

# MEDIA AND SPONSORSHIP 2015

The Ticketmaster website delivers a uniquely engaged audience and provides the opportunity to associate your brand with high profile events through tailored advertising campaigns.

Communicate with passionate fans as they discover, purchase and attend live events.

***ticketmaster***<sup>®</sup>

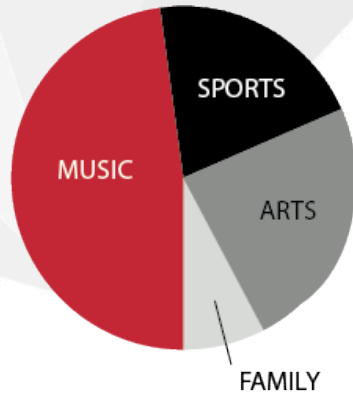
ONLINE AUDIENCE	AUSTRALIA	NEW ZEALAND
Monthly unique visitors	1.8 million	0.4 million
Monthly visits	2.3 million	0.5 million
Monthly page views	15 million	4 million
Page views per visit	9	8

## DATABASE

Account holders	6.2 million	0.9 million
Opt-In Subscribers	4 million	0.5 million
Monthly sends	18 million	5 million
Average open rate across all	28%	25%

Source: Omniture





Tickets Purchased By Category Breakdown

## MUSIC

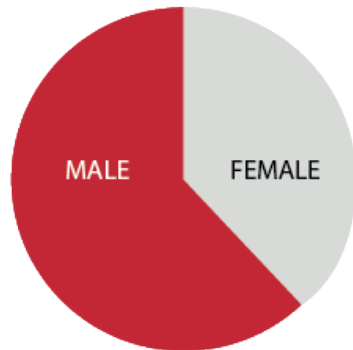
### Young professionals & adults

- 50/50 M/F
- 18-34 & 25-54 years old
- Students, young professionals, young tradies
- Interests include: Fashion, movies and travel
- Heavy communicators via electronics - high live at home skew
- Festivals and intimate club

## ARTS AND THEATRE

### Active affluent

- 65/35 F/M
- 25-54 & 18-34 years old
- Managers, owners, professionals
- Additional: club members, season holders and true sporting fans
- Interests include: Travel, food, restaurants and family
- Additional: Musicals, Comedy, Opera



Gender Breakdown

## SPORT

### Sports fanatics

- 70/30 M/F
- 15-24 & 25-34 years old
- Professionals
- Additional: club members, season holders and true sporting fans

## FAMILY

### Key household influencers

- 70/30 F/M
- 35-54 years old
- Professionals
- Additional: Theme parks, circus, ice tours



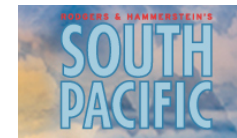
Target audiences via event genres, location, purchase behaviour and specific events.

## Music

## Sports

## Family

## Arts Theatre Comedy



# Display Opportunities

Homepage and  
Discovery Pages

Leaderboard  
728x90

Medium Rectangles  
300x250

The screenshot displays the Ticketmaster Australia & New Zealand homepage. At the top, a blue banner labeled "Leaderboard" is positioned above the main navigation bar. The navigation bar includes the Ticketmaster logo, a search bar with the placeholder "Enter Artist, Team, or Venue", and links for "My Ticketmaster", "Gift Cards", "Outlet Locations", and "Help". Below the navigation bar, the page is divided into several sections. On the left, a sidebar lists categories like Music, Sports, Arts, Theatre & Comedy, and Family and Attractions, each with a list of featured events. The main content area features a large "War Horse" event banner, a "Recommended Events For You" section with three event cards (Legally Blonde, Ed Sheeran, Gotye), and a "Hot Tickets" section with a "Just Announced" tab. A "Gift Cards now available to purchase" banner is also present. On the right side, there is a "myTICKETMASTER" section with a personalized greeting and a list of recommended events, followed by an "AMERICAN EXPRESS CARDMEMBERS" section. At the bottom right, a blue box labeled "MRec" is overlaid on the page. The entire page is framed by a colorful, abstract geometric design on the left and right sides.

# Skyscrapers

**Skyscrapers**  
120x600

**Filesize:**  
Flash 40k  
Back-up Gif/JPG 39k

**Format:**  
Gif, JPG, Flash, HTML

Only appear on a search

The screenshot shows the Ticketmaster website interface for Australia and New Zealand. The search results are for 'soccer' in the 'Victoria/Tasmania' region. The sidebar on the left contains filters for City (Perth, WA, Moore Park, NSW, Docklands, VIC, Subiaco, WA), Category (Sports, Miscellaneous, Music), Venue (Etihad Stadium, Allianz Stadium, Etihad Stadium, Patersons Stadium), Date Range (October 2012, November 2012, December 2012, January 2013, February 2013, March 2013), and Shop by Dates (From: 26/09/2012, To: 10/10/2012). The main content area lists several soccer matches, including 'Melbourne Victory V Melbourne Heart - Dry Area', 'Melbourne Victory V Melbourne Heart - General Admission', 'Melbourne Victory V Melbourne Heart - Melbourne Victory Members', 'Melbourne Victory V Adelaide United - Dry Area', 'Melbourne Victory V Wellington Phoenix - Reserved Seating', 'Melbourne Victory V Wellington Phoenix - Dry Area', 'Melbourne Victory V Wellington Phoenix - General Admission', 'Melbourne Victory V Wellington Phoenix - Melbourne Victory Members', 'Melbourne Victory V Central Coast Mariners - Dry Area', 'Melbourne Victory V Central Coast Mariners - General Admission', 'Melbourne Victory V Central Coast Mariners - Reserved Seating', 'Melbourne Victory V Central Coast Mariners - Melbourne Victory Members', 'Melbourne Victory V Melbourne Heart - Dry Area', 'Melbourne Victory V Melbourne Heart - General Admission', 'Melbourne Victory V Melbourne Heart - Melbourne Victory Members', and 'Melbourne Victory V Melbourne Heart - Reserved Seating'. Each match entry includes the Event, Location (Etihad Stadium, Docklands, VIC), Date, Time, and a 'Find Tickets' link. A large 'Skyscraper' banner is overlaid on the left side of the search results.



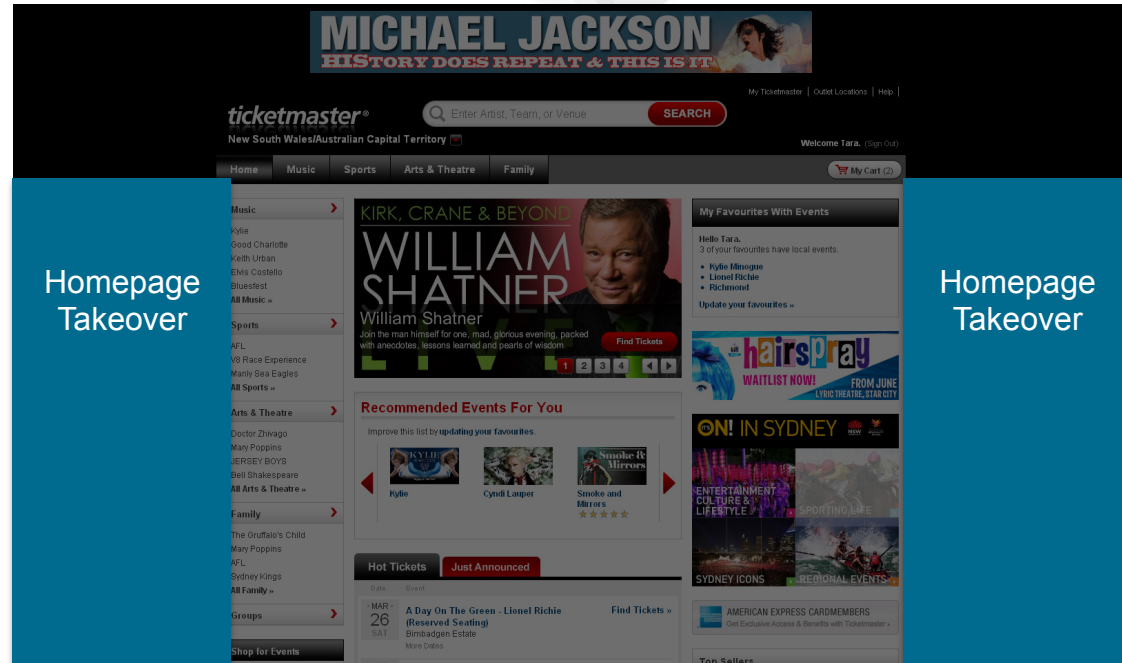
# Homepage Takeover

**Dimensions:**  
1500x800 pixels

**Format:**  
Gif, JPG and PNG (No animation)

**Max File Size:**  
150K

Wallpaper creative should complement the 300x250 MRec when applicable.





# Pushdown

## Dimensions:

Initially 980x77

Expands to 980x415

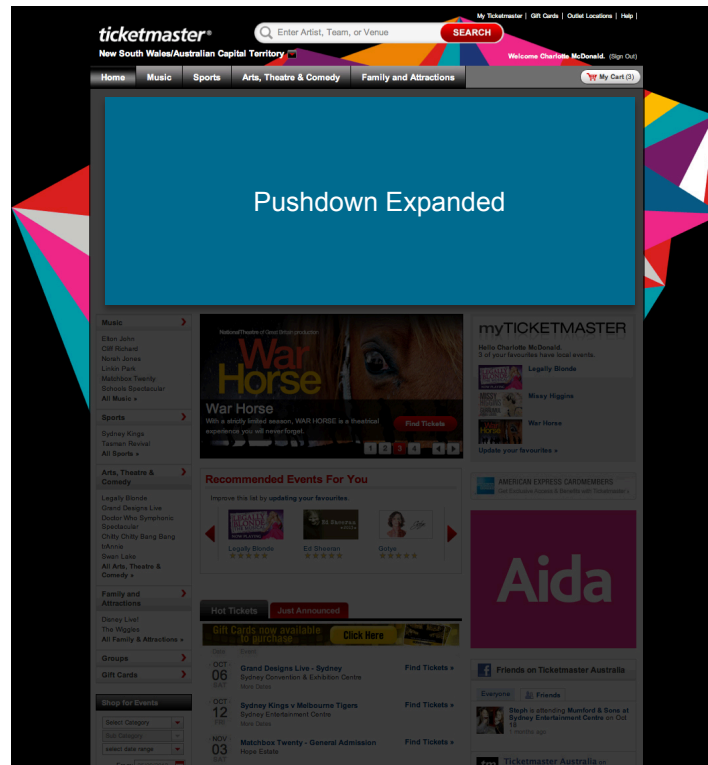
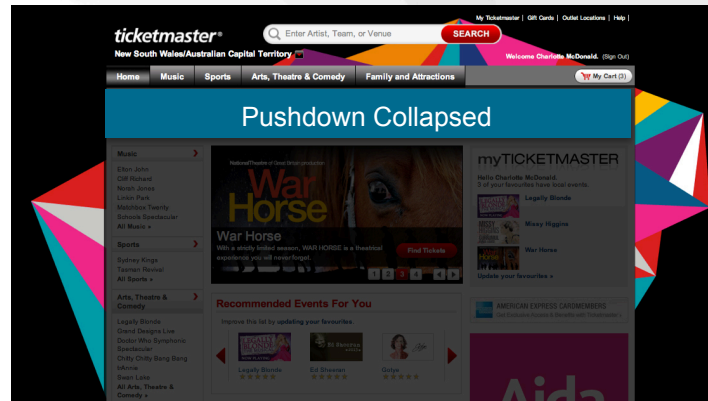
## Served:

3<sup>rd</sup> party only

## Initial load:

40K

Max File Size: 140K



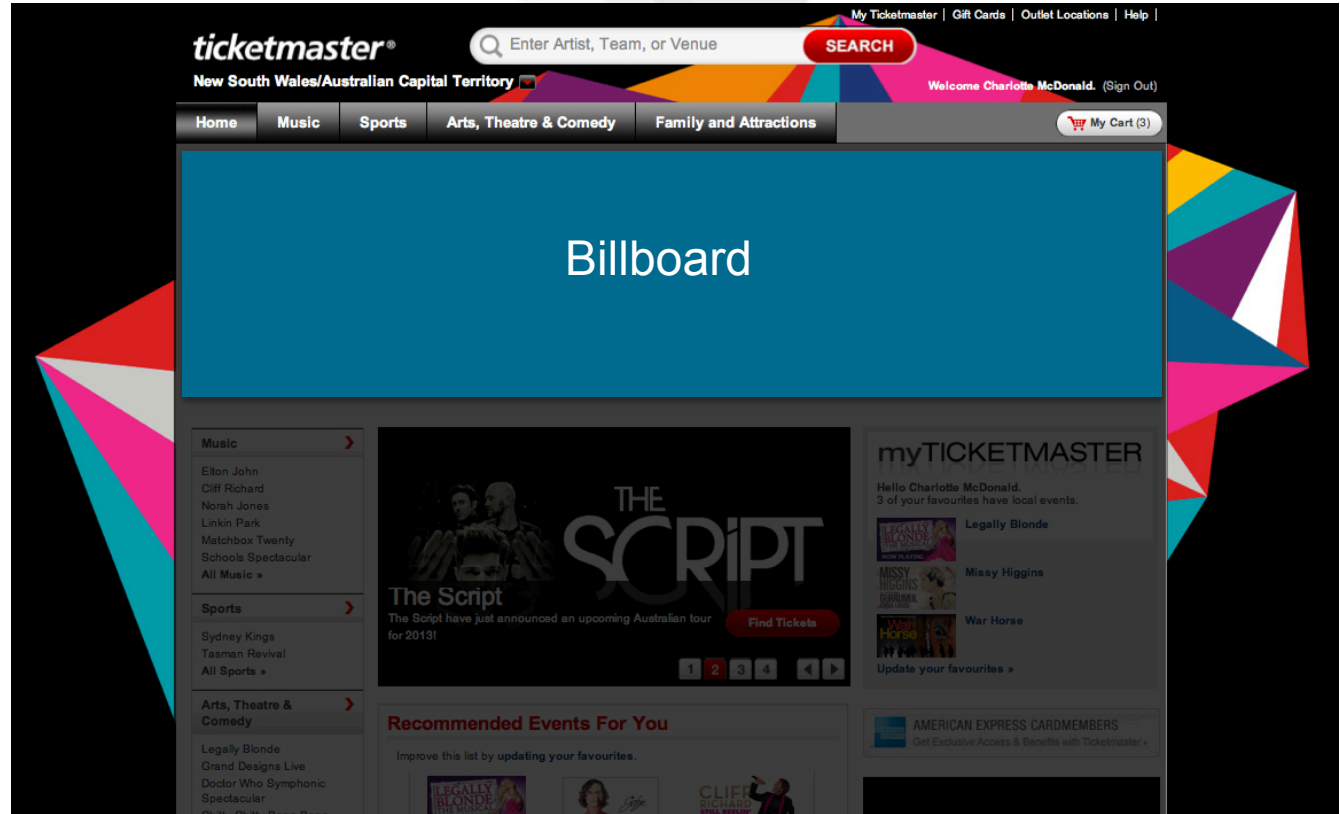


# Billboard

**Dimensions:**  
970x250

**Served:**  
3<sup>rd</sup> party only

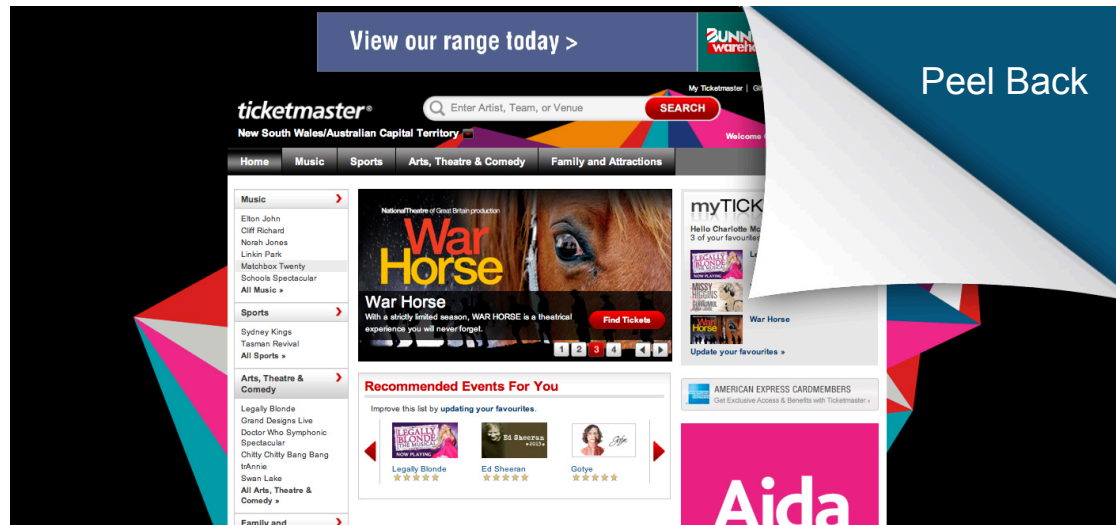
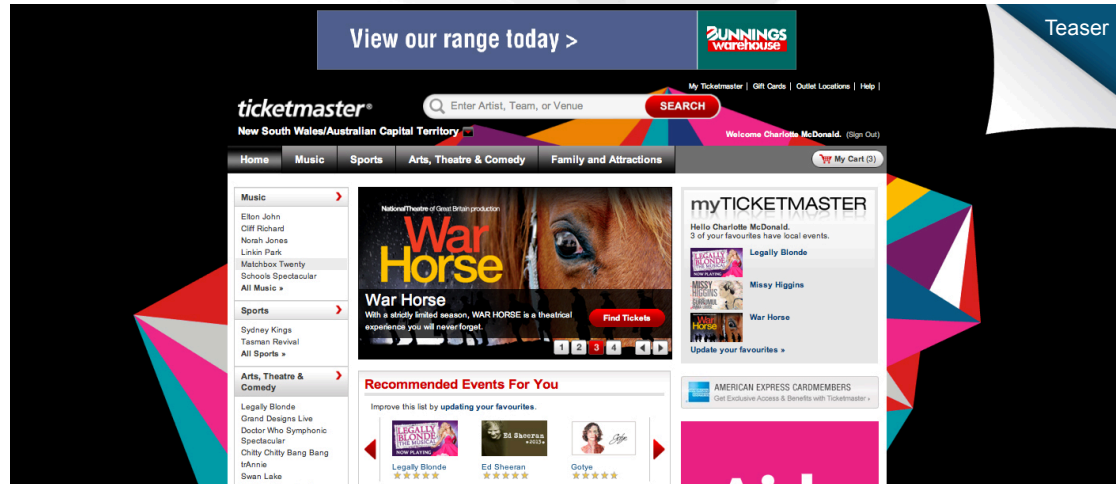
**Initial load:**  
40K  
Max File Size: 140K



# Peel Back

Teaser:  
100x100

Peel Back:  
500x500



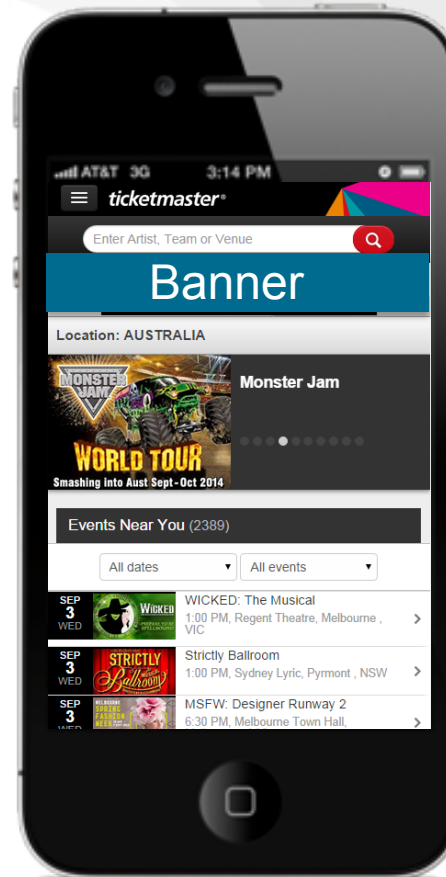
# Mobile Site

**Dimensions:**  
300x55 pixels

**Format:**  
Gif, JPG

**Max File Size:**  
10K

Banner positioning  
available both at the top  
and bottom of the page



## Polling Page

Connect with our customer during the search for ticket availability and during the transaction process.

Polling Pages can be secured by Event, Venue, Artist and broken down into National and State regions.

Two sizes available  
**MRec** 300x250 Ad Unit, or  
**Wallpaper** Unit 770x440

Not clickable and must be site served



# Social Media

## Facebook Sponsor Modules

There are two ads (top/bottom) on each Facebook Ticketmaster module on home/section, artist and confirmation pages

Ad units are of varying sizes and non standard

### Homepage:

Top section: 300x35

Bottom Section: 300x60

### Artist Page:

Top Section: 360x40

Bottom Section 360x60

### Confirmation Page:






Top Section: 420x40

Bottom Section: 420x60

**Top Section**

Facebook Friends on Ticketmaster Australia

Everyone Friends

	Dead Can Dance Sydney Opera House - Concert Hall Feb 03, 2013	<b>22540</b> RSVPs
	Stephen Merchant Theatre Royal Dec 08, 2012	<b>20504</b> RSVPs
	Matchbox Twenty - Reserved Seating Hope Estate Nov 03, 2012 04:30 PM	<b>13622</b> RSVPs
	Norah Jones State Theatre, Sydney Feb 15, 2013	<b>13134</b> RSVPs
	Disney Live! Mickey's Rockin' Road Show Sydney Entertainment Centre Jan 12, 2013 01:00 PM	<b>10822</b> RSVPs

More Popular Events »

tm Ticketmaster Australia on Facebook






Like You like this.

**Bottom Section**

**Top Section**

Facebook Friends on Ticketmaster NZ

Everyone Friends

	Red Hot Chili Peppers	<b>14043</b> RSVPs
	The Temper Trap	<b>9591</b> RSVPs
	Swan Lake	<b>7130</b> RSVPs
	Greg Johnson	<b>6642</b> RSVPs
	Dragon	<b>6348</b> RSVPs

More Popular Artists »

tm Ticketmaster New Zealand on Facebook

Like 7,387

**Bottom Section**

**Alert Suite (CEN)**

TicketAlert emails

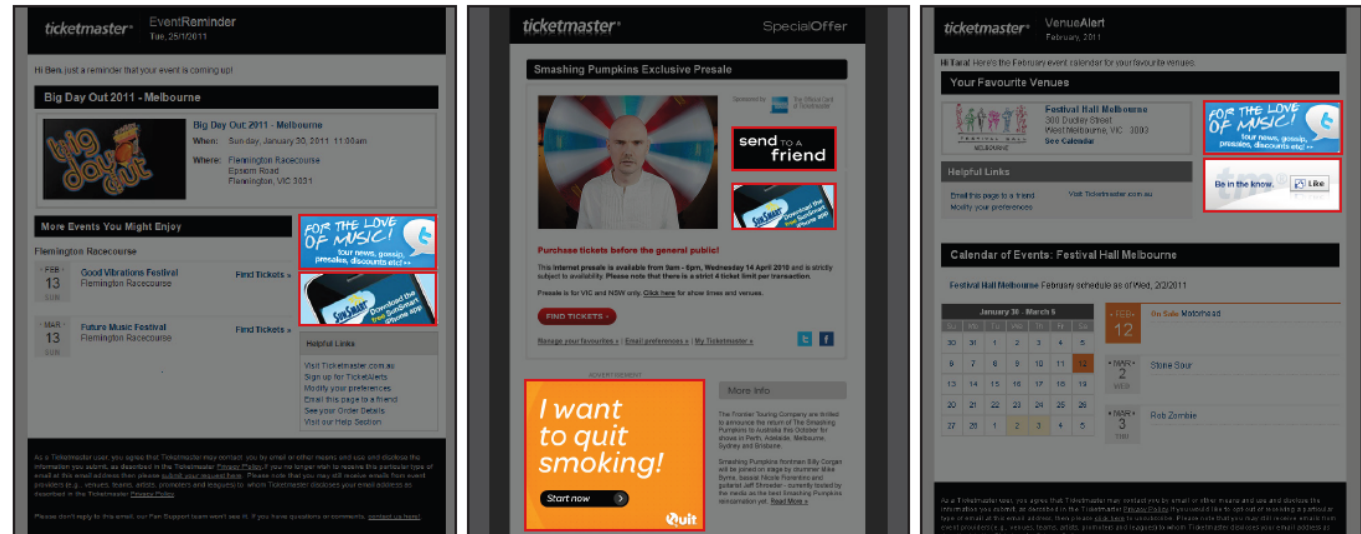
Dedicated emails

TeamAlert emails

PerformerAlert emails

Event Reminder emails

VenueAlert emails

MRec  
300x250**DATABASE****AUSTRALIA****NEW ZEALAND****Account holders**

6 million

0.8 million

**Opt-In Subscribers**

4 million

0.5 million

**Monthly sends**

18 million

5 million

**Average open rate across all**

28%

25%

### Fully Branded Customer Journey

Allows brands to connect with fans through the entire customer experience.

### Print at home tickets

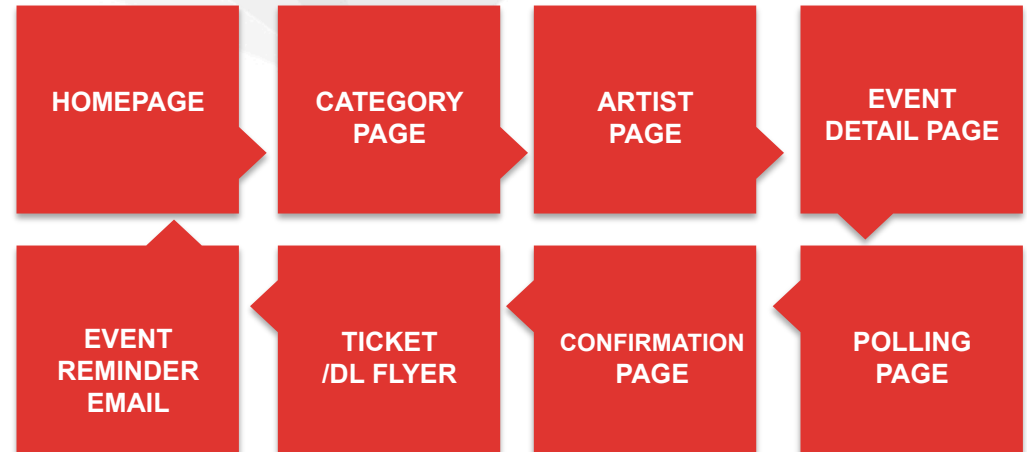
Tickets purchased on line are printed at home and provided branding opportunities

### Flyer Insertion

The Ticketmaster internal ticketing fulfilment program allows for a DL flyer to be delivered with purchased tickets.

### Branded Ticketing Wallets

Physically delivered tickets can be inserted into a fully branded wallet.



**Target touch points in the customer journey**



# Flyer Insert

**An exclusive direct to consumer showcase for your brand.**

The Ticketmaster internal ticketing fulfilment program allows for a DL flyer to be delivered with purchased tickets.

**Targetable by:**

Location  
Event  
Artist  
Venue



# Branded Ticketing Wallet

An exclusive direct to consumer showcase for your brand.

**100% OPEN RATE**

The Ticketmaster fulfilment program physically delivers tickets directly to consumers. This allows sponsors to create a branded Ticketing Wallet.

## Targetable by:

Location  
Event  
Artist  
Venue



Ad Unit	Size (px)	Filesize	3 <sup>rd</sup> Party served	File Formats	Expansion dimensions and type	Close Button	Close Button Position	Deadlines
<b>Leaderboard</b>	728 x 90	Flash 40k Back-up GIF/JPG 39k (40k initial load 80k polite load)	Yes	GIF, JPG, Flash, HTML	MUST EXPAND DOWN - 728x270	[X] & the word Close 20x30px	Bottom Right	GIF/JPG: 3 business days. Rich Media: 5 business days.
<b>MRec</b>	300x250	Flash 40k Back-up GIF/JPG 39k (40k initial load 80k polite load)	Yes	GIF, JPG, Flash, HTML	300x600 - DOWN or 400x400 - LEFT & DOWN	[X] & the word Close 20x30px	Bottom Right	GIF/JPG: 3 business days. Rich Media: 5 business days.
<b>Double MRec</b>	300x600		Yes	GIF, JPG, Flash, HTML	NA	NA		GIF/JPG: 3 business days. Rich Media: 5 business days.
<b>Skyscraper</b>	120x600 / 160x600	Flash 40k Back-up GIF/JPG 39k (40k initial load 80k polite load)	Yes	GIF, JPG, Flash, HTML	MUST EXPAND RIGHT - 400X600	[X] & the word Close 20x30px	Bottom Right	GIF/JPG: 3 business days. Rich Media: 5 business days.
<b>Pushdown</b>	980x77	40k initial load 140k polite load	3 <sup>rd</sup> party only	3 <sup>rd</sup> party only	MUST EXPAND DOWN - 980x415 Design must include 10px of white space at the bottom edge of both the expanded & unexpanded version. Expansion can occur only on user initiated click or rollover/mouse- over. Retract upon rolloff / mouse-off event.	[X] & the word Close 20x30px	Top Right	5 business days
<b>Billboard</b>	970x250	40k initial load 140k polite load	3 <sup>rd</sup> party only	3 <sup>rd</sup> party only	Design must include 10px of white at the bottom edge of the billboard. "Close Ad X" button will collapse 100% of the billboard and leave a "Show Ad" button that will re-display the ad on user click. When a user clicks "Close Ad X" the ad will disappear, page content will push up, and a "Show Ad" button will remain. When a user clicks "Show Ad" the ad will re-appear, page content will push back down, and a "Close Ad X" button will appear on the billboard.	[X] & the word Close Ad - 20x30px	Top Right	5 business days

Ad Unit	Size (px)	Filesize	3 <sup>rd</sup> Party served	File Formats	Expansion dimensions and type	Close Button	Close Button Position	Deadlines
Wallpaper (Not Clickable)	1680x800	150k	No	GIF, JPG (No Animation)	NA	NA	NA	5 business days
Peel Back	Teaser 100x100 Peelback 500x500	Teaser - 20k Peelback - 100k	3 <sup>rd</sup> party only	FLA, HTML	100x100 for the peel animation effect that sits in the corner. Click to Expand. 500x500 for peelback	[X] & the word Close	NA	5 business days
Polling page Wallpaper unit (Not Clickable)	770x440	50k	No	GIF, JPG, PNG (No Animation)	NA	NA	NA	5 business days
Polling page MRec (Not Clickable)	300x250	25k	No	GIF, JPG, PNG (No Animation)	NA	NA	NA	5 business days
TicketAlert MRec	300x250	25k	No	GIF, JPG (No Animation)	NA	NA	NA	3 business days
Homepage	300x35 300x60	25k	No	GIF, JPG (No Animation)	NA	NA	NA	5 business days
Artist Page	360x40 360x40	25k	No	GIF, JPG (No Animation)	NA	NA	NA	5 business days
Confirmation Page	420x40 420x60	25k	No	GIF, JPG (No Animation)	NA	NA	NA	5 business days

# General Guidelines

## Flash Ads – back up jpg/gifs must be submitted

Flash version 9 or below  
Frame rate no more than 31fps  
File size cannot exceed 40k  
Animation no longer than 15 seconds

## Video/Audio (only served via 3rd Party)

In-banner video can be host-or-user initiated up to 15 seconds and must have standard controls (i.e. play/pause, audio/mute, and stop).  
All audio must be user initiated.  
Where applicable, the “ON/OFF”, “STOP/PLAY”, and “CLOSE” button must be prominent and obvious.  
Three loop maximum, total animation time for all loops combined cannot exceed 15 seconds. Also, ads may not employ persistent rapid/“strobing” animation of any graphic, copy, or background element(s).

## Expandable Units

All expandable units must be third party served.  
Banner expansion must be user-initiated via click or mouseover.  
Maximum number of panels for expandable ads is four.  
Method of expansion and un-expansion must be the same. (i.e. mouse-over or click)  
Host Initiated — Max length 15 seconds and must have standard controls  
Mouseover expansion hotspots - To minimize accidental expansion, “hotspots” must be clearly identified; cannot exceed 33% of ad space; horizontal “hotspots” cannot exceed 50% of horizontal pixel length; vertical “hotspots” cannot exceed 50% of vertical pixel length.  
User expansion - Hotspots should be marked with appropriate call to action (mouse over or click)  
“Close X” button – A mandatory “CLOSE X” button(s) must be prominent and obvious for expandable banners initiated by a user. Close button font size must be 11 pixels, bold text, and 4 pixel padding around the text.

## Testing

All creative is subject to testing and approval by Live Nation Entertainment  
All creatives must function uniformly on both Mac and PC platforms as well as multiple browser versions of Chrome, Internet Explorer, Firefox and Safari. If the rich media creatives will not display properly in some browsers, a default GIF/JPG will be shown.

## Approved third party vendors and server

Atlas  
Bluestreak  
Dart/Doubleclick  
Dynamic Logic  
Eyeblander  
Eyewonder  
Klipmart  
Mediaplex  
Pointroll

## Third-party Advert Tags

### Cache busting

Any adverts sent via Tags should be cache busted or allow a time stamp to added the third-party tags.

If not already added, instructions on implementation of the time stamp (and ideally click tracking) should be included with the tag.

If necessary Live Nation Entertainment is happy to liaise with a Third-party company to ensure that the time stamp functions correctly on the site

### Performance

Any creative that delays load time or fails to appear on Live Nation's Network sites will be pulled immediately.

Third-party tags must serve a default GIF/JPG for browsers that do not support rich media, JavaScript.

Any creative not conforming to Live Nation's advertising specifications will not be placed online and will result in delayed start dates.

# **Ticketmaster.com.au & Ticketmaster.co.nz**

For more information contact;

[Digital.sales@ticketmaster.com.au](mailto:Digital.sales@ticketmaster.com.au)



The Ticketmaster logo, featuring the word "ticketmaster" in a bold, italicized, black sans-serif font, followed by a registered trademark symbol (®). The logo is positioned in the bottom right corner of the image, which has a white background with a large red geometric shape on the left side.

***ticketmaster***®