



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 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

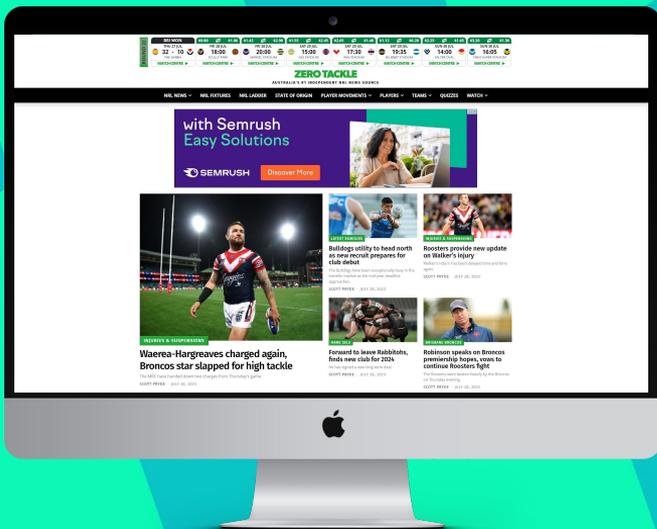
30+ journalists and digital producers

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

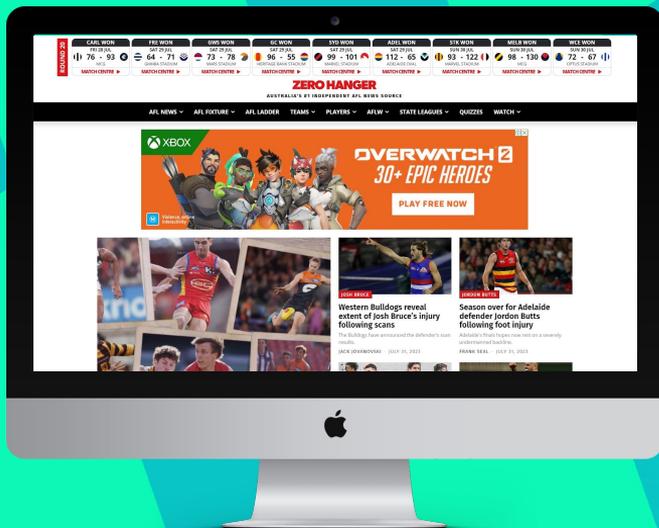
| Monthly traffic

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%



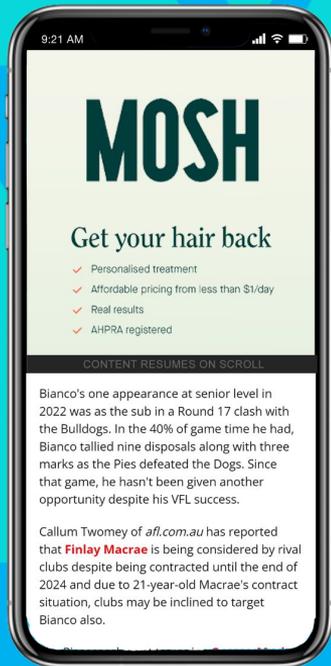
Open Rate

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.

Social Media

Personalized content aligned with brand objectives

ZERO TACKLE

COULD BULLDOGS MAKE RADICAL CHANGE FOR 2024?

1. BLAKE TAAFFE
2. JACOB KIRAZ
3. MATT BURTON
4. STEPHEN CRICHTON
5. JOSH ADDO-CARR
6. KARL OLOAPU
7. TOBY SEXTON
9. REED MAHONEY
14. JAEMAN SALMON

MOSH

FIVE POTENTIAL LANDING SPOTS FOR TINO FA'ASUAMALEAVI

Tino Fa'asuamaleaui

- #1 ST GEORGE ILLAWARRA DRAGONS
- #2 CRONULLA SHARKS
- #3 THE DOLPHINS
- #4 MELBOURNE STORM
- #5 CANTERBURY BULLDOGS

ZERO TACKLE

MOSH

| GOAL

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

| MEDIA

ZERO HANGER
ZERO TACKLE

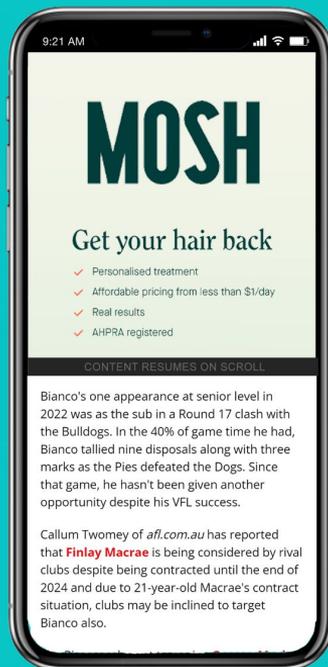
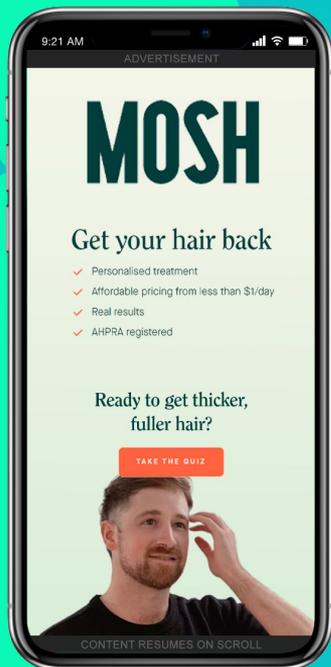
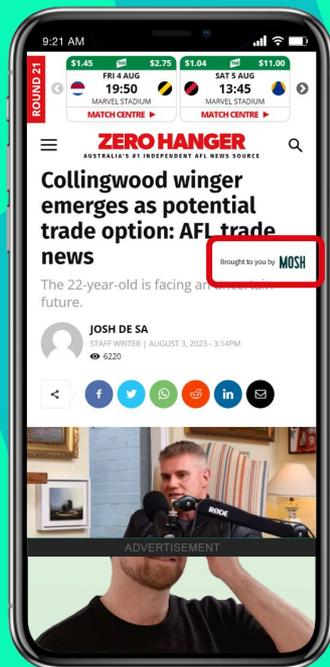
| Facebook and Instagram posts

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

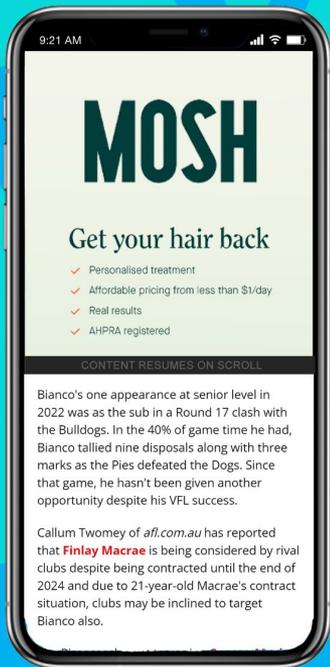
Branded content aligned with audience objectives

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

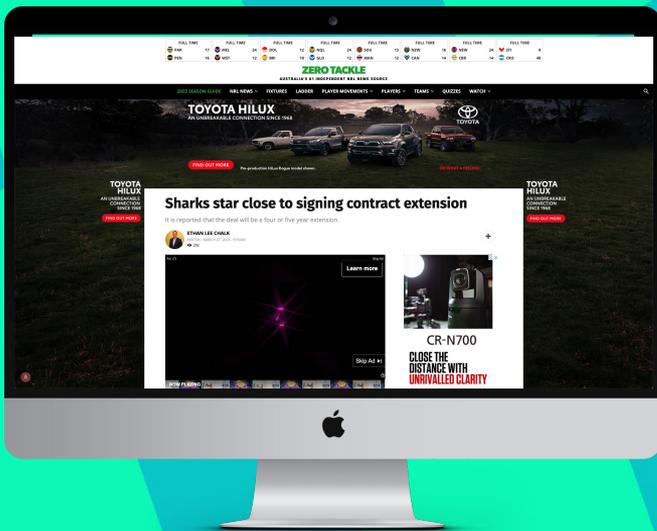
Solutions

- 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

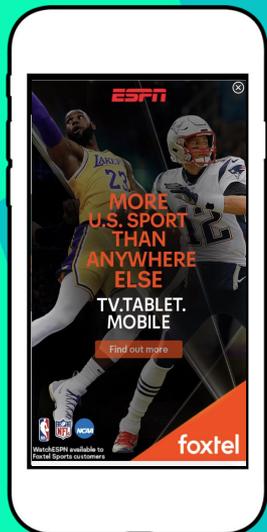
IMPRESSIONS
1.8m

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

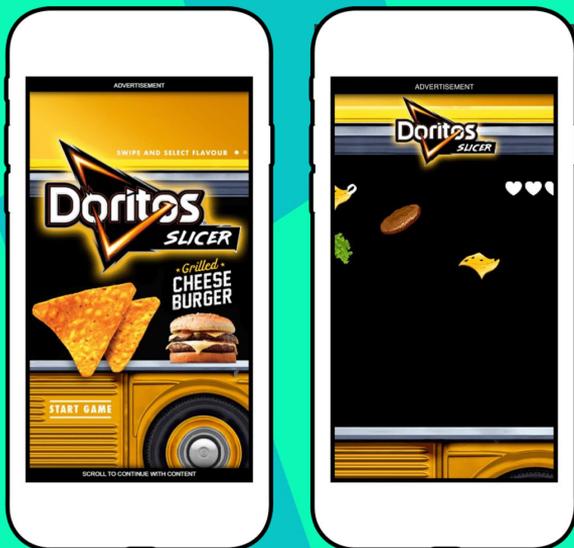
IMPRESSIONS
3.2m

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