

# How To Reach Sport Audiences



# TVNZ's Sport Offering

Buying sport on TVNZ is super easy.

- **Cross Platform Buys** are available across The US Open, FIBA Basketball World Cup and the BLACKCAPS England Tour.
- **TVNZ+ sport targeting** is available within our TVNZ+ network buy, a sports audience affinity buy or as a contextual buy to come later.



**CONTEXTUAL  
BUY**



**TARGET SPORTS  
AFFINITY BUY**



**TVNZ+ NETWORK  
BUY**



**CROSS PLATFORM  
BUYS**

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## CROSS PLATFORM BUYS

Cross Platform Buys are your opportunity to reach linear, TVNZ+ VOD and TVNZ+ Livestream sport audiences.

- The linear component runs within live event transmission.
- The TVNZ+ component includes targeting towards the affinity audience 'Sport Nuts',
- **All within your campaign dates.**

At least 5% of your campaign will be on TVNZ+ and delivered to 'Sports Nuts' audiences on whatever TVNZ+ content that they watch. This is not limited to specific sporting event content.

# How To Reach Sport Audiences on TVNZ+

## TVNZ+ NETWORK BUY

TVNZ+ Network Buys have the opportunity to run in livestream and VOD sports content as they would within any other content on the TVNZ+ platform.

Your TVNZ+ Network Buy will benefit from an increase in reach that the sports audience will bring.

## TARGET SPORTS AFFINITY

Targeting an audience with an affinity to sport.

This is the most flexible way to target a sport audience at scale.

This is through the Audience Amplifier affinity segment, 'Sports Nuts'.

## CONTEXTUAL

Reaching and identifying sports viewers while they're watching on TVNZ+.

In the near future, you will have the ability to target sports content to capture viewers as they are watching a specific sport.

If you have any questions around TVNZ's Sport Offering or how to reach sport audiences, get in touch with your TVNZ Business Manager.

