

TVNZ+

**+ Future of +
Measurement**

tvnz+

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

High Reach

1.4 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 prove campaign performance & effectiveness

Measurement Matters

Audience Insight

Measurement allows advertisers to understand behaviours of their audience.

These insights can help tailor campaigns to reach the right audiences at the right time



Campaign Performance

By measuring key metrics, advertisers can assess the effectiveness of their campaigns.

Using these insights to optimise future campaigns, improving reach & engagement



Return On Investment

Measurement can help advertisers evaluate whether their investment in advertising is delivering the desired results

“Half the money I spend on advertising is wasted; the trouble is I don’t know which half.”

John Wanamaker, 19th Century Philadelphia Retailer

Said over a hundred years ago & in many ways, this still rings true.

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





TVNZ+ is up for the measurement challenge!

Our new measurement stack delivers insights on real human attention, action, ROI and brand uplift, without relying on cookies or devices IDs.

We offer accurate measurement solutions for CTV environments, showing how effectively your campaign performs within these platforms

TVNZ+

Measurement

TVNZ+ delivers your ads with sound automatically on & content typically viewed in full screen.*

Combined with non-skippable video inventory, delivering high completion rates

More screen coverage, less clutter, greater ad attention!

More likely your ads are seen to the end!

97%

Viewability Rate for TVNZ+

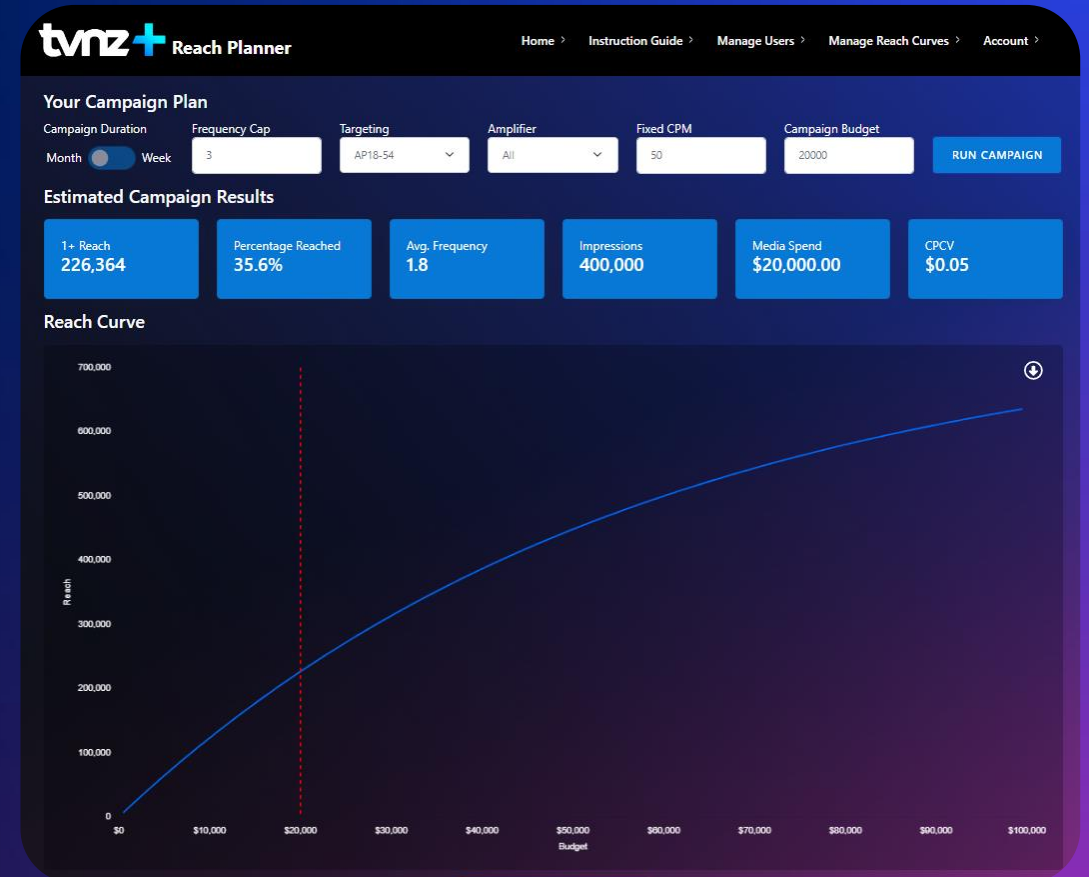
98%

Average Completion Rate for TVNZ+

TVNZ+

Reach Planner

Reach Planner self-service tool designed to make it easy for you to understand how much of your target audience you can reach across TVNZ+ as well as the recommended investment required to do so.





Once you have filled in your campaign parameters you can

- See estimated campaign results
- Get a visual reach curve showing investment against audience potential
- Compare audiences and levels of investment

TVNZ+

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 or testing uplifts of exposed viewers.

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



How does Conversion IQ work?

Matching

Conversion IQ leverages Audience Matching to connect ad exposures on TVNZ+ to online or offline conversions.

Measuring

Clients will need to rematch, periodically throughout the campaign or at completion, to measure & match audiences that have converted.

Investment

Conversion IQ investment based on the media investment of your campaign at your Activate Rates.
Length of recommended campaigns depends on expected conversion window

TVNZ+

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+

Providing brands with analytics to help measure the effectiveness of TVNZ+ campaigns, track user interactions with website content, and gather metrics on audience behaviour.





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

Our partnership unlocks access to a performance dashboard, allowing advertisers the ability to measure a range of attribution metrics.

How does Link work?

Methodology

A pixel is placed on the TVNZ+ impression and on the advertiser's website, which fires once a user visits the website.

The connection between impression and website interaction is made by matching IP addresses.

Reporting

With Link there are many metrics that can be reported on to measure website traffic & capture the impact of TVNZ+ advertising.

Investment

Link investment is based on the media spend of your campaign at your Premium Rates.

Length of recommended campaigns depends on expected outcome window

Which measurement product is right for my brand?

Conversion IQ or Link

Conversion IQ

For advertisers with email databases and the right consent in place.

Conversion IQ offers more opportunities for tracking different outcomes that are connected via an email address,

Link

For advertisers without email databases but with websites where viewers can take an action i.e.. book or buy a product

Link is simple to implement and operate, allowing for optimisation throughout a campaign.

TVNZ+

Attention

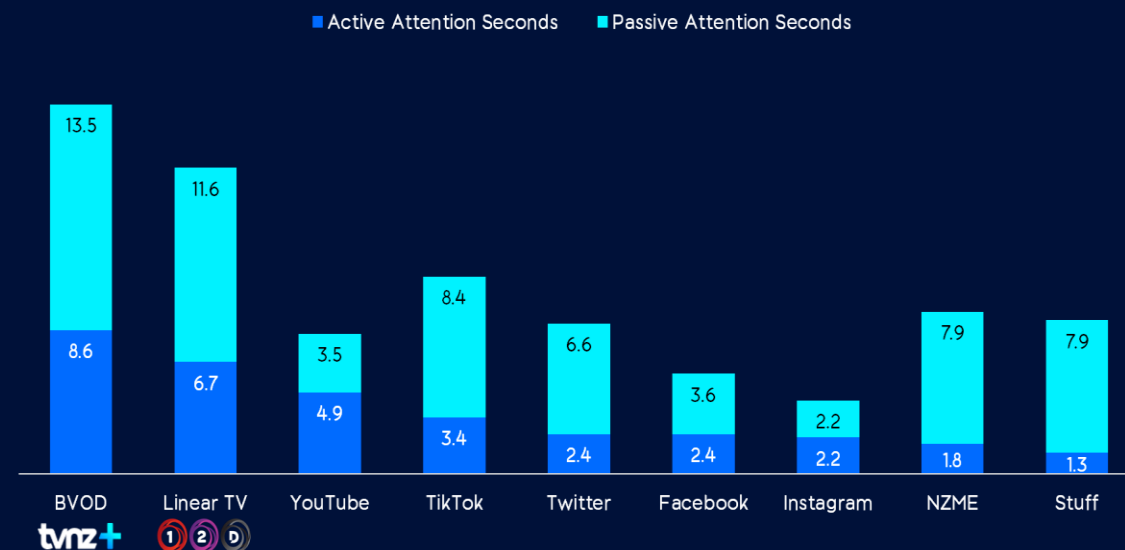
Life is busy and we have constant demand for our attention.

Standard ad measurement doesn't reflect whether a person paid attention to your ad.

Fortunately, 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





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.

What impact does a high-attention campaign have on business outcomes?

Combining Attention Measurement with our attribution solutions, Link or Conversion IQ, will reveal the true value of your TVNZ+ campaign.



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.

TVNZ+

Brand Lift

Brand Lift

Coming Soon

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.

Using an exposed vs control methodology, advertisers can measure a campaign performance against a set of brand KPIs.

How does Brand Lift work?

Methodology

The study is designed to show the difference between 2 groups of viewers to determine effects of the advertising exposure during a campaign period.

Reporting

The campaign is reported on against the defined Brand KPIs.

Brand Lift is the difference(%) between exposed & control to determine the effects.

Investment

Brand Lift comes with a direct cost to the advertiser for the survey.

Aswell as a minimum impression threshold valued at your Standard Rates to deliver robust survey results

Measurement Matters

Current measurement solutions do not accurately reflect the impact of brand advertising

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

Leverage TVNZ+ new measurement solutions to understand the true value of your investment

Conversion IQ

Link

Attention

Brand Lift

Conversion
Measurement with
Data

Online Traffic Tracking

Human Attention
Measurement

Panel Surveys

Conversions
Sales Uplift
A/B Testing
Audience Insights

Online Visits Post Exposure
Online Conversion Tracking

Active & Passive Attention
Device
Duration
Creative

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

CTV, Desktop & Mobile

Media Investment using
Premium Rates

Media Investment using
Premium Rates

Media Investment using
Premium Rates

Direct Charge + Minimum
Impression Buy using
Standard Rates

Ngā mihi