

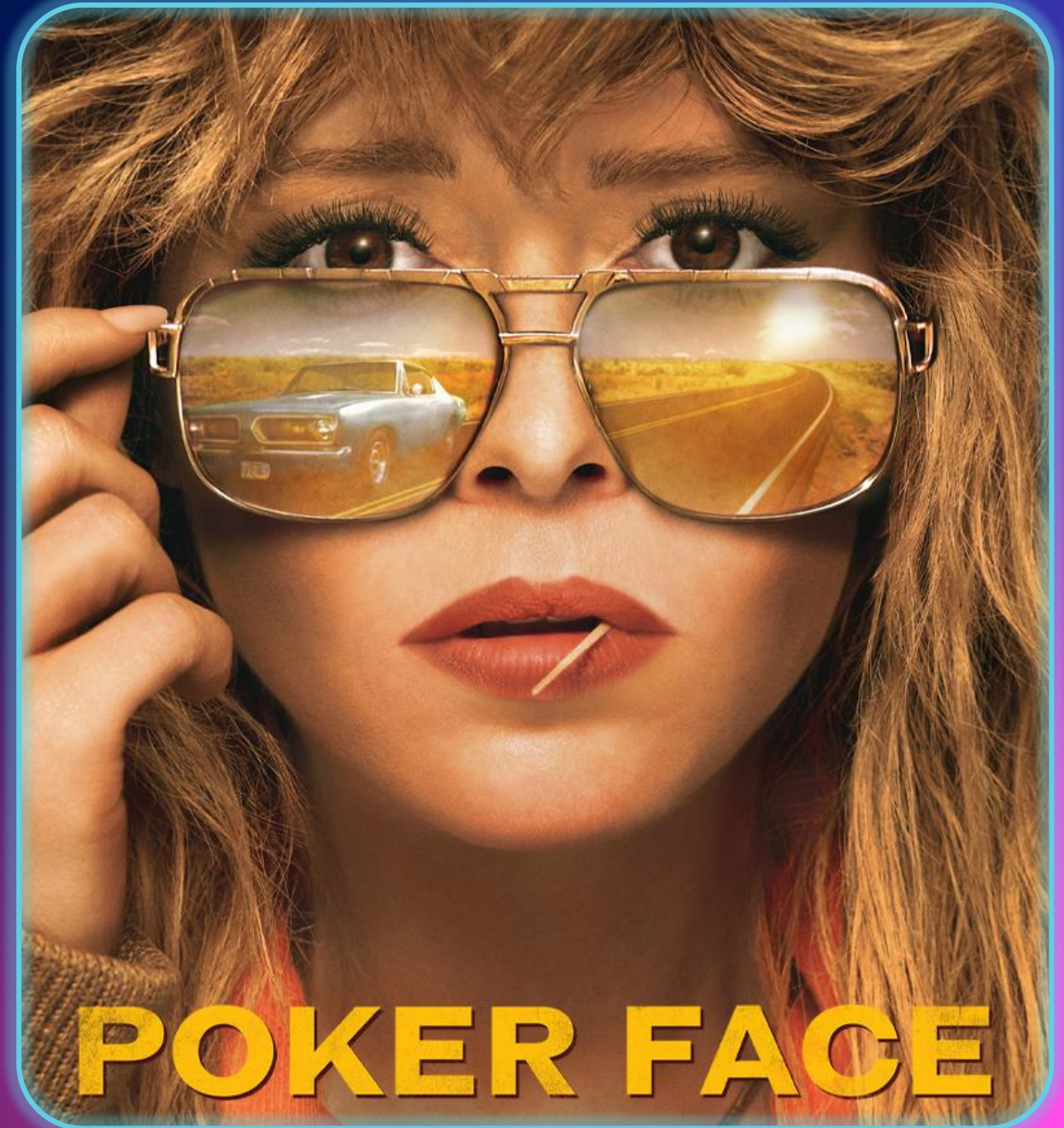
tvnz+

Digital Media Kit

+ March 2024 +

Contents

- Why advertise on TVNZ+
 - Audience
 - Content
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 - Leaders in effectiveness
 - Data and targeting
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- TVNZ+ Activate
 - Audience Amplifier
 - Storytelling
 - Audience Match
 - Audience IQ
 - Data Connect



Why Advertise on TVNZ+

Audience

TVNZ+ produced over 447million streams in 2023 and reaches 1,347,000 Kiwis every week.

Content

TVNZ+ is a trusted and brand safe environment, with thousands of professionally produced local and international titles.

User experience

The user experience is world-class. Low ad-load, full screen takeover video, and free content is a benefit to both viewers and advertisers.

Leaders in effectiveness

Industry experts and their research prove that TVNZ+ is one of the most effective advertising platforms in market.

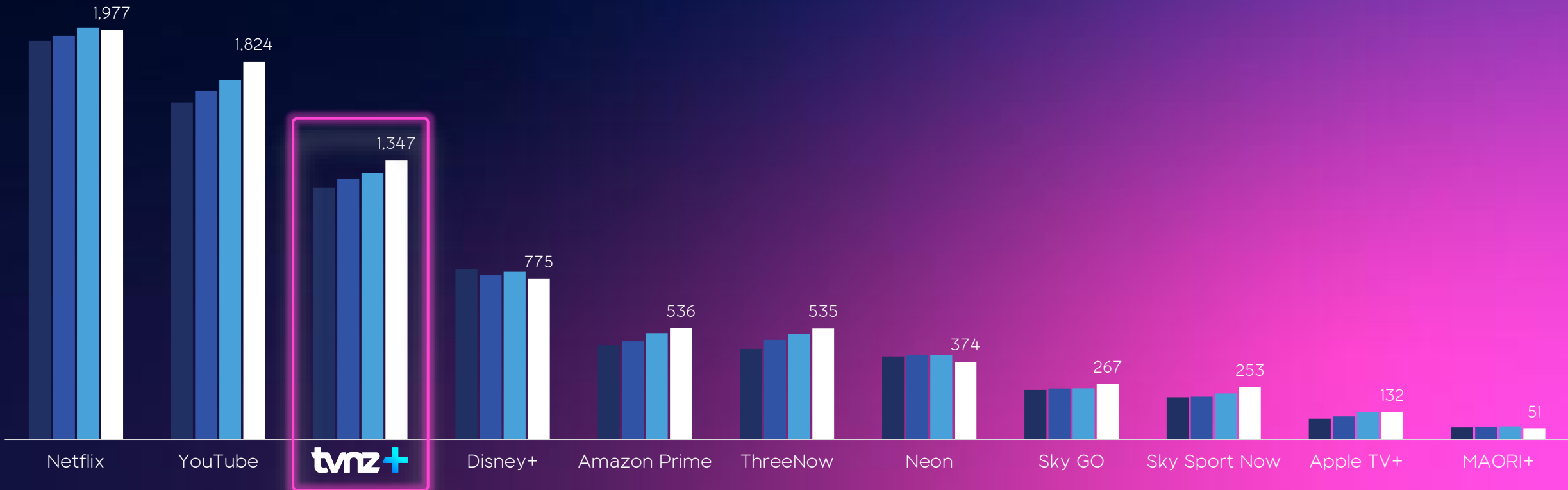
Data and targeting

There are an abundance of targeting options available, with more to come as we extend our data capabilities.

TVNZ+ is Aotearoa's largest BVOD platform

Weekly Reach (000's): AP 15+

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

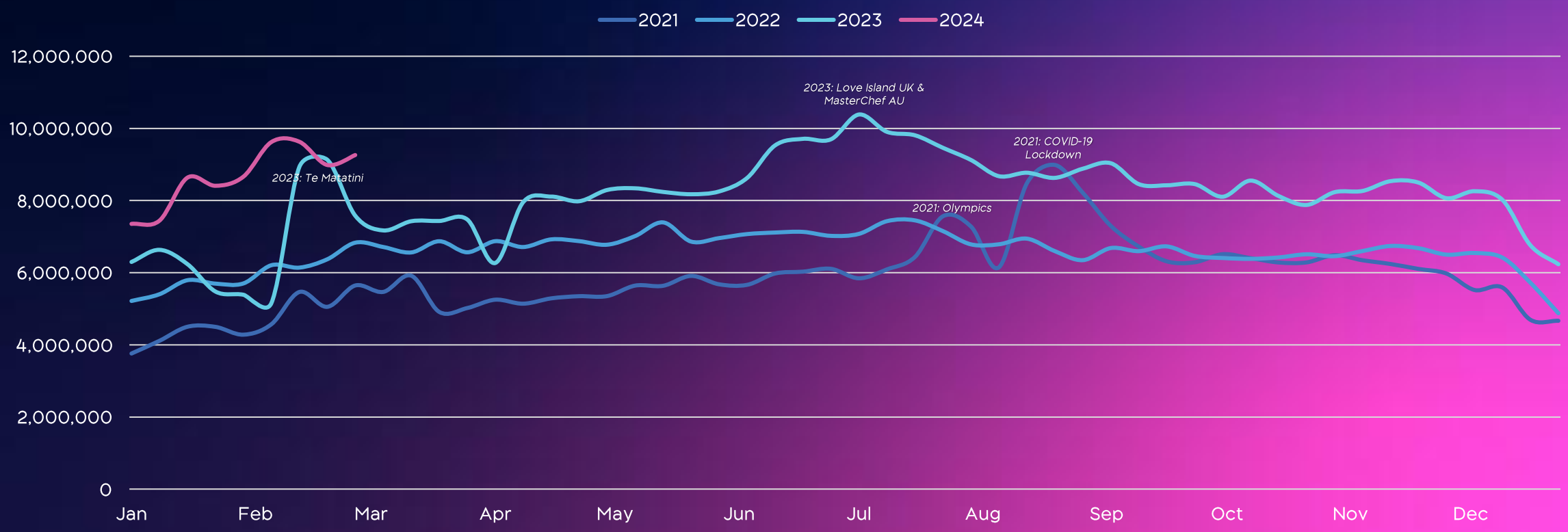


Source: Nielsen CMI; Q2 22 - Q1 23, Q3 22 - Q2 23, Q4 22 - Q3 23 & Q1 23 - Q4 23; AP 15+



TVNZ+ produced 38.4million streams in February 2024, a 29% increase YoY

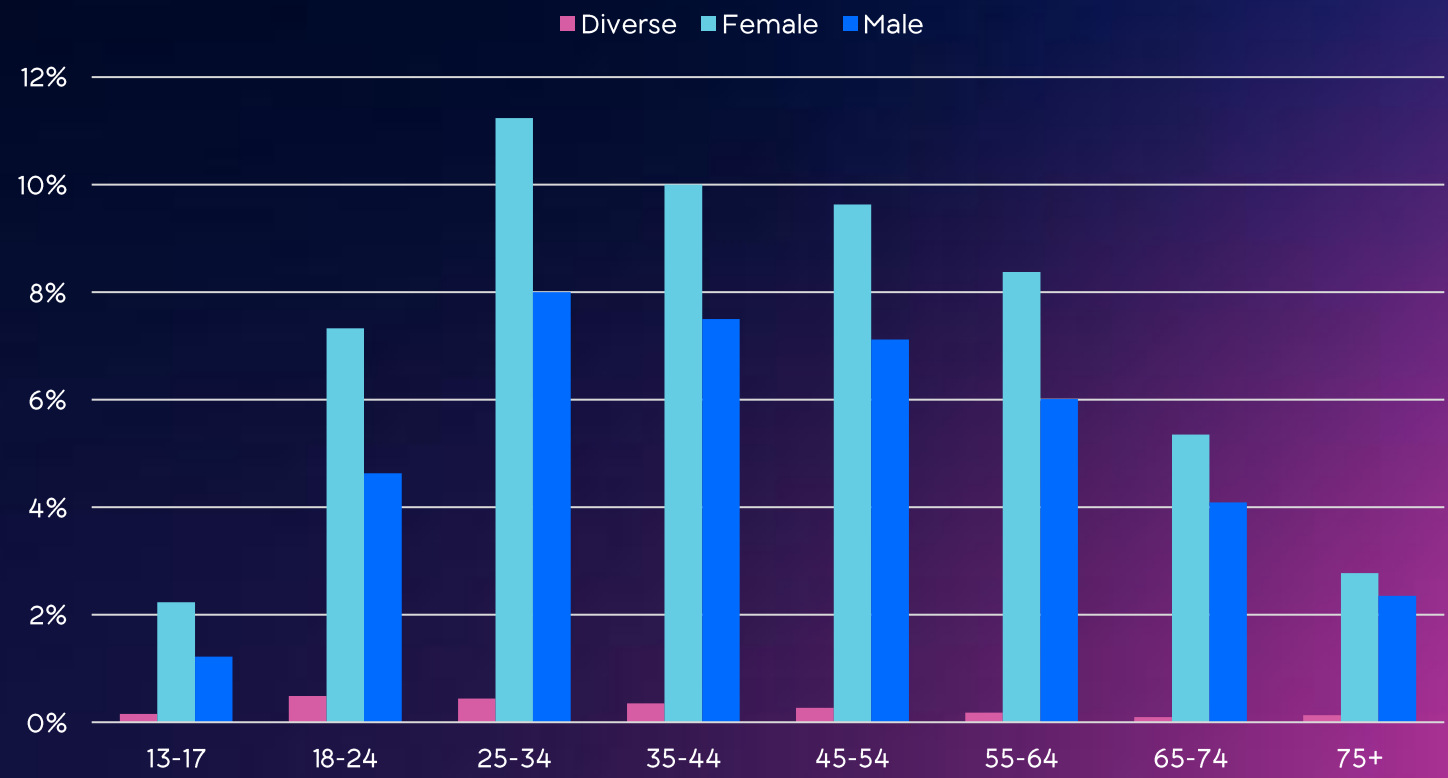
TVNZ+ Weekly Streams - AP 13+



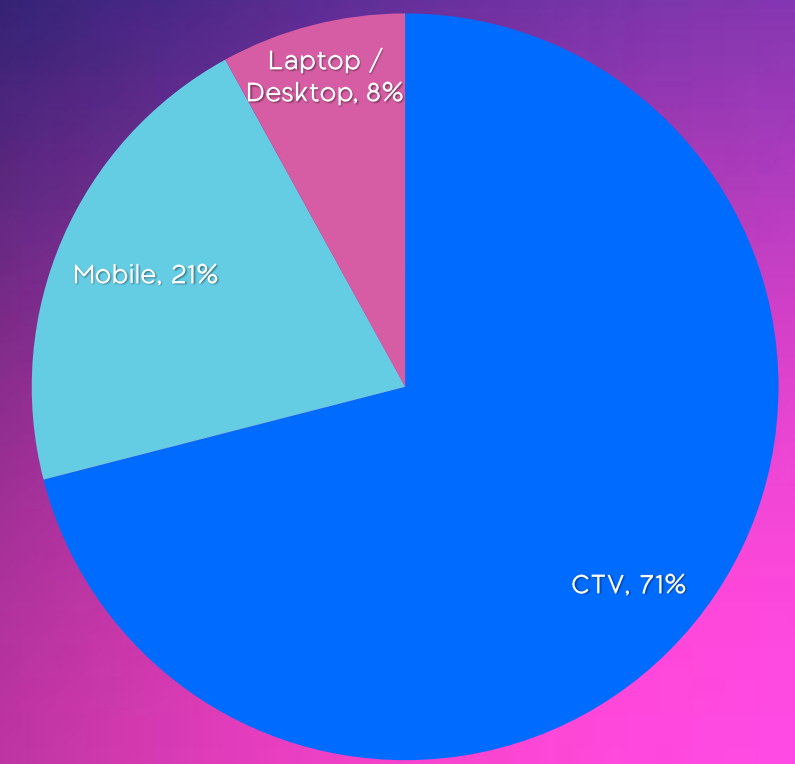
Source: Google Analytics; AP 13+; WC 29th December 2019 - WC 25th February 2024; Total streams by week.
*COVID Lockdown: 15-17 Feb 2021. Lockdown 4: 18/8/2021 - 21/9/2021

Who is watching and how?

TVNZ+ Audience Age & Gender Breakdown



Share of Streams by Endpoint



Source: Google Analytics; AP 13+; 1st February 2023 – 31st January 2024; Average monthly reach by demographic; Average monthly share of streams by endpoint

Co-viewing research states that BVOD delivers 63% more impressions than what you pay for!

51%

of online video viewing occasions across all devices are being viewed by more than one person

BVOD delivers on average

1.63

viewers per ad impression (that means 63% more eyeballs on your ad!)



Co-viewing on a CTV delivers

2.02

viewers per ad impression, 24% higher than average BVOD factor

71%

of TVNZ+ streams are delivered to a Connected TV



There are over 2,000 titles on TVNZ+. The wide variety of international & local content brings more viewers to TVNZ+



We are leaders in local content, commissioning more than 200 local shows in the past two years. Local content is a key point of difference compared to global competitors



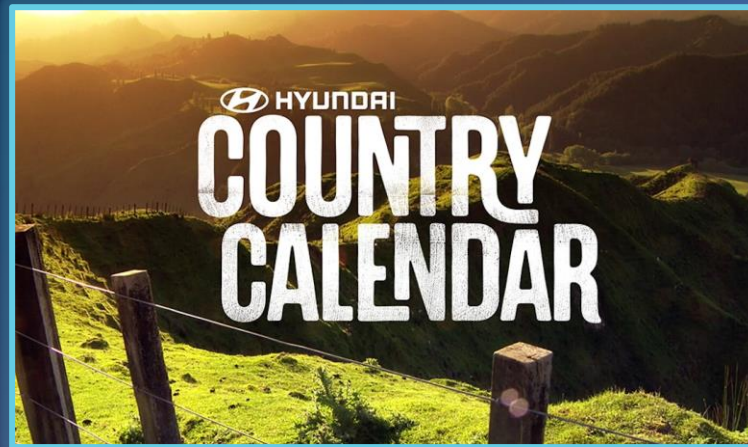
Sport has been a huge success for TVNZ+ since being introduced in July. Sport on TVNZ+ has been streamed over 10 million times by 729,395 unique profiles



Premium content and a brand-safe environment is at the heart of TVNZ+



GLOBAL



LOCAL



SPORT

TVNZ+ is a brand safe environment featuring professionally produced content, while many other online video platforms are open and unfiltered.

TVNZ+ has a world leading user experience which keeps audiences coming back for more



Ad breaks are no more than 1 minute.



A world class UX ensures TVNZ+ can compete with the big global streamers.



TVNZ+ is free and available across all devices, with most streams on CTV.



A wide variety of content keeps our audience coming back for more.

Our user experience also has advantages for advertisers



Ad breaks are no more than 1 minute.

High SOV & more ad attention



A world class UX ensures TVNZ+ can compete with the big global streamers.

Premium & brand safe environment



TVNZ+ is free and available across all devices, with most streams on CTV.

Ads takeover the screen, are unskippable & high viewability



A wide variety of content keeps our audience coming back for more.

You can pick what content & environment you advertise in



Experience is everything.

Connected TVs are bigger, richer in digital experience and ads have 100% viewability.

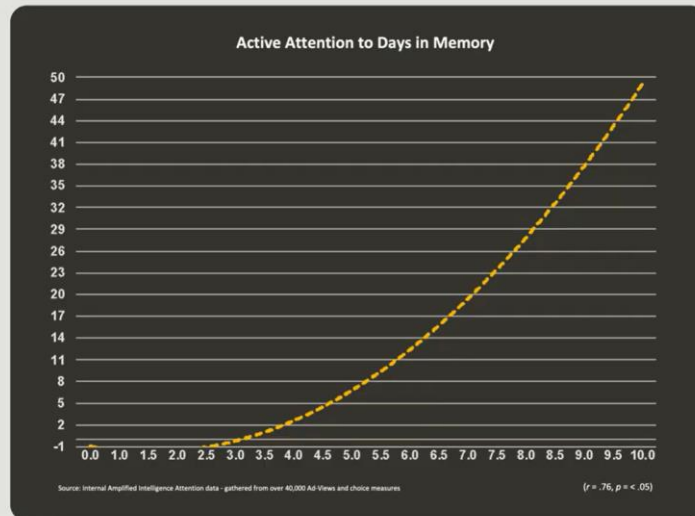
Not only is TVNZ+ largest BVOD platform...

**Research also proves that it is the most
effective online platform!**

Your ad needs at least 2.5 seconds of active attention to have an impact. 85% of online video ads fail to meet this threshold

We know memory starts to kick in 2.5 seconds.

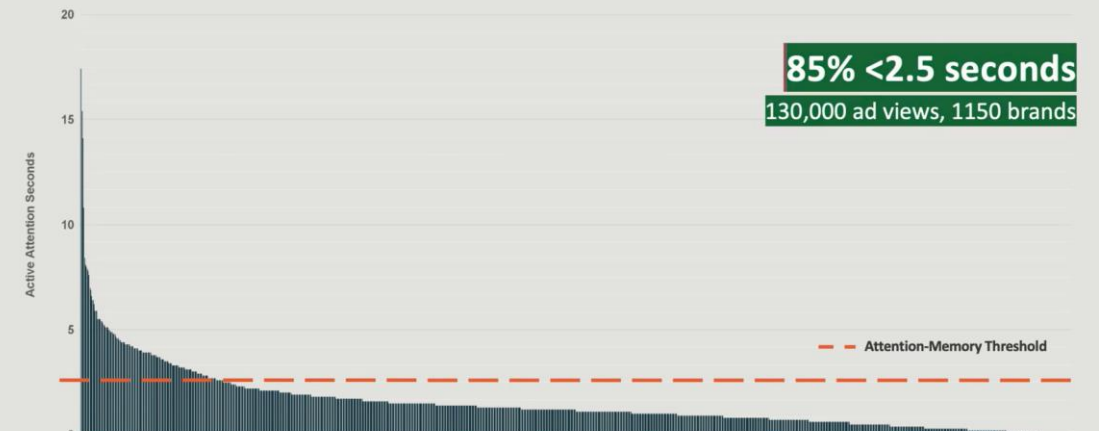
Relationship between Active Attention Seconds and Days in Memory.



© Amplified Intelligence

The digital MA building challenge

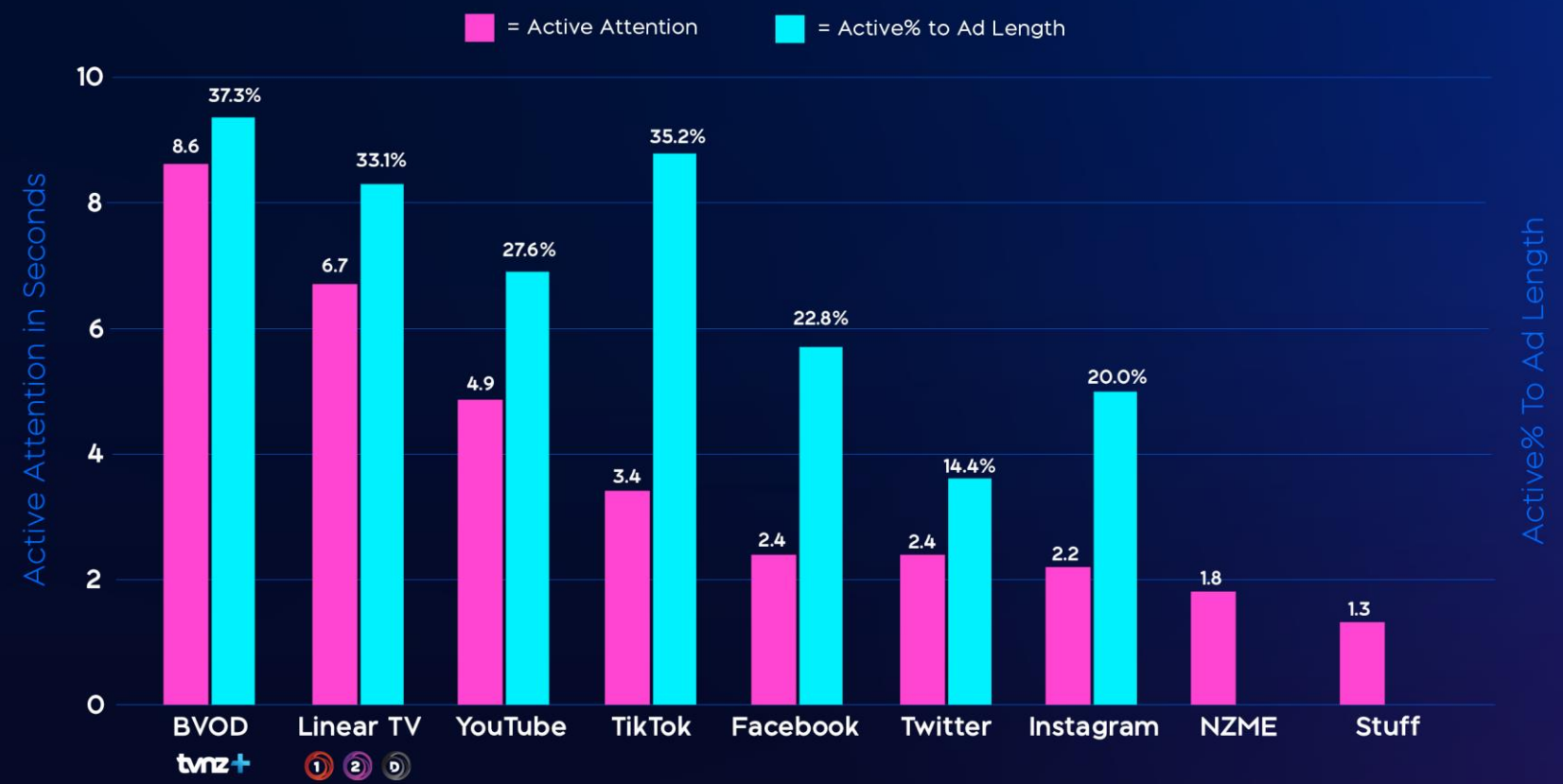
When ads don't meet the Attention-Memory Threshold of 2.5 seconds, it's hard for MA to grow.



© Amplified Intelligence

TVNZ+ ads get more active attention than any other video platform in Aotearoa

Active Attention By Platform



Source: Amplified Intelligence Source: OMD NZ Collection 2022, ITW & Intercept data



Advertising on high attention platforms see greater improvement in mental availability

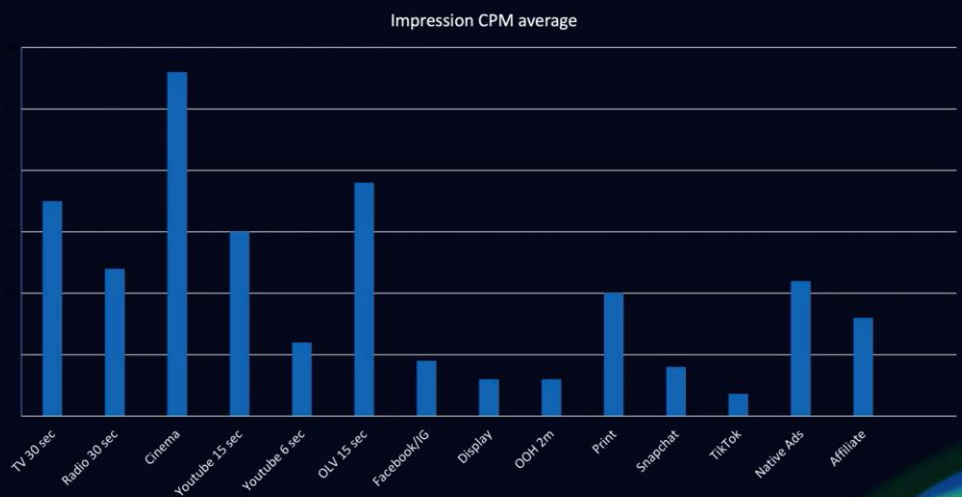
	N=	Avg active attention seconds (Test platform)	Adjusted avg attention seconds (Campaign level)	% of campaigns stating a v. large impact on mental availability	Avg # of v. large business effects (INDEX vs total attention sample)
Lower-attention platforms (<50% of media invested in high-attention platforms)	21	5.6	4.6	35%	76
Higher-attention platforms (>50% of media invested in high-attention platforms)	18	5.9	8.1	52%	125
Difference (High- vs low-attention platforms)		+0.3	+3.5	+17pp	+49

Higher-attention media platforms may come at a cost, but given their greater effectiveness, you get what you pay for.

Average attention on a test platform show that the creative quality in each group is roughly the same. Using high attention platforms is what produced the increase in mental availability and lead to much larger business effects.

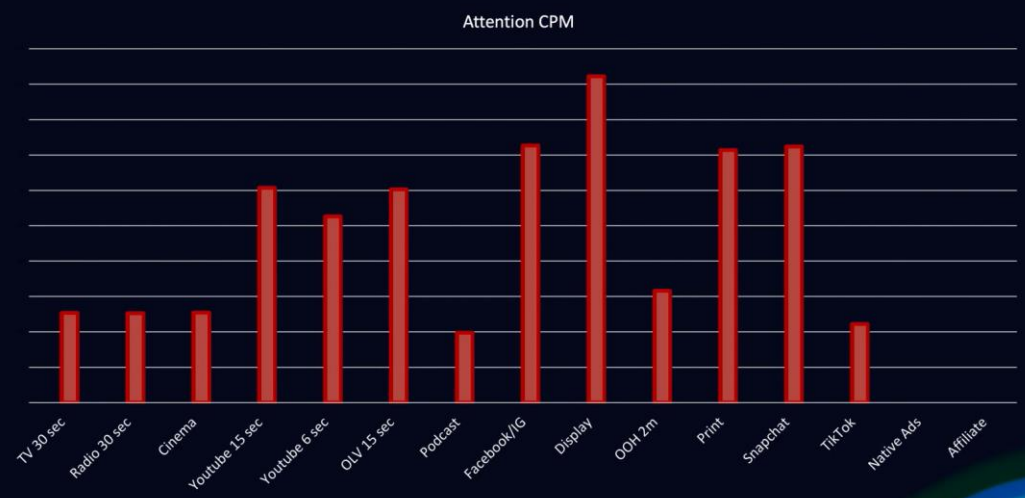
You get what you pay for... Cheap CPMs often don't get enough attention to have a real impact on your audience

Today's currency does not reflect attention



dentsu X

The cost of attention tells a different story



dentsu X

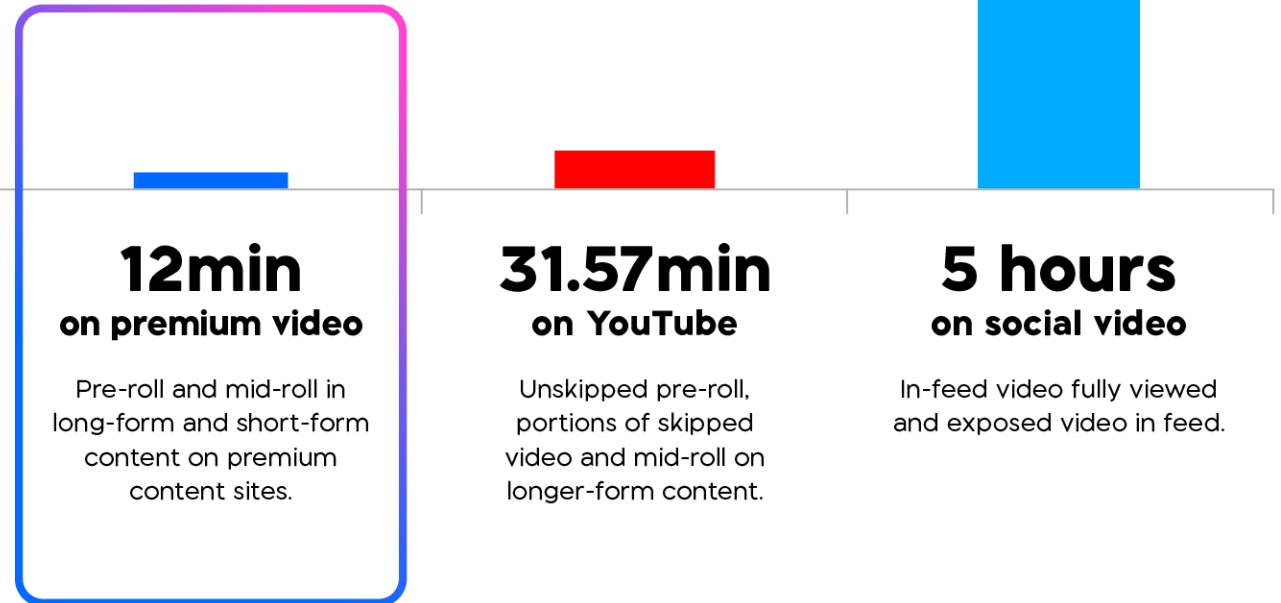
Not all time spent is equal, your ads get more attention on BVOD

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...




Not all Impressions are equal

TVNZ+ is proven to take fewer exposures for customers to recall a message.*



Average number of exposures to deliver a message:

TVNZ+ = 2



Average number of exposures to deliver a message:

YouTube = 15

*Ad Effect Study Series.

Enhanced data capabilities provide you with richer targeting options



Data Platform

We have significantly enhanced our data platform, to deliver greater market intelligence straight to our fingertips.



Data Partnerships

We can now do first-party data matches with advertisers to create private segments they can use on TVNZ+ in their campaigns.

An Enhanced data capability will fill the gap for advertisers after the death of cookie data



Data will be collected through behavioural and contextual environments across all TVNZ platforms (TVNZ+ and 1 News) to build sophisticated data segments from our 1st-party data.



Available to purchase via programmatic.



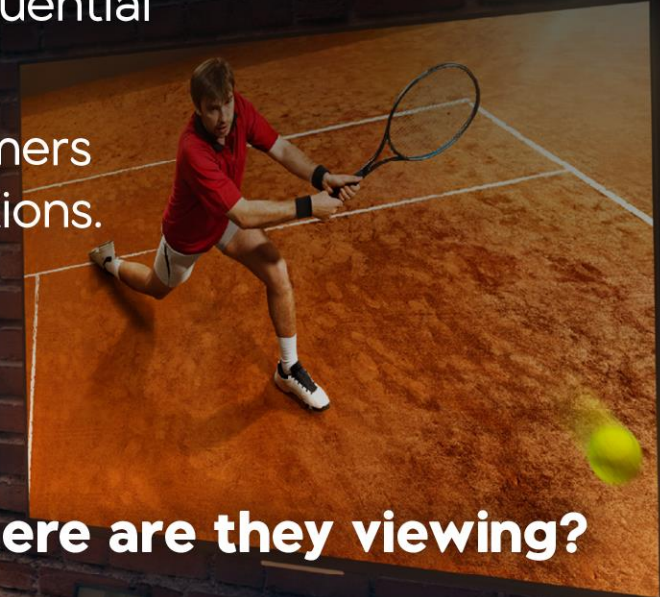
Market-leading benefits when combined with TVNZ's 1st-party data-match capability.

Be relevant to your customers.

Align with viewer interests and behaviours.

Tell brand stories through sequential creative delivery.

Advertisers can target customers through diverse targeting options.



What, how, when and where are they viewing?

Are they early adopters to new technology?

Interested in Māori and Pasifika content?

Did they pause the content?

Is your customer sustainably conscious?

Do they binge watch TV series?

tvnz+ activate

DATA SOLUTIONS, INSIGHTS + ACTIVATION

TVNZ+ Activate is
our suite of data
and targeting
products



AUDIENCE AMPLIFIER

Make the most of our rich first party data by targeting audiences on TVNZ+ beyond age and gender. There are over 30 audience amplifiers to choose from, and we can create bespoke amplifiers for you.



STORYTELLING

Take the viewer on a journey by instructing your ads to play in a specific sequence.



AUDIENCE MATCH

Leverage data that is unique to your brands by matching with TVNZ. Find similar audiences, remarket to existing customers or send different ads to prospecting vs existing customers.



AUDIENCE IQ

Reveal additional insights from an Audience Match or another TVNZ+ Activate audience. This is not available anywhere else and allows you to deep dive into viewing behaviours of the matched audience.



DATA CONNECT

Our data partnerships give you the opportunity to accurately target a wider range of high-value audiences based on data outside our platform.

tvnz+

Advertising Solutions

Ways to buy TVNZ+ inventory

There are two ways you can buy TVNZ digital inventory for your digital campaign.

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 measurement is available for direct and programmatic campaigns.

TVNZ+ advertising solutions

Standard ad units

- TVNZ+ Network Buy
- TVNZ+ VOD Buy
- Daily Video Reach Blast
- Ad on Pause

Interactive ad units

- Expand
- Overlay
- Canvas
- Quiz
- Video Select
- Video Gallery
- Video Personalisation
- Dynamic Creative

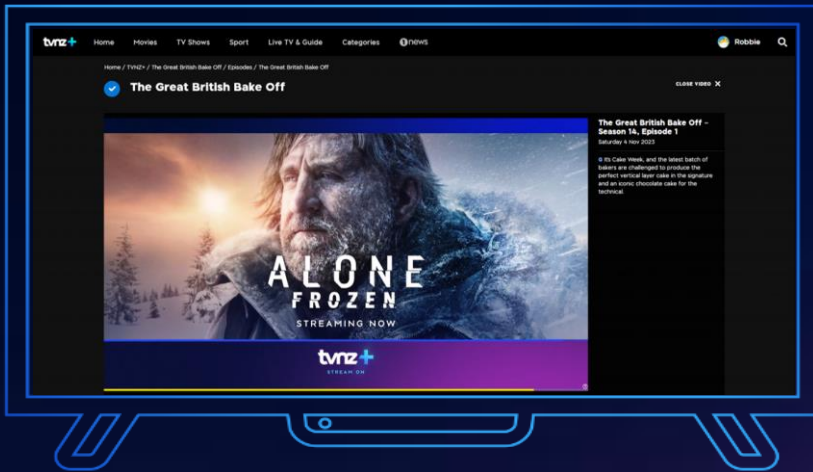
Sponsorship

- Shows & Movies
- Sponsorship
- TVNZ+ Collections

TVNZ+ Activate

- Audience Amplifiers
- Storytelling
- Audience Match
- Audience IQ
- Data Connect

TVNZ+ Network Buy



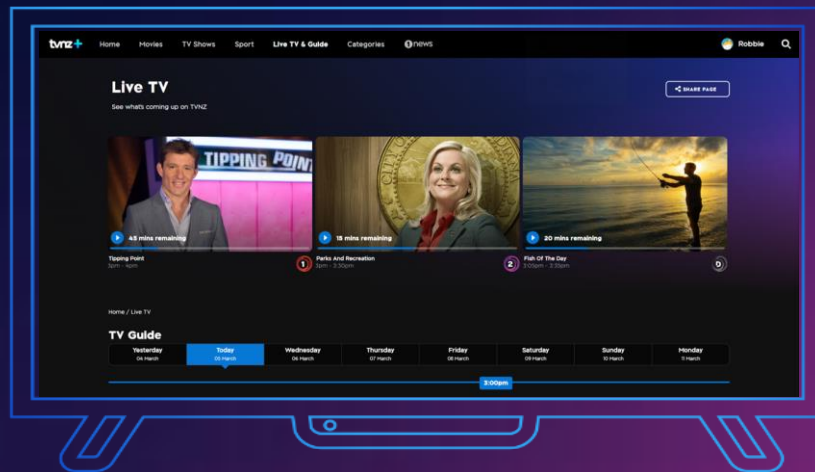
Advertising on TVNZ+ brings awareness, recall and help you tell your story in a platform that demands attention.

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

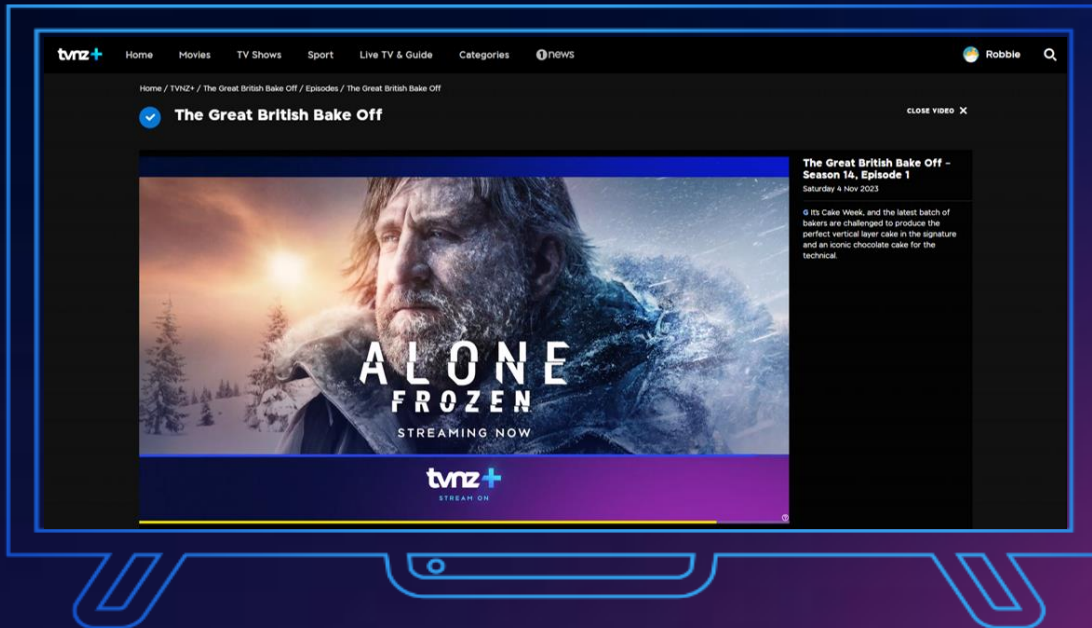
Durations available: 15, 30, 45 & 60 seconds (longer durations available upon request).

Targeting: Age, Gender, Regional Geo, Frequency capping, Behavioural, Device and Time of Day.

Benefits: Non-skippable video inventory, Low-ad load (VOD), Studio quality content, Brand Safe & High Co-viewing environment (i.e Connected TVs)



TVNZ+ Live Stream



Available ONLY as a Network Buy across TVNZ+ & live stream Inventory

Live Stream Ad Insertion gives you the best of both worlds. It combines the can't-miss moments of Live TV with the addressability/measurement of digital.

Durations available: 15 seconds or more. Longer durations may be accepted as a Livestream only buy.

Targeting: Age, Gender, Frequency Capping, Channel & Time

Benefits: Non-skippable video inventory, incremental reach to linear buys

TVNZ+ Daily Video Reach Blast

The TVNZ+ Daily Video Reach Blast is a great way to support campaign/new product launches and limited time offers; delivering 1+ reach at scale in a trusted, brand safe, viewable environment on New Zealand's #1 BVOD platform.

Your brand message will be delivered to all TVNZ+ individual profiles across all content and all devices for the day booked - delivering on average 175k reach/impressions (not guaranteed).

When taking into account the TVNZ+ co-viewing factor of 1.63, the true campaign reach is est. 285,250- offering more eyeballs and greater cost efficiencies.



Available direct buy only

The TVNZ+ Daily Video Reach Blast was previously known as the TVNZ OnDemand True First. Est. daily Impressions is not guaranteed. Reach is deduplicated using TVNZ+ user login information. Due to how the TVNZ+ ad calls are made your video may be delivered in pre or mid-roll, throughout the viewer's first stream. The TVNZ+ Daily Video Reach Blast excludes kids content and will be delivered to profiles aged 13+. Video duration must be 30sec or less, if you are seeking approval for a longer duration or the inclusion of kids content/profiles please reach out to your TVNZ Business Manager.



TVNZ+ 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.

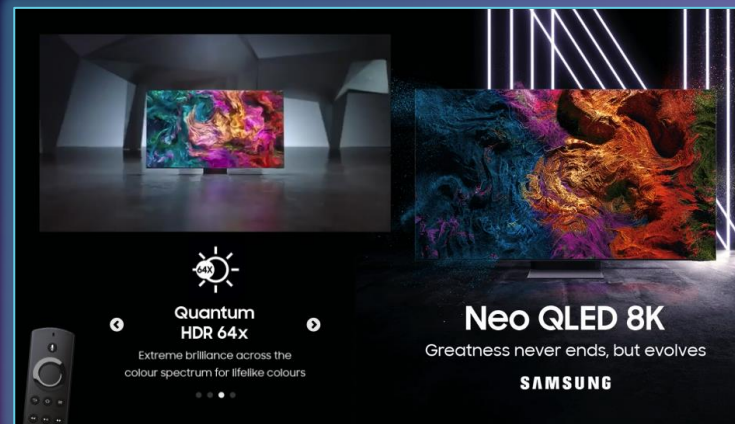
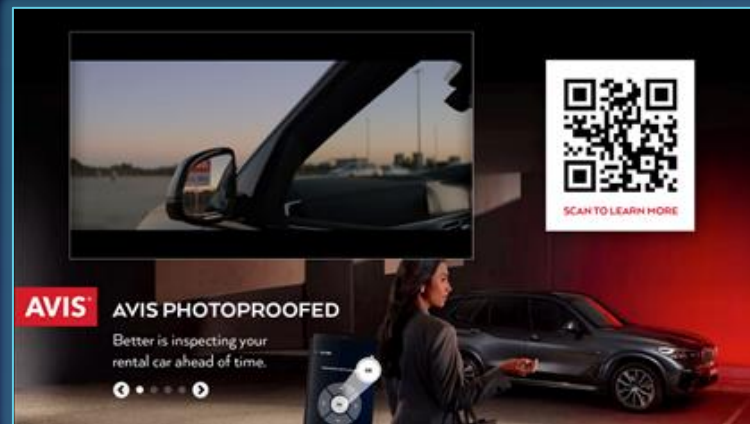
Creative examples: Ad on Pause



TVNZ+ Interactive CTV

Engage audiences in the living room with ICTV. Alongside your video pre roll, using assets images, website content & more to drive engagement & add value to the viewers experience.

Best Used For: Brand & Product Awareness, Engagement, Time Spent



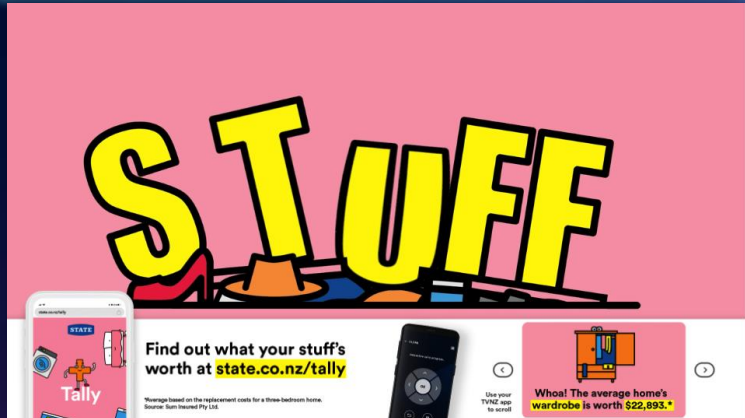
TVNZ+ Interactive CTV formats

EXPAND



An overlay and call-to-action appears over or next to a standard video ad. The viewer engages using their remote to open up a full-screen static product image gallery or corresponding QR code, as seen in the above example. The pre roll is paused while the viewer interacts with the ad with their remote

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.

CANVAS



The canvas appears around a standard video ad, with the video ad shrinking down from full screen and the surrounding areas offering interactivity. As the video continues to play, the viewer can engage using their remote to navigate additional product information.

TVNZ+ Canvas Video

Ensure your key messaging gets the spotlight using the Canvas Video, by extending your branding alongside your video ad all displayed without obstructing the video.

Imagery can include animation to further capture the viewers attention!

Best Used For: Brand Awareness, Conversion to Site, Dynamic Creative

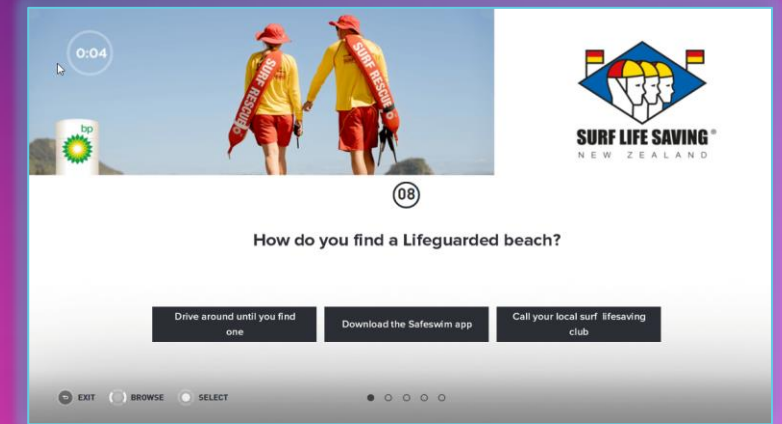
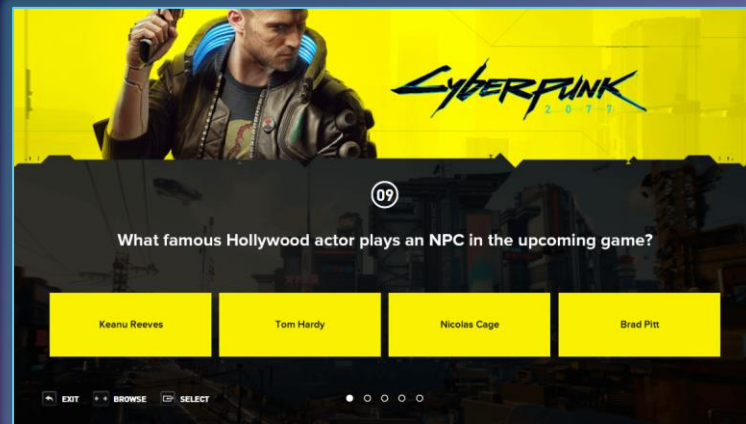


TVNZ+ Interactive Quiz

Reach for your remote, it's time for a quiz! Play the game on your Connected TV and see how many multichoice questions you can get right.

This product uses a standard pre-roll video with a branded skin featuring an interactive quiz.

Best Used For: Brand Sentiment, Engagement

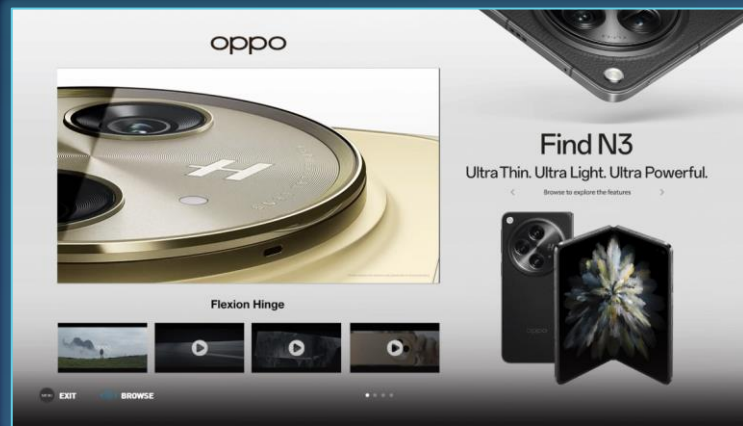


TVNZ+ Video Select

Showcase your additional video content all within the CTV environment.

Viewer engages using their remote to deploy a full screen video gallery carousel they can choose to engage with

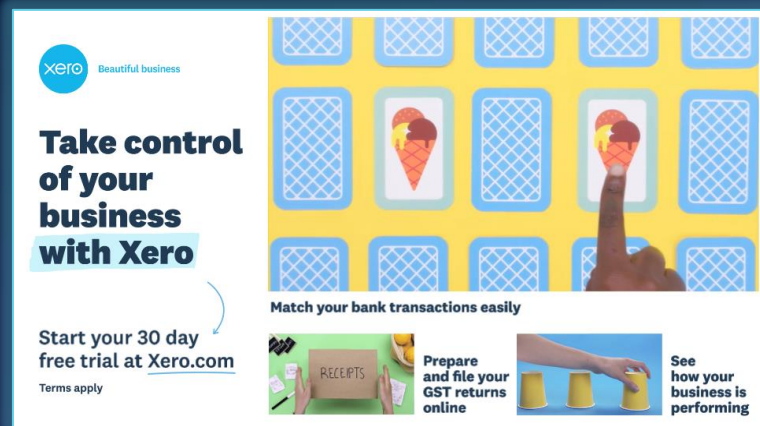
Best Used For: Brand Awareness, Engagement, Video Plays



TVNZ+ Video Gallery

Put the viewer in control by presenting a multi video gallery for the viewer to engage with. Housed within our Canvas execution, this makes interaction clear and easy to navigate.

Best Used For: Multi or Long Form Video Sharing, Creative Management & Insights



xero Beautiful business

Take control of your business with Xero

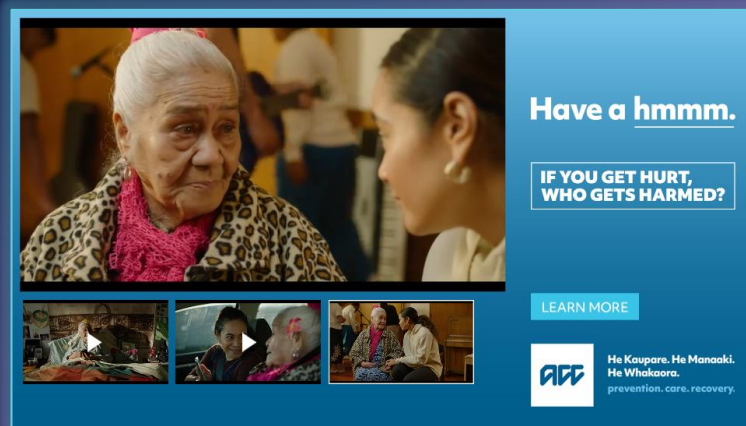
Start your 30 day free trial at [Xero.com](https://xero.com)

Terms apply

Match your bank transactions easily

Prepare and file your GST returns online

See how your business is performing



Have a hmmm.

IF YOU GET HURT, WHO GETS HARMED?

LEARN MORE

AFT He Kaupare. He Manaaki. He Whakaora. prevention. care. recovery.



ALL AMERICAN
Homecoming

WATCH MORE

NEW SERIES TONIGHT 9/8c
STREAM FREE TOMORROW

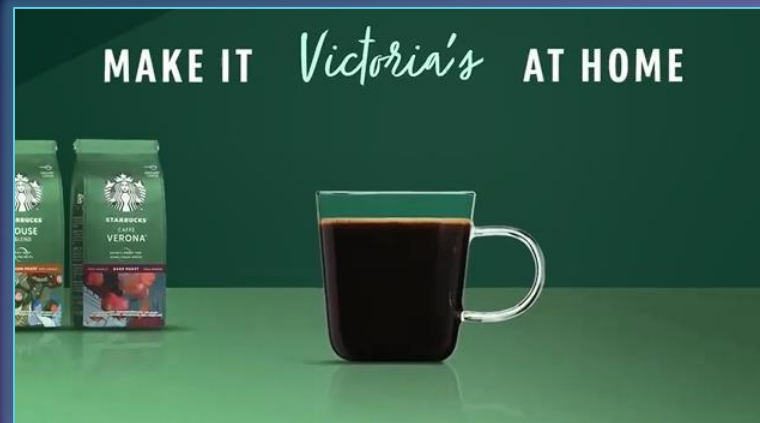
CW

TVNZ+ Video Personalisation

Personalise viewers' video ad experience by putting users' first names directly into your ad.

TVNZ+ user name is used to dynamically populate into video assets, capturing attention of viewers

Best Used For: Brand Awareness, Grabbing Attention



TVNZ+ Dynamic Creative

Combining data & technology to help advertisers personalise their messaging.

Use weather, location, or time of day to highlight relevant offers or products.

Removing the need for multiple creatives & using dynamic data to deliver contextual messaging.

Best Used For: Brand Awareness, Creative Management



Creative examples: Interactive CTV



UBER



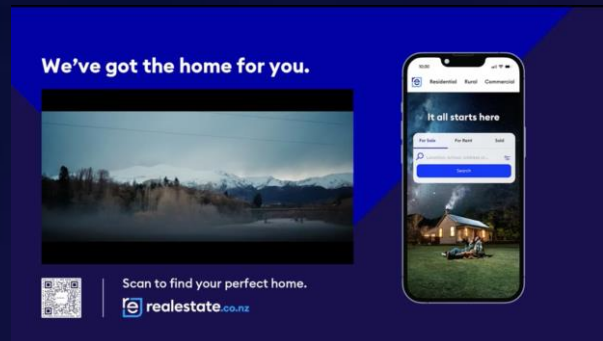
Tui



KFC Zinger



Chorus



Real Estate



Burger King



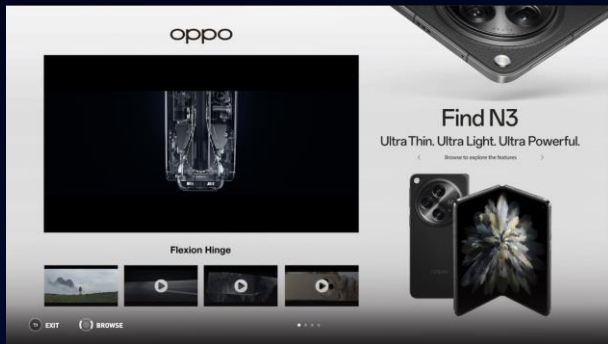
Lego



Cancer Society

Click on any of the above images to view in action!

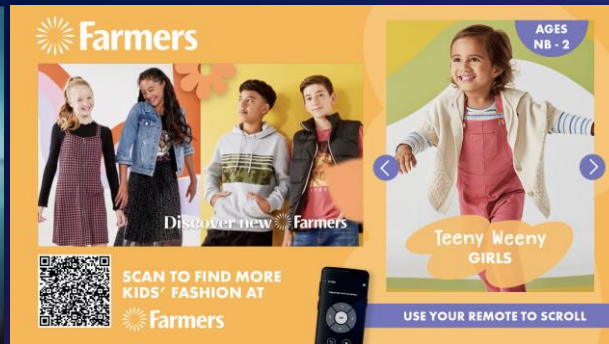
Examples: Interactive CTV campaigns



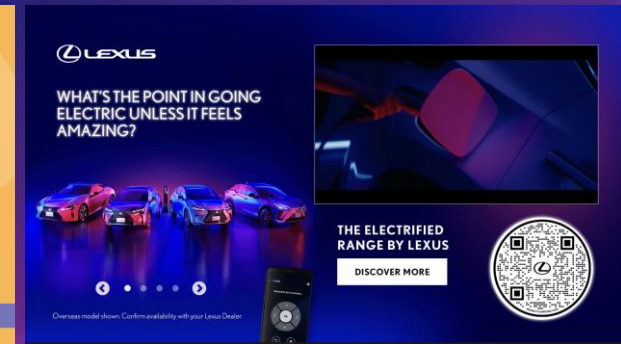
OPPO



Mercedes



Farmers



Lexus



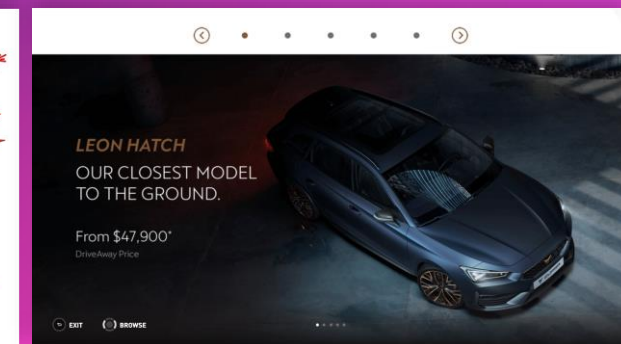
Ford



Fisher Funds



The Warehouse



Cupra

Click on any of the above images to view in action!

Uninterrupted Sponsorships



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

Uninterrupted Sponsorships enhance the viewing experience and provides your brand with a unique proposition that drives premium cut through.

How does it work?

- The TVNZ + user goes to watch their content.
- A Pre-Roll runs outlining the uninterrupted experience.
- The TVNZ+ user watches content, but now without any further mid-roll interruptions...
- The TVNZ+ user is served your brand's Ad on Pause when they pause for a drinks break!

Collections Sponsorships

TVNZ+ collection is a solution where the advertiser sponsors a group of titles that reflect their brand and creative strategy.

Tip Top Supersoft were looking to leverage moments that connect with both parents and their kids. They owned the family movie night in through a collection sponsorship which ran across both TVNZ+ and TVNZ 2.



Collections Sponsorships

TVNZ+ collection is a solution where the advertiser sponsors a group of titles that reflect their brand and creative strategy.

In this example, we created a bespoke collection of titles for Bombay Sapphire and their 'Stir Creativity' campaign. Content that was creative and artsy dialled up Bombay Sapphire's association with creativity.



TVNZ+ Title Sponsorships



You can also 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.

In a media first, Pizza Hut and Love Island coupled up to create local TVCs that were voiced by the unmistakable Iain Stirling- the narrator of Love Island. TVNZ produced 15 contextual TVCs which tied into themes of the show, played on the iconic lingo of Love Island, and linked them all back to Pizza Hut.

**AUDIENCE AMPLIFIER**

Make the most of our rich first party data by targeting audiences on TVNZ+ beyond age and gender. There are over 30 audience amplifiers to choose from, and we can create bespoke amplifiers for you.

**STORYTELLING**

Take the viewer on a journey by instructing your ads to play in a specific sequence.

**AUDIENCE MATCH**

Leverage data that is unique to your brands by matching with TVNZ. Find similar audiences, remarket to existing customers or send different ads to prospecting vs existing customers.

**AUDIENCE IQ**

Reveal additional insights from an Audience Match or another TVNZ+ Activate audience. This is not available anywhere else and allows you to deep dive into viewing behaviours of the matched audience.

**DATA CONNECT**

Our data partnerships give you the opportunity to accurately target a wider range of high-value audiences based on data outside our platform.

tvnz+ activate

DATA SOLUTIONS, INSIGHTS + ACTIVATION

What are Audience Amplifiers?

TVNZ+ Audience Amplifiers segment users into bespoke target groups based on their user information and viewing behaviours. We can also create custom Audience Amplifiers for you.

Contextual Audiences

- Genre
- Show
- Content Rating
- Geo
- Device

Behavioural Audiences

- Viewing frequency
- Viewing recency
- Retargeting
- Ad Interactions e.g. AOP

Affinity Audiences

Category interest – audiences who have an affinity to a particular shows or genre

Trending shows – targeting content trending with a particular audiences

Inferred Audiences

- Households with kids
- Household income
- Communities e.g. viewers watching Māori/Pasifika content

Greater relevance. More options. Custom audiences.

Audience Amplifiers

Home Improvement and DIYers

Audience viewing criteria
Viewers who have shown an affinity to DIY lifestyle content on TVNZ+ over three months.



Audience Amplifiers

Māori and Pasifika

Audience viewing criteria
Viewers who have shown an affinity to Te Ao Māori content on TVNZ+ over the last three months.



Audience Amplifiers

Sports Nuts Cricket

Audience viewing criteria
Viewers who have shown an affinity to cricket-related content on TVNZ+ over six months.



Audience Amplifiers

At Home with Kids

Audience viewing criteria
Viewers who have watched kids' content or used a kid's profile on TVNZ+ in the last 90 days.



Audience Amplifiers

Intrepid Travellers

Audience viewing criteria
Viewers who have shown an affinity to travel content on TVNZ+ over the last four months.



Audience Amplifiers

Bingers

Audience viewing criteria
Viewers who have watched a minimum of five episodes from a range of TVNZ+ content in the last 14 days that has high average streams per user per week.



Audience Amplifiers

Heavy Mobile User

Audience viewing criteria
Viewers who have viewed any content using mobile data on TVNZ+ over the last three months.



Audience Amplifiers

Sustainability

Audience viewing criteria
Viewers who have shown an affinity to sustainability or natural world content on TVNZ+ over the last three months.



Audience Amplifiers

Foodies

Audience viewing criteria
Viewers who have shown an affinity to food or cooking-related shows on TVNZ+ over the last three months.



Audience Amplifiers

News & Current Affairs

Audience viewing criteria
Viewers who have shown an affinity to News & Current Affairs content over the last three months.



Audience Amplifiers

Gamers

Audience viewing criteria
Viewers who have shown an affinity to gaming content or viewed via gaming devices on TVNZ+ over the last four months.



Audience Amplifiers

And much more!
We can build bespoke audience amplifiers for you too.

Available direct or programmatic
Available across all devices

tvnz+ activate

Available direct or programmatic
Available across all devices

tvnz+ activate

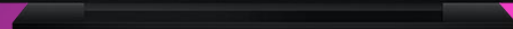
Available direct or programmatic
Available across all devices

tvnz+ activate

Adventure Seekers

Audience viewing criteria

Viewers who have shown an affinity to action or adventure content on TVNZ+ over the last three months



Available direct or programmatic
Available across all devices

At Home with Kids

Audience viewing criteria

Viewers who have watched kids' content or used a kid's profile on TVNZ+ in the last 90 days



Available direct or programmatic
Available across all devices

At Home with Older Kids 13-17

Audience viewing criteria

Viewers who have an active 13-17 kid's profile on TVNZ+



Available direct or programmatic
Available across all devices

Bingers

Audience viewing criteria

Viewers who have watched a minimum of five episodes from a range of TVNZ+ content in the last 14 days that has high average streams per user per week.



Available direct or programmatic
Available across all devices

Brit Buffs

Audience viewing criteria

Viewers who have shown an affinity to UK content on TVNZ+ over the last three months.



Available direct or programmatic
Available across all devices

Comedy Club

Audience viewing criteria

Viewers who have shown an affinity to comedy content on TVNZ+ over the last three months.



Available direct or programmatic
Available across all devices

Foodies

Audience viewing criteria

Viewers who have shown an affinity to food or cooking-related shows on TVNZ+ over the last three months.



Available direct or programmatic
Available across all devices

Gamers

Audience viewing criteria

Viewers who have shown an affinity to gaming content or viewed via gaming devices on TVNZ+ over the last four months.

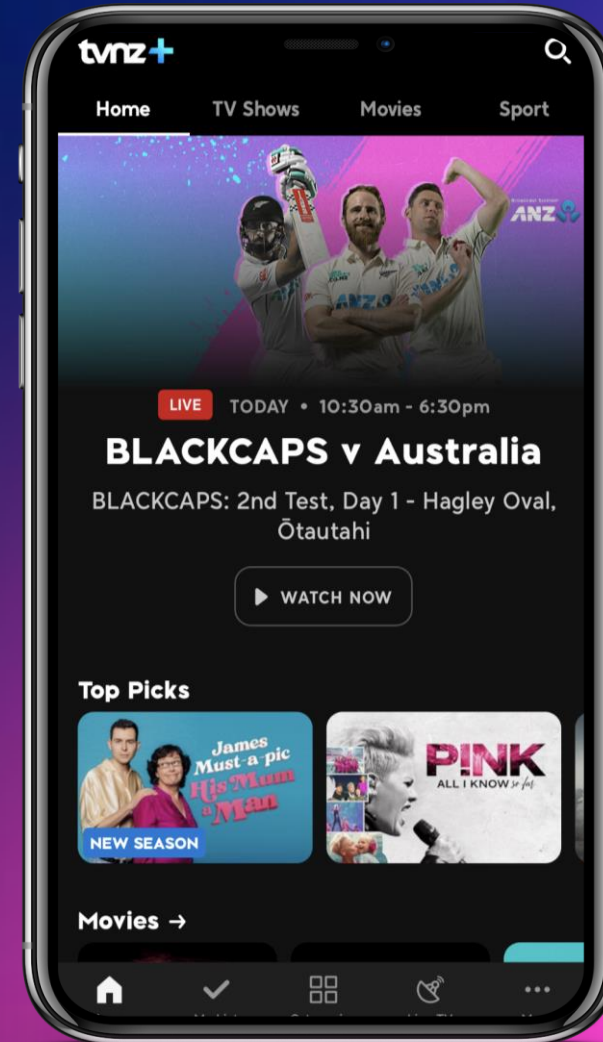


Available direct or programmatic
Available across all devices

Heavy Mobile User

Audience viewing criteria

Viewers who have viewed any content using mobile data on TVNZ+ over the last three months



Home Improvement and DIYers

Audience viewing criteria

Viewers who have shown an affinity to DIY lifestyle content on TVNZ+ over three months.



Available direct or programmatic
Available across all devices

Hunting

Audience viewing criteria

Viewers who have shown an affinity to hunting or fishing content on TVNZ+ over three months.

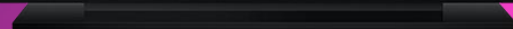


Available direct or programmatic
Available across all devices

Intrepid Travellers

Audience viewing criteria

Viewers who have shown an affinity to travel content on TVNZ+ over the last four months.



Available direct or programmatic
Available across all devices

Kiwi As

Audience viewing criteria

Viewers who have shown an affinity to local content on TVNZ+ over the last three months.



Love Islanders

Audience viewing criteria

Viewers who have shown an affinity to Love Island content on TVNZ+ over the last six months.



Available direct or programmatic
Available across all devices

Māori and Pasifika

Audience viewing criteria

Viewers who have shown an affinity to Te Ao Māori content on TVNZ+ over the last three months



Available direct or programmatic
Available across all devices

Motor Enthusiasts

Audience viewing criteria

Viewers who have shown an affinity to automotive, machines or transport content on TVNZ+ over the last four months.



Movie Buffs

Audience viewing criteria

Viewers who have shown an affinity to movie content on TVNZ+ over the last three months.



Music Fans

Audience viewing criteria

Viewers who have shown an affinity to music content on TVNZ+ over the last three months.



News & Current Affairs

Audience viewing criteria

Viewers who have shown an affinity to News & Current Affairs content over the last three months



Available direct or programmatic
Available across all devices

Pet Lovers

Audience viewing criteria

Viewers who have shown an affinity to pet or animal content over the last three months



Available direct or programmatic
Available across all devices

Rich Listers

Audience viewing criteria

High household earners inferred through CMI. These audiences are 35+ and index highly to British and American Drama, Sports, NCA and Documentaries.



Available direct or programmatic
Available across all devices

Shorty Fans

Audience viewing criteria
Viewers who have watched Shortland Street on TVNZ+ over the last three months.



Available direct or programmatic
Available across all devices

Sports Nuts

Audience viewing criteria

Viewers who have shown an affinity to sports-related content on TVNZ+ over six months.



Available direct or programmatic
Available across all devices

Sports Nuts Cricket

Audience viewing criteria

Viewers who have shown an affinity to cricket-related content on TVNZ+ over six months.



Available direct or programmatic
Available across all devices

Super Active

Audience viewing criteria

Viewers who are with high probability of viewing on TVNZ+ in the next two weeks.



Available direct or programmatic
Available across all devices

Sustainability

Audience viewing criteria

Viewers who have shown an affinity to sustainability or natural world content on TVNZ+ over the last three months.



Available direct or programmatic
Available across all devices

Thinkers

Audience viewing criteria

Viewers who have shown an affinity to documentary content on TVNZ+ over the last three months.

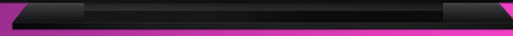


Available direct or programmatic
Available across all devices

US Drama Junkies

Audience viewing criteria

Viewers who have shown an affinity to US drama content on TVNZ+ over the last three months.



Available direct or programmatic
Available across all devices

TVNZ+ Activate Storytelling

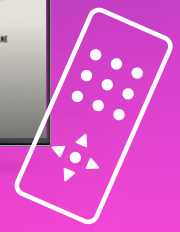
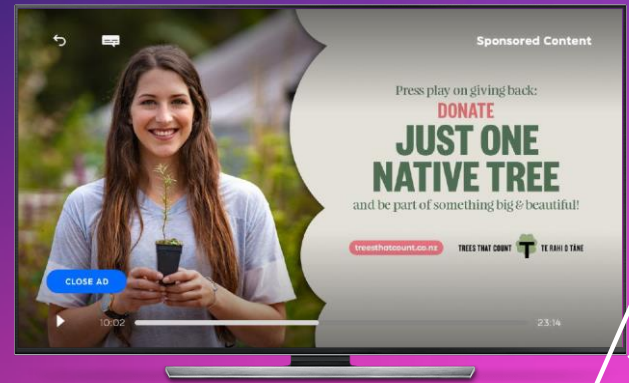
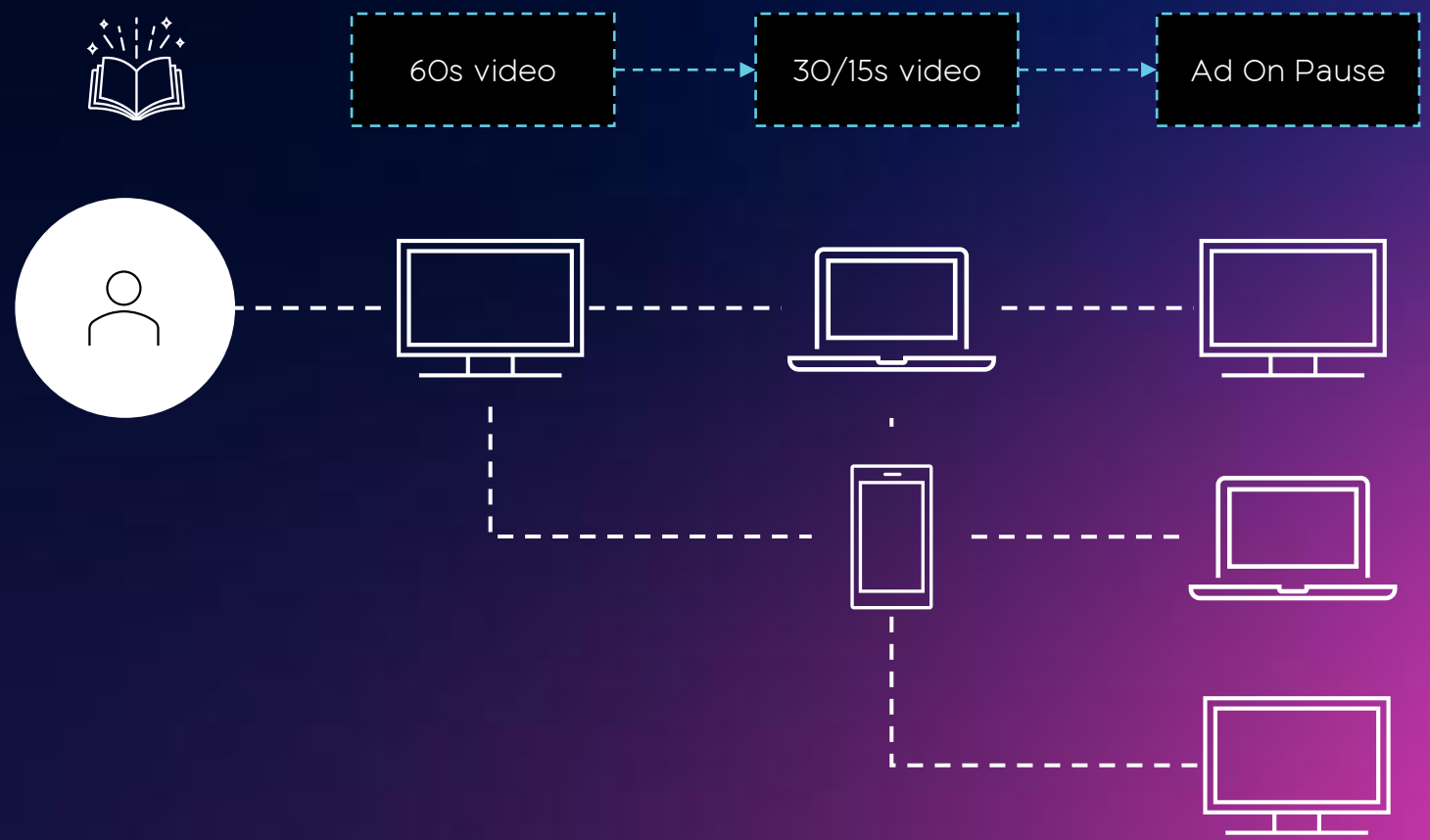
Connect and sequence your ads to build your brand through Storytelling.
Retarget viewers across TVNZ+ using video and Ad On Pause.

Reach is de-duplicated across all devices



Available direct or programmatic
Available across all devices

TVNZ+ Activate Storytelling



Ad On Pause available now for story-telling

Available direct or programmatic
Available across all devices





Audience Match

Leverage data that is unique to your brands by matching with TVNZ. Find similar audiences, remarket to existing customers or send different ads to prospecting vs existing customers.



Client Data
Hashed email list



-  Remarketing
-  Exclusion
-  Similar Audiences
-  Audience IQ

 Reads data where it lives

 Output constraints

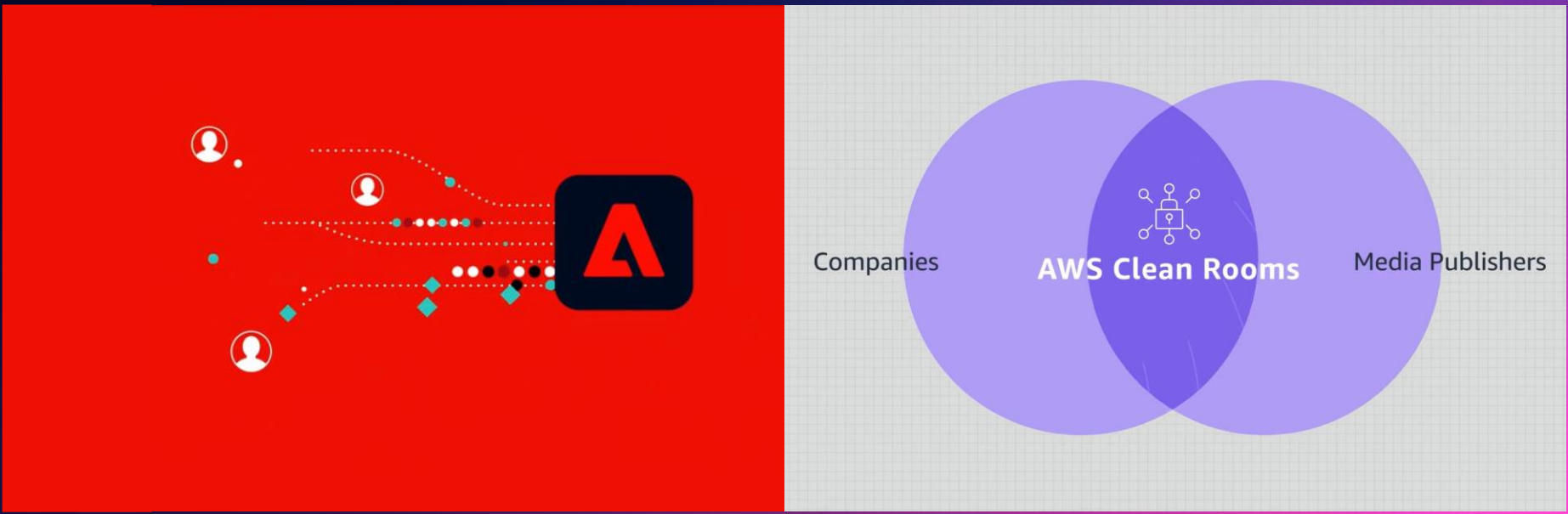
 Privacy-enhancing analysis rules

 Ease of collaboration

 Minimal cost

Audience Match

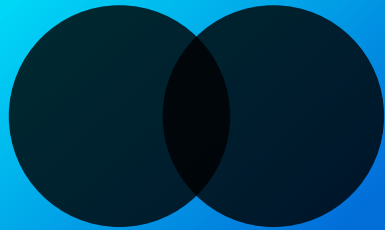
Leverage **industry leading technology** for local campaigns.
Match first-party data using globally recognised cloud partners Adobe and Amazon.



Adobe Segment Match

Amazon Web Services Clean Rooms

Why should you Audience Match?



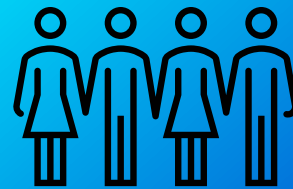
Match Data

Match 1st party data with 2.1M+ active users on TVNZ+ to create audience segments unique to the brand. These segments can be overlaid on TVNZ+ deals to reach existing customers.



Generate Insights

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.



Find Similar Audiences

TVNZ can leverage segment insights to find similar audiences within TVNZ+, creating a custom segment unique to the brand, generating scale and relevance for prospecting activity.



Activate

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

Audience IQ

Audience IQ is the opportunity to better understand your customer's habits, interests and behaviours across TVNZ+. Match your 1st party data through Audience Match and get bespoke insights not available anywhere else.



Audience IQ: Customer insights like never before



Reach | audience size

Demographic | age and gender

Geography | Regional viewership breakdown

Top shows | across VOD, Simulcast and Live Event

Category index | compared to TVNZ+ viewers

Affinity index | compared to TVNZ+ viewers

Device | reach and streams across endpoints

Cross device graphs | across CTV, mobile and desktop endpoints

Day and time | across channel, endpoint and demography

Household profiles | insight on primary and secondary profile makeup

Live event viewership | across sports and other live streams

Data Connect

Data Connect audiences are built from 2nd party data partnerships. This allows you to target a wider range of high-value audiences.

C- Suite & Senior Exec

Tradies

Full time professionals

OCCUPATION

SME Under 50 staff

Larger Companies 50+ Staff

BUSINESS

Intent to Borrow

Intent to Invest

FINANCE

Recent Movers

Rural

Urban

Property aged over 10 years

Property aged under 10 years

PROPERTY

House

Living or working in commercial areas

Property value \$1M+

Property value under \$1M

Households w/ No Children

Households w/ Children

Renters

Homeowners

HOUSEHOLD

Lower socio

Upper Socio

ECONOMIC STATUS

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/>