

Average number of exposures to deliver a message:

TVNZ+ = 2



Average number of exposures to deliver a message:

YouTube = 15

Not all time spent is equal

Your ads get more attention on BVOD

Not all impressions are equal

TVNZ+ is proven to take fewer exposures for a customer to recall a message

Co-viewing launched in October 2025

Unlocking the invisible audience to measure true household impact

Audience opportunity

Previously digital video measurement only captured the logged-in profile, missing additional viewers in the room who were watching together.

With 72% of audience watching on CTV, this was a misrepresentation of audience reach. The Co-Viewing Model recognises everyone watching content in a room and measures them accordingly.

Qualified audiences

Developed with Milton Data (who launched VoZ) and validated by Kantar surveys.

- Streaming Data
(what's being watched)
- Household Data
(demographics)
- Survey Data
(patterns of co-viewing)

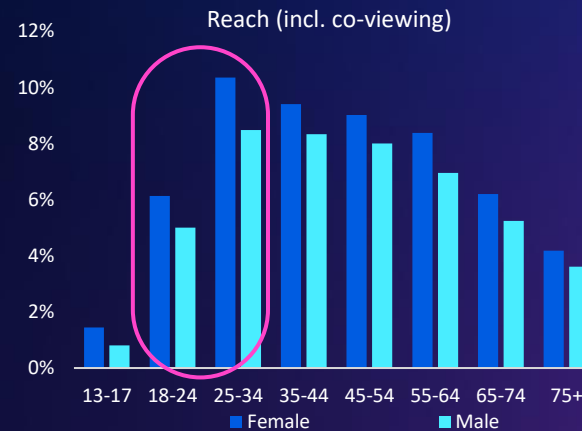
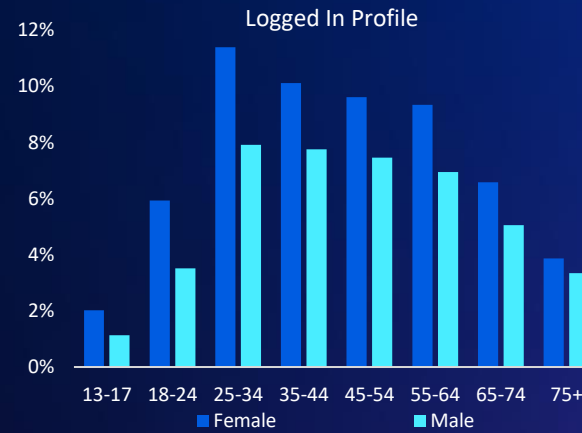
Unlocking viewers

Increased reach by up to +129% depending on demo.

Advertisers can now activate against all viewers in the room.

Unlocks better targeting, more efficient campaigns, and smarter media planning. And it's built to work alongside our first-party data, so you get both precision and scale.

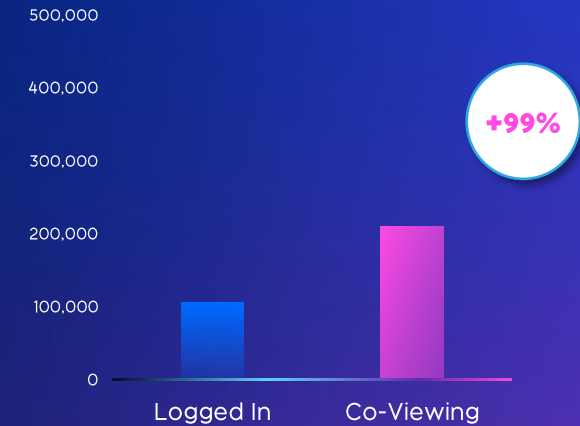
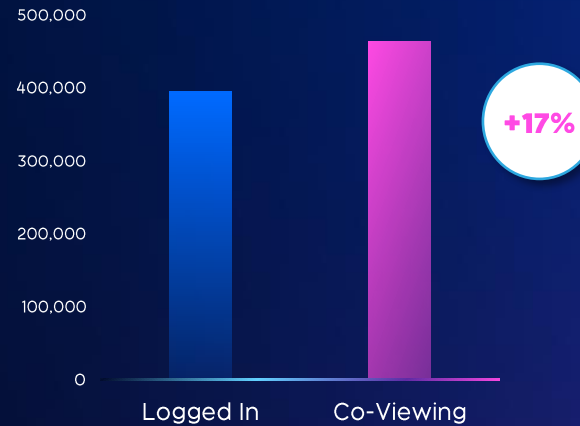
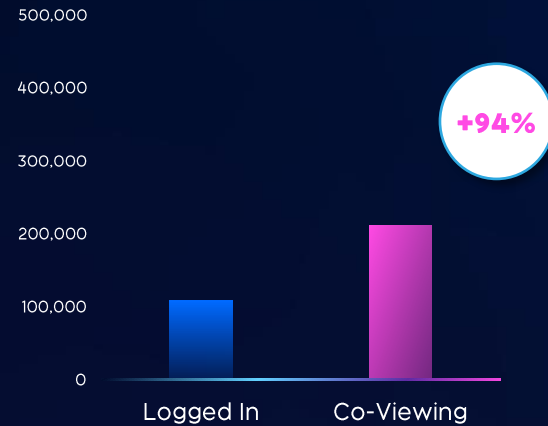
Co-viewing unlocks those harder to reach audiences & makes them measurable



70%

of viewing on TVNZ+ is via Connected TVs, where co-viewing naturally occurs

Activating everyone on the couch, & reaches audiences you didn't know you had



Advertising solutions

Two key ways to currently trade TVNZ+

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.

Total TV

A focus for Q3 for TVNZ to moving from programme based buying to audience based outcomes.

One unified platform, one set of numbers, full transparency on spend & performance.

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

Coming soon!

Network Video

The easiest entry point to build brand awareness across NZ's largest reaching premium video platform, TVNZ+.

HOW IT WORKS

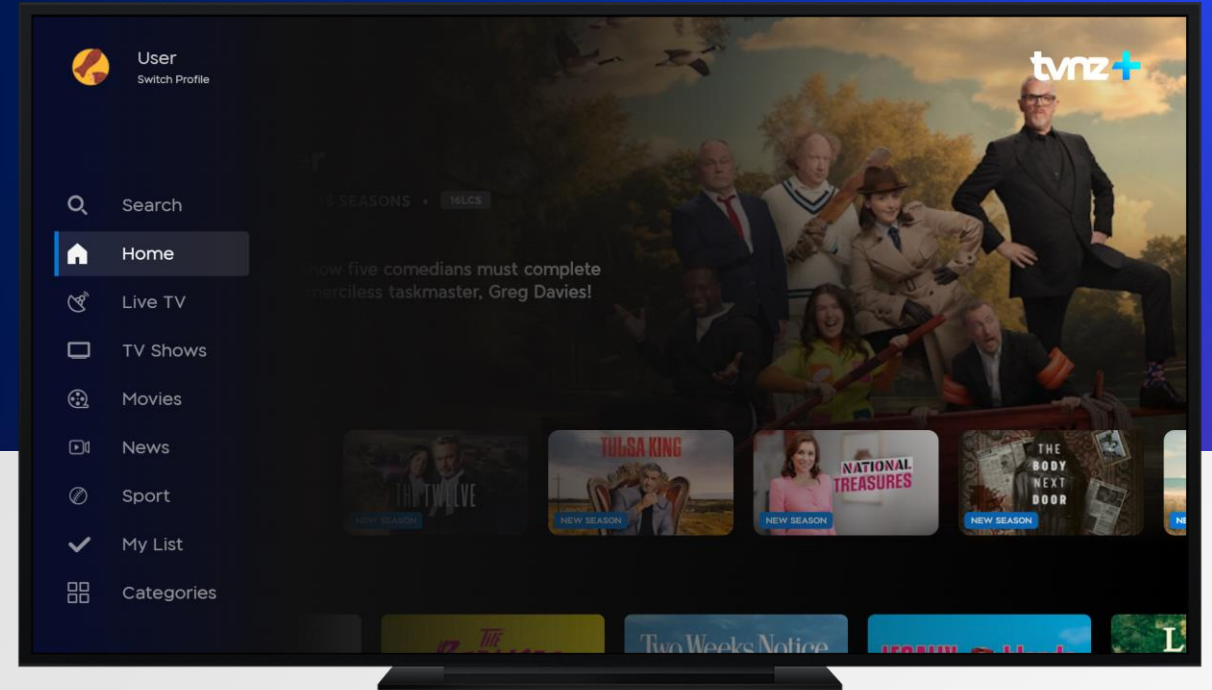
The TVNZ+ Network Buy optimises platform reach across VOD, Simulcast and Live Stream content delivering video assets across every device type.

WHY IT WORKS

Network video helps create brand awareness, recall and helps you tell your brand story in a platform that demands attention.

AVAILS & AUDIENCE

Pre-roll video & mid roll video available. 15, 30, 45 & 60 seconds durations (longer durations available upon request).



Co-viewing, API3+, refined audiences



15, 30, 45, 60sec



No minimum campaign lengths or budget



Direct, Programmatic



All devices



CPM traded



MP4 or MOV. 1920x1080min. 16:9 ratio



We can build this for you!
Production from \$2000



VOD targeting

Build brand reach across premium VOD only inventory,
Reach viewers in an on demand experience, unlocking
further creative durations & opportunities.

HOW IT WORKS

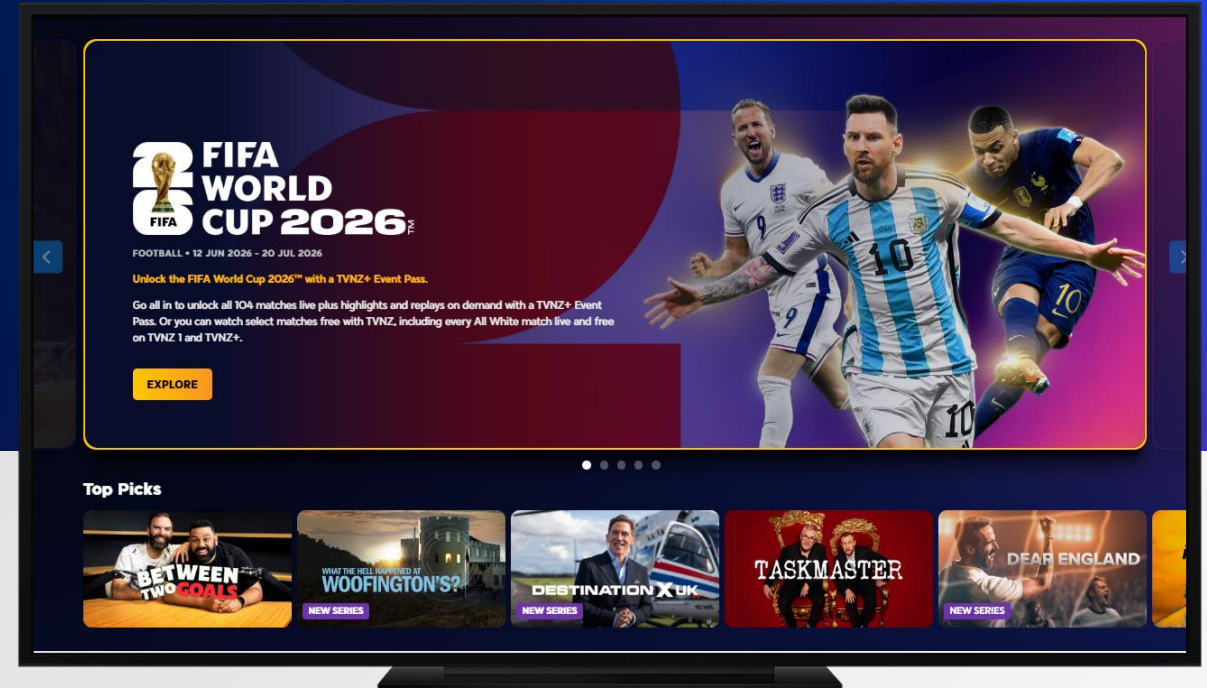
The TVNZ+ Network Buy optimises platform reach across VOD only delivering video assets across every device type.

WHY IT WORKS

VOD only helps create brand awareness, recall and helps you tell your brand story in a platform that demands attention.

AVAILS & AUDIENCE

Pre-roll video & mid roll video available.
6, 10, 15, 30, 45 & 60 seconds durations
(longer durations available upon request).



Co-viewing, API3+,
refined audiences



6, 10, 15, 30, 45, 60sec



No minimum campaign lengths
or budget



Direct, Programmatic



All devices



CPM traded



MP4 or MOV.
1920x1080min. 16:9 ratio



We can build this for you!
Production from \$2000



EXISTING FORMAT

Daily Video Reach Blast

The fastest way to hit every TVNZ+ viewer in one day.
Build Reach Quickly. Non-skippable video in a premium,
brand-safe streaming environment.

200K avg
reach per
day!*

HOW IT WORKS

Your video ad is delivered to every active TVNZ+ profile across all content and devices for the day booked.

WHY IT WORKS

High reaching – 200k avg reach per day!
Reaching audiences fast. Non-skippable
video in a low-ad-load environment,
premium brand-safe streaming environment.

PERFECT FOR

- + Campaign Launches
- + Pre sale opens
- + Final push reminders
- + Quick reach builds



Co-viewing / AP13+



MP4 or MOV. 19020x1080min.
16;9 ratio. 15 or 30secs



Booked for one day.



Direct only



All devices



We can build this for you.
Production from \$2,000



HIGH REACHING • NON-SKIPPABLE VIDEO INVENTORY • LOW AD LOAD • HIGH CO-VIEWING ENVIRONMENT

Ad On Pause

The most premium digital billboard in your home. Full screen, high impact, strong awareness & creative opportunity to connect directly with audiences.

HOW IT WORKS

When engaged TVNZ+ users pause their content on CTV & Desktop a static digital ad appears across the full screen. With 72% of TVNZ+ viewing on CTV, your brand can own the biggest billboard in the home.

WHY IT WORKS

AOP creates a unique & creative opportunity to connect your brand directly to TVNZ's engaged audiences during high attention break-moments on NZ's #1 platform for ad attention.

AVAILS & AUDIENCE

Premium opportunity to drive campaign impact for both broad reach & tailored audience targeting. SOV max 2 advertisers per pause.

Avg pause
time 76secs
- high
dwell!



CTV, Desktop only



Static only, 1280x720, 150kbs



Co-viewing, AP13+, refined audiences



Direct, Programmatic



No minimum durations



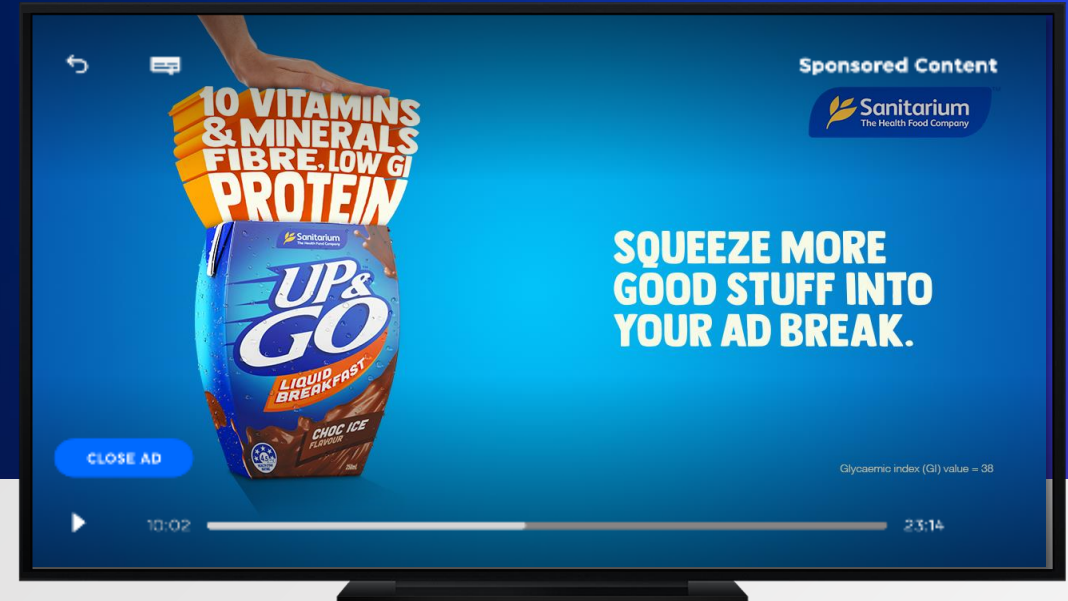
We can build this for you!
Production from \$500



NEW FORMAT

AOP Reach Blast

The most premium digital billboard in your home.
Daily buyout with priority delivery across all CTV & Desktop
Ad On Pause opportunities.



HOW IT WORKS

Your Ad on Pause asset is delivered to every active TVNZ+ profile across all content for the day booked.
High reaching – est 100k imps per day!

WHY IT WORKS

An impactful opportunity to connect your brand directly to TVNZ's engaged audiences during high attention break-moments on NZ's #1 platform for ad attention1.

PERFECT FOR

Campaign launches
Pre-sale opens
Final push reminders
Repurposing digital or outdoor creative

CTV, Desktop only



Static only, 1280x720, 150kbs



Co-viewing, AP13+, refined audiences



Direct only



One day buyout



We can build this for you!
Production from \$500



HIGH IMPACT • FULL SCREEN COVERAGE • STRONG AWARENESS

[Link to specs here](#)

Retail bumper

Taking viewers from the couch to the cart.

A 6" retail bumper that's short, sharp and impossible to miss, driving standout recall through premium, high-scale placements.

HOW IT WORKS

Your 6' bumper runs across TVNZ+ after the Pre Roll position and immediately before the show plays. You can target using any TVNZ+ targeting strategy. Shows with existing sponsors are excluded from the buy.

WHY IT WORKS

Gives brands ownership of high-frequency moments in peak morning or evening viewing, aligning your message with daily audience habits. Short, sharp and impossible to miss, it drives fast familiarity and standout recall.

SHOPPING FROM THE COUCH

- Half of NZ now shops online.
- Kiwis shop online 10x more often than they walk in to a store.
- The #1 reason Kiwis shop online is convenience from home.



Co-viewing, API3+,
refined audiences



6sec



No minimum campaign lengths
or budget



Direct, Programmatic



All devices



CPM traded
50% off 30" CPM



MP4 or MOV.
1920x1080min. 16:9 ratio



We can build this for you!
Enquire about production



Social stream

Social Stream allows a brand to highlight their social video content on to a VOD platform, breaking down the barriers for creative.



HOW IT WORKS

Your social video adverts are repurposed in to a branded frame. Social video runs as per normal vertically, within a high impact branded frame.

WHY IT WORKS

Creates digital streaming opportunities without the need for a TVC. It's an efficient way to repurpose high-performing social video content in a premium environment.

PRODUCTION

We can easily adapt your existing social assets for you, building a high impact branded frame.

All devices



Font, Logo, Product image, CTA, Social video



Co-viewing, AP13+, refined audiences



Direct or programmatic



No minimum spends or duration



We can build this for you.
Production from \$1,700



Splash Screen

First brand touch point for viewers entering the platform.
Instant mass reach & creative brand integration leveraging TVNZ+ premium positioned opening screen.

HOW IT WORKS

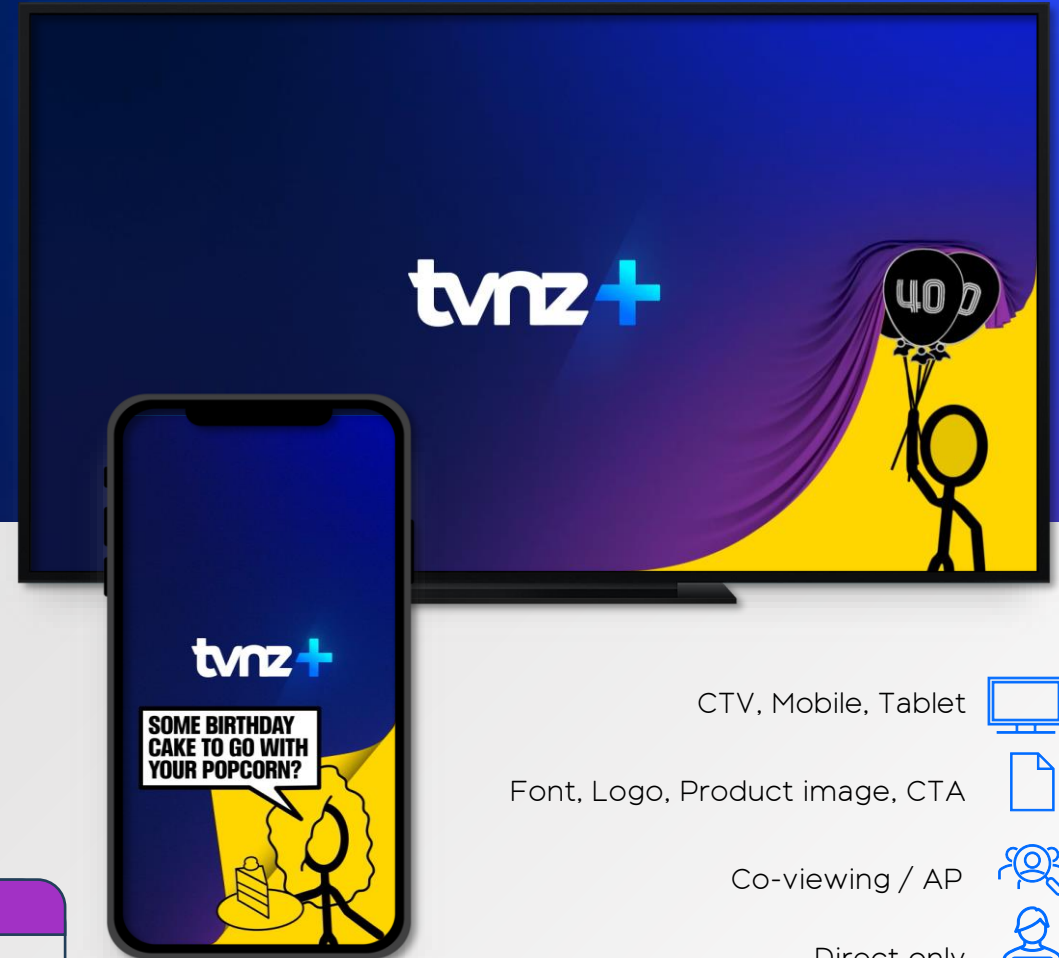
Your brand takes over the TVNZ+ platform entering page, creating a cobranded login experience. A 8" video asset runs across CTV with optional audio & 3" asset across mobile/tablet without sound.

CREATIVE ACTIVATION

Given the cobranded nature of this format there are clear creative guidelines. TVNZ Blacksand can support asset creation, with all creative concepts subject to internal approval.

INSTANT IMPACT

Instant impact for all audiences entering the TVNZ+ platform – valued on a 1 week buyout.
A huge est 2.5-3m weekly Impressions!



CTV, Mobile, Tablet



Font, Logo, Product image, CTA



Co-viewing / AP



Direct only



Booked for 1 week.



We build this for you.
Enquire about production



Show Sponsorship

Sponsor an individual title to align your brand to it's content and build affinity & connection with audiences.



HOW IT WORKS

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.

ACTIVATION

Sponsorship assets can include Pre Roll video and Ad On Pause, bought on a SOV. The only way to guarantee access to specific titles & their audiences.

POSITIVE BRAND IMPACT

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

All devices



MP4 or MOV. 19020x1080min. 16:9, 15s, 30s
AOP 1280x720px



Co-viewing, AP13+, refined audiences



Direct only



Opportunity pending



We can build this for you.
Enquire about production



Uninterrupted Sponsorship

The added value exchange. Give your audiences the gift of an ad free experience, only once they've viewed yours.

HOW IT WORKS

Your brand gifts an entire episode or show to viewers, without ads. One pre-roll announces the experience -then nothing interrupts the content.

ACTIVATION

1. Viewer opens TVNZ+ & selects episode
2. Branded pre-roll announces uninterrupted experience
3. Full episode plays -no ad breaks
4. Viewer associates brand positively with a better experience

POSITIVE BRAND IMPACT

68% of consumers view brands more favourably after an uninterrupted experience.

Thanks to Countdown
Online Shopping
your next episode is
uninterrupted.

All devices



MP4 or MOV. 19020x1080min. 16:9 ratio. 5s, 15s, 30secs



Co-viewing, AP13+, refined audiences



Direct only



\$50k minimum spend to unlock



We can build this for you.
Enquire about production



Takeover Sponsorship

Own an entire show or shows on TVNZ+, your brand dominates every ad placement, clear cut through, high impact, 100% SOV.

HOW IT WORKS

A brand buys out the viewing experience with pre-roll + short (max 10") mid-rolls throughout. Viewers see one brand only, creating a low ad load experience. Brand logo integration on show page (new).

WHY IT WORKS

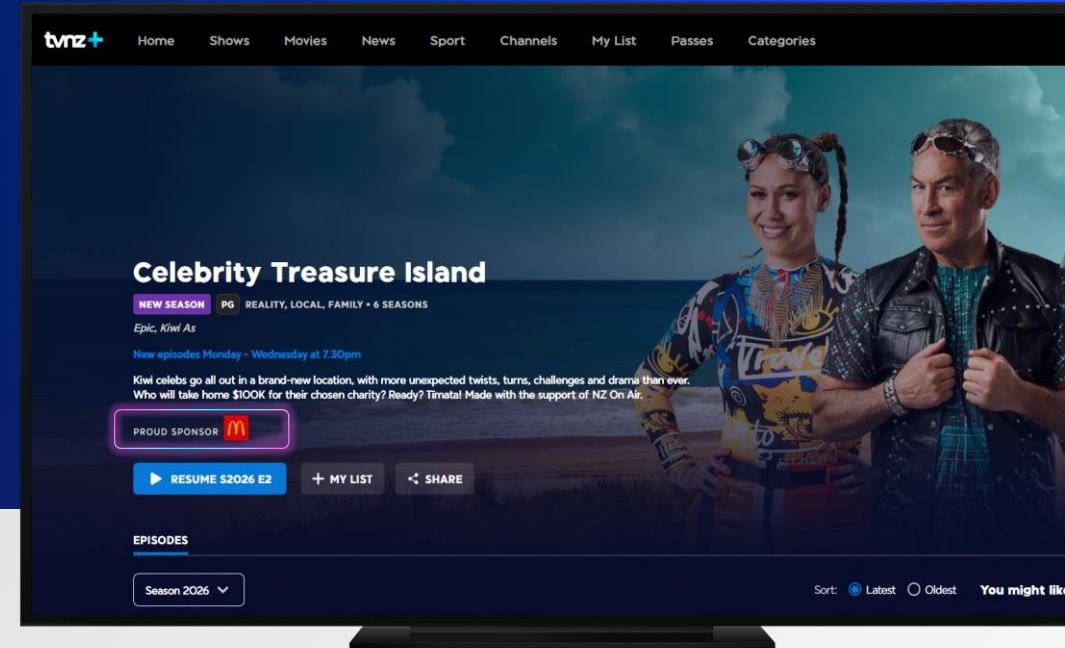
43% unprompted brand recall and 26% creative recall from Takeover results.
New logo integration not included in previous platform capability – creates an additional touchpoint.

SCALE & REACH

Best used for premium or high-profile drama,. Estimated impressions provided at booking with $\pm 10\%$ variance. Minimum \$50k spend to unlock.

AVAILABILITY

Available across most TVNZ+ content. Requires internal stakeholder approval. Concept and show selection must be confirmed in advance. Can stack with a Sponsored Collection.



All devices



Logo & Video assest.
Preroll 15 or 30secs & 10" mid roll.



Co-viewing, API3+



Direct only



\$50k minimum spend to unl.ock



We can build this for you.
Enquire about production



Sponsored Collection

Your brand (& now logo) lives on the TVNZ+ homepage inside a relevant collection of content. Pre-roll, Mid-roll & cobranded assets throughout ensure high brand visibility and SOV.



WHY IT WORKS

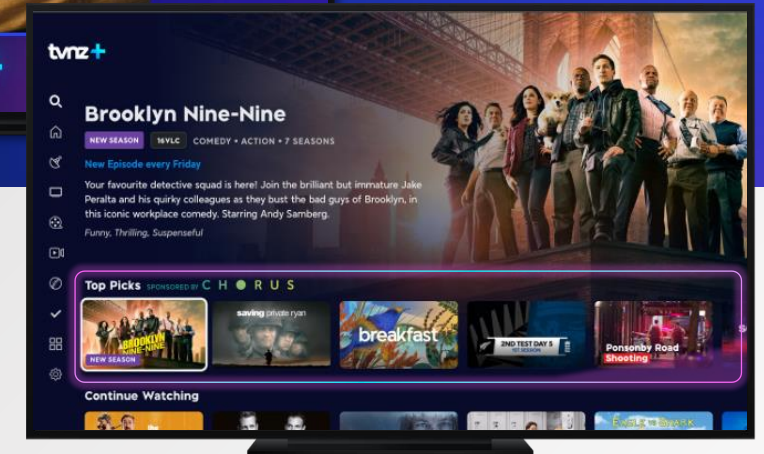
Curate a branded group of shows, movies or themes on TVNZ+ that aligns with your campaign. Leverages TVNZ+ homepage & content to build a seamless and positive brand association.

ALIGNMENT IDEAS

"Feel-Good Favourites"
"Binge-Worthy Drama"
"Family Night In"
"Laugh Out Loud"

HOW IT WORKS

1. TVNZ curates a bespoke content selection aligned to your brand strategy
2. Collection featured on TVNZ+ homepage with dedicated positioning (& logo coming soon)
3. Sponsor branding across all pre-roll and mid-roll video within the belt
4. Co-branded video promos drive further association with the content



Co-viewing, AP13+,
refined audiences



MP4 or MOV. 19020x1080min.
16:9 ratio. 15s, 30s



\$50k minimum spend
to unlock



Direct only



All devices



We can build this for you.
Enquire about production



Add on: Featured belt image

Create further impact to your sponsored collection, utilising a feature image as the backdrop to this belt on the TVNZ+ homepage ensuring high brand visibility.



WHY IT WORKS

Additional build option on the existing Sponsored collection opportunity. Elevates the sponsorship further with dominant on screen cut through on the TVNZ+ Homepage. Ownership of Background image, subtitle text, sponsor logo*

*approvals required by TVNZ+ content team

HOW IT WORKS

1. Viewer opens TVNZ+ to watch their favourite content.
2. User scrolls down through homepage collections and will see sponsor collection (usually Pos4).
3. Feature image is displayed behind the collection, creating thematic opportunities and brand relevance.

Co-viewing, AP13+

Direct only

All devices

4200px x 1400px
Logo

\$15k add on cost

We can build this for you.
Enquire about production



Sport

Kiwis are mad about sport, and TVNZ+ is committed to bringing sport to screens, live and on demand. Reach audiences several ways with sport across TVNZ+.



CONTEXTUAL

Buying audience impressions across video & AOP targeting a specific event.

PACKAGES

Major sporting events will offer packs for ease of trade.

AFFINITY AUDIENCES

Reach an audience with a strong affinity to sport any time of the year across all content. Utilising our existing data led audiences. E.g Sports Nuts

SPONSORSHIP

Reaching an engaged fan base within live sport sponsorships. High share of voice and impact opportunities.

All devices



15, 30, 60s & AOP



Co-viewing, AP13+, refined audiences



Direct or programmatic



Minimum spends & durations



As seen on TVNZ+

Faster innovation & product creativity

Brand new Feature Belt now launched

CELEBRITY TIPPING POINT NZ

NEW SERIES LOCAL • FACTUAL • FAMILY • 1 SEASON

Daniel Feltaua takes the tried-and-true Tipping Point formula and infuses it with a distinctly Kiwi flavour, alongside some of Aotearoa's favourite famous faces.

WATCH NOW MORE INFO MY LIST



Top Picks



NEW SERIES



NEW SEASON



NEW SERIES



NEW SERIES



NEW SERIES



NEW SERIES



NEW SERIES



Bodycam footage sparks outrage after UK police handcuff dying student



Dame Jacinda Ardern shares her insights on life in Australia



UN urges world to brace for extreme weather as El Niño looms



Watch: CCTV captures terrifying moment woman falls down manhole



Flooding and evacuations as intense rain batters top of the South Island



Details emerge over undisclosed lobbying document sent to PM staffer



Tova O'Brien of major

Enjoy uninterrupted viewing COMPLIMENTS OF KORU



Premium Drama



Data solutions to unlock your audiences

tvnz+ activate



TVNZ+ has data and a suite of data driven solutions for activation in your campaigns

From rich behavioural targeting through to data partnerships with audience matching, there's a solution for any brand!



Audience Amplifier
Affinity Audiences



Data Connect
3rd Party Data Partnership



Storytelling
Remarketing



Audience Match
Data Matching



Audience IQ
Audiences Insights

TVNZ+ data solutions for audience activation & insights

Targeting and Insights

Core Targeting

Cost efficient overlays utilising TVNZ+ 1st party data for age, demo, geo or broad network.

Audience Amplifier

Profile and Household level audiences created from TVNZ+ 1st party data. This includes targetable segments based on viewing behaviours across the platform.

Data Connect

3rd Party audiences from external data partnerships. Audiences include occupation, finance, automotive, and household segments.

Storytelling

Sequential message targeting. this retargeting product is used to prime viewers, drive awareness and increase engagement

Data Connect: Census & Circana

Leverage TVNZ geolocation capability to target areas of interest in New Zealand. Leverage Census data to reach high income areas or Circana retail data to target areas based on retail sales e.g., areas that index highly to pet food.



Clean Room Solutions | Audience Match & Audience IQ

Brands can match 1st party data with TVNZ to get customer insights, activate their audiences on TVNZ+, and to measure brand impact through online/offline attribution.. Solutions are enabled through TVNZ's AWS Clean Room or Adobe Collaboration Platform.



Core targeting

TVNZ 1st Party Audiences for Activation and Insights

	75+		Northland	Wellington
	65-74		Auckland	Nelson
	55-64		Waikato	Marlborough
	45-54		Bay Of Plenty	Tasman
	35-44		Gisborne	West Coast
All TVNZ+ content	25-34	Female	Hawke's Bay	Canterbury
VOD	18-24	Male	Taranaki	Otago
Simulcast		Gender Diverse	Manawatu-Whanganui	Southland
Network	Age	Gender	Geo	

Audience Amplifier

TVNZ 1st Party Audiences for Activation and Insights

Device					
Geo/Mesh block		+ Many More			+ Many More
Live Sports	+ Many More	Sustainability			Education
Show	Interactive CTV Retargeting	Travel		University Students	Work and Income
Category	Likely to Pause	DIYers	Couples	Professionals	Demographics
Genre	Bingers	Foodies	Households with Kids	Rich Listers	Population and Dwellings
Contextual	Behavioural	Interest	Household	Inferred	Census

+ Custom Audiences Available on Request



Data Usage



Mesh Blocks



Health



Pet Lovers

Data Connect

3rd Party Data Partner Audiences for Activation and Insights

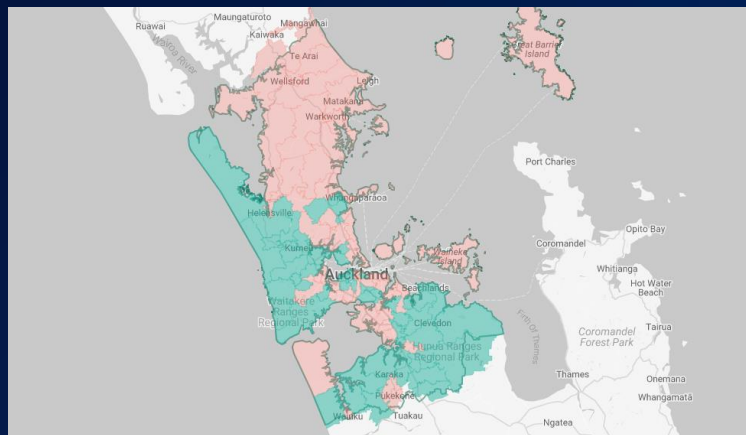
								European Cars	Leading Lifestyles
			Recent Movers					Japanese Cars	Metrotechs
			Living in Separate Dwellings	Living/Working in Commercial Areas	Pet Lovers			EV Owners	Aspirationals
C-Suite			Urban Households	Rural Households	Households With No Children			Classic Car Owners	Hearth and Home
Small Business	Tradies	Intent to Borrow	Property Value Under \$1M NZD	Property Value Over \$1M NZD	Renters	Low-Mid Socio	SUV/Ute Owners (Includes 4x4 vehicles)	Doing Fine	
Large Organizations	Professionals	Intent to Invest	Property Under 10 Years Old	Property Over 10 Years Old	Homeowners	Upper Socio	Luxury Car Owners (Includes Sports Cars)	Fair Go	
Decision Makers	Occupation	Finance	Real Estate		Home	Economic Status	Automotive	Helix Personas	

Data Connect: Census & Circana

Data Partner Audiences for Geographic Activation and Insights



SA2 Area Level Activation



Target areas based on household income, education, household makeup, and retail purchase data for greater audience relevance.

Household Makeup

Economy

Culture & Education

Environment

Business

More Audiences Available

Wine & Beer Drinkers

Pet Products

Cosmetics

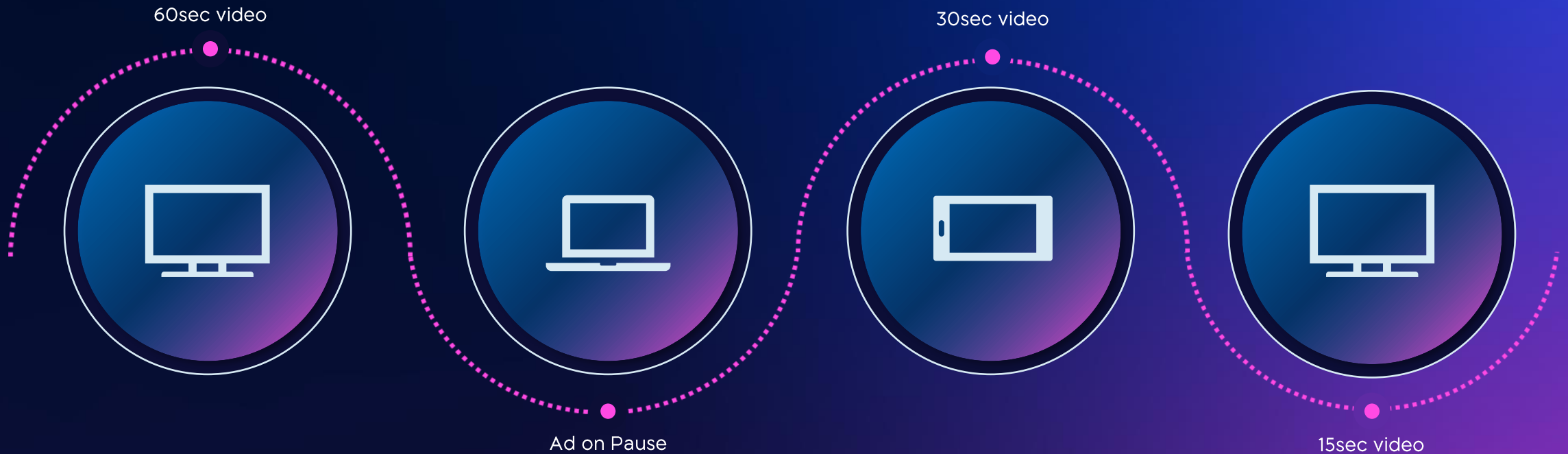
Pharmaceuticals

Health Foods

More Audiences Available

Activate Story Telling

TVNZ 1st Party Audiences for Re-targeted Activation



Retarget viewers across TVNZ+ by sequencing your ads across formats to build deeper brand connection through Story telling. Reach is de-duplicated across all devices, ensuring your unique audience is engaged with your different creative messaging. Available across all formats, all video durations and Ad On Pause.

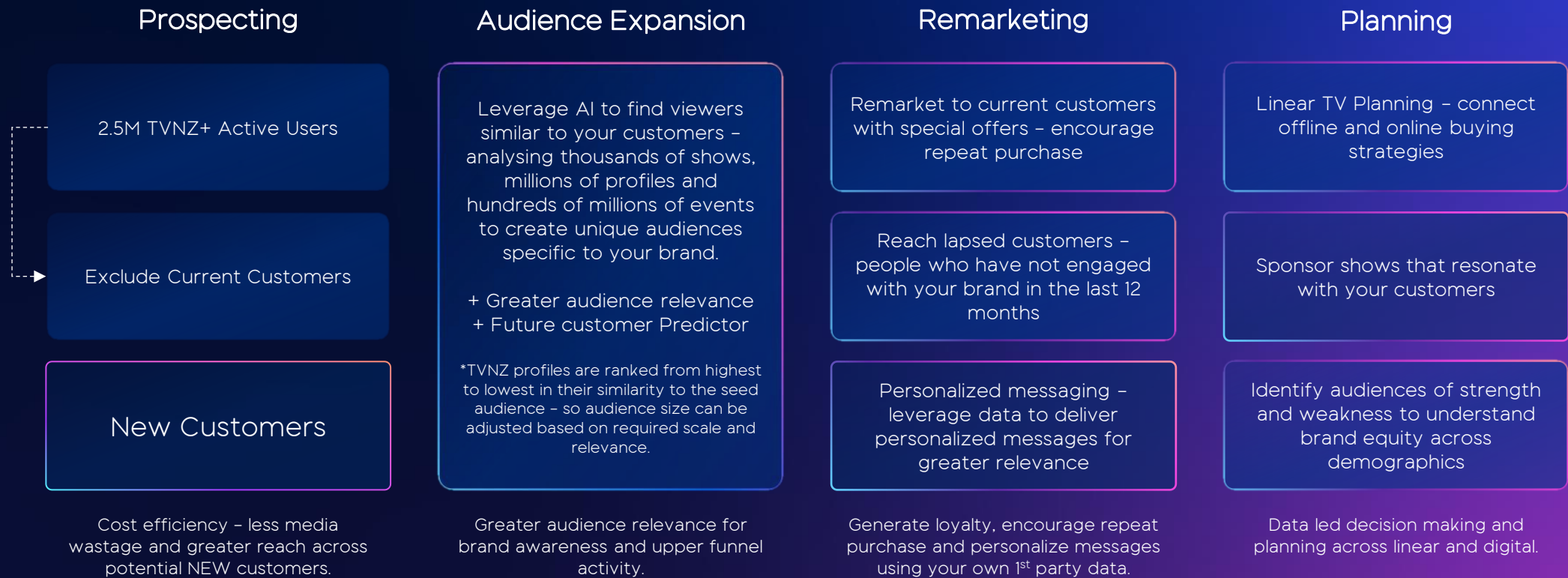
Audience Match

Clean room solution; Brands can match 1st party data with TVNZ to get richer customer insights



Audience Match

Clean room solution; Unlock different strategic approaches of leveraging your 1PD to support desired business outcomes



Audience Match made easier through Adobe Collaborate

Invite a collaborator ⓘ

Company name *

Together

First name *

Melvin

Last name *

Hadi

Email *

melvin@wearetogether.co.nz

Role *

Advertiser

- Advertiser
- Agency
- Data partner
- Publisher

Available Now



Coming Soon

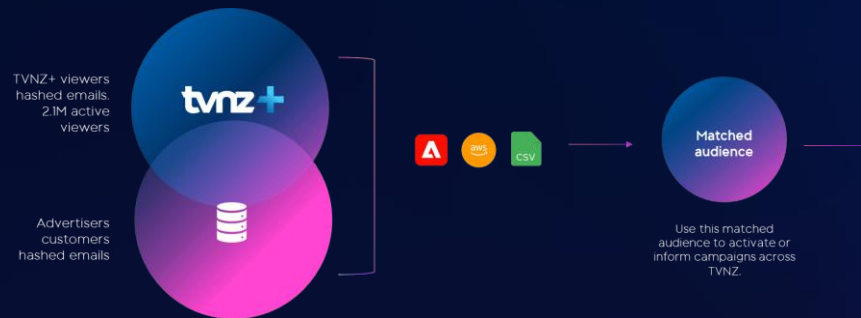


Attribute Level
Insights +
Measurement

Invite Advertiser, Agency, and Data partners to a single collaboration.

Audience IQ

Clean room solution; Understand deeper Audience Insights from a 1st PD Audience Match



Audience IQ: Deep dive into viewing behaviours of your unique Audience Match that can then be activated across your TVNZ+ campaigns. Insights can be utilised for richer campaign planning.



Reach | audience size

Demographic | age and gender

Device | CTV, Mobile, Desktop

Geography | Regional viewership breakdown

Top shows | across VOD, Simulcast and Live Event

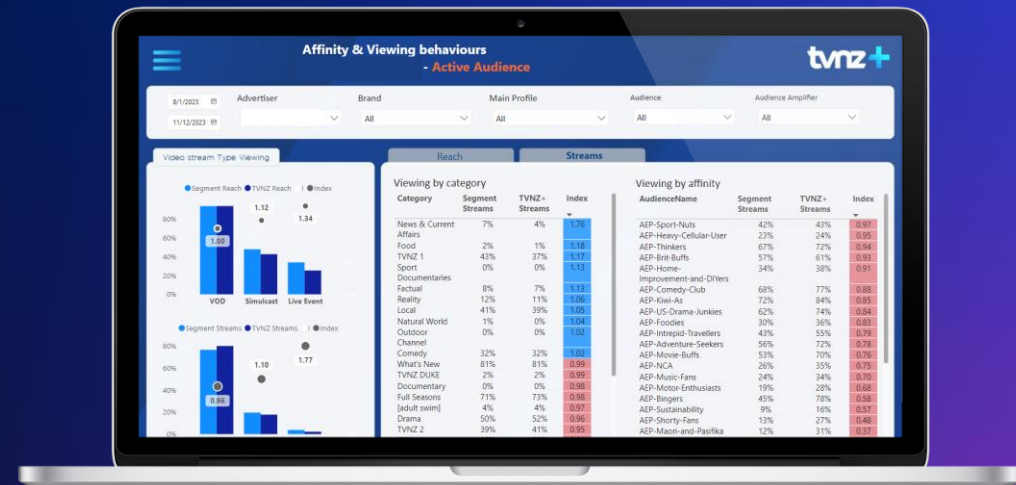
Category index | compared to TVNZ+ viewers

Behavioural | Insights on behaviours within TVNZ+

Interest | Insights on interests within TVNZ+

Audience IQ

Clean room solution; Understand deeper Audience Insights from a 1st PD Audience Match



Audience IQ Dashboard example; understand richer customer insights throughout planning phases for strategic campaign activation

Audience IQ examples

Prospecting

New Customers

Suppress existing customers, ensure only targeting new customers for app download and product purchase. Minimising wastage and expanding audience reach.
Track app downloads through Conversion IQ to understand outcomes.

Audience Expansion

Build relevant LAL

Understand audience size of previous customers, Build scale by creating a LAL of the highest affinity matches, target across TVNZ+ network. Minimising wastage and ensuring mental availability.

Remarketing

Cross-sell products

Cross sell existing optical lens owners with prescription sunglasses offers.
Minimises wastage ensures audience reached require prescription and are engaged and in market audiences.

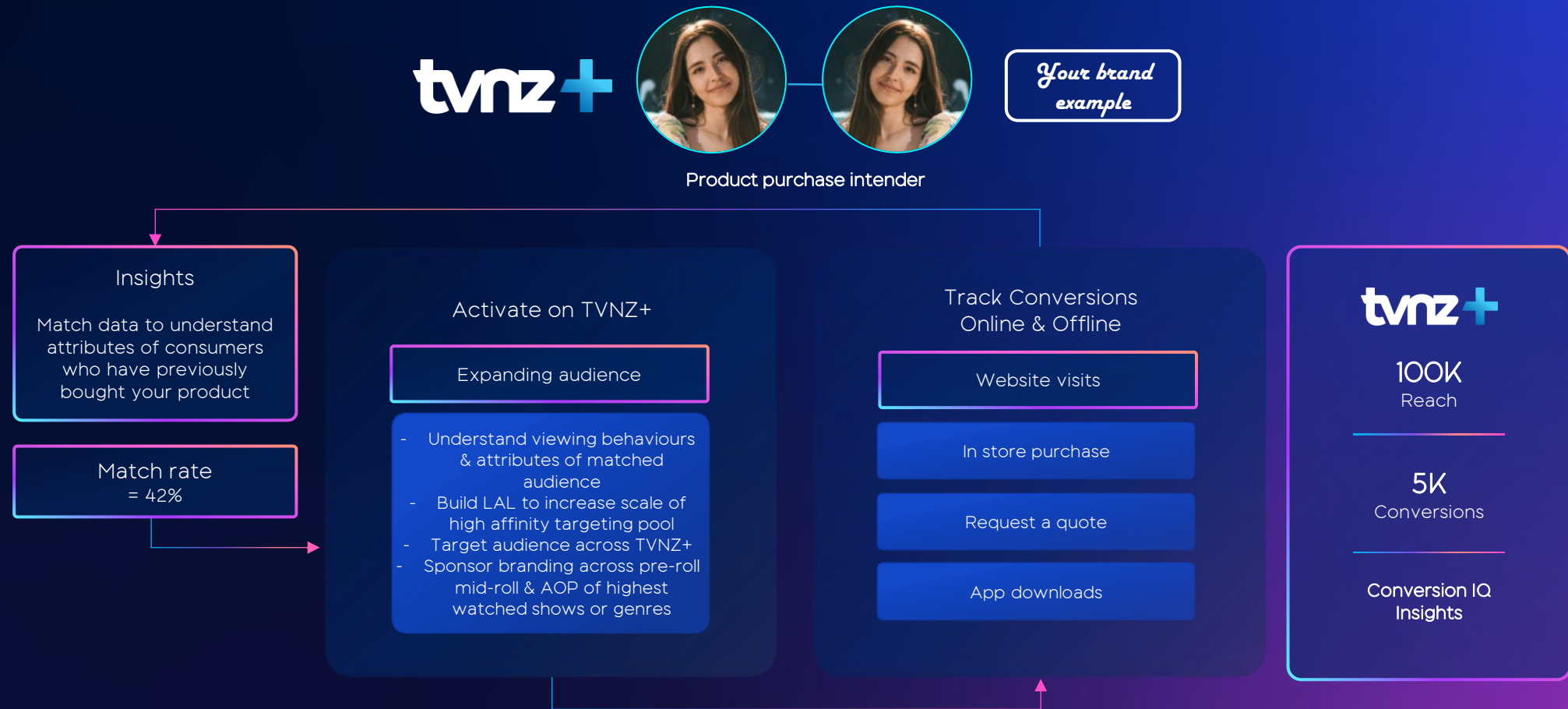
Planning

Curated sponsorships

Understand the viewing habits of product purchasers, genre, device, top shows.
Build curated sponsorship collection of most loved content for TVNZ+ homepage position but prospect branded assets across new customers only.

Audience IQ example in action

Audience expansion example and how this could be activated across TVNZ+ to understand outcomes



Example metrics

Any event where an email or device ID is used to track an action can be used to measure TVNZ+ campaign impact.

Targeting overview

Brief us on your target audience/s and we'll recommend the best strategy to unlock them

Core Targeting	Audience Amplifier	Data Connect	Story Telling	Audience Match	Audience IQ
Broad reach	Interest & behavioural audiences	Household makeup & purchase behaviour	Multiple messages to communicate	1PD rich audiences	1PD insights for planning
Demographic & geographic	Affinity Audiences	3rd Party Data Partnerships	Remarketing	Data Matching	Audience Insights
Using TVNZ+ first party data to target audiences based on age & gender	Using TVNZ+ first party data to target audiences beyond age & gender	Data partners who provide audience targeting TVNZ+ can't do so alone	Take the viewer on a journey by instructing your ads to play in a specific sequence	Leverage data that is unique to your brand by matching databases with TVNZ. Find similar audiences, remarket to existing customers or prospect for new customers	Reveal additional insights from an Audience Match, allowing you deep dive into viewing behaviours of your unique audiences
Demo Targeting	Data Targeting: Premium loading			Data Partnership: Premium loading	

Closing the loop; Measurement solutions

TVNZ+ measurement solutions

TVNZ+ has the platform planning & campaign measurement tools to support your campaign.

Helping brands understand the role in effectiveness & business outcomes TVNZ+ platform delivers.

Utilise these solutions to understand campaign results and insightful learnings to apply to future opportunities.



Core measurement
TVNZ+ dashboard



Brand Lift Study



Attention Measurement

MEASURE
BRAND



Conversion IQ



Pixel-based solution that tracks TVNZ+ ad exposure to online visits and actions at a household level.

MEASURE
ACTION



A/B Testing

Control

Exposed Group

ROI

Uplift Difference

MEASURE
UPLIFT

TVNZ+ Dashboard

TVNZ+ Dashboard; campaign tracking & delivery

Ad Spend

Reach

Device splits

Impressions

Streams

Show delivery

CPM

Gender
breakdown

Demographics

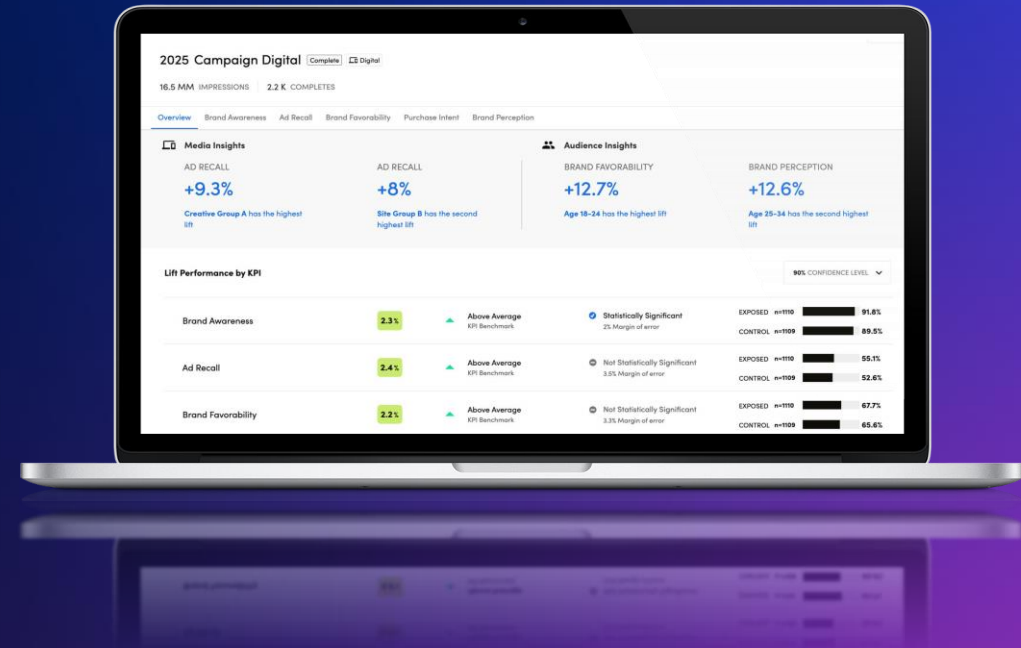
Metrics available



Brand Lift

Beyond metrics; Measure the impact & effectiveness your TVNZ+ campaign had on customers perceptions.

Brand Awareness	Ad Recall	Message Association	2.1 M impressions minimum
Brand Consideration	Brand Favourability	Message Awareness	All formats & devices
Purchase Intent	Brand Recommendation	Brand Attributes	5 working days prior to TX
KPIs: Choose up to 5x KPIS to measure			Parameters



Understand learnings & insights for future campaign use.
Partnering with Lucid to deliver Brand Lift studies for advertisers.

Attention

More than metrics; understand who paid further attention to your campaign and what drove this

How does Attention work?

Methodology

Attention is measured using Amplified Intelligence dataset that combines real time impression data & human viewing data to calculate attention metrics.

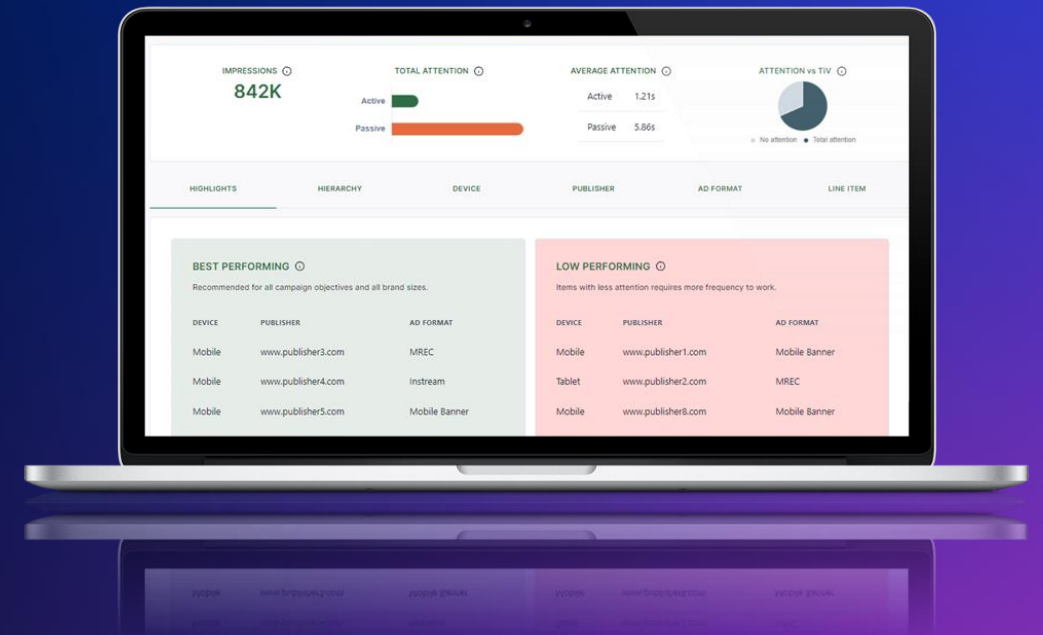
Reporting

TVNZ will provide reporting directly from the dashboard provided as an overall campaign performance metric.

This can be broken out by audience, creative or device.

Investment

Attention investment is based on the media spend of your campaign at your Premium Rates and can be added to any TVNZ+ video campaign.



Understand learnings & insights for future campaign use.
Partnering with Amplified Intelligence to deliver Attention tracking for advertisers.

Link

Pixel-based attribution measurement



Ad Exposure

Viewer watches your video ad on TVNZ+ on any device



Pixel Tracking

Tracking pixel captures the interaction



Cross-Device Match

IP address links CTV, phone and tablet at a household level



Brand Engagement

Viewer visits your brand site or app on any device



Campaign Insights

Effectiveness, engagement and behaviour analytics.

Measured across all devices using IP addresses as the identifier. If a viewer watches on CTV then takes an action on their phone, tablet or desktop (within the same IP location), this is captured and measured.

Link

Pixel-based attribution measurement

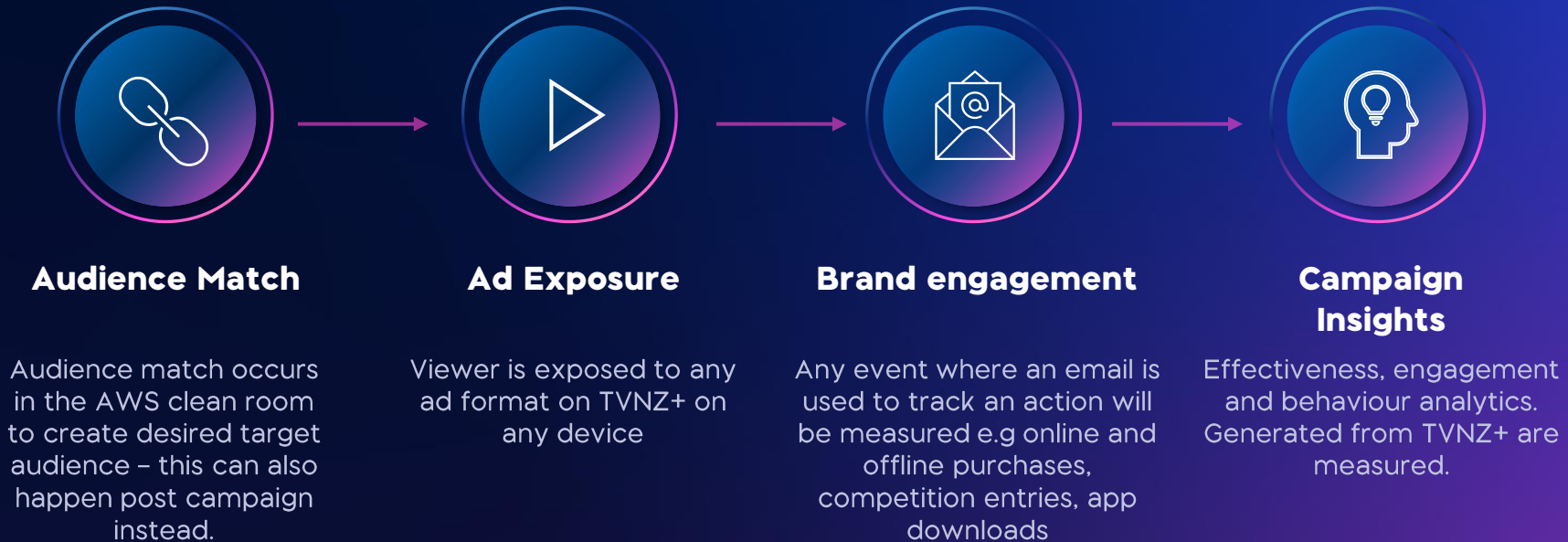
	Total Visitsc		
Page/site level	Avg imps to visit	Visit response timing %	
Creative level	Ad Spend	Visits over time	
Regions	Impressions	Response rate %	Min spend \$5k for scale
Weekdays & dayparts	CPM	Cost per visit \$	5 working days prior to TX
Measurement level	Metrics available		Parameters



Understand exactly how TVNZ+ campaigns drive real audience action, giving you the attribution data to optimise new campaigns.

Conversion IQ

Audience Match attribution measurement



Utilising Audience matched hashed emails TVNZ+ can match exposed users to email led actions taken during the campaign.
Video & Ad on Pause, all devices.

Measurement overview

Campaign metrics	Brand Lift	Attention	Link	Conversion IQ
GAM measurement	Panel Surveys	Human Attention Measurement	Online Traffic Tracking	1PD conversion measurement
Impressions Reach Frequency	Product & Brand Awareness Awareness Uplift A/B Testing Product & Brand Recall	Active & Passive Attention Device Duration Creative	Online Visits Post Exposure Online Conversion Tracking	Conversions Sales Uplift A/B Testing Audience Insights
No minimums	2.1 M impressions	4 weeks in market*	\$5k min campaign spend	Minimum scale required
Measure across CTV, Desktop & Mobile impressions				

Measurement overview

Targeting	First Party Data	Co-Viewing Data	Brand Lift study	Attention	Conversion IQ	Link
Demo Targeting (Age/Gender)	✓	✓	✓	✓		✓
Geo Targeting	✓	✓	✓	✓		✓
Audience Amplifier (Behavioural)	✓	✓	✓	✓		✓
Story Telling (Retargeting)	✓	✓	✓	✓		✓
Sponsorships	✓	✓	✓	✓		✓
Data Connect - Data IQ	✓		✓	✓		✓
Data Connect - Circana	✓	✓	✓	✓		✓
Data Connect - Census	✓	✓	✓	✓		✓
Audience Match	✓		✓	✓	✓	✓
Similar Audience	✓		✓	✓	✓	✓

**TVNZ will look to create household specific Audience Amplifiers in the future.

*Audience Match & Similar Audiences can be measured & activated against household audiences.

No creative, no worries!
We can help here

blacksand creative & production

We are TVNZ's creative and production team. We love telling a good yarn and creating content that New Zealanders love.

We bring brands to life. We tell their story. We sell your story. You name it... creative, production, digital, editing, graphic design and sound design. We've got all the production facilities here under one roof and access to some pretty sweet talent.

We put our thinking caps on, roll up our sleeves and get involved at any part of the process, no matter if the job is massive or tiny.



tvnz+

Ngā mihi

Links to more resources:

Terms & Conditions

<https://sales.tvnz.co.nz/resources/advertising-terms-and-conditions/>

Advertising Specs

<https://sales.tvnz.co.nz/resources/ad-specs/>

TVNZ Sales Site

<http://sales.tvnz.co.nz>

TVNZ+

<https://www.tvnz.co.nz/>