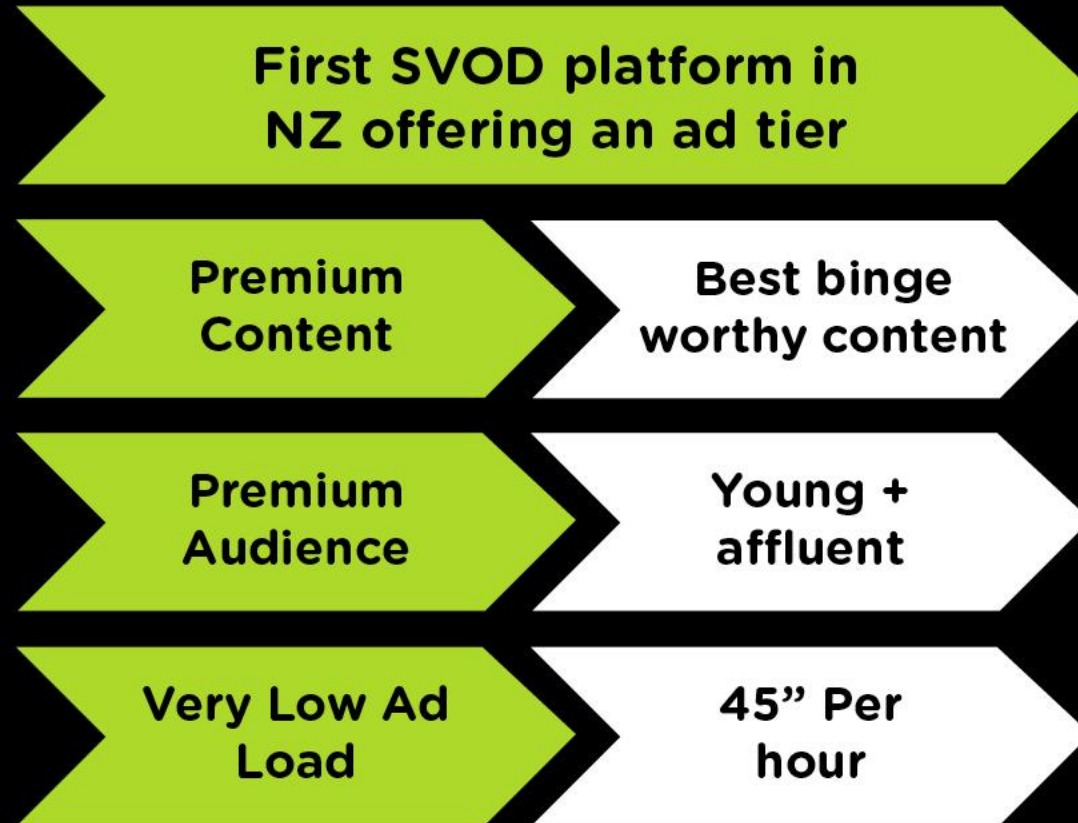


NEON

Digital Advertising

NEON NZ's Most Premium Video Offering

And why your clients should be on it...



NEON's Total Audience AP15+

674K

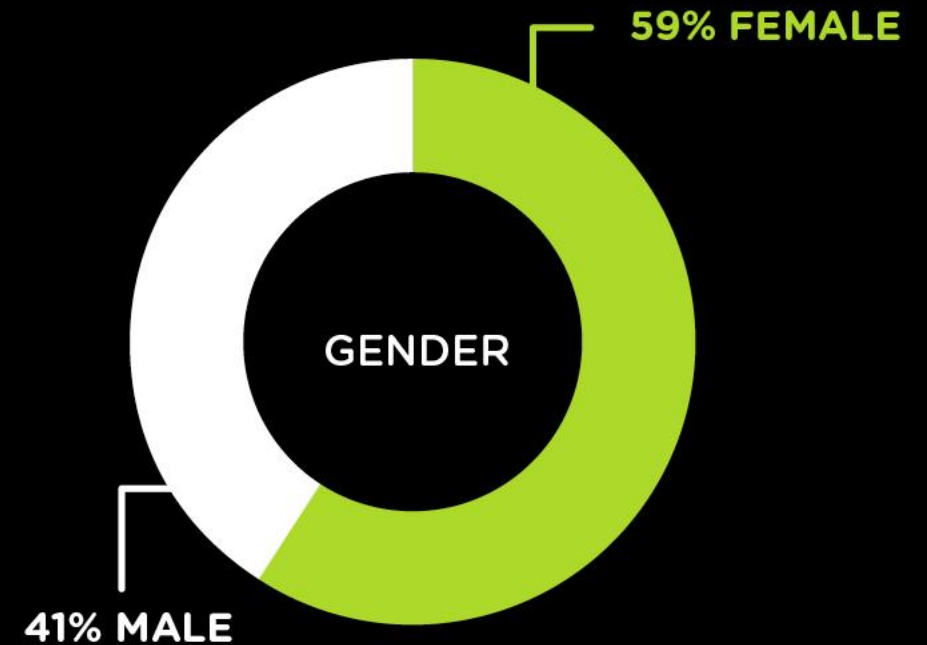
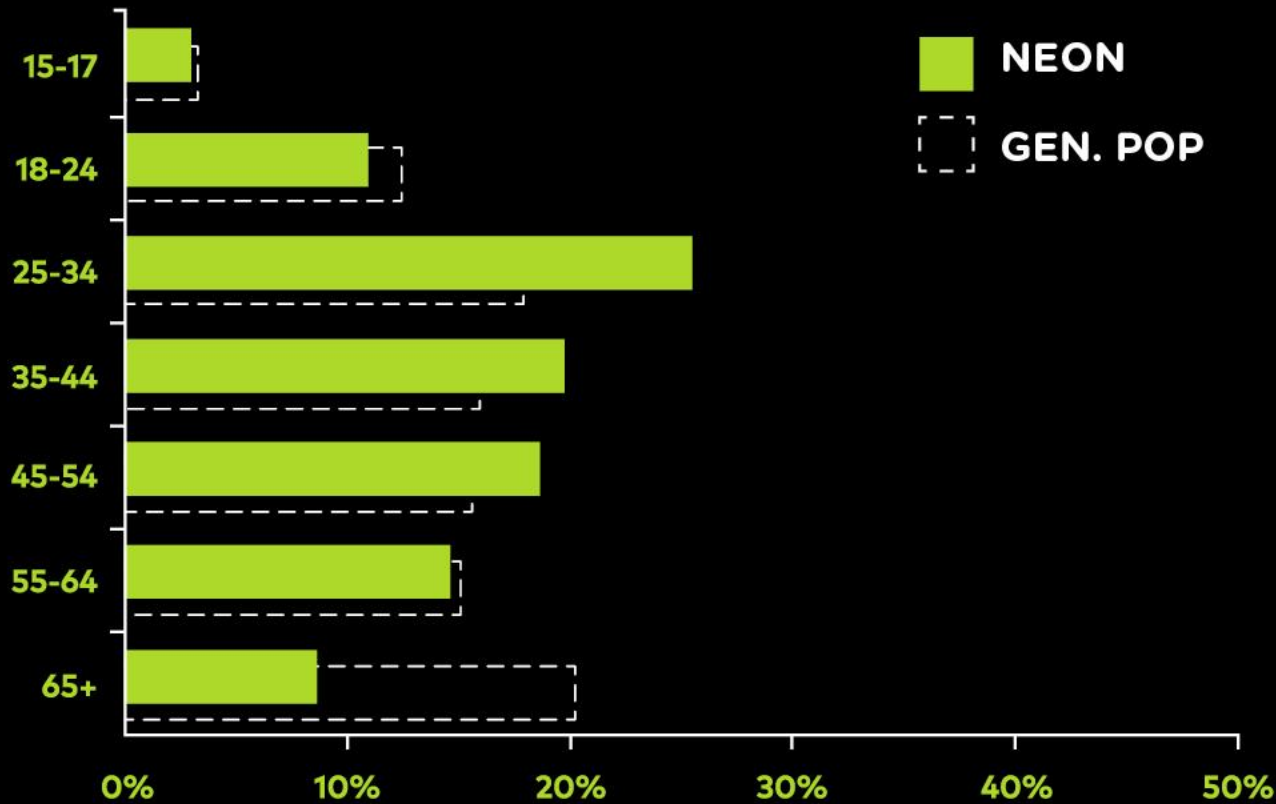
Watched Neon in
the last month

406K

Watched Neon in
the last 7 days

NEON's Audience Profile

Skews Younger Female



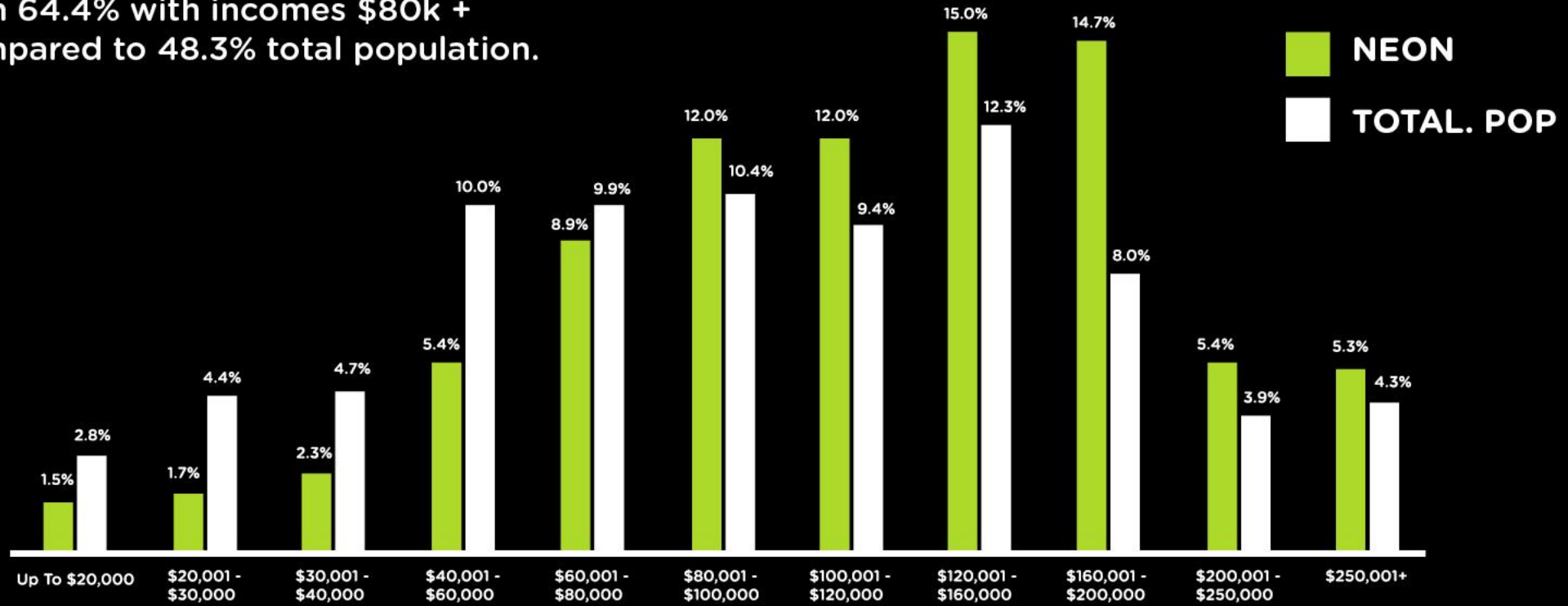
Source: Gen Pop: Nielsen CMI, Q3 2022- Q2 2023, AP15+, Online video/TV services used L7D [Neon]



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	✗	✗

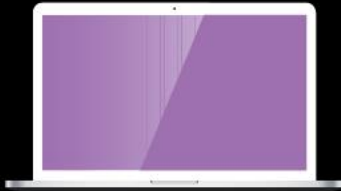
NEON - Device Breakdown

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

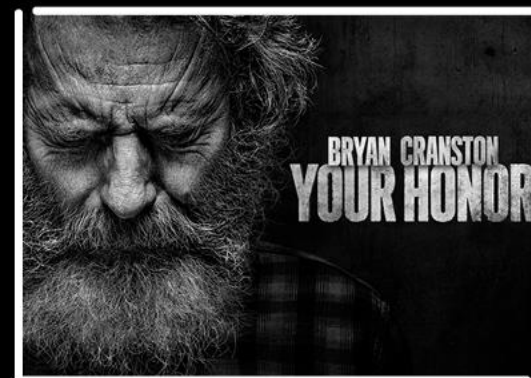
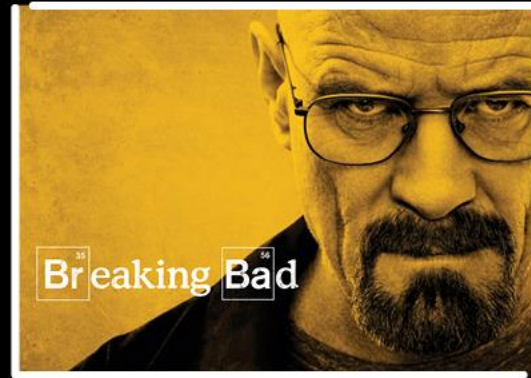


Data source: Neon's Snowflake Data last 12 months 31/10/22 to 30/10/23



NEON – Premium Content

A sample of our top shows over the last 12 months

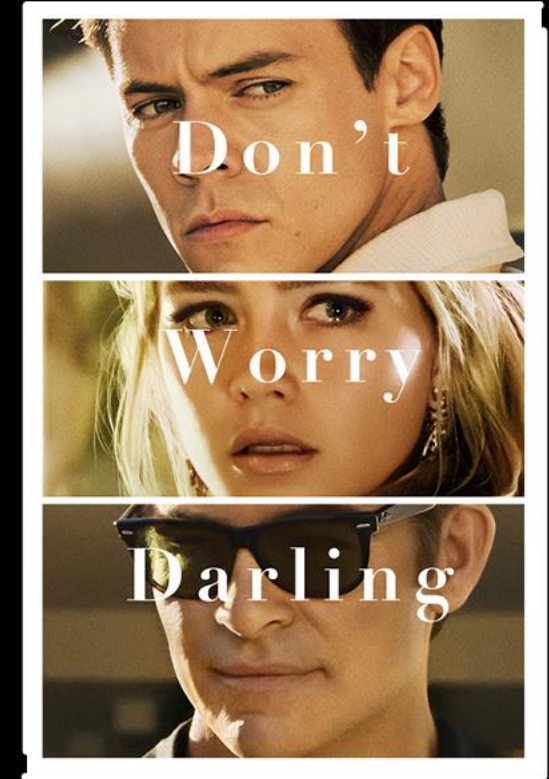
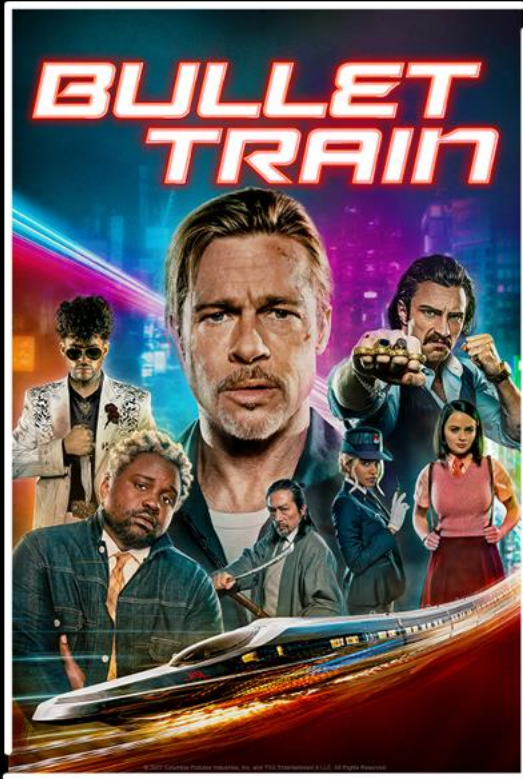


Data source: Neon's Snowflake Data last 12 months 31/10/22 to 30/10/23



NEON - Premium Movies

A sample of our top movies over the last 12 months

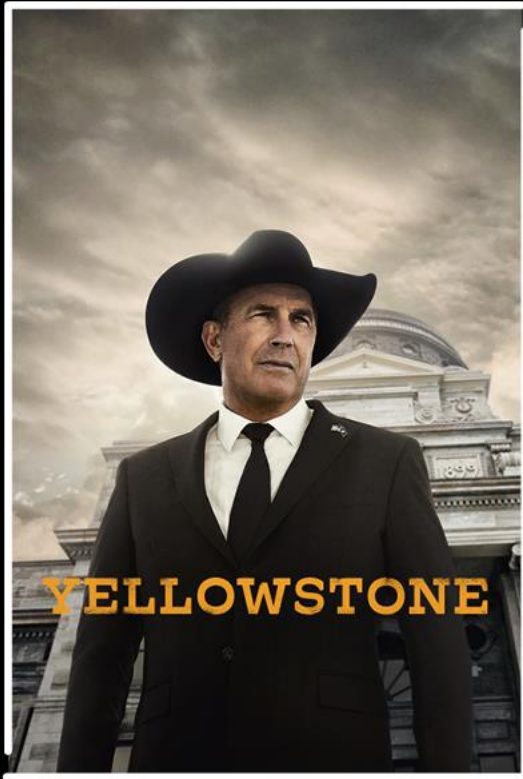


Data source: Neon's Snowflake Data last 12 months 31/10/22 to 30/10/23



NEON - Premium Content

A small sample of what's to come in 2024



NEW SEASONS

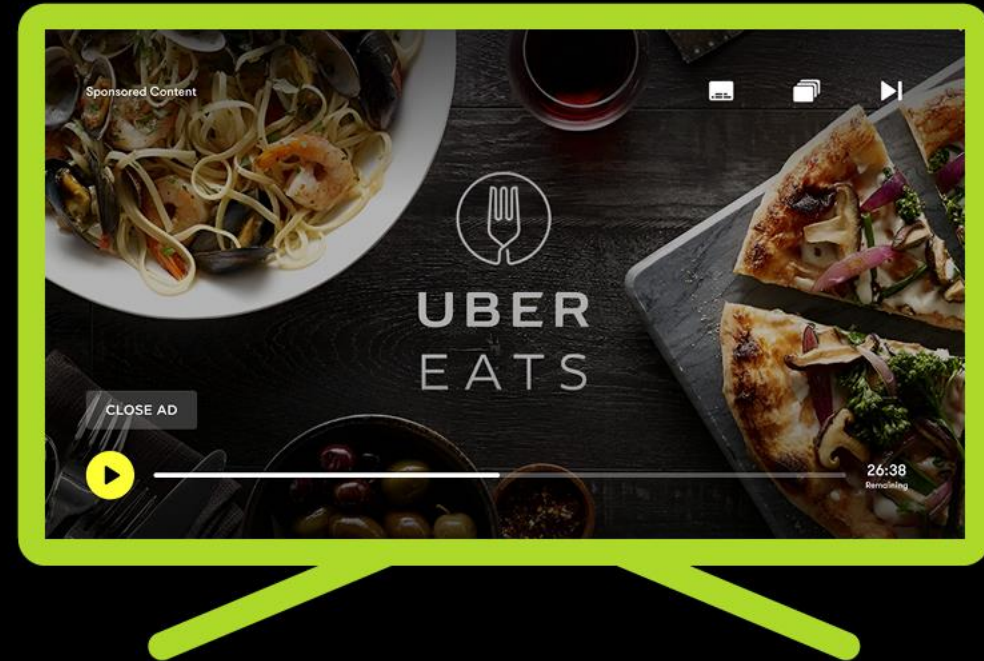
Data source: Neon's Snowflake Data last 12 months 31/10/22 to 30/10/23

NEON

Neon Ad Formats – Ad on Pause

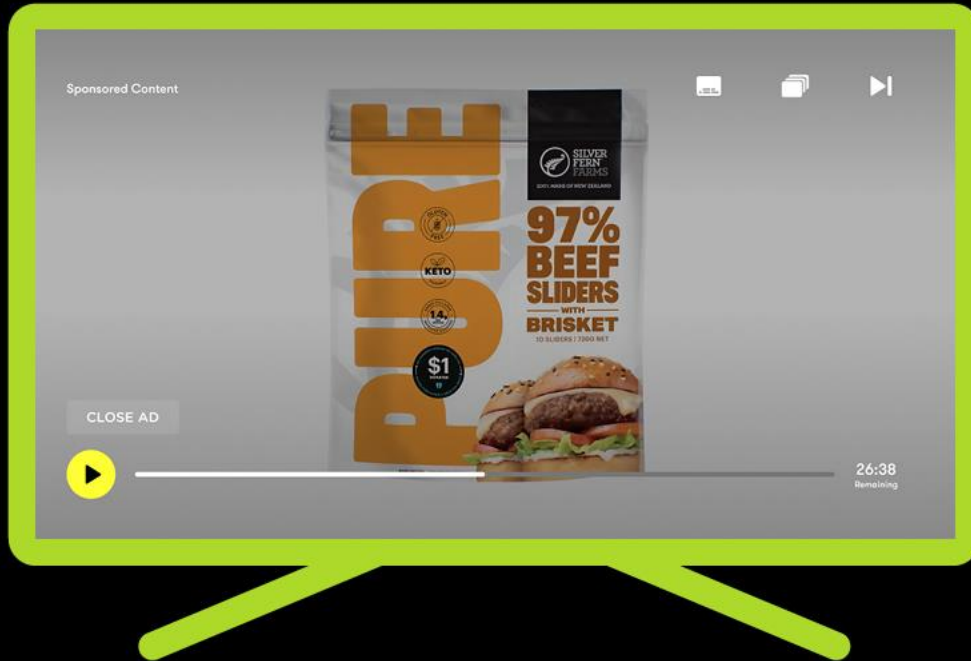
Ad on Pause:

- 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

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Appendix

Ad Specs - Video

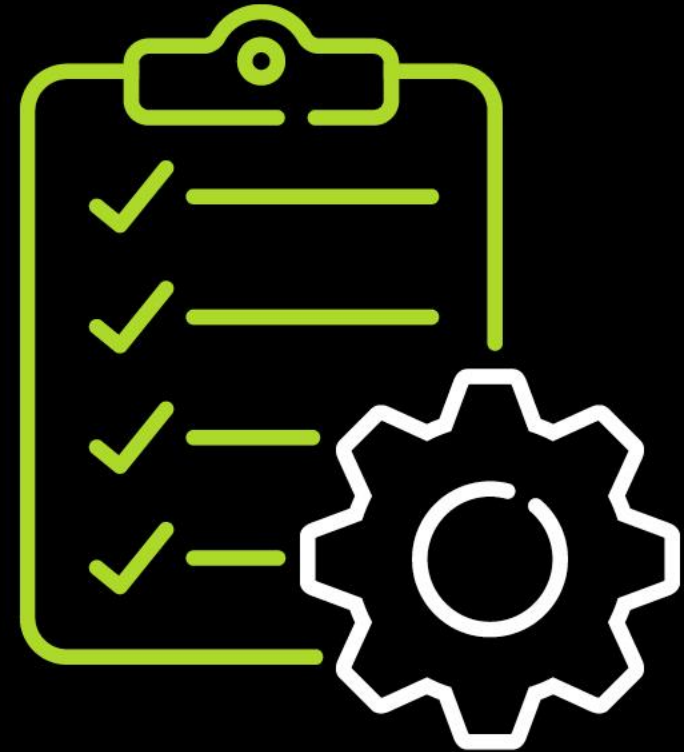
All video creative, whether Sky hosted or behind a VAST (V3) Redirect, should follow the below specifications

- Format: MP4 wrapped files, H264 video codec, AAC audio codec (2ch Stereo), Dimensions (in pixels):
Preferred: 1920x1080 Accepted: 1280x720
- Bit Rate: Minimum 15,000 kb/s for Video, Minimum 128 kb/s for Audio
- Audio Loudness: -23 LUFS (EBU R-128)
- All videos must include audio, videos without audio will be rejected.
Please reach out to your Sky Sales contact for enquiries.
- Third party hosting must use <https://> secure URLs
- Video creative that is to be schedule on both Linear and online must be provided to Sky via
[Adstream or Peach](#) and must have CAB approval
- Video Creative for online only does not require CAB approval and can be delivered via VAST redirects

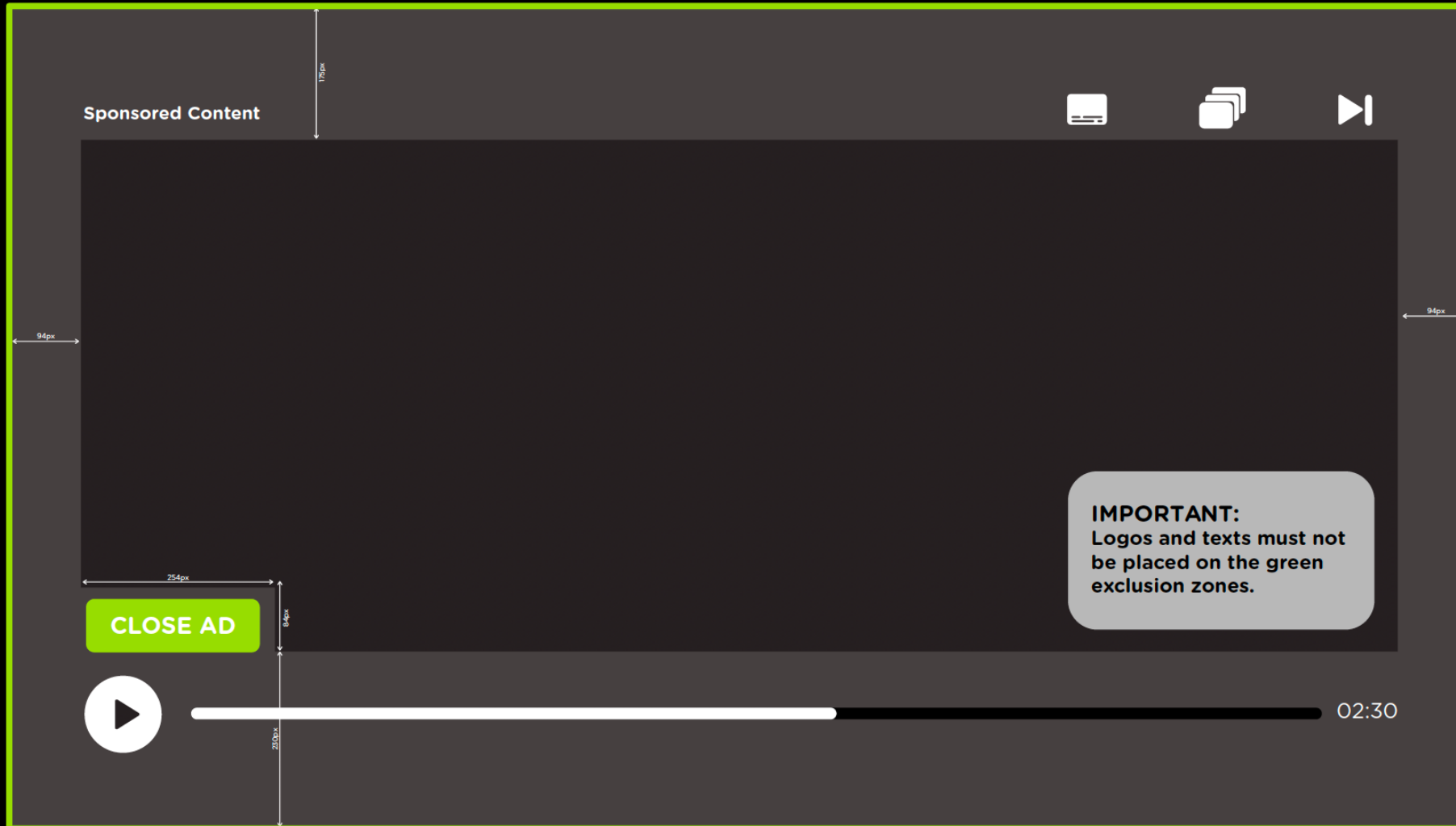
Ad Specs - Ad On Pause

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
- Availability: Initiated when Sky content is paused across most Connected TV's and Desktop computers



NEON - Ad on Pause Specs



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

