

TVNZ Digital Ratecard

January 2025

TVNZ Digital Media Ratecard



RATECARD VALID AS AT JANUARY 2025

TVNZ+ PLACEMENT	PLATFORM	DEVICE	FORMAT	DURATION	DIRECT/ PROGRAMMATIC	ROSITE CPM	TARGETED CPM	DAILY BUY CPD	LOADING
TVNZ+ Basic									
TVNZ+ Network	TVNZ+	Agnostic	Standard Video	15/30	Direct/Programmatic	\$128	\$160		
TVNZ+ Social Stream	TVNZ+	Agnostic	Standard Video	15/30	Direct/Programmatic	-	\$125		
TVNZ+ News Clips	TVNZ+	Agnostic	Standard Video	15/30	Direct/Programmatic	-	\$100		
TVNZ+ News Content	TVNZ+	Agnostic	Standard Video	15/30	Direct/Programmatic	-	\$170		
TVNZ+ Standard									
TVNZ+ Video OnDemand (VOD)	TVNZ+	Agnostic	Standard Video	15/30	Direct/Programmatic	\$145	\$185		
TVNZ+ Activate Audience Amplifier	TVNZ+	Agnostic	Standard Video	15/30	Direct/Programmatic	-	\$185		
TVNZ+ Activate Audience Match	TVNZ+	Agnostic	Standard Video	15/30	Direct/Programmatic	-	\$185		
TVNZ+ Activate Storytelling	TVNZ+	Agnostic	Standard Video	15/30	Direct/Programmatic	-	\$185		
TVNZ+ Premium									
TVNZ+ Activate Data Connect	TVNZ+	Agnostic	Standard Video	15/30	Direct/Programmatic	-	\$195		
TVNZ+ Measurement Link	TVNZ+	Agnostic	Standard Video	15/30	Direct/Programmatic	-	\$195		
TVNZ+ Measurement Attention	TVNZ+	Agnostic	Standard Video	15/30	Direct/Programmatic	-	\$195		
TVNZ+ Measurement Brand Lift Study	TVNZ+	Agnostic	Standard Video	15/30	Direct/Programmatic	-	POA		

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TVNZ+ Display									
Ad On Pause	TVNZ+	CTV & Desktop	Standard Display	-	Direct/Programmatic	\$80	\$90		
Premium Ad On Pause	TVNZ+	CTV & Desktop	Standard display	-	Direct/Programmatic	-	\$95		
TVNZ+ Daily Buyouts									
Daily Video Reach Blast	TVNZ+	Agnostic	Standard Video	15/30	Direct	-	-	\$39,500	
Daily Buyout (TVNZ+ Daily Video Reach Blast & 1 News Responsive Banner)	TVNZ+ & 1 News	Agnostic	Standard Video	15/30	Direct	-	-	\$44,000	
TVNZ+ Duration Loadings									
	TVNZ+	Agnostic	Standard Video	6	Direct/Programmatic	<i>6" Only available for VOD bookings (not available for Network video)</i>			50%
	TVNZ+	Agnostic	Standard Video	15/30	Direct/Programmatic				100%
	TVNZ+	Agnostic	Standard Video	45	Direct/Programmatic				145%
	TVNZ+	Agnostic	Standard Video	60	Direct/Programmatic				180%
	TVNZ+	Agnostic	Standard Video	90	Direct/Programmatic	<i>Duration subject to TVNZ approval</i>			220%
	TVNZ+	Agnostic	Standard Video	120	Direct/Programmatic	<i>Duration subject to TVNZ approval</i>			250%

TVNZ+ can accommodate any odd duration not listed here

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1 NEWS PLACEMENT	PLATFORM	DEVICE	FORMAT	DURATION	DIRECT/ PROGRAMMATIC	ROSITE CPM	TARGETED CPM	DAILY BUY CPD	LOADING
1 News Video									
1 News/Re Video	1 News/Re:	Agnostic	Video Pre Roll	6	Direct/Programmatic	\$41	-		
1 News/Re Video	1 News/Re:	Mobile/Desktop	Video Pre Roll	15	Direct/Programmatic	\$75	-		
1 News/Re Video	1 News/Re:	Agnostic	Video Pre Roll	30	Direct/Programmatic	\$100	-		
<i>1 News can accommodate any odd duration not listed here</i>									
1 News Display									
Half Page Banner (300x600)	1 News/Re:	Desktop	Standard Display	-	Direct/Programmatic	\$20	-		
MREC (300x250)	1 News/Re:	Agnostic	Standard Display	-	Direct/Programmatic	\$15	-		
1 News Daily Buyouts									
Responsive Banner (with Homepage MREC)	1 News/Re:	Agnostic	Bespoke Display	-	Direct	-	-	\$4,500	
Responsive Banner with Video (with Homepage MREC)	1 News/Re:	Agnostic	Bespoke Display	-	Direct	-	-	\$5,000	
1 News Sponsored Content									
1 News Sponsored Content	1 News	Agnostic	Sponsored Content	-	Direct	-	-	POA	