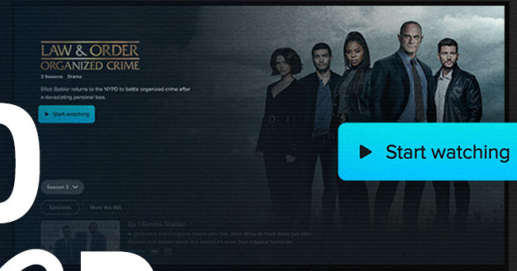


THE UNTAPPED POWER OF LIVE AND ON DEMAND



⋮Nine

REACH ✨
FREQUENCY
CPM ↗

Video evaluation metrics are designed to be homogenous and make comparisons easier, making budget allocation smoother. ✨

TOO GOOD TO BE TRUE? **BECAUSE IT IS.**

HERE'S THE REALITY:
NOT ALL VIDEO IS
CREATED EQUAL



If you treat all video as equal, you are effectively planning for an average result. Our latest research with Kantar and Adgile proves that the magic of video doesn't happen in the similarities; **it happens in the differences.**

LIVE AND ON DEMAND
THE POWERHOUSE DUO ✨ ✨



THE FAME

LIVE



Live Video is the “**Fame**” engine, a brand-building booster. It is immediate, shared, and culturally anticipated.

FOR VIEWERS

78% say it’s important to watch these moments as they happen. This creates a captive audience that is highly focused.

FOR ADVERTISERS

This translates to saliency: live content delivers a **24%** increase in brand recall compared to On-Demand.

THE FORTUNE

ON DEMAND



On-Demand Video is the “**Fortune**” engine, prompting customer actions. This is the world of personal indulgence.

FOR VIEWERS

They have actively selected the content, they are in a relaxed flow state, immersed in the narrative.

FOR ADVERTISERS

This mindset is a catalyst for intent, delivering significantly **higher purchase intent** of live viewing alone.

STRIKE THE RIGHT BALANCE,
DOUBLE YOUR MARKETING OUTCOMES

THE FORGOTTEN MIDDLE CHILD

ENCORE

Encore is the long tail of linear programming. Well-loved, nostalgic content. Often overlooked, Encore is cost-efficient, mass-reaching, and provides a unique opportunity to drive action at a fraction of the prime-time cost.

A hidden efficiency engine **163%** more responsive than live content.



SHAPE YOUR STRATEGY WITH LIVE AND ON DEMAND



Match the Mix to Your Objective

Think about your Live/On-Demand Split, and whether your objective is pure brand equity or driving immediate acquisition.

Genre is a Strategic Lever

The types of content that audiences watch impacts the effects created. Brand Recall? Live Reality. Direct Responsiveness? On-Demand Sport.


Adapt Creative to the Mindset

High Impact? Live. Detailed Stories? On-Demand.



TALK TO US

Are you looking to learn more about the untapped power of Live and On-Demand? We're here to help.



ENQUIRE NOW



growthproject@nine.com.au

