



## Frequently Asked Questions

### General Questions

- **Why should I advertise on ZEE5?**

ZEE5 offers cutting-edge products & bespoke solutions that enable brands to scale up their advertising campaigns. This is made possible with a 360-degree offering, ZEE5 Ads comprising of 5 intelligent tools- Infonomix, Advault, Ampli5, Play5 ,& Wishbox. This gives brands the power to choose the offering that best matches their business objective/KPIs.

- **What is Advault?**

Advault helps brands drive KPIs with a wide selection of curated ad solutions & expand their top-of-the-funnel reach with multiple ad-formats viz. Video, Display, Masthead, Native, Companion. This is complemented with flexible pricing models based on Cost per click (CPC), Cost per lead (CPL) & Cost per Installs (CPI). It can reach out to various consumer touchpoints across desktops, mobile web, mobile app, CTV/Smart TV, and KaiOS.

- **What is Ampli5?**

Ampli5 caters to content-related needs of brands. Ampli5 helps brands execute high-impact campaigns through Influencer Marketing, Content Hosting, Live, Sponsorships, & In-show Brand integrations that will enhance the brand presence in the cluttered digital market.

- **What is Infonomix?**

Infonomix helps brands to target audiences precisely and leverage strong segmentation capabilities to deliver measurable results in a brand-safe environment.

- **What is Play5?**

Play5 helps brands engage with their audience through hyper-personalised and interactive ad formats such as customised gamification, branded polls, quizzes, & tailored segments within on-going reality shows thereby driving effective engagement & enhancing the overall brand experience.

- **What is Wishbox?**

Wishbox is a unique digital advertising tool that combines the worlds of e-commerce and Video. It enables brands to let audiences discover their products on video content & takes them from desire to action in a click.

## **Ad Formats**

- **What are the various ad formats under Advault?**

Video Ads: Bumper, Pre-Roll, Mid-roll, Masthead

Display Ads: Masthead, Display Companion banner on Video page, Native Performance ad units, Native Performance Companion banner, Roadblock, Interstitial ad

- **What is a Pre-Roll?**

A pre-roll ad is a video advertisement that automatically plays directly before the featured video. These ads are commonly 10s, 15s, 30s & 45s long

- **What is a mid-roll?**

A mid-roll ad is a video advertisement that plays in the middle of the content. It plays as a break in the video.

- **What is an Interstitial?**

An Interstitial ad is a format that emerges as a full- screen ad covering the interface of the host app during a video. It's like a pop-up ad that appears while the content is being consumed & drives awareness & engagement. The typical duration of these ads is 3 seconds

- **What is a Masthead?**

A Masthead ad is a prominent unit that appears at the top of the home feed. It has a significant impact on ad-recall & can be in video or static display format

- **What is a Display Banner?**

Display ads are static banner ads in JPEG/PNG format that encourage the user to click-through to a landing page and to take action.

- **What solutions are offered with Ampli5?**

Content solutions through Ampli5 include Influencer led marketing campaigns, content hosting, show sponsorships, tentpole events, in-show brand integrations, Advertiser Funded Programmes and other such bespoke solutions

- **How does sponsorship work?**

Content Sponsorships are an offering under Ampli5. Shows are suggested to brands basis their target market, audiences, and basis the brand campaign/proposition.

Upcoming shows on the platform across GEC shows + ZEE5 Originals + Movies + Acquired Content + News + Food + Music + Premium Shows are suggested to the brand. In some shows, in-show integrations can be explored.

- **How does content hosting work?**

Any content created by the brand can be hosted within a suitable content environment basis the genre of the content. Amplification for the videos is done by offering prominent featuring positions on the app via notifications, emailers, social media promotions, recommendations, and autoplay. It can be a single video or a series. Duration of the video/s is ideally under 12 mins.

- **How do I opt for influencer marketing?**

ZEE5 has an exhaustive list of influencers affiliated with the network through shows, movies, and much more. Basis their target market, audiences and brand campaign/proposition, influencers are suggested to brands. The ZEE5 creative team gives inputs with the route to be taken for the creative, script, video treatment, production, and post-production for the branded asset. The influencer asset once created is then uploaded on the ZEE5 social media handles, influencer handles, etc. Brands can run these assets as inventory within the influencer shows for campaign amplification.

- **How do I activate in-show integration?**

Shows are suggested to brands basis their target market, audiences, and basis the brand campaign/proposition. Upcoming shows on the platform across GEC shows + ZEE5 Originals + Movies + Acquired Content + News + Food + Music + Premium Shows are suggested to the brand. In some shows, integrations can be explored.

In-show integrations can be done through branded segments, branding specific video clips, etc.

- **How do I advertise with Play5?**

Brands can be associate with reality shows and sponsor content-based gamification to advertise on Play5. There are 2 ad units created on Play5, advertisers can choose those units to advertise.