



2024

# ZERO DIGITAL SPORTS

2.5M

Monthly Network Reach

82%

Ad Viewability

5.32M

Instream video Impressions

70%

Completion Rates

AU

Geographic

86% 14%  
M F

Gender

**ZERO**  
DIGITAL SPORTS

# Zero Digital Sports



Zero Digital Sports is a 24/7 Australian news agency that produces world class digital sports platforms as well as premium, unique outsourced sports content for advertisers and publishers around the world.

Our experienced team of 30+ digital journalists and producers cover all of the major Australian sports reaching 2.5+ million users every month.

| MEDIA

**ZERO TACKLE**  
**ZERO HANGER**

| Zero Digital Sports

30+ journalists and digital producers

2.5+ million users every month

100% Australian

# ZERO TACKLE

Largest independent NRL fan site



Zero Tackle is the largest independent NRL content destination in Australia. Bringing all the latest news, rumours, signings and contracts as well as opinions and features, Zero Tackle is the go-to destination for the hardcore rugby league fan.

| MEDIA

**ZERO TACKLE**

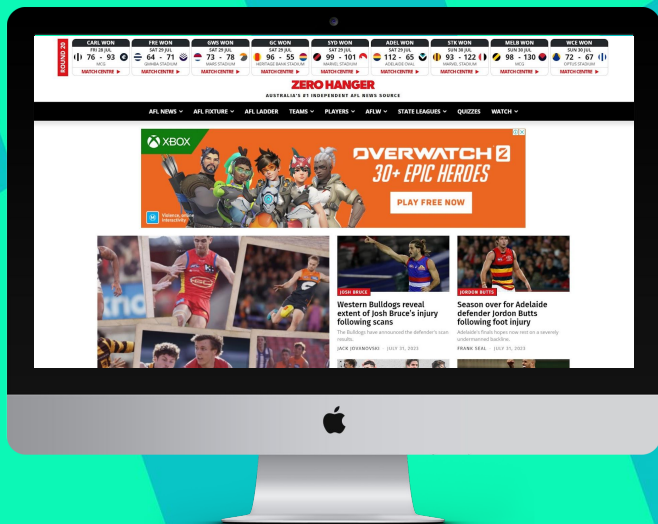
| Monthly traffic

**4.92 -Million impressions**

**1,311,140 Users**

# ZERO HANGER

One of the fastest growing AFL fan sites.



Zero Hanger is one of the fastest growing independent AFL news sites. With all the latest news and rumours, as well as features and analysis, Zero Hanger is the go-to destination for the hardcore Aussie Rules fan.

| MEDIA

**ZERO HANGER**

| Monthly traffic

**3.56 -Million impressions**

**887,405 Users**

# Rich Media High Impact

## Bonzai TruSkin – Desktop & Mobile

Bonzai offers highly viewable and rich media units. TruSkin is high impact unit & always in view.

They can be brought direct or programmatically.

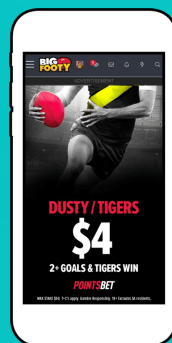


CTR

1.20%

Engagement rate

1.50%

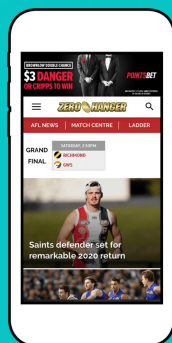


Viewability

92%

eCPM

\$25



# Mobile High Impact

## Bonzai Scroll X / Interscroller

Great for capturing attention without being too intrusive to the viewers experience.

A must have when showcasing any product, message, video or campaign offer.

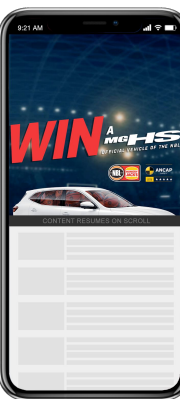
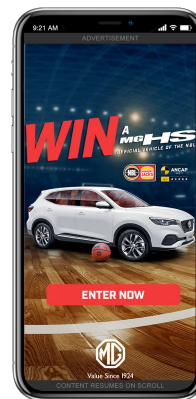


CTR

0.81%

Engagement rate

1.73%



Viewability

89%

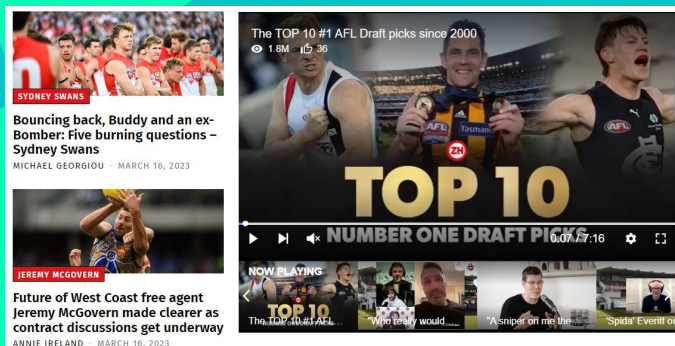
eCPM

\$20

# Instream video

6", 15" and 30"

Enjoy brand-safe sports environments across AFL & NRL with Instream video across Zero Tackle and Zero Hanger. Available direct or programmatically.



Completion Rate

70%

Instream video Impressions

7.96M

Viewability

81%

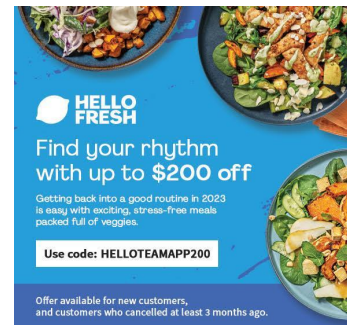
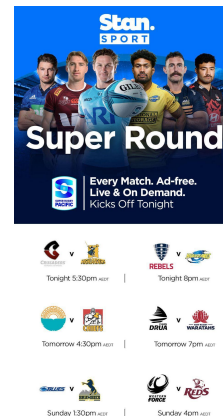
eCPM

\$35

# Solus eDMs

50k emails opted-in subscribers

Zero Tackle & Zero Hanger: Ability to reach sports fans.



START FREE TRIAL NOW

CTR

2.41%

Unique CTR

1.73%

Open Rate

42%

Cost per email

\$0.05

# SPONSORSHIP OPPORTUNITY

## Branded content aligned with audience objectives

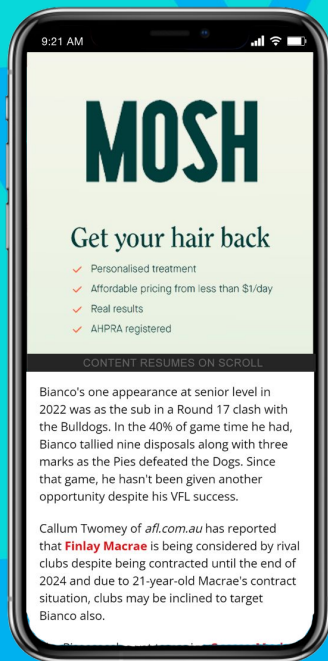
### Content

MOSH is all about transformation. Supporting men in living healthier and happier lives.

This content partnership opportunity is about ownership of Zero Tackle and Zero Hanger trade, transfer and player movement content to align with the theme of 'transformation.'

Changing players.  
Changing teams.  
Changing lives.

MOSH.





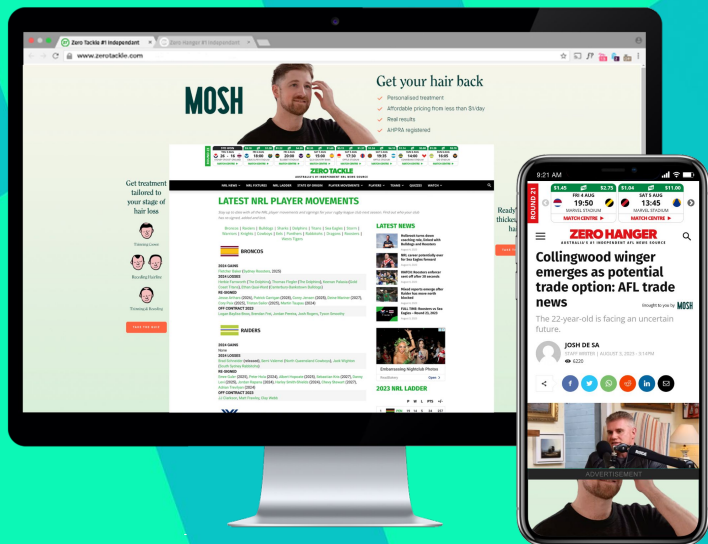
# Branded Content

Personalized content aligned with brand objectives

## GOAL

To align the MOSH brand to all player movement content throughout the footy finals period.

This includes our Zero Tackle and Zero Hanger trade & transfer news landing pages as well as all articles tagged as related to player movement.



## MEDIA

**ZERO HANGER**  
**ZERO TACKLE**

## ARTICLES

Articles Brought to you by  
**20 Articles**  
over 100,000 views

# Social Media

Personalized content aligned with brand objectives



## | GOAL

To align the MOSH brand to all player movement content throughout the footy finals period.

## | MEDIA

**ZERO HANGER**  
**ZERO TACKLE**

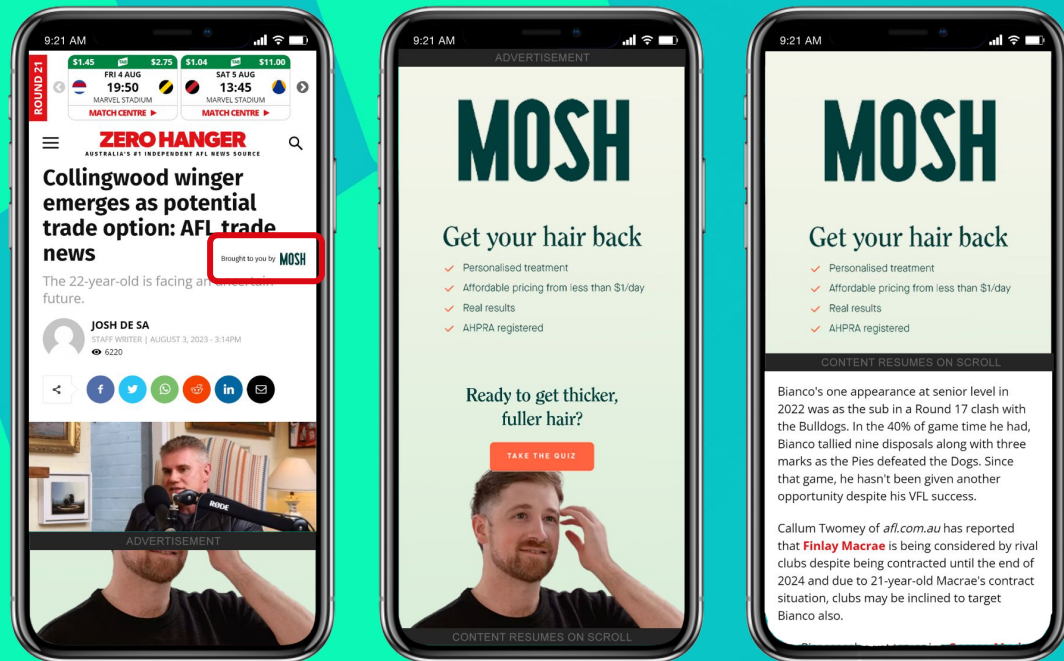
## | Facebook and Instagram posts

MINIMUM  
15 posts

MINIMUM  
225,000 VIEWS

# Logo Brand Sponsorship

Personalized content aligned with brand objectives



| MEDIA

**ZERO HANGER**  
**ZERO TACKLE**

| MOBILE SCROLLEX

IMPRESSIONS  
100,000

| DESKTOP TRUESKIN

IMPRESSIONS  
100,000

# SPONSORSHIP OPPORTUNITY

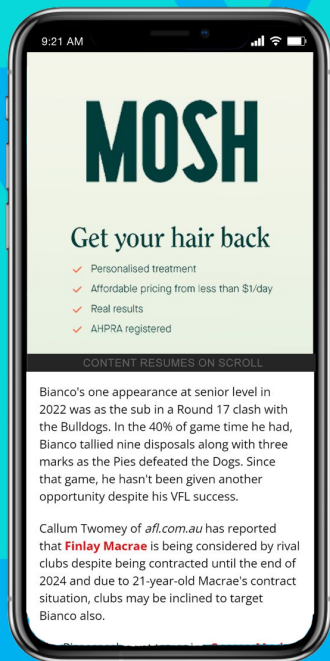
## Branded content aligned with audience objectives

### Sponsorship package summary

This content partnership opportunity is about ownership of Zero Tackle and Zero Hanger trade, transfer and player movement content to align with the theme of 'transformation.'

20 Articles Brought to you by  
15 Social posts Brought to you by  
970x250 - 200,000 impressions  
300x250 - 200,000 impressions  
TrueSkins - 100,000 impressions  
Scrollex - 100,000 impressions  
Instream video views 200,000  
Logo views Over 600,000

**Investment: \$18,800.00**



# Rate Card

## Inventory

- Display
- Video
- High Impact

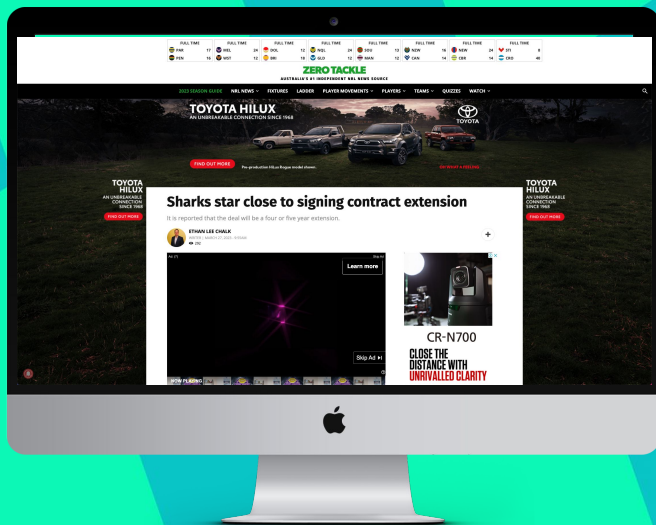
## Solutions

- Homepage takeover
- Sponsorship packages
- Content Editorial
- Video Editorial
- Solus eDM

Ad formats	CPM
Standard desktop & m-web banners	\$8 CPM
Half pages & Billboards	\$10 CPM
Mobile ScrollX / Interstitials	\$15 CPM
Rich Media (Bonzai Desktop TruSkin)	\$25CPM
Instream Video (6", 15" & 30")	\$30 CPM
eDMs (Gameday & TeamApp Only) 1.4mil emails	\$0.05 per email

# Case Study

## Toyota Hilux – Brand Awareness Response



### | GOAL

Toyota Hilux wanted to leverage Interplay's sports audiences to reach tradies for their new vehicle release.

### | STRATEGY

Interplay leveraged, not only their high impact capabilities, but their new in-stream solutions across Zero Digital Sports to drive further brand awareness coupled with high impact engagement. The results drove a 4% uplift on Toyota vehicle purchase intent.

### | MEDIA

**ZERO HANGER**  
**ZERO TACKLE**

### | RESULTS

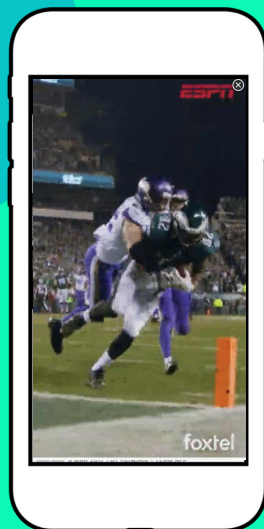
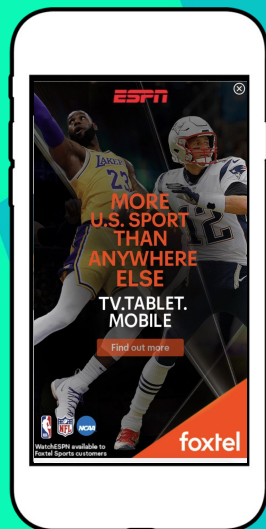
IMPRESSIONS  
**1.8m**

CLICKS  
**5,832**

Avg CTR  
**0.32%**

# Case Study

## Foxtel ESPN – US Sports Awareness Driver



### | GOAL

Create awareness of Foxtel GO's US Sports Coverage + new subscribers showcasing US sport content 24/7 in the AU off-season

### | STRATEGY

Targeting males 18-34 across AFL & NRL codes with high impact time targeted messaging across Interplays digital sports platforms drove high yielding results

### | MEDIA

**ZERO HANGER**  
**ZERO TACKLE**

### | RESULTS

IMPRESSIONS  
3.2m

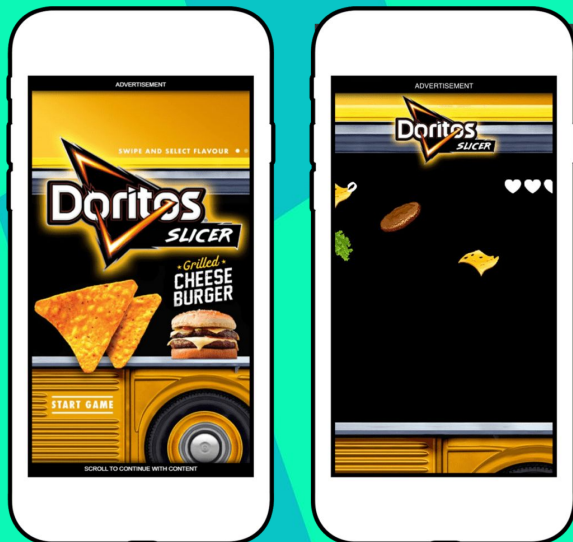
CLICKS  
40,000+

Avg CTR  
1.37%



# Case Study

## Doritos – Slicer Campaign



### | GOAL

To increase brand awareness following the release of the new Doritos Grilled Cheeseburger and Garlic Bread flavoured chips.

### | STRATEGY

High impact ScrollX combined with gamification aimed at a majority 18-34 audience saw increased levels of engagement over a two-month campaign.

### | MEDIA

**ZERO HANGER**  
**ZERO TACKLE**

### | RESULTS

IMPRESSIONS  
300,018

CLICKS  
5,613

CTR  
1.18%



# Thank You!

Interplay Media Team