

tvnz+

# Digital Media Kit

+ October 2024 +

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# Why Advertise On TVNZ+

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

## High Reach

1.43 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.



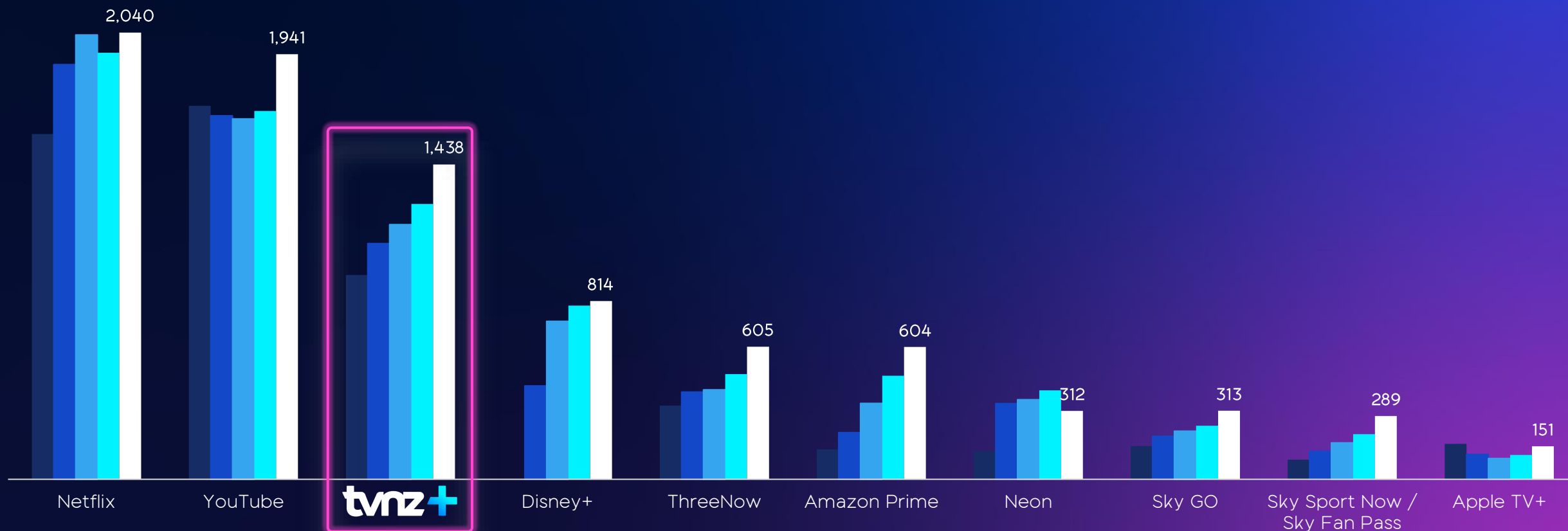
## Measurement Solutions

We have a strong stack of measurement products available to help Brands prove campaign performance & effectiveness

# TVNZ+ Is Aotearoa's Largest BVOD Platform

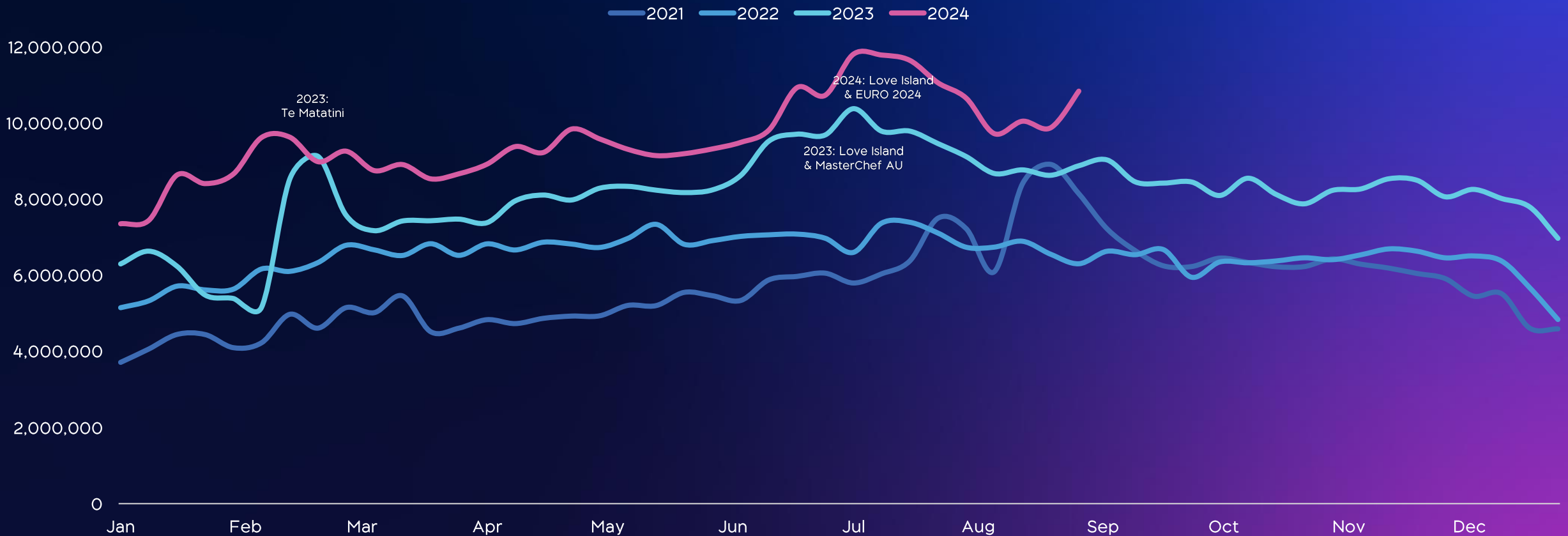
## Weekly Reach (000's): AP 15+

■ CMI Q3 19 - Q2 20 ■ CMI Q3 20 - Q2 21 ■ CMI Q3 21 - Q2 22 ■ CMI Q3 22 - Q2 23 ■ CMI Q3 23 - Q2 24



# TVNZ+ has averaged 9.9 million streams per week for 2024, a 16% increase YoY

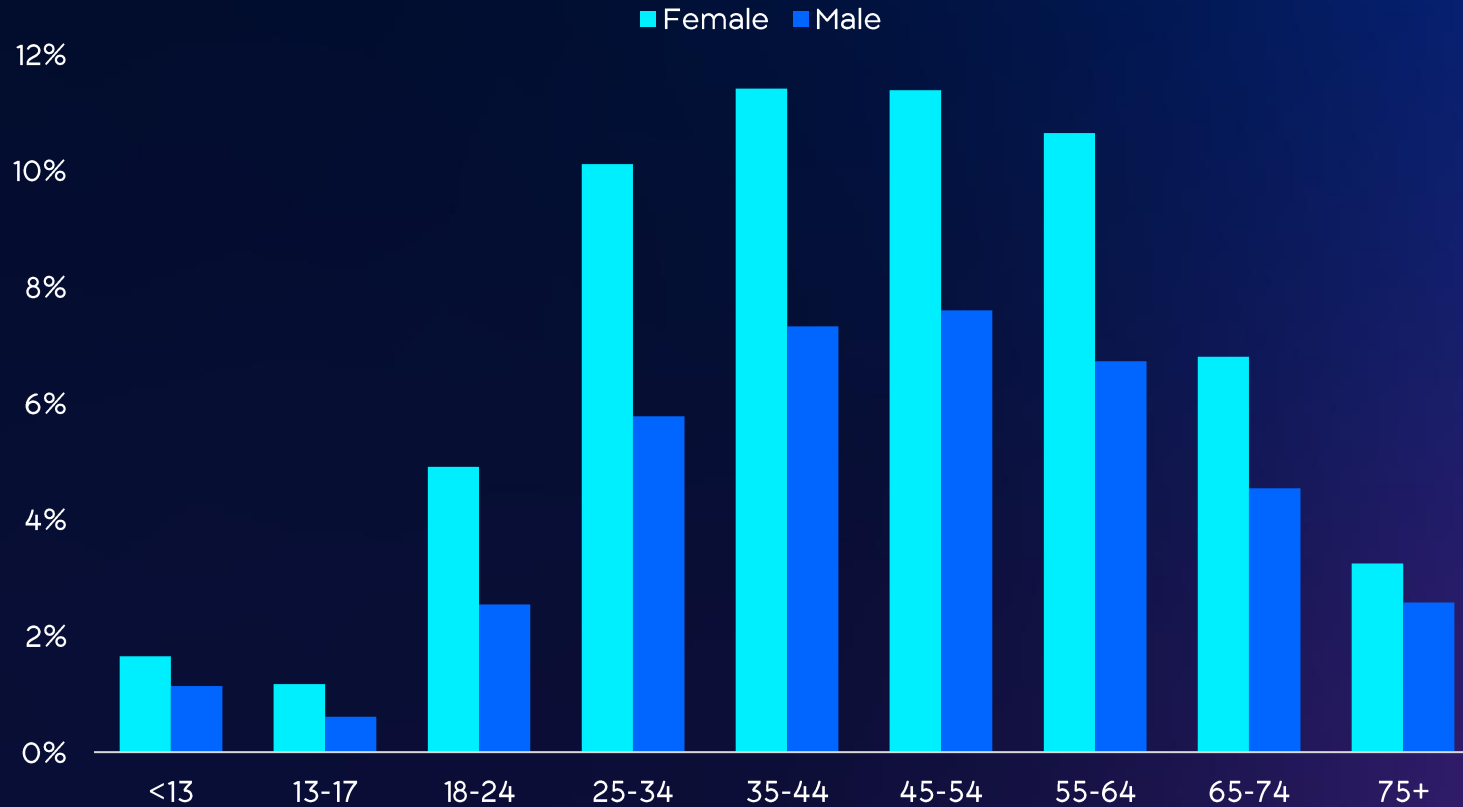
## TVNZ+ Weekly Streams - AP 13+



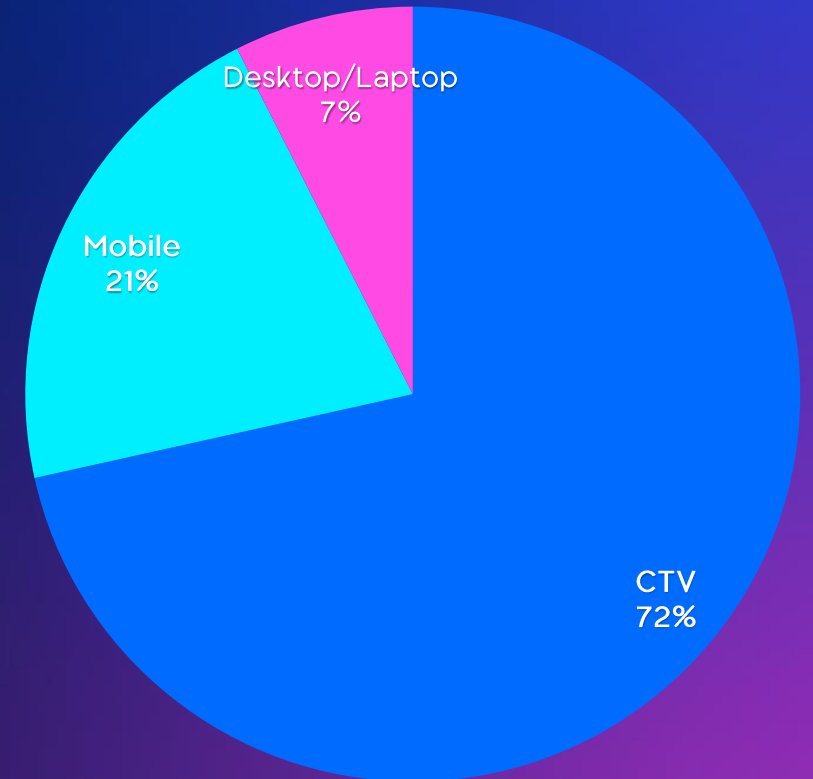
Source: Google Analytics, WC 29<sup>th</sup> December 2019 - WC 25<sup>th</sup> August 2024, Total streams by week, AP 13+

# Who is watching and how?

TVNZ+ Audience Age & Gender Breakdown



Share of Streams By Endpoint





**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.



**INTERNATIONAL**



**LOCAL**



**SPORT**





We are leaders in local content and is a key point of difference compared to global competitors







# Kiwis are mad about sport. We are committed to bringing sport to screens, LIVE & FREE.

The first year of sport on TVNZ was a big success, with 1 million profiles delivering 19.2 million streams.

Source: Google Analytics. 01/07/23 - 15/07/24. Sports hub content. Total streams and reach. AP 13+.



# A UX that has advantages for advertisers



**Ad breaks no longer than 1 minute or max 3 adverts**



**A world class UX ensures TVNZ+ can compete with global streamers**



**TVNZ+ is free and available across all devices for all NZers**



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

**High SOV & more ad attention**

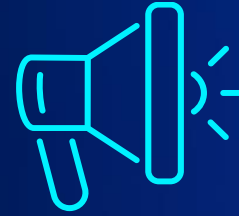
**Premium & brand safe environment**

**Ads takeover the screen, are unskippable & high viewability**

**You can control the content & environment you choose to advertise in**

# 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



## Audience Match

Data Matching



## Data Connect

3<sup>rd</sup> Party Data Partnership



## Audience IQ

Audiences Insights



## Storytelling

Remarketing

# 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



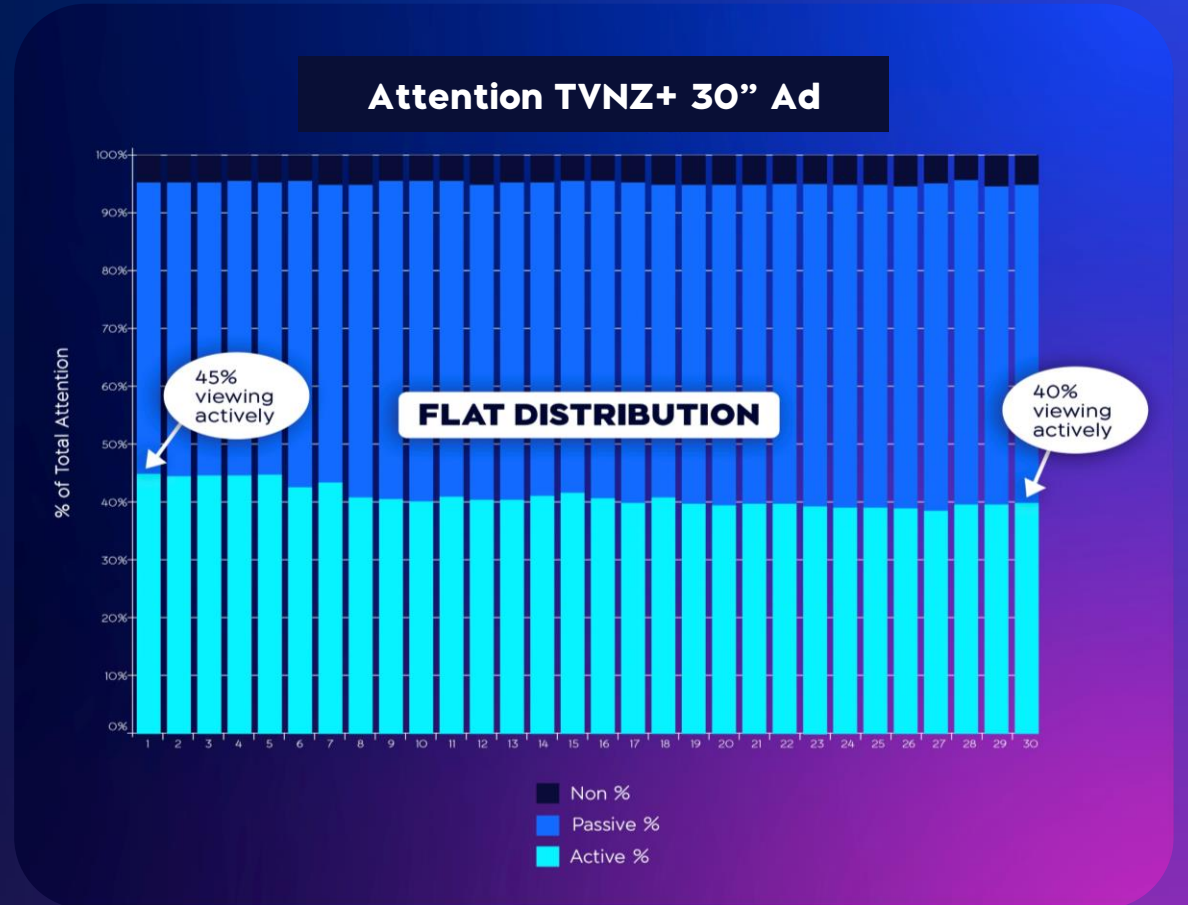
Not only is TVNZ+ largest BVOD platform...

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



# Attention is essential in landing brand messages from video

A video ad needs 2.5 seconds of active attention to be remembered

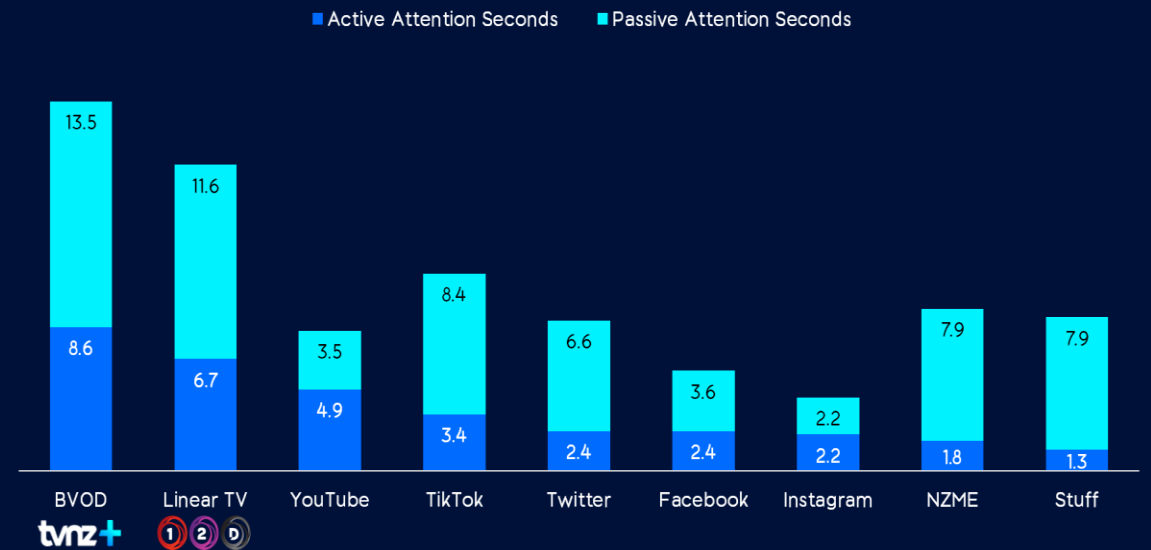




# TVNZ+ is the #1 platform for delivering ad attention thanks to:

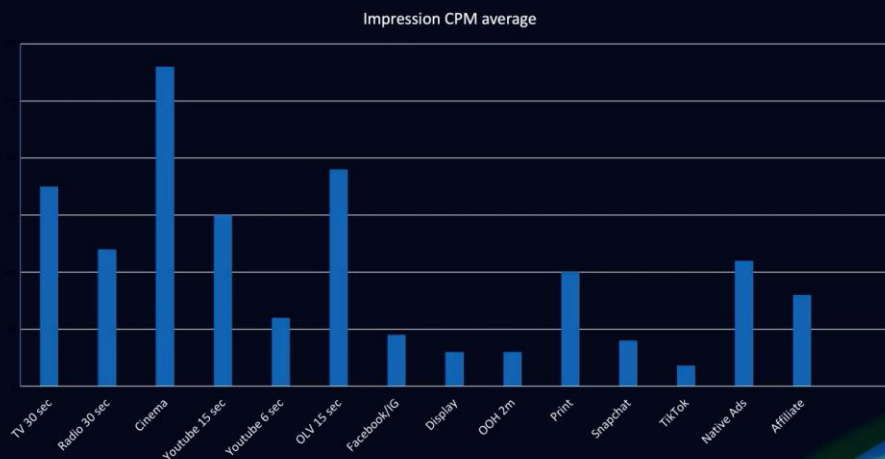
- Full screen coverage
- Low ad load
- Unskippable
- User engagement with content

Ad Attention Seconds Delivered By New Zealand Video Platforms



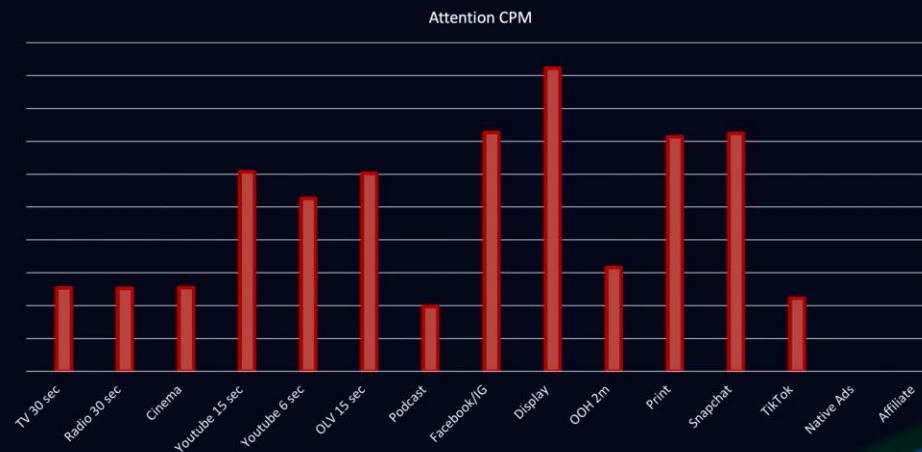
# You get what you pay for... Cheap CPMs often don't get enough attention to have a real impact on your audience

Today's currency does not reflect attention



dentsu

The cost of attention tells a different story



dentsu

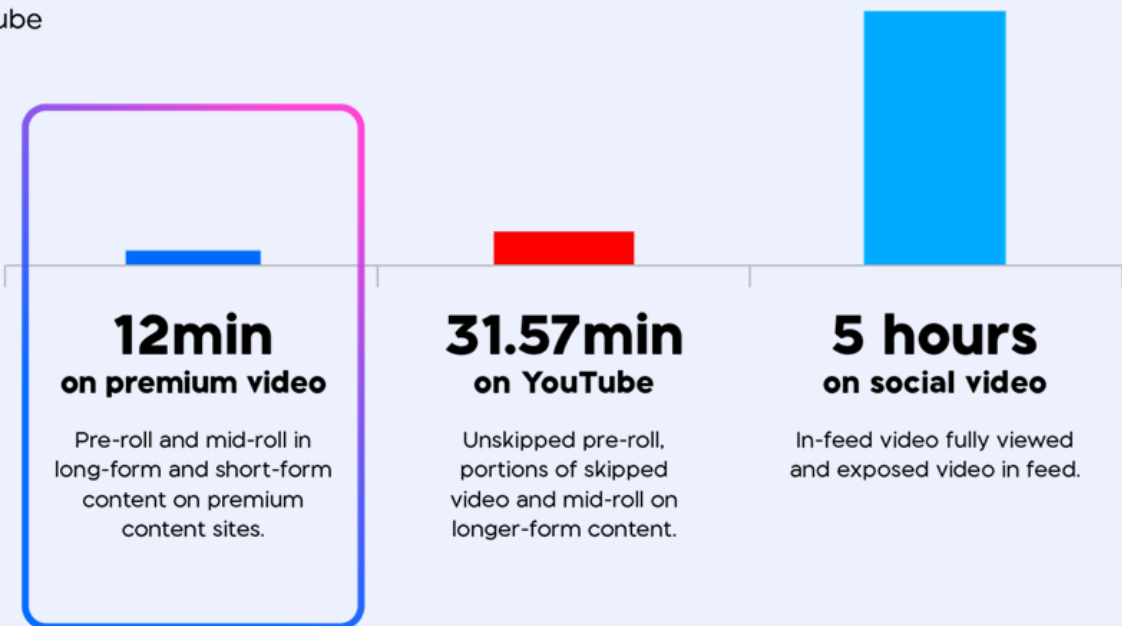
# Not all time spent is equal, your ads get more attention on BVOD

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...



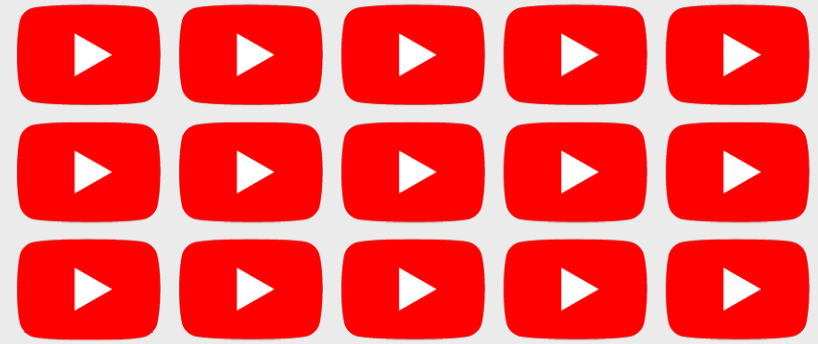
# Not all impressions are equal

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



Average number of exposures to deliver a message:

**TVNZ+ = 2**



Average number of exposures to deliver a message:

**YouTube = 15**

# **TVNZ+** **Advertising Solutions**

# TVNZ+ Ways To Buy

## 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

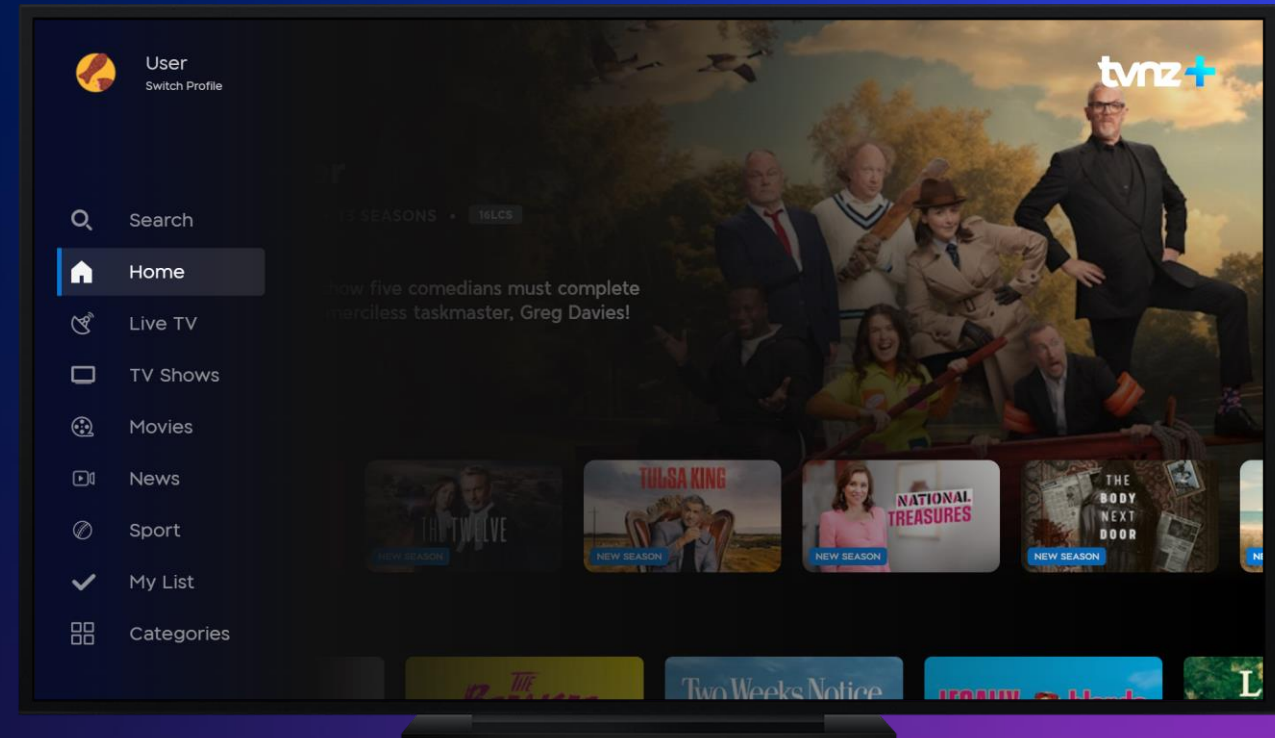
# Network Buy

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



Display

# 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 Sponsorship

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





# 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

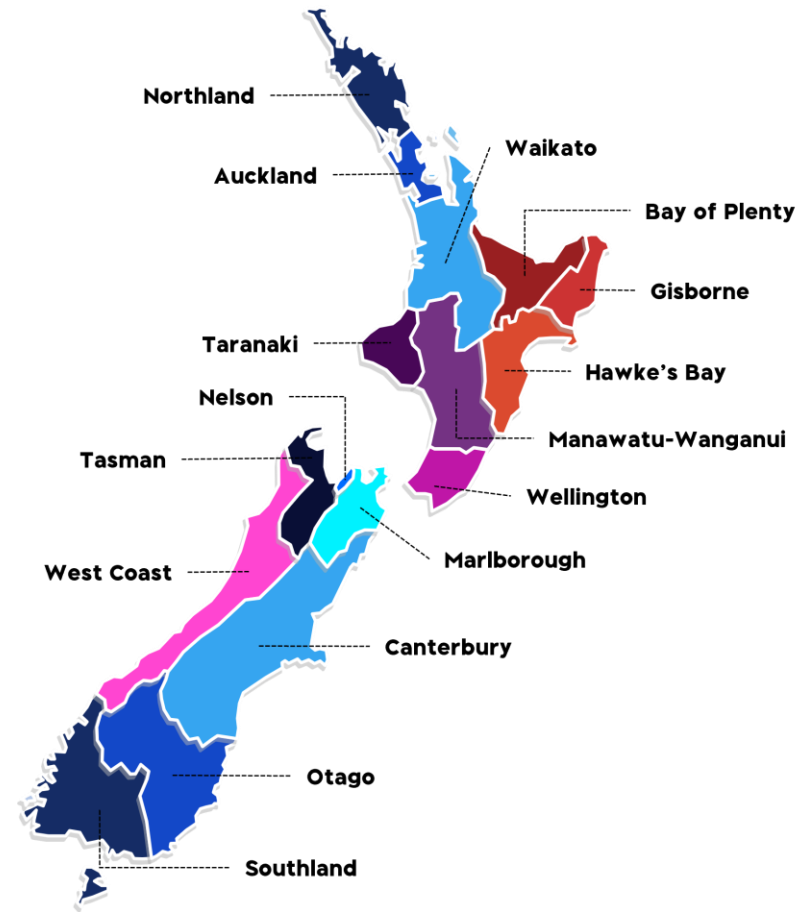


# Regional

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.



**News On**  
**TVNZ+**

**News on TVNZ+ is  
the home for video  
news you can  
trust, from NZ and  
the world,  
whenever you  
want to watch it!**

- ✓ A free digital streaming service...
- ✓ With light ad load content...
- ✓ That is a trusted broadcaster...
- ✓ ... with an extensive catalogue of content...
- ✓ ...and a leading local and global news offering



News on TVNZ+ was created when we identified a gap in the market for delivering news as part of a streaming service in NZ.

Housing exclusive content, news clips, in depth journalism & favourite NCA shows, this is an opportunity to meet viewers' needs.



This initial rollout of News on TVNZ+ marks the beginning of our news transformation journey, where we'll be continuously evolving our digital news offerings & expanding our content library.



As News on TVNZ+ grows, we're looking to collaborate with advertising partners on new ways to engage audiences and create valuable advertising solutions for your brands!



# With News on TVNZ+ finding its home in June this year, its already delivered some impressive audience numbers!

**742K**

Streams for News Clips on TVNZ+

**52%**

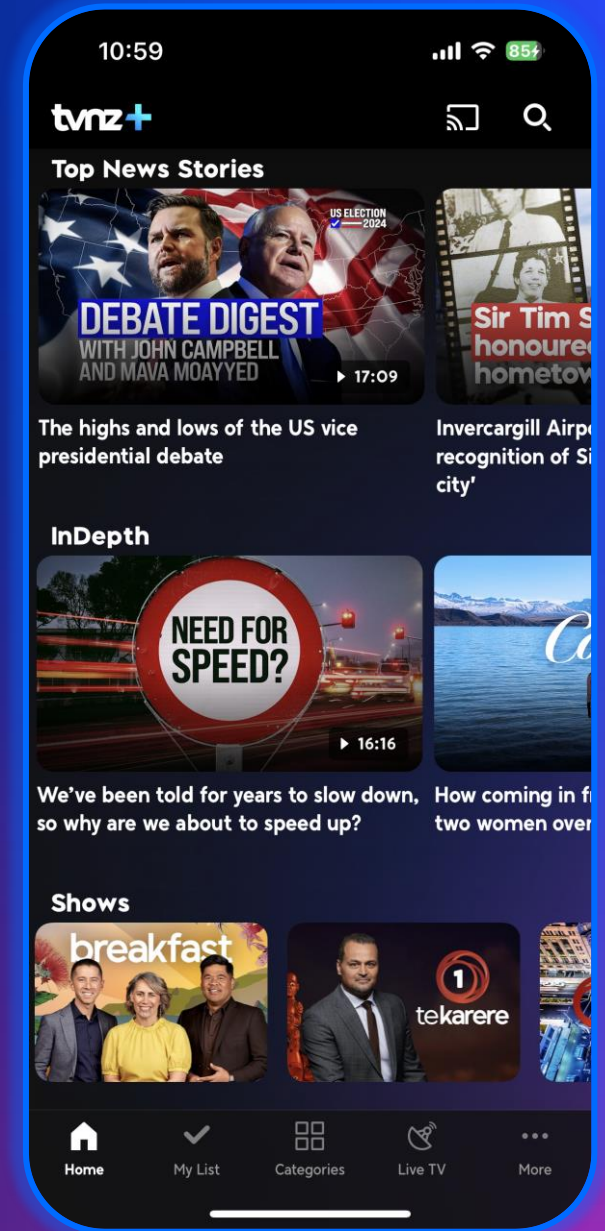
News on TVNZ+ sits in the 18-54 audience

**569K**

Reach for all News content on TVNZ+ since launch

**+15%**

Growth on weekly audience reach for News Content since launch

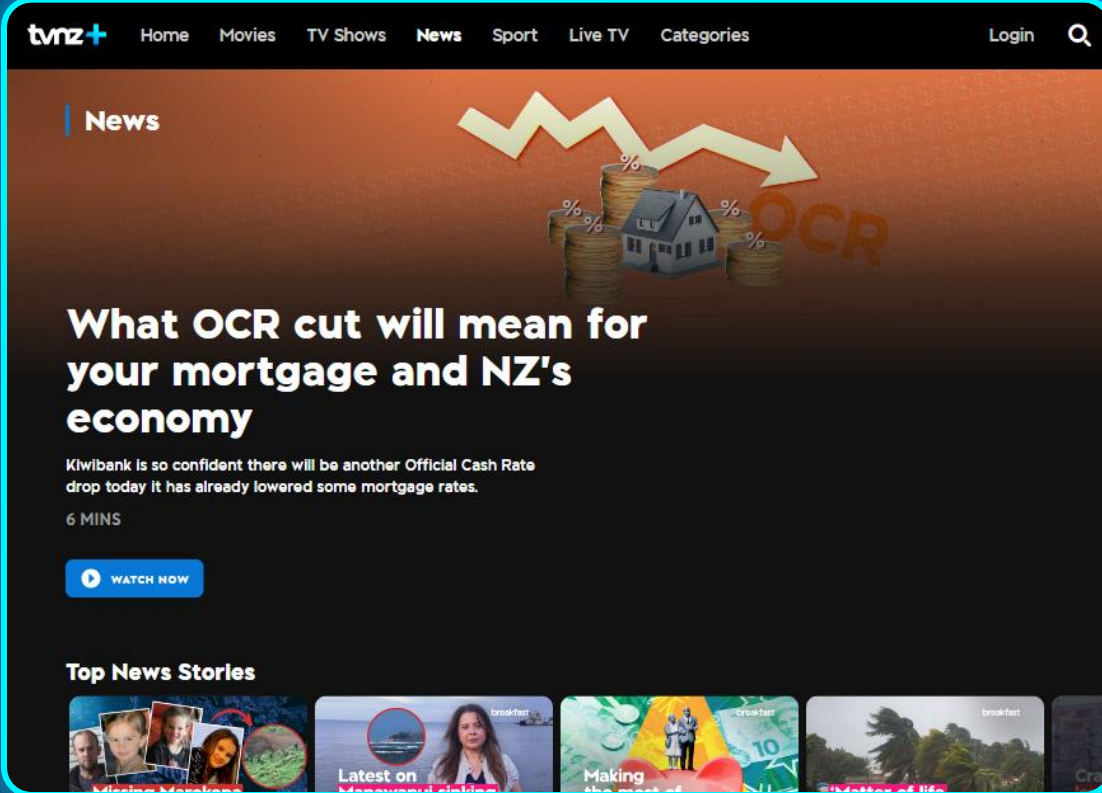


# News On TVNZ+

Align your video campaigns with NZ most trusted news source and the power of the TVNZ+ platform.

There are two ways to unlock News on TVNZ+ inventory in this premium environment:

- News Clips: Premium Solus Pre-Roll impressions around News Clips
- News Content: Premium Solus Pre-Roll impressions around News Clips AND Pre/Mid Roll VOD catch up NCA shows.



The screenshot displays the TVNZ+ News website interface. At the top, there is a navigation bar with the TVNZ+ logo and links for Home, Movies, TV Shows, News, Sport, Live TV, and Categories. A Login button and a search icon are also present. The main content area features a large article titled "What OCR cut will mean for your mortgage and NZ's economy". The article includes a sub-headline: "Kiwibank is so confident there will be another Official Cash Rate drop today it has already lowered some mortgage rates." and a duration of "6 MINS". A "WATCH NOW" button is located below the article. Below the main article, there is a section titled "Top News Stories" which displays a row of five news thumbnails with various headlines and images.



# TVNZ+

# Data Solutions

tvnz+ activate

# Audience Amplifier

TVNZ+ rich first-party data has been used to build a range of targetable segments based on viewing behaviours across our platform.

Custom audiences are also possible and much faster with the help of the CDP.

**Home Improvement & 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!**

# Data Connect

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

Advertisers can reach these audiences on TVNZ+ due to our partnership with a reputable data providers that offer rich audience segments, census data and POS location-based data

**Decision Makers +  
Occupation + Finance +  
Real Estate + Home +  
Economic Status +  
Automotive + Helix  
Personas + And Much  
More!**

# Story Telling

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

Video

Ad On  
Pause



# 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.

Audience Matching is privacy compliant and safe for advertisers with the use of AWS cleans for collaborative analysis while safeguarding data.



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

# Audience IQ

Reveal additional insights from an Audience Match allowing you to deep dive into viewing behaviours of your unique audience that can then be activated on across your TVNZ+ campaigns.

Insights such as reach, demo, device, geography, category and affinity indexing and more.



## Audience Amplifier

Affinity Audiences

Using TVNZ+ first party data to target audiences beyond age & gender

## Data Connect

3rd Party Data Partnerships

Data partners who provide audience targeting TVNZ+ can't do so alone

## Story Telling

Remarketing

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

## Audience Match

Data Matching

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

## Audience IQ

Audiences Insights

Reveal additional insights from an Audience Match, allowing you deep dive into viewing behaviours of your unique audiences

Data Targeting

Data Partnership

**TVNZ+**

**Measurement Solutions**

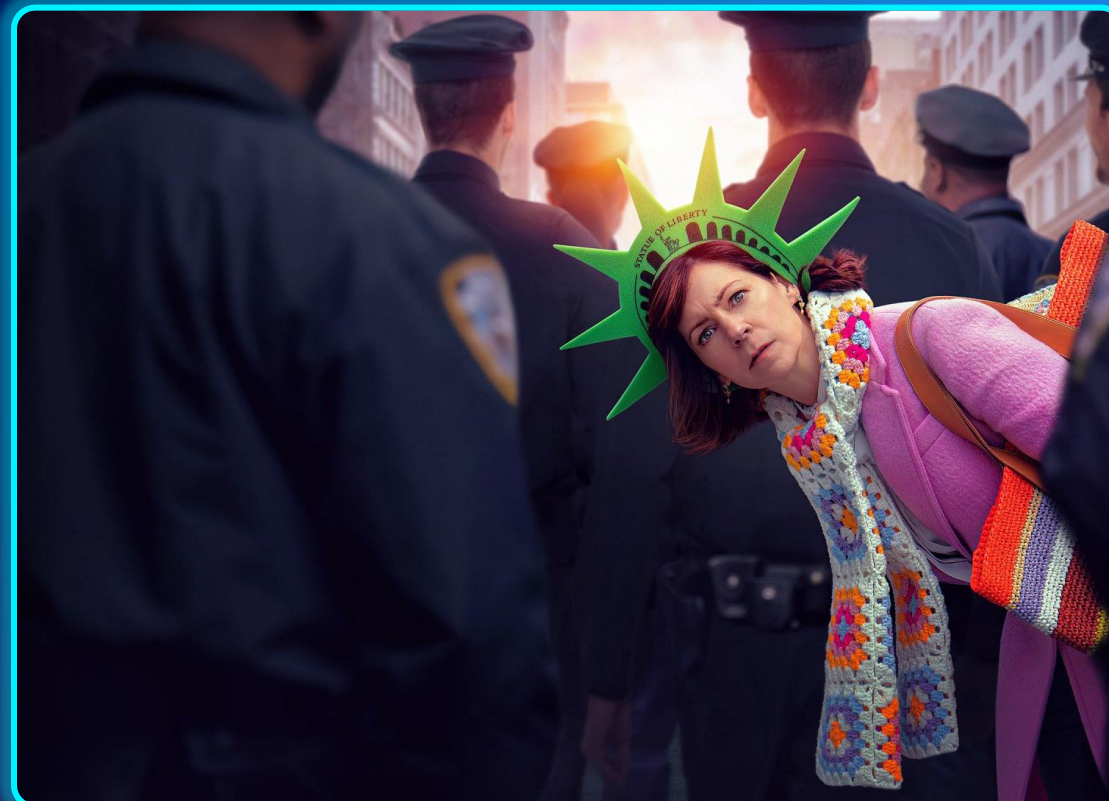


# Conversion IQ

Conversion IQ will help brands to connect actions of interest generated from their TVNZ+ activity.

This could include online and offline purchases, competition entries, app downloads by leveraging our Audience Match solution.

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



# Link

TVNZ+ Link is pixel-based tracking that provides in depth tracking of a viewer's interactions with a brands website following exposure of their ad on TVNZ+

To deliver Link we have partnered with MIME Analytics, an independent measurement platform, helping brands ensure their advertising can be accountable.





# Attention

Life is busy and we have constant demand for our attention, standard ad measurement doesn't reflect whether a person paid attention to your ad.

We have implemented Amplified Intelligence's human attention measurement data into our platform.

Allowing advertisers to measure impression level data performance of their TVNZ+ campaigns.



# Brand Lift

Brand Lift is designed to measure the impact & effectiveness of your TVNZ+ campaigns on your customers perceptions.

Measuring how your campaign has influenced brand metrics such as awareness, consideration, preference or purchase intent.

We have partnered with Lucid to deliver Brand Lift studies for our advertisers.

They are global software leaders in digital insights & research technology.





## Conversion IQ

Conversion  
Measurement with  
Data

Conversions  
Sales Uplift  
A/B Testing  
Audience Insights

## Link

Online Traffic Tracking

Online Visits Post  
Exposure  
Online Conversion  
Tracking

## Attention

Human Attention  
Measurement

Active & Passive  
Attention  
Device  
Duration  
Creative

## Brand Lift

Panel Surveys

Product & Brand  
Awareness  
Awareness Uplift  
A/B Testing  
Product & Brand Recall

Measure across CTV, Desktop & Mobile impressions

**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/>