ticketmaster ®AUS & NZ

Connecting fans to your brand

Ticketmaster.com.au & Ticketmaster.co.nz

Media and sponsorship
Australasia
2012

bring out the fan in everybody

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.

Commercial-in-Confidence

ticketmaster® AUS & NZ

ONLINE AUDIENCE	AUSTRALIA	NEW ZEALAND
Monthly unique visitors	1.6 million	350,000
Monthly visits	2.3 million	500,000
Monthly page views	12 million	2.3 million
Page views per visit	9	8

DATABASE		
Account holders	5 million	800,000
Opt-In Subscribers	3 million	450,000
Monthly sends	12 million	3 million
Average open rate across all	30%	28%

Source: Omniture
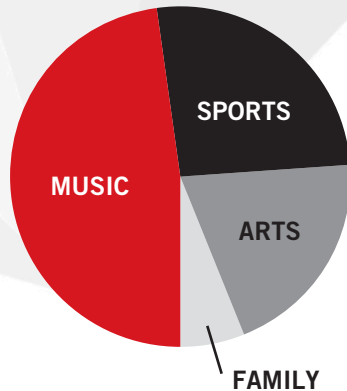
Tickets Purchased By Category Breakdown

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
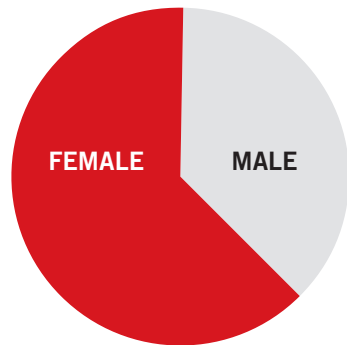
Gender Breakdown

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 and specific events.

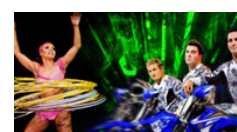| **Music**	**Sports**	**Family**	**Arts Theatre Comedy**
Coldplay	AFL	Disney	South Pacific
Missy Higgins	Melbourne cup	The Wiggles	King Kong
Parklife	Melbourne Victory	Ben 10 Live	The Russian Ballet
Cliff Richard	Melbourne Tigers	International Airshow	Napoleon Exhibition
Norah Jones	AAMI Classic	Silvers Circus	Jersey Boys

Stereosonic

	Event Dates
Sydney	Sat 24 Nov 2012
Perth	Sun 25 Nov 2012
Melbourne	Sat 1 Dec 2012
Adelaide	Sat 1 Dec 2012
Brisbane	Sun 2 Dec 2012

Summadayz

	Event Dates
Adelaide	Mon 31 Dec 2012
Melbourne	Tue 1 Jan 2013
Gold Coast	Sat 5 Jan 2013
Perth	Sun 6 Jan 2013

Big Day Out

	Event Dates
Sydney	Fri 18 Jan 2013
Gold Coast	Sun 20 Jan 2013
Adelaide	Fri 25 Jan 2013
Melbourne	Sat 26 Jan 2013
Perth	Mon 28 Jan 2013

Future Music

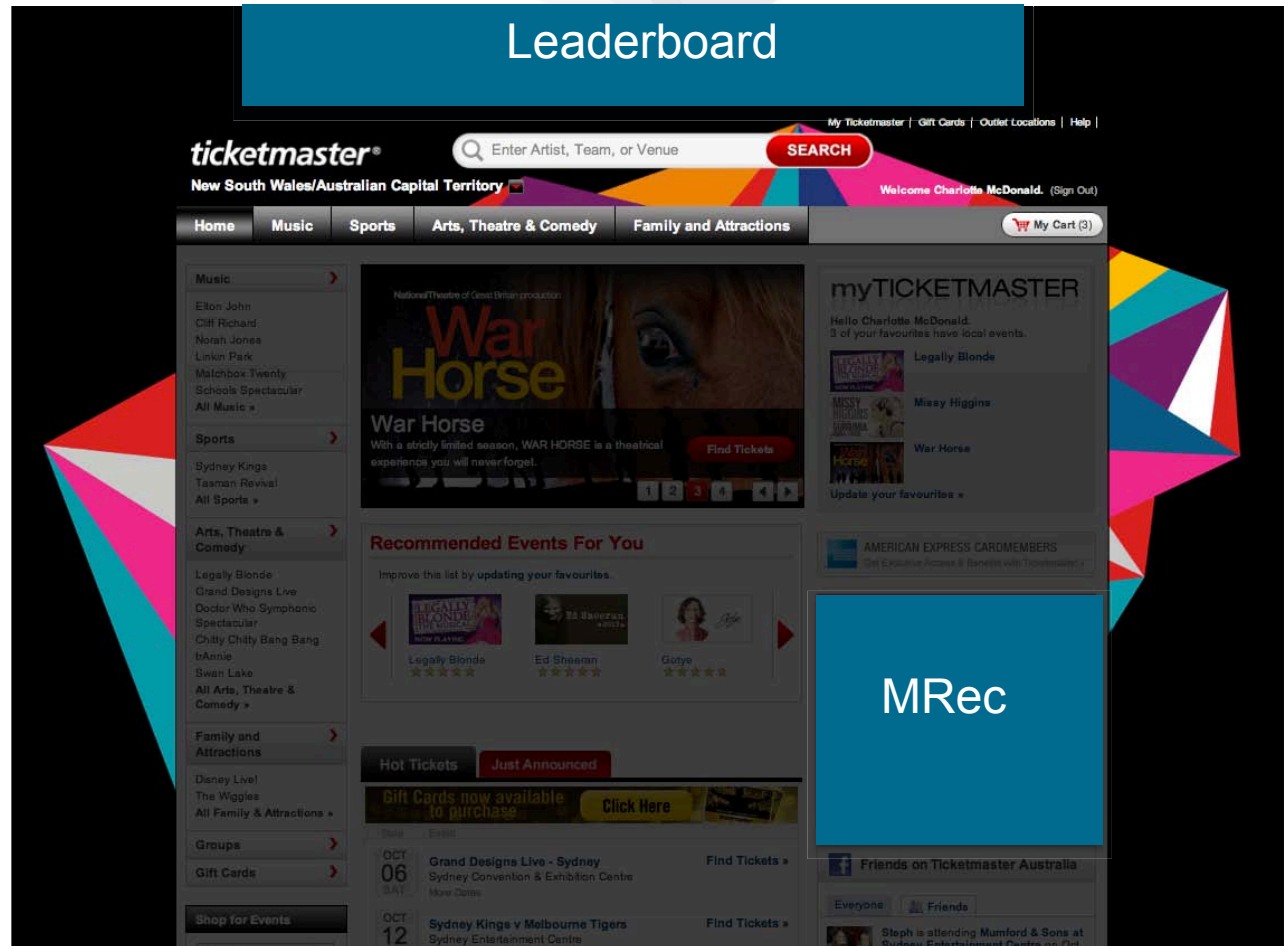|	Event Dates
Brisbane	Sat 3 Mar 2013
Perth	Sun 4 Mar 2013
Sydney	Sat 10 Mar 2013
Melbourne	Sun 11 Mar 2013
Adelaide	Mon 12 Mar 2013

Display Opportunities

**Homepage and
Discovery Pages**

Leaderboard
728x90

Medium Rectangles
300x250

Skyscrapers

Skyscrapers
120x600

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

Format:
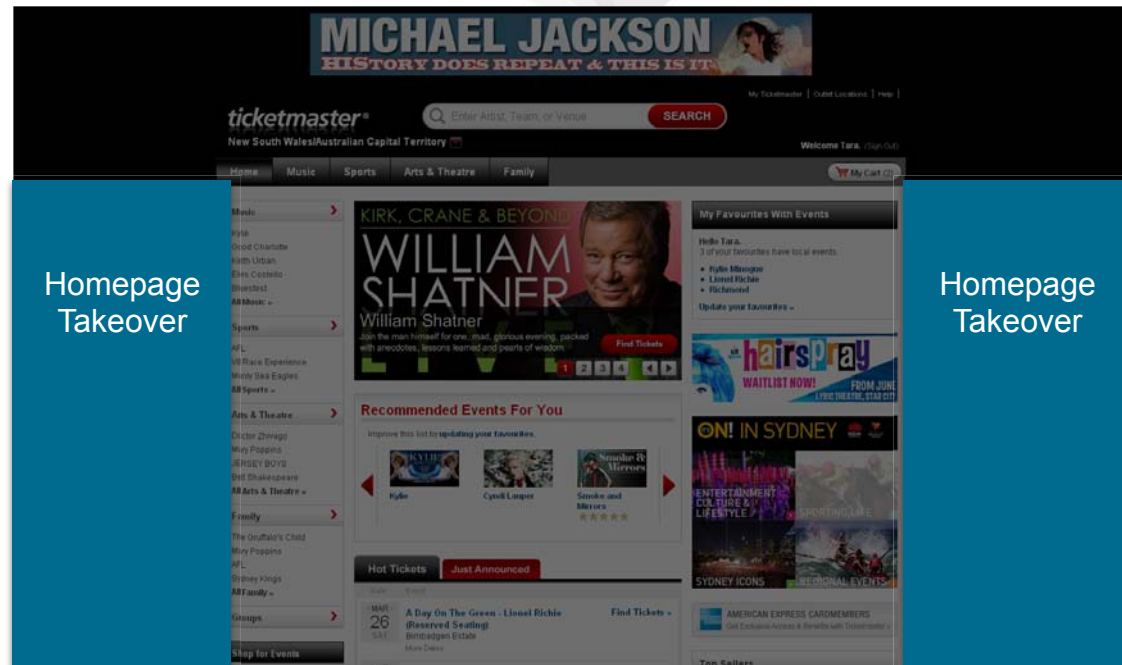Gif, JPG, Flash, HTML

Only appear on a search

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:
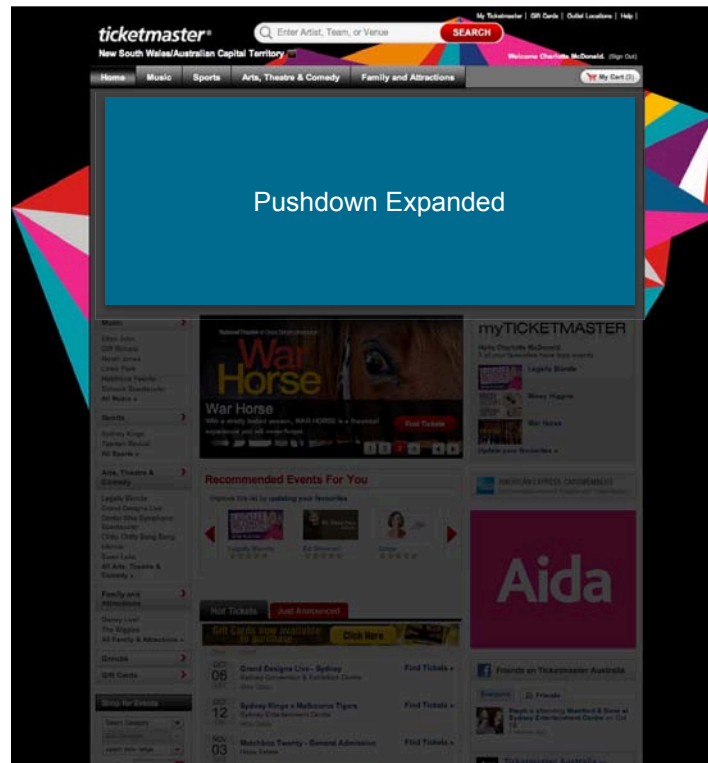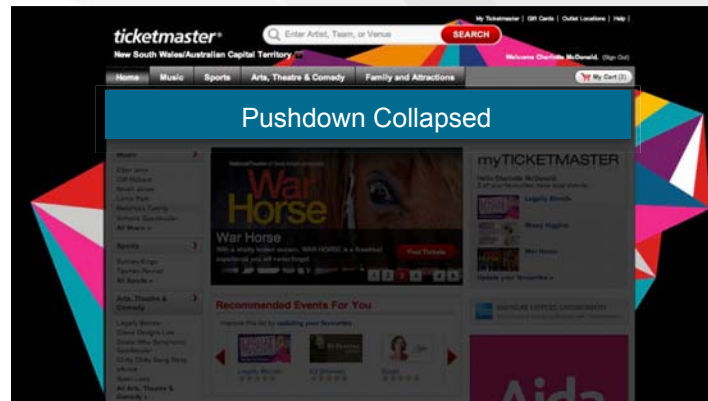Initially 980x77
Expands to 980x415

Served:
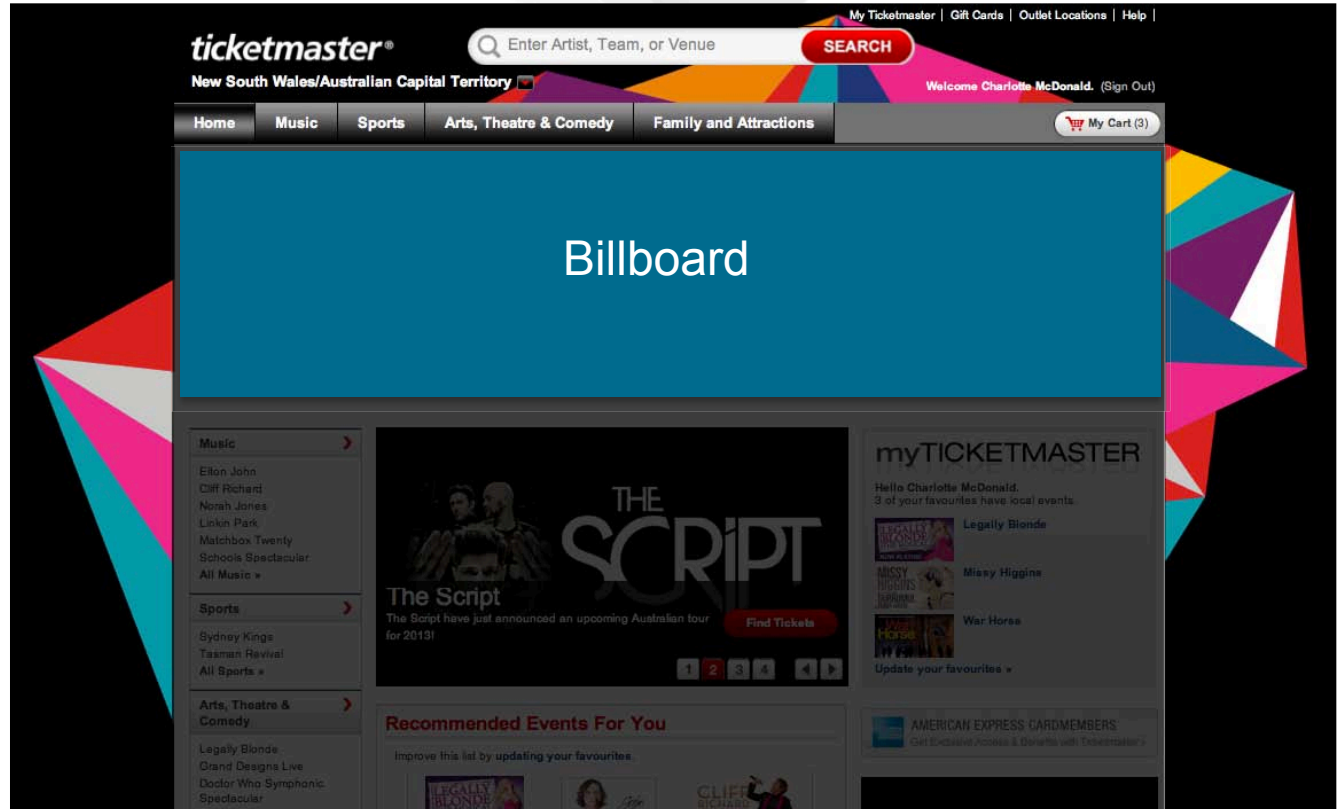3rd party only

Initial load:
40K
Max File Size: 140K

Billboard

Dimensions:
970x250

Served:
3rd party only

Initial load:
40K
Max File Size: 140K

Peel Back

Teaser:
100x100

Peel Back:
500x500

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

Alert Suite (CEN)

TicketAlert emails

Dedicated emails

TeamAlert emails

PerformerAlert emails

Event Reminder emails

VenueAlert emails

MRec
300x250
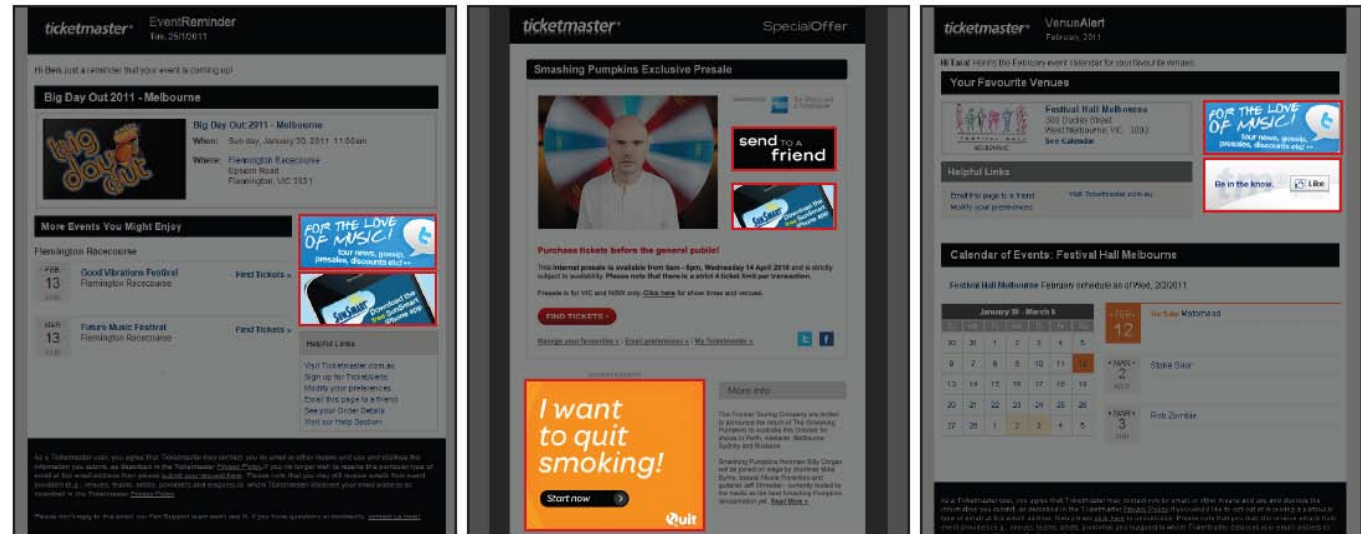
DATABASE	AUSTRALIA	NEW ZEALAND
Account holders	5 million	800,000
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Fully Branded Customer Journey
Allows brands to connect with fans through the entire customer experience.

TicketFast
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.

HOMEPAGE	CATEGORY PAGE	ARTIST PAGE	EVENT DETAIL PAGE
EVENT REMINDER EMAIL	TICKETFAST/ DL FLYER	CONFIRMATION PAGE	POLLING PAGE
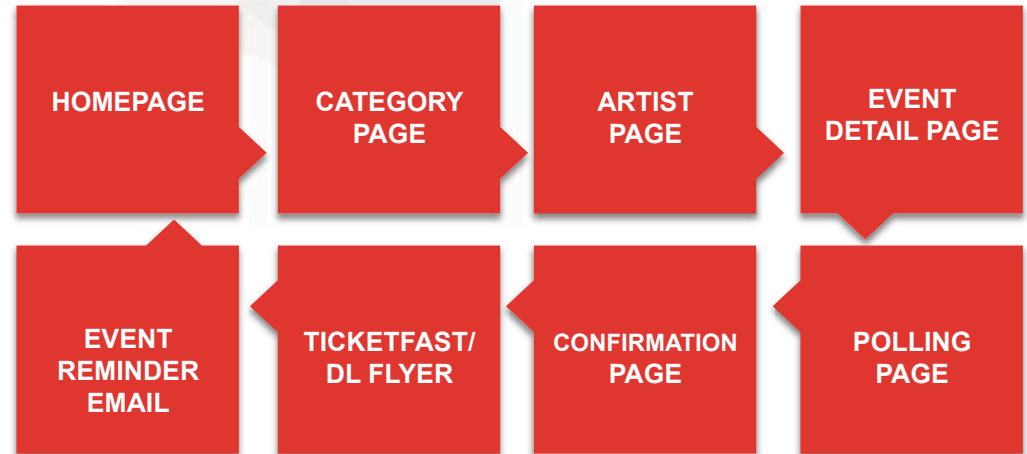
8 touchpoints in the customer journey

TicketFast®

Deliver your message on the ticket front.

More than 700,000 e-tickets reach online customers annually.

Targetable by:

Location
Event
Artist
Venue

TicketFast® Ad Tile 2
276x255

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

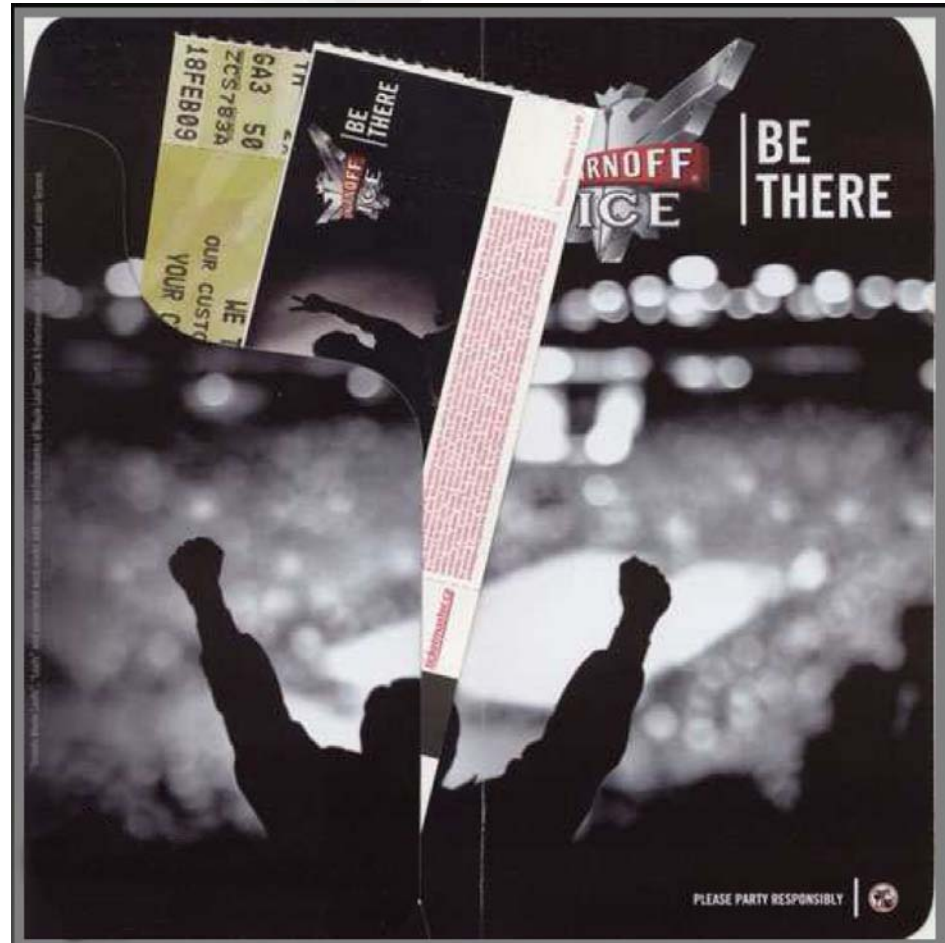| Ad Unit	Size (px)	Filesize	3rd Party served	File Formats	Expansion dimensions and type	Close Button	Close Button Position	Deadlines
Leaderboard	728 x 90	Flash 40k Back-up GIF/ JPG 39k (40k inital load 80k polite load)	Yes	GIF, JPG, Flash, HTML	MUST EXPAND DOWN - 728x270	[X] & the word Close 20x30px	Bottom Right	GIF/JPG: 3 business days. Rich Media: 5 business days.
MRec	300x250	Flash 40k Back-up GIF/ JPG 39k (40k inital 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.
Double MRec	300x600		Yes	GIF,JPG, Flash, HTML	NA	NA		GIF/JPG:3 business days. Rich Media:5 business days.
Skyscraper	120x600 / 160x600	Flash 40k Back-up GIF/ JPG 39k (40k inital 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.
Pushdown	980x77	40k inital load 140k polite load	3rd party only	3rd 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
Billboard	970x250	40k inital load 140k polite load	3rd party only	3rd 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

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Ad Unit	Size (px)	Filesize	3rd 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	3rd 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
Tickfast Ad Tile 2	276x254	150k	No	EPS Vector Art	NA	NA	NA	5 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 venders and server

Atlas

Bluestreak

Dart/Doubleclick

Dynamic Logic

Eyeblaster

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

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