



Release date Tuesday 2nd November 2010

TVNZ puts control in the hands of the viewer

TVNZ Ondemand is launching yet another New Zealand first in online advertising this week with the introduction of Ad Selector.

This new advertising format invites viewers to choose between 3 advertisements prior to watching TVNZ's Ondemand video – a bonus for viewers and advertisers alike and a sign of things to come.

The introduction of Ad Selector follows hard on the heels of the launch of Ad on Pause, confirming TVNZ's reputation for innovation and market leadership in creating value for advertisers' across it's video on-demand platform. "Both these applications are New Zealand firsts, and are highly significant in that they benefit both the consumer and the advertiser. This is a win/win, I am thrilled to be part of the team that developed Ad Selector for New Zealand" says Paul Maher, TVNZ's Head of Sales & Marketing.

Viewers can control which ads they see, and as a result advertisers enjoy significantly higher ad recall, brand awareness and purchase intent, according to research conducted in the US by the Vivaki Nerve Centre (VNC). Vivaki is the umbrella entity that oversees Starcom, Zenith Optimedia, Digitas, Razorfish & also the VNC. Vivaki worked in partnership with TVNZ for the NZ launch.

The VNC is the world's largest research and development centre dedicated to creating new technologies and approaches that connect brands with their audiences in scalable, efficient and compelling ways.

Research was conducted over 16 months, reaching 25 million US consumers viewing online video content from some of the top US publishers - the results were staggering. Significant improvements were measured when comparing ad selector video ads against standard pre roll video - a form of online advertising that already maintains higher performance standards than static online banners. *source: (DoubleClick Video Ad benchmarks Feb 2007)

The research demonstrated that Ad Selector outperformed on all measures:

- ~ Ad awareness (unaided brand awareness 221% greater, top of mind awareness 288% greater),
- ~ Brand recall (290% higher than for regular pre roll)
- ~ Purchase intent (Ad Selector viewers 33% more likely to purchase the product/service),
- ~ Click through rates (106% higher)

"When we saw the outstanding results from the US trial we knew we had to forge ahead to bring this innovation into the New Zealand market" said Jeremy O'Brien, General Manager of Media Solutions, TVNZ's advertising innovation unit. "The benefit for our advertisers is such that we believe it will revolutionise the way brands communicate in this space".

In a signal of the strong partnership between TVNZ and Vivaki to launch the product, TVNZ announced Starcom clients Telecom, Procter & Gamble and Westpac would be the first advertisers to utilise the Ad Selector format, commencing from the beginning of November.

“Procter & Gamble is always looking for better ways to communicate to consumers online and to improve the digital advertising experience for them. Ad Selector is a simple way to create an extra level of engagement improving the advertiser and user interaction, we look forward to tracking the response rates in the NZ market” says Jack Daniel of Procter & Gamble.

Other references:

<http://www.vivaki.com/search/?query=ad+selector>

Attached references:

How Vivaki's 'The Pool' Settled on 'Ad Selector' Video Format

<http://www.clickz.com/clickz/news/1707197/how-vivakis-the-pool-settled-ad-selector-video-format>

Vivaki Predicts \$100M Market for New Format - Advertising Age - Digital

<http://geekgirlgonebad.posterous.com/online-video-vivaki-predicts-100m-market-for>

Other TVNZ firsts in digital innovations:

Ad on Pause

<http://www.stoppres.co.nz/advertising/2010/08/primo-takes-pause-pushes-ondemand-viewers-buttons/>

Ondemand on PS3

http://www.nzherald.co.nz/technology/news/article.cfm?c_id=5&objectid=10639801

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