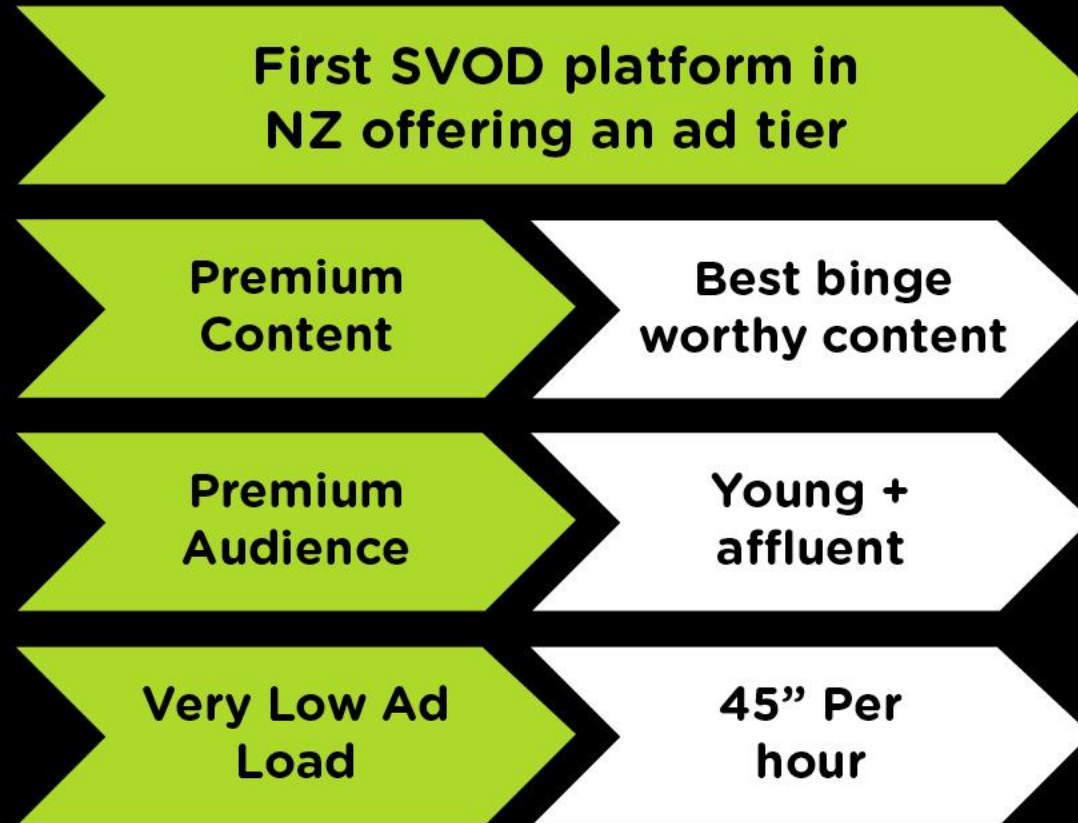


NEON

Digital Advertising

NEON NZ's Most Premium Video Offering

And why your clients should be on it...



Neon - Audience Profile



**SVOD PLATFORM TO
LAUNCH ADS IN NZ**



**1MIN PRE ROLL
PER HOUR**

Neon By The Numbers



PROFILES

591K

(excl. kids profiles)



UNIQUE ACCOUNTS

263K

Source: Sky Internal Data, 1 March 2024

NEON

Neon - Total Audience AP15+

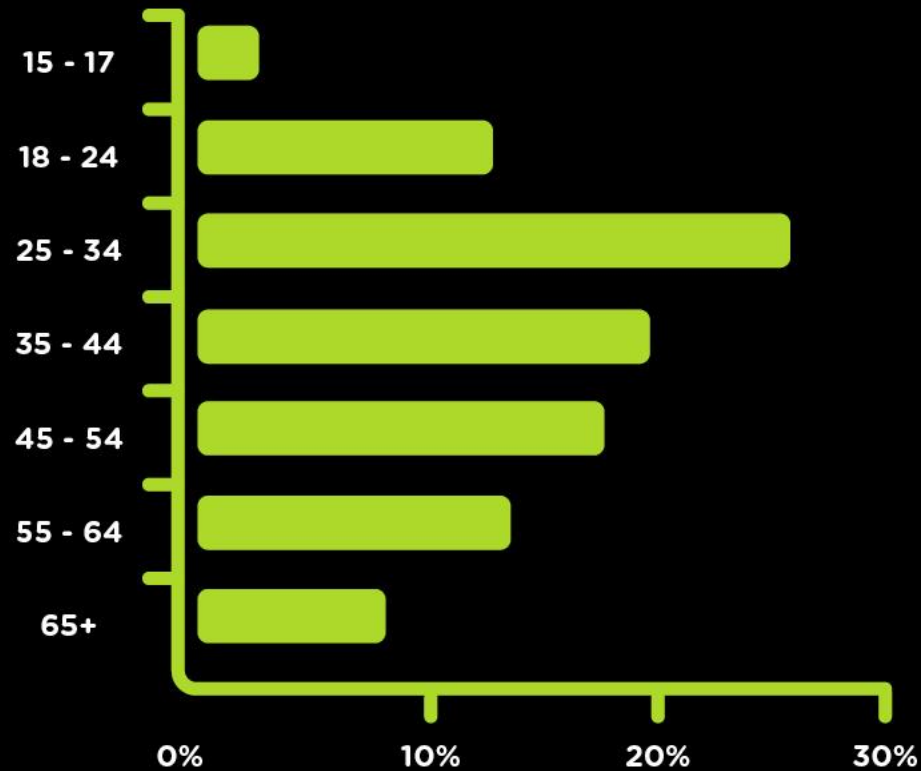
635K

Watched Neon in
the last month

374K

Watched Neon in
the last 7 days

Neon - Audience Profile



DEVICE BREAKDOWN



DESKTOP 11%



CTV 74%

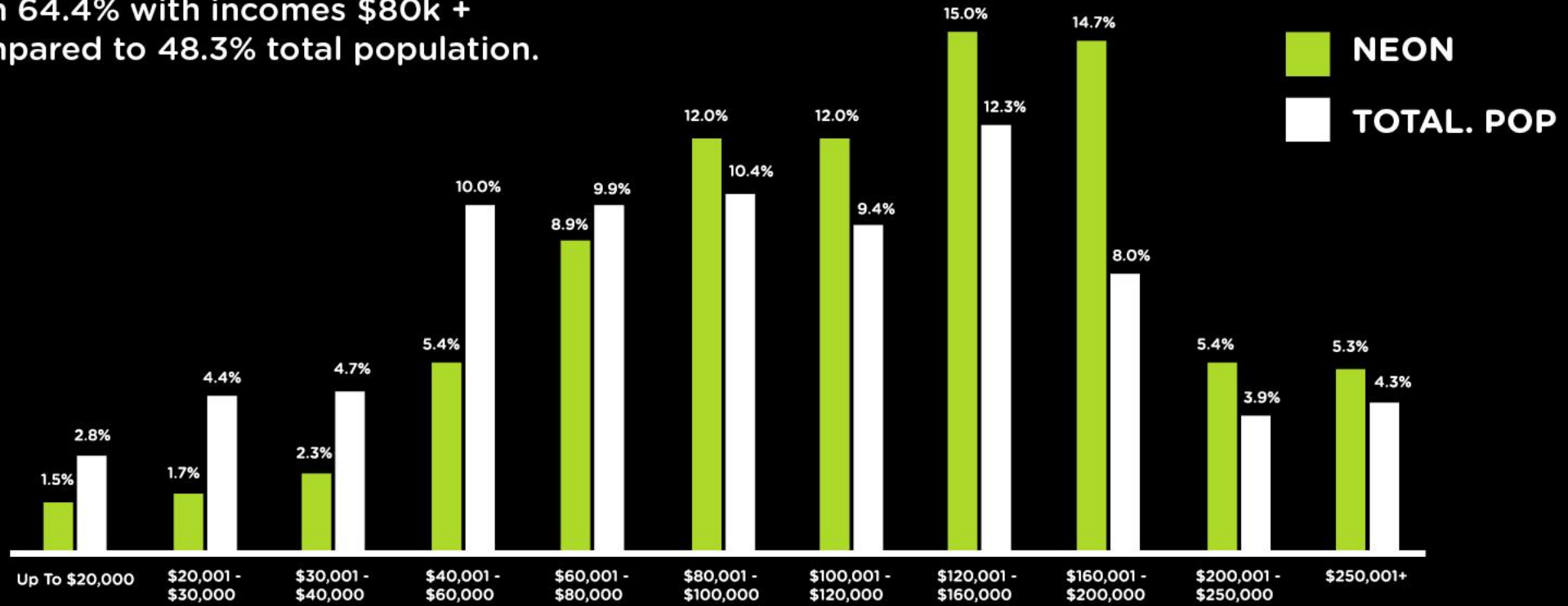


MOBILE &
TABLET 15%

NEON's Audience Profile

A Highly Affluent Audience

Neon viewers are higher income, with 64.4% with incomes \$80k + compared to 48.3% total population.



NEON's Highly Engaged Audience



62,975,558
EPISODES PLAYED



59,477,483
HOURS WATCHING



7,703,300
MOVIES PLAYED



1.81HRS
DAILY AVERAGE

NEON – Premium Viewer Experience

	NEON	tvnz+	+H _R E now
ADVERTISING	✓	✓	✓
WATCHLIST	✓	✓	✓
PROFILES	✓	✓	✗
KIDS SECTION	✓	✓	✗
SEARCH RECOMMENDATIONS	✓	✗	✗
STILL WATCHING REMINDER	✓	✗	✗
DOWNLOADS (for Standard & Annual)	✓	✗	✗
SKIP OPENING TITLES Note: pre roll ad unskippable	Coming Mid 2024	✗	✗

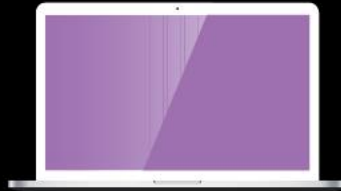
NEON - Device Breakdown

Watch on big screen 74%*

Watch on mobile and tablet: 25%



TV
35%



PC
19%



Smartphone
19%



Chromecast
16%



Tablet
6%



Console
3%



Set-top Box
0.71%

NEON – Premium Content

A sample of our top shows over the last 12 months

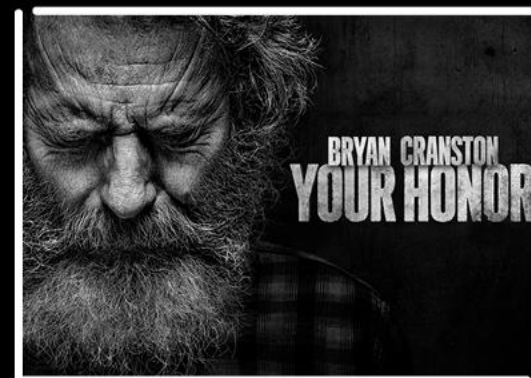
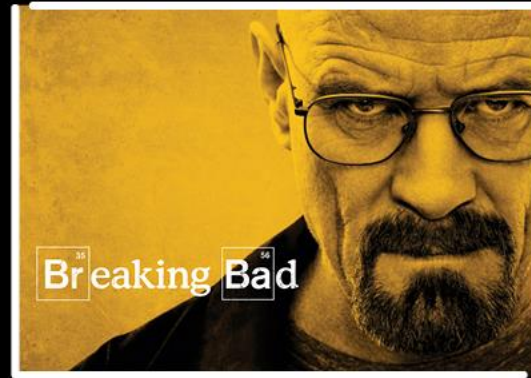


Data source: Neon's Snowflake Data last 12 months 31/10/22 to 30/10/23



NEON – Premium Content

A sample of our top shows over the last 12 months

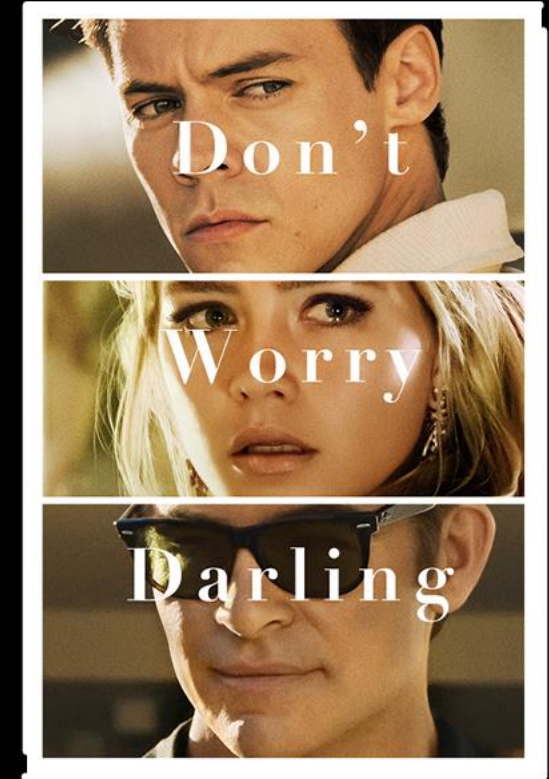
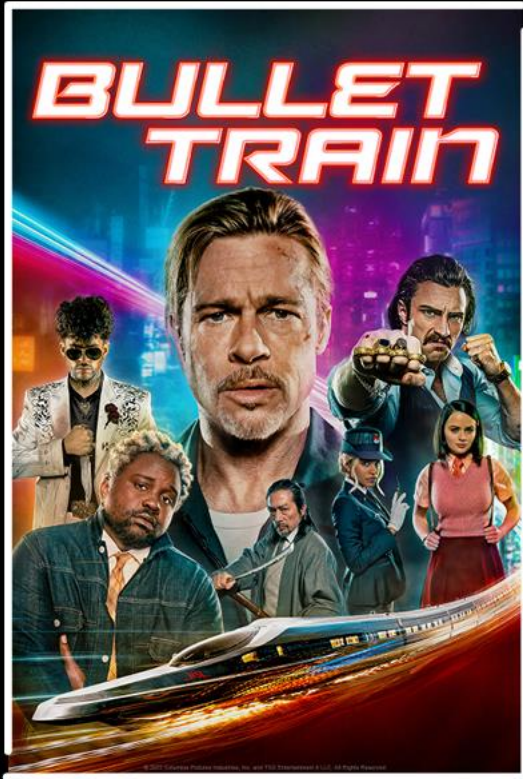


Data source: Neon's Snowflake Data last 12 months 31/10/22 to 30/10/23



NEON - Premium Movies

A sample of our top movies over the last 12 months

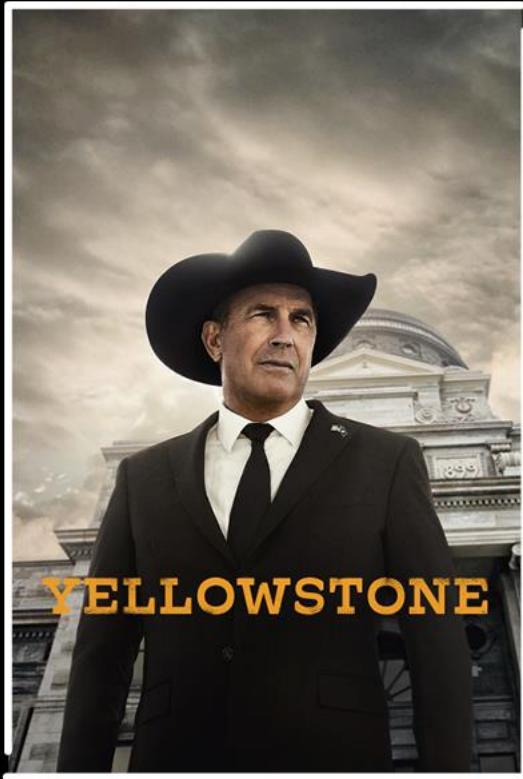


Data source: Neon's Snowflake Data last 12 months 31/10/22 to 30/10/23



NEON - Premium Content

A small sample of what's to come in 2024



NEW SEASONS

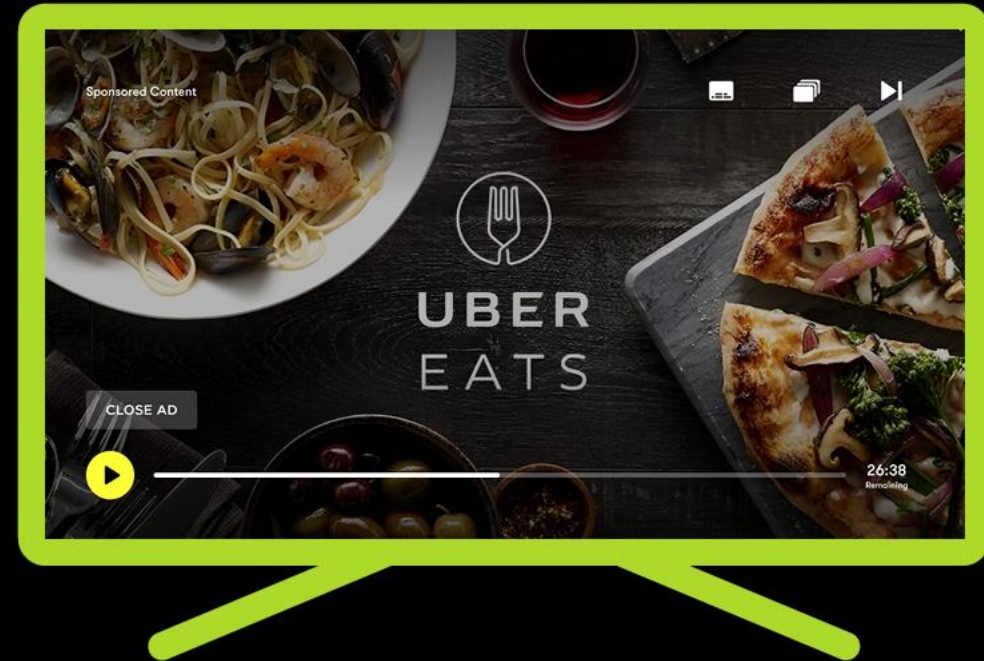
Data source: Neon's Snowflake Data last 12 months 31/10/22 to 30/10/23

NEON

Neon Ad Formats – Ad on Pause

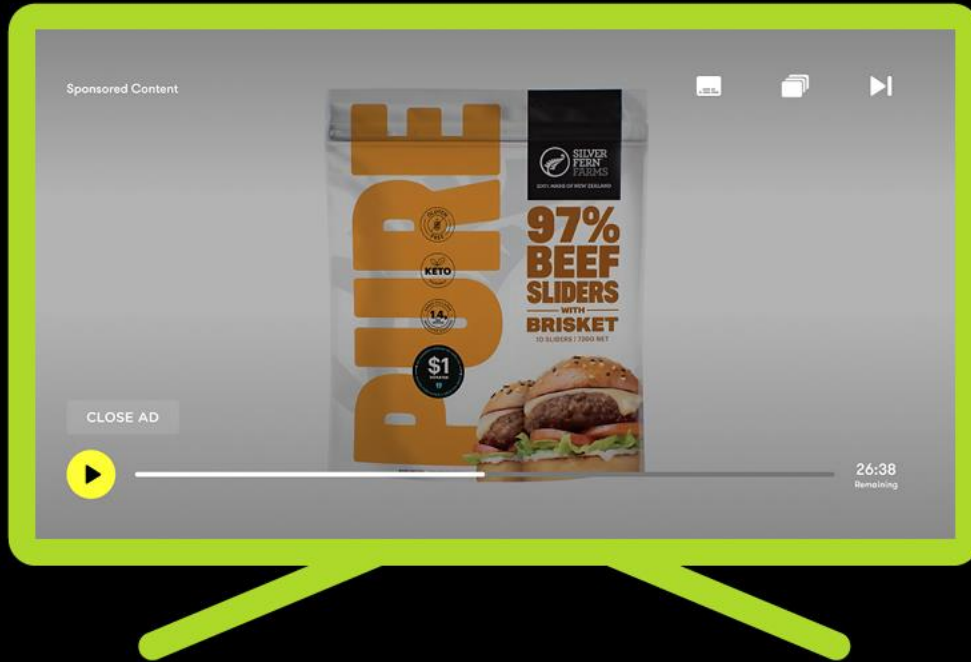
Ad on Pause:

- Static format
- Non-interruptive (as viewer initiated)
- Full Screen
- Book via Direct IO or Programmatically
- Runs on Basic and Standard tiers
- Targeting available: Regional Geo, Frequency capping, Device and Time of day*
- Audience and profile targeting*



*From Q2 2024

Neon Ad Formats – Video pre roll



Video pre roll:

- Plays before content begins
- Unskippable
- 15, 30 and 45* second durations
- Multi-screen capabilities
- Runs on Basic tier only
- Book via Direct IO or Programmatically
- Targeting available: Regional Geo, Frequency capping, Device and Time of day*
- Audience and Profile targeting*
- Premium Sponsorships*

*Available from Q2 2024

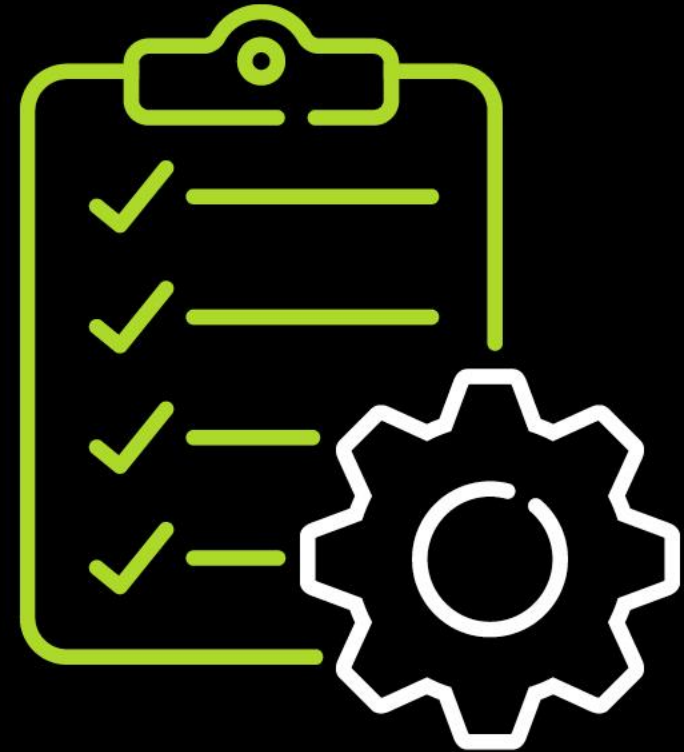
NEON

Appendix

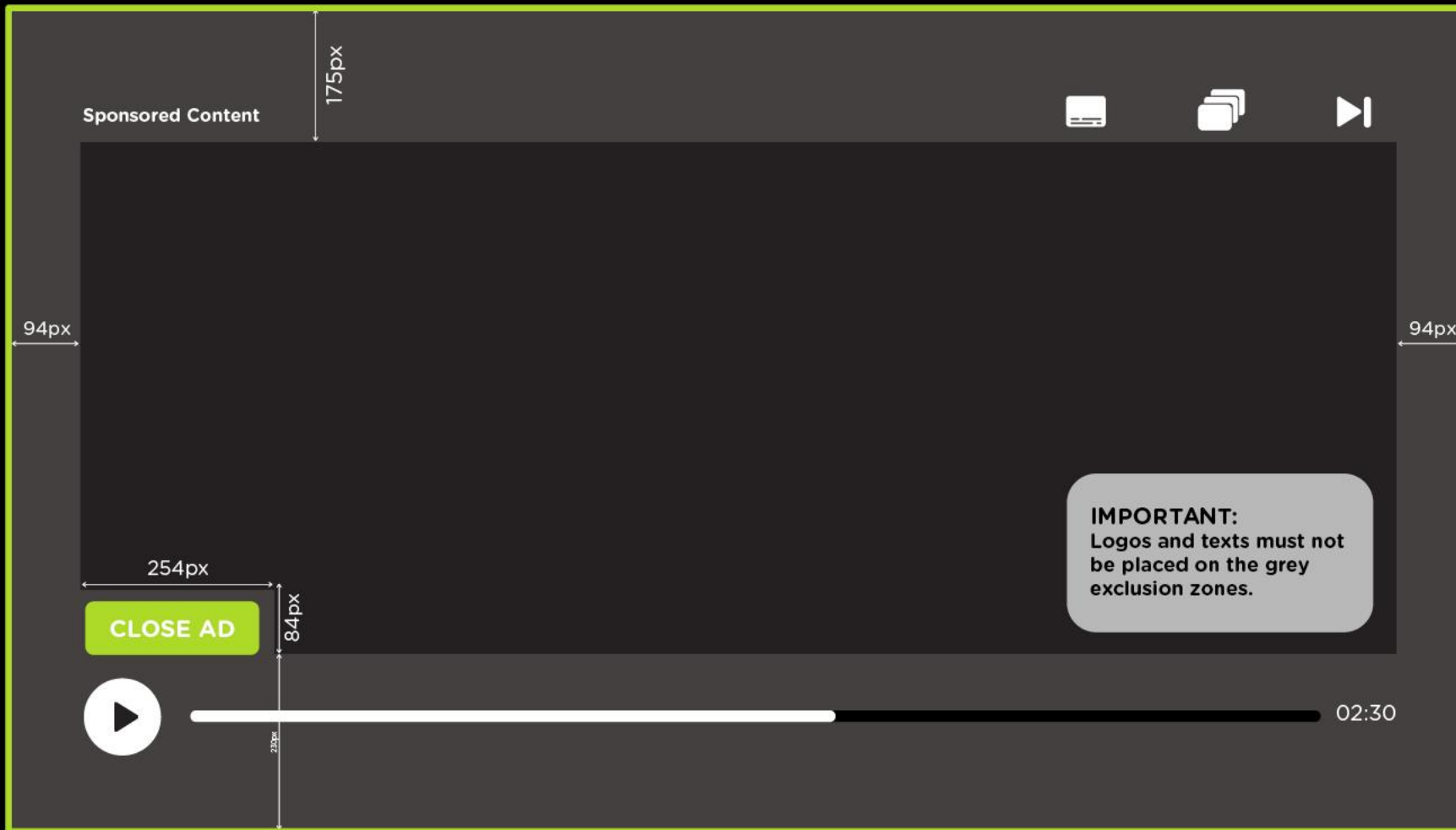
Ad Specs - Ad On Pause

All Ad on Pause creative should follow the below specifications:

- Size: 1280x720
- File format: JPG/PNG/GIF (static only). Creative must be hosted by Sky
- Max file size: 150kbs
- Clickable: No
- Logos and text must not be placed on the grey exclusion zones
- Availability: Initiated when Sky content is paused across most Connected TV's and Desktop computers
- The creative can be Advertiser OR Publisher hosted



NEON - Ad On Pause Specs



Ad Specs - Video

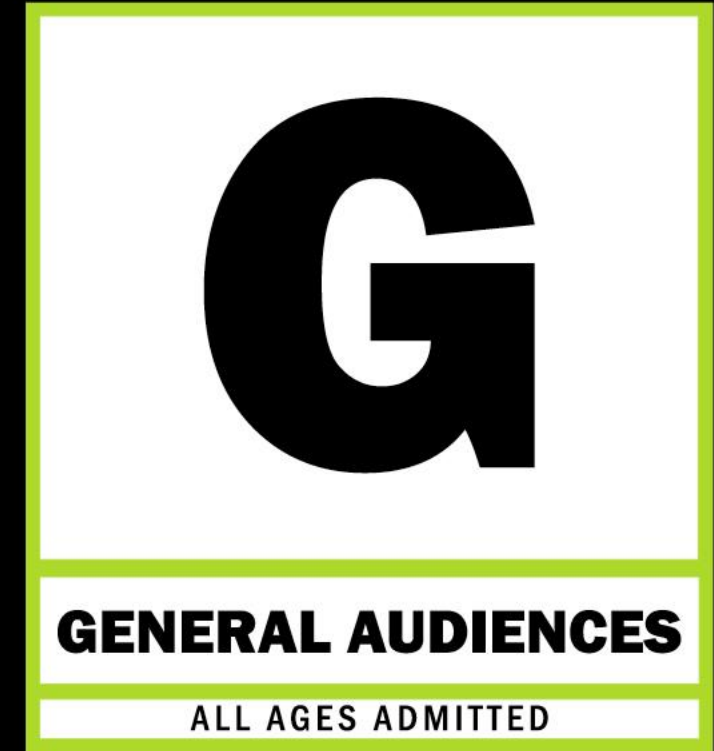
All video creative, whether Sky hosted or behind a VAST Redirect, should follow the below specifications:

- Format: **MPEG4 (MP4)** or **MOV** files with **H264, MPEG4** video codecs and **AAC** audio codec. Dimensions (in pixels): Preferred: **1920x1080** Accepted: **1280x720**
- Bit Rate: Minimum **15,000 kb/s (15 Mb/s)** for Video and Minimum **192 kb/s** for Audio
- Audio Loudness: **-24 LKFS**
- All videos must include audio, videos without audio will be rejected. Please reach out to your Sky Sales contact for enquiries
- Click Through: An active linking URL pointing to a secure (https) website, **not exceeding 128** characters, must be provided with all creatives. Our ad server supports English alphanumeric characters in upper and lower case, as well as the following special characters: **- _ . ! ~ * () % # ; / ? : @ & = + \$, \ " [] { } | ` ^ '**
- File size for Sky hosted creative: Up to **512 MB** (as imposed by Google our primary ad server, and is therefore subject to change)
- Third party hosting must use **https://** secure URLs
- Sky does not require video creative to be sent via a provider or CAB approved

Advertising Restrictions

Alcohol and mature advertising restrictions

- Alcohol video ads will be excluded from **kids** profiles and **kids** content with an additional layer of targeting to shows with appropriate content ratings e.g AO
- Alcohol standard display and Ad on Pause ads will be excluded from **kids** profiles and **kids** content and time targeted between 2030 and 0600
- It is the responsibility of the advertiser to ensure all ASA/ LAPPS alcohol guidelines have been adhered to
- Video ads with a CAB classification of M (mature audiences) will receive restrictions in line with ASA alcohol guidelines as outlined above across both video and display formats. Where a CAB classification is not available it is at the discretion of Sky if mature rating restrictions must be put in place. Frequency capping will be applied for video ads classified M; the level of frequency capping required to be decided by Sky in consultation with the client upon review of the campaign-specific video creative
- Sky does not accept vaping advertising across the network
- All Kids content will be **excluded** and no ads will run on **kids** profiles



Neon - New Subscriber Plans

CHOOSE THE WAY YOU PAY		SAVE OVER 16% WHEN YOU PREPAY		
		Basic with Ads	Standard	Annual
✓ 7 Day Free Trial		\$12.99 per month	\$19.99 per month	\$199.99 per year \$16.67/month
	✓ Unlimited access to TV series and movies			
	Screens you can watch on at the same time	2 Screens	2 Screens	2 Screens
	Number of user profiles	5 profiles	5 profiles	5 profiles
	Download available	✗	✓	✓
	Video quality	HD	HD	HD
	Ad options Learn More	Pre-roll + Ad on Pause	Ad on Pause only	Ad on Pause only
	Resolution	1080p	1080p	1080p