

TVNZ Ondemand Player Skinning

Our Ondemand player has just got hotter! Check out the latest innovation to the digital platform offering an exclusive opportunity for branding and optimum exposure.

We have just introduced a stylish new element to our TVNZ Ondemand player, a video advertising skin, which allows our advertising clients to really 'own' the look and feel of a show.

This integrated marketing tool significantly enhances the offering to a sponsor by showing creative around the video player specific to the client and for the specific programme they want to be associated with. We currently have Kia Motors exclusive to TV ONE Close Up.

Its highly visible position means advertisers can capture the attention of all Ondemand viewers streaming that particular show.

The skin is clickable and can have user initiated animation. We have reporting capabilities (via Doubleclick ad-serving) to measure how many people have seen it, and how many people click through to see the sponsor's website.

These video advertising skins have become very popular in the international market, including the popular US online video service Hulu, "The branded player skin is a unique opportunity to skin the area around the player for maximum brand affinity in conjunction with a client's video commercial break." (hulu.com)

This new capability is already creating extensive buzz and curiosity from our clients.

The screenshot displays the TVNZ Ondemand player interface. At the top, there are links for 'LOGIN / REGISTER / CONTACT' and the TVNZ logo with the text 'Best Media Site 2010 NetGuide Web Awards'. A banner for 'SPORTAGE' features an orange SUV. Below this is a navigation bar with 'NEWS', 'SPORT', and 'TELEVISION' tabs, and a search bar with 'TVNZ ONDEMAND' and 'Enter Search Term'.

The main content area shows a video player for 'ONE Close Up Weeknights at 7pm | TV ONE'. The video player has a 'KIA' logo in the top left corner and a 'SPORTAGE' license plate. The video player controls show 'Advertisement 1 of 1: Your video will resume in 7 secs' and 'Chapter: 1 2 3'. To the right of the video player, there is a 'RECOMMENDED' section with three video thumbnails: 'The Vampire Diaries', 'Shortland Street', and 'Coronation Street'. Below this is a 'Like' button and a 'SHARE' button with social media icons for Twitter, Facebook, and Email.

At the bottom of the page, there is a row of Kia cars and the text 'www.kia.co.nz' on the left and 'Driving Design' on the right.