


Connecting fans to your brand

Ticketmaster.com.au & Ticketmaster.co.nz



Media and sponsorship

Australasia
2014

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.

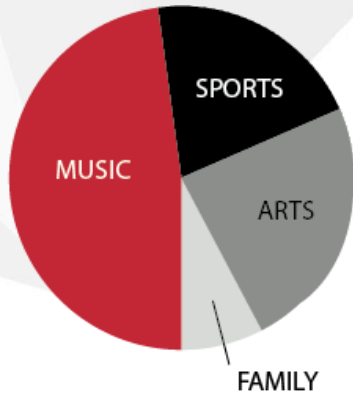
ONLINE AUDIENCE	AUSTRALIA	NEW ZEALAND
Monthly unique visitors	1.8 million	0.4 million
Monthly visits	2.3 million	0.5 million
Monthly page views	15 million	4 million
Page views per visit	9	8

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

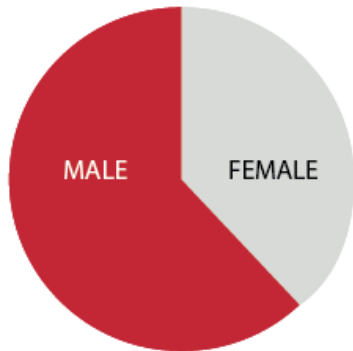
Young professionals & adults

- 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

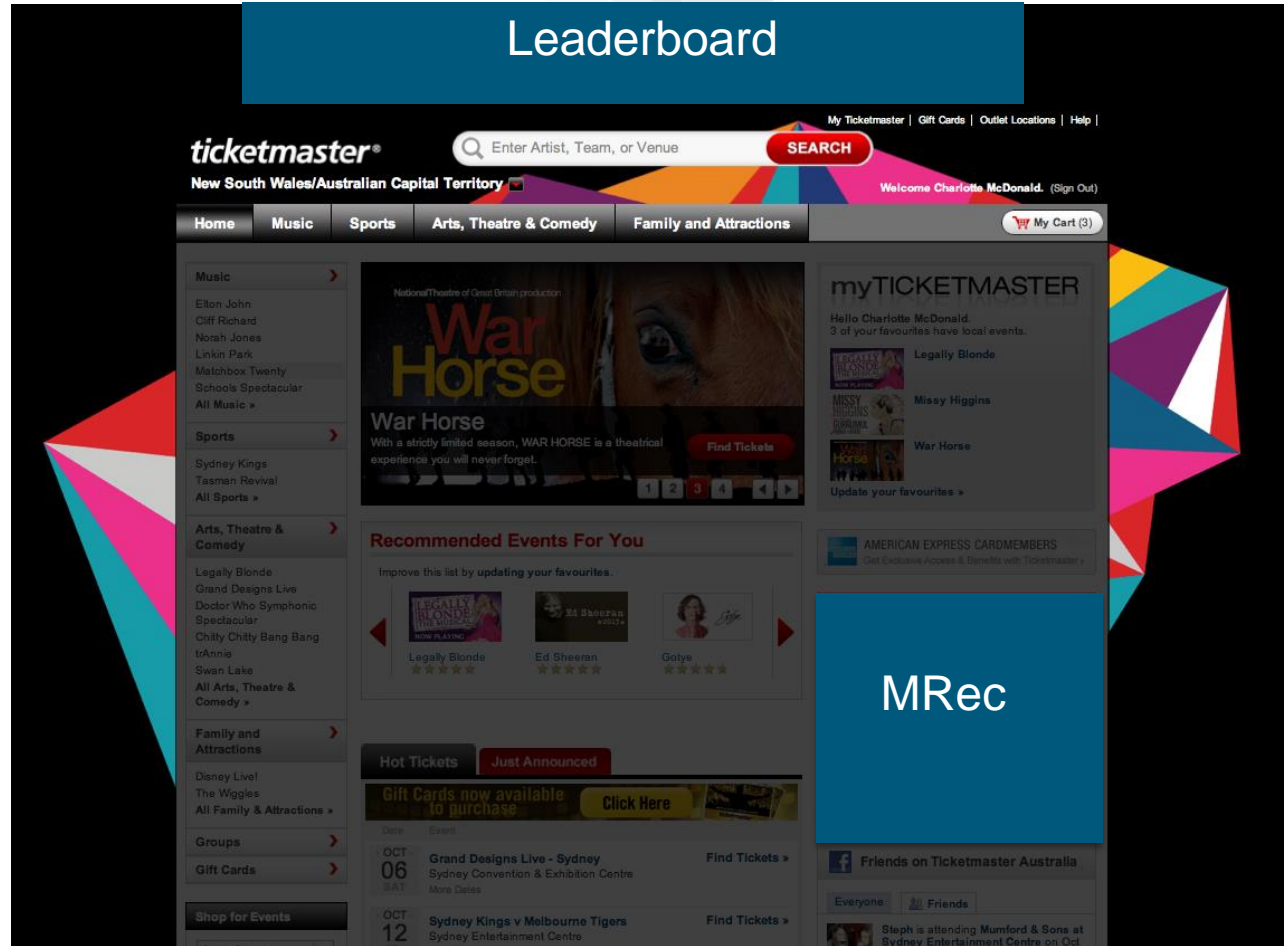


Display Opportunities

Homepage and
Discovery Pages

Leaderboard
728x90

Medium Rectangles
300x250



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. At the top, there's a search bar with 'soccer' entered and a 'SEARCH' button. Below the search bar, there are navigation tabs for Home, Music, Sports, Arts, Theatre & Comedy, and Family and Attractions. The main content area displays search results for 'soccer' in Victoria/Tasmania. A vertical blue banner with the word 'Skyscraper' is overlaid on the left side of the search results table.

Event	Location	Date	
Melbourne Victory V Melbourne Heart - Dry Area	Ethiad Stadium Docklands, VIC	Fri 05/10/12 07:30 PM	Find Tickets >
Melbourne Victory V Melbourne Heart - General Admission	Ethiad Stadium Docklands, VIC	Fri 05/10/12 07:30 PM	Find Tickets >
Melbourne Victory V Melbourne Heart - Melbourne Victory Members	Ethiad Stadium Docklands, VIC	Fri 05/10/12 07:30 PM	Find Tickets >
Melbourne Victory V Melbourne Heart - Reserved Seating	Ethiad Stadium Docklands, VIC	Fri 05/10/12 07:30 PM	Find Tickets >
Melbourne Victory V Adelaide United - Dry Area	Ethiad Stadium Docklands, VIC	Fri 19/10/12 07:30 PM	Find Tickets >
Melbourne Victory V Wellington Phoenix - Reserved Seating	Ethiad Stadium Docklands, VIC	Mon 05/11/12 07:30 PM	Find Tickets >
Melbourne Victory V Wellington Phoenix - Dry Area	Ethiad Stadium Docklands, VIC	Mon 05/11/12 07:30 PM	Find Tickets >
Melbourne Victory V Wellington Phoenix - General Admission	Ethiad Stadium Docklands, VIC	Mon 05/11/12 07:30 PM	Find Tickets >
Melbourne Victory V Wellington Phoenix - Melbourne Victory Members	Ethiad Stadium Docklands, VIC	Mon 05/11/12 07:30 PM	Find Tickets >
Melbourne Victory V Central Coast Mariners - Dry Area	Ethiad Stadium Docklands, VIC	Sat 17/11/12 07:45 PM	Find Tickets >
Melbourne Victory V Central Coast Mariners - General Admission	Ethiad Stadium Docklands, VIC	Sat 17/11/12 07:45 PM	Find Tickets >
Melbourne Victory V Central Coast Mariners - Reserved Seating	Ethiad Stadium Docklands, VIC	Sat 17/11/12 07:45 PM	Find Tickets >
Melbourne Victory V Central Coast Mariners - Melbourne Victory Members	Ethiad Stadium Docklands, VIC	Sat 17/11/12 07:45 PM	Find Tickets >
Melbourne Victory V Melbourne Heart - Dry Area	Ethiad Stadium Docklands, VIC	Sat 02/02/13 07:45 PM	Find Tickets >
Melbourne Victory V Melbourne Heart - General Admission	Ethiad Stadium Docklands, VIC	Sat 02/02/13 07:45 PM	Find Tickets >
Melbourne Victory V Melbourne Heart - Melbourne Victory Members	Ethiad Stadium Docklands, VIC	Sat 02/02/13 07:45 PM	Find Tickets >
Melbourne Victory V Melbourne Heart - Reserved Seating	Ethiad Stadium Docklands, VIC	Sat 02/02/13 07:45 PM	Find Tickets >



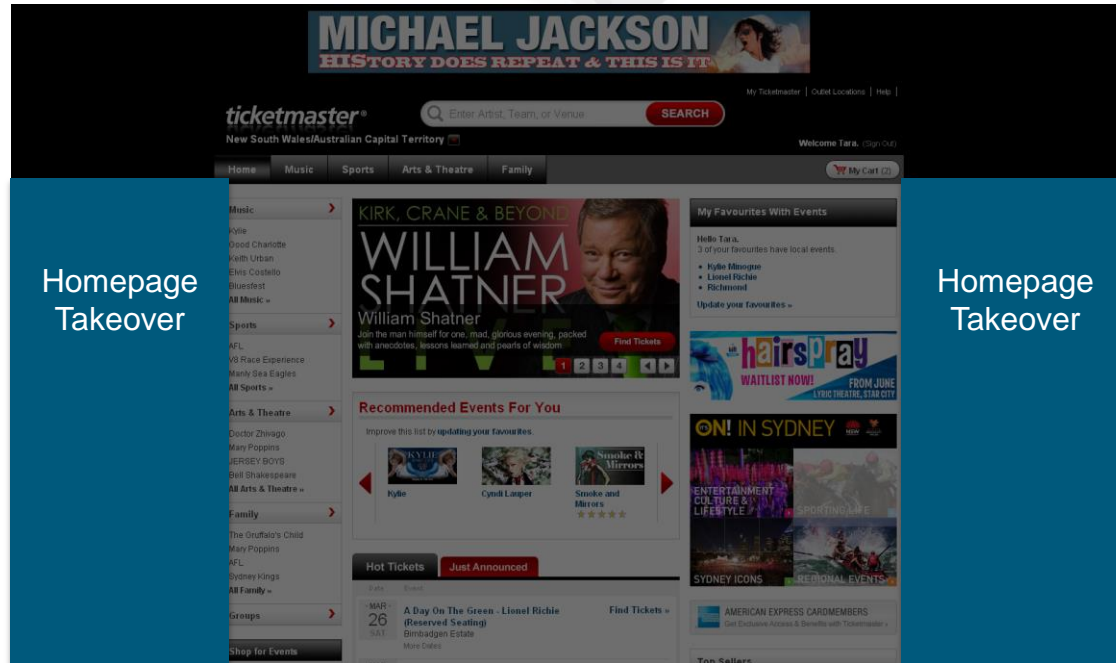
Homepage Takeover

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

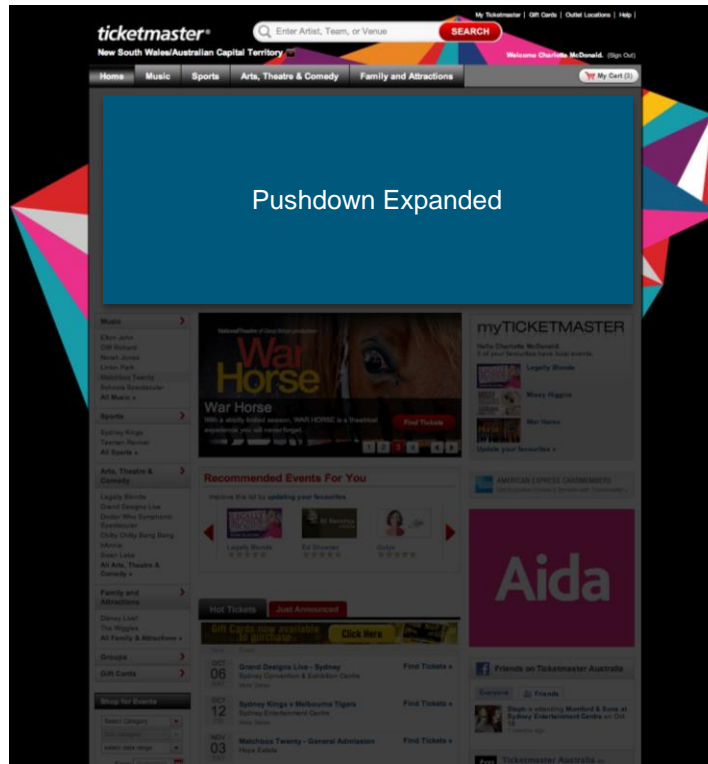
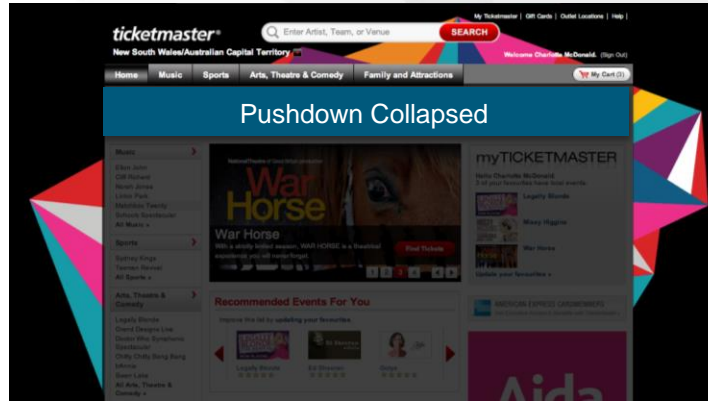
Served:

3rd party only

Initial load:

40K

Max File Size: 140K

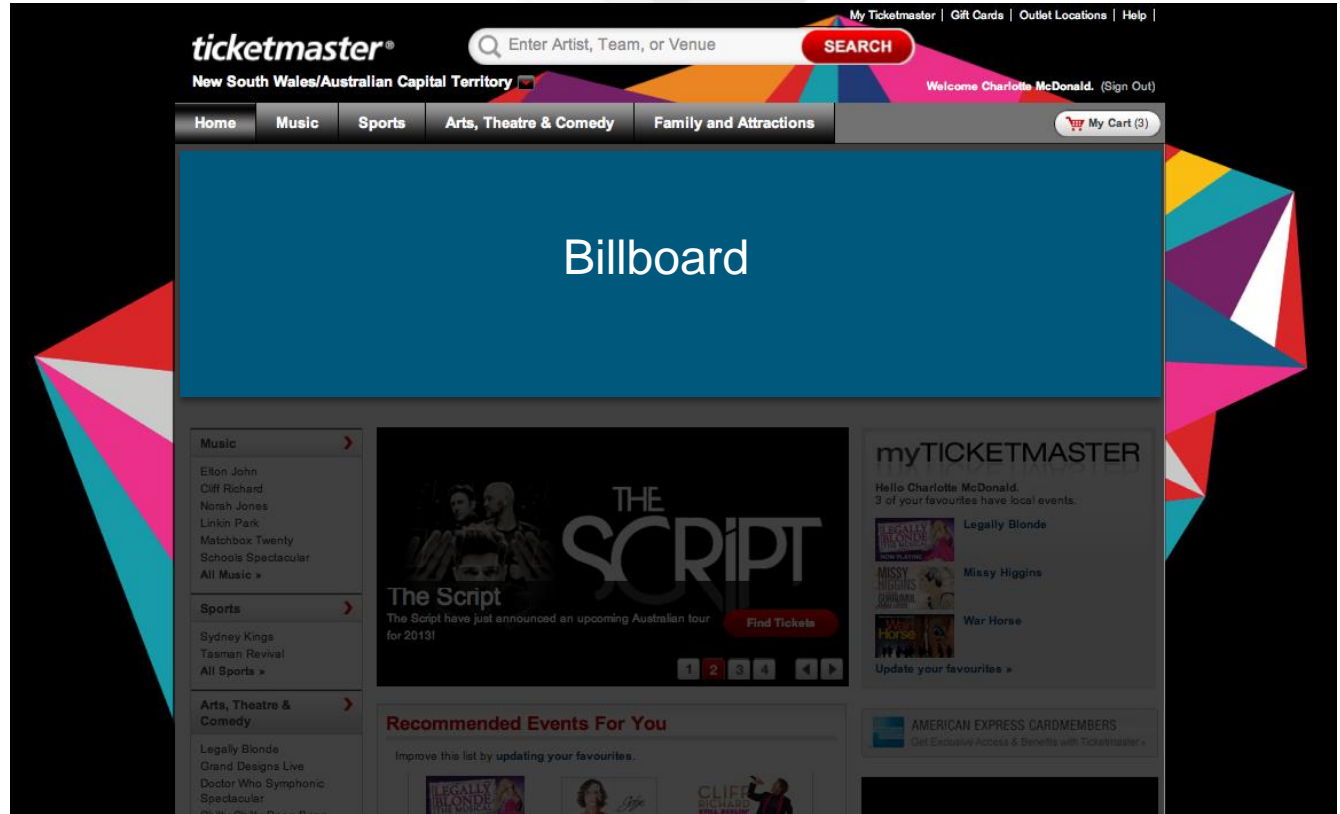


Billboard

Dimensions:
970x250

Served:
3rd party only

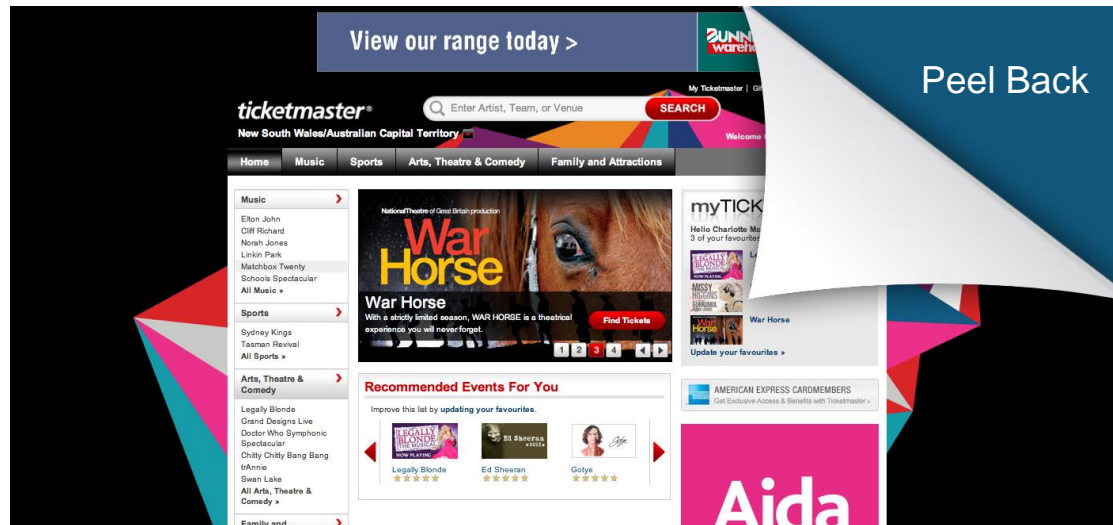
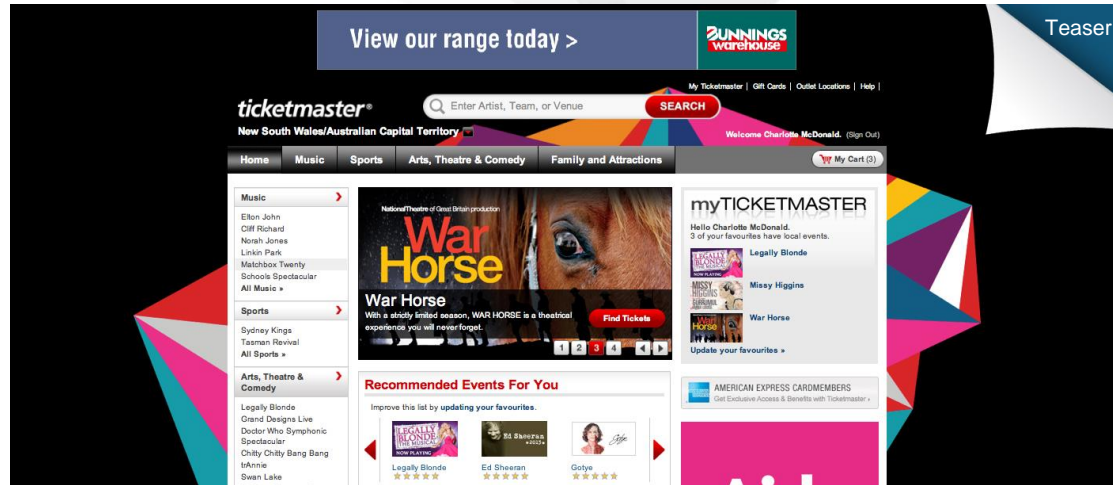
Initial load:
40K
Max File Size: 140K



Peel Back

Teaser:
100x100

Peel Back:
500x500



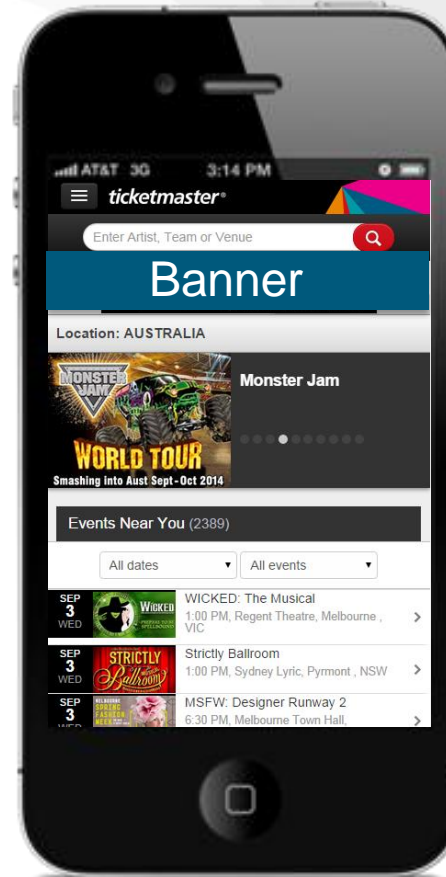
Mobile Site

Dimensions:
325x50 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



The image shows a screenshot of a Ticketmaster polling page. At the top left, the 'ticketmaster®' logo is visible. The main content area is a red rectangle with a white box at the top containing a loading spinner icon, the text 'Working...' in red, and 'We are currently working on your request' in black. Below this, a red line of text reads 'Please don't refresh or leave this page - you'll have to start over!'. The background of the red rectangle features the white Qantas kangaroo logo and the text 'The Qantas Take Off Sale is now on.' in white, with 'Explore the world with the Qantas Take Off Sale' in smaller white text below it. At the bottom of the red rectangle is the Qantas logo.



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:

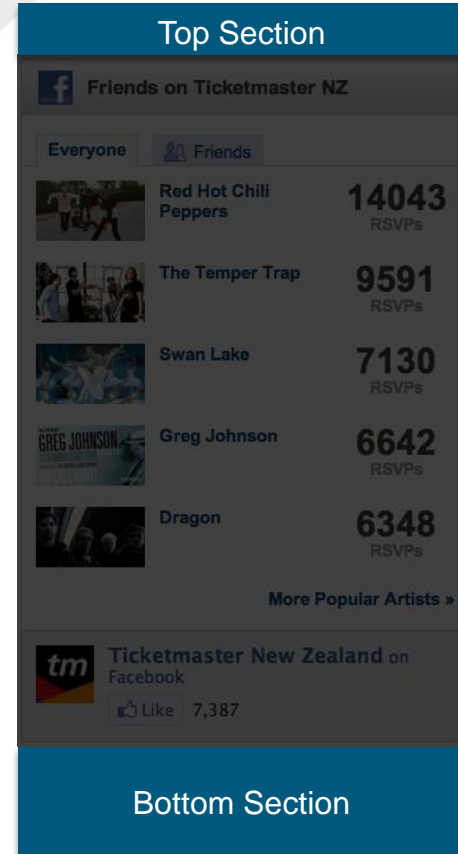
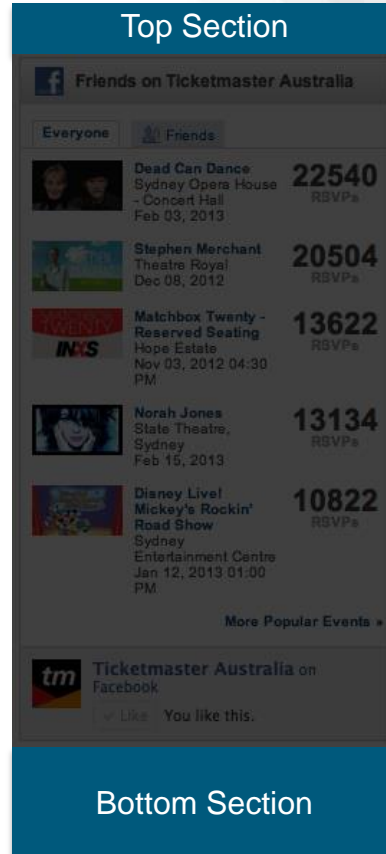
Top Section: 360x40

Bottom Section 360x60

Confirmation Page:

Top Section: 420x40

Bottom Section:420x60



Alert Suite (CEN)

TicketAlert emails

Dedicated emails

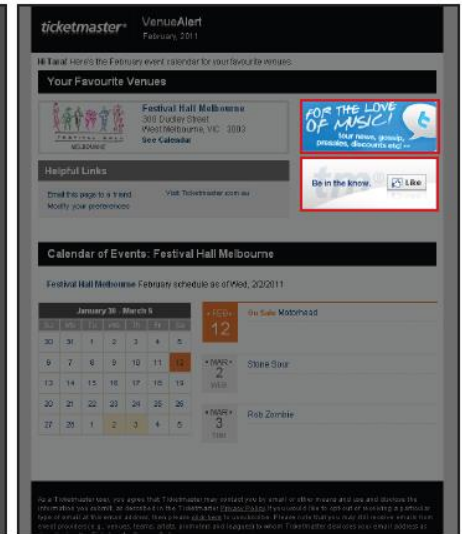
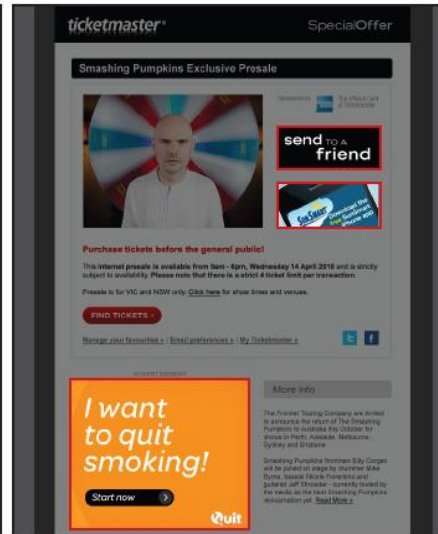
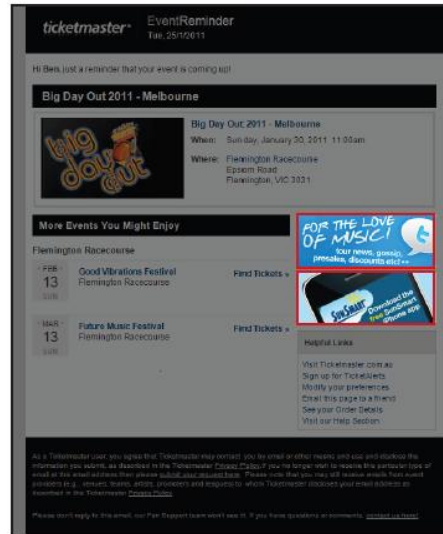
TeamAlert emails

PerformerAlert emails

Event Reminder emails

VenueAlert emails

MRec
300x250



DATABASE AUSTRALIA NEW ZEALAND

Account holders

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

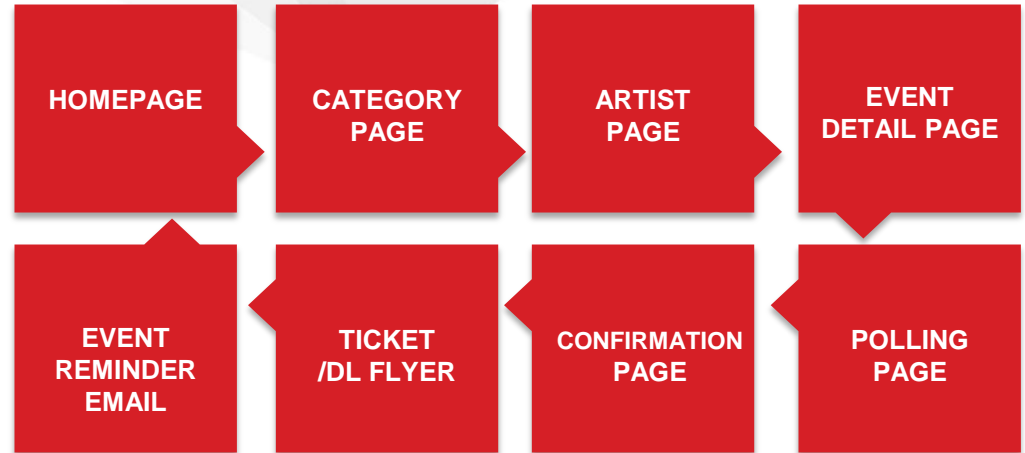
Tickets purchased on line are printed at home and provided branding opportunities

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

Print-At-Home®

Deliver your message on the ticket front.


More than 1.5million e-tickets reach online customers annually.


Targetable by:

- Location
- Event
- Artist
- Venue

Print-At-Home® Ad Tile 2
276x255






This is your  Print-at-Home ticket.
Fold along the line below to scan this ticket at the venue.

Check
www.stereosonic.com.au
for event info, news,
competitions and more.

PURCHASED BY: PRINTHOME TEST
CONFIRMATION No: 52-13423 / AUS

#STEREOSONIC 18YRS+ ONLY
#TWO DAYS
GENRL ADMISSION

Totem Onelove, RDIO, inthemix,
Channel [V] and Nova present

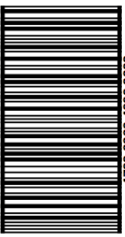


Please visit stereosonic.com.au for full info

SAT 29-SUN 30 NOV 2014 1PM

TAX INVOICE
TOTAL PRICE
INC. GST

GENADM CAC 1 COMP \$ 0.00
ENSYD x15
CNZ7802



4782 0338 4608 9302

Fold along this line, then scan ticket through at venue.

Protect this ticket!

Present this entire page for scanning at the time of admission to the event.

Keep this ticket in a safe place and safeguard it as you would money or regular tickets. Unauthorised duplication or sale of this ticket may prevent your admittance to the event. The unique barcode on this ticket can only be used once. Multiple copies of this ticket will not allow multiple entries to the event. Do not buy this ticket from a source other than Ticketmaster otherwise you will not be able to verify if the ticket is legitimate or an unauthorised copy. In the event that duplicate copies appear, the venue or promoter reserves the right to refuse entry to ALL ticket holders.

This ticket is sold by Ticketmaster Australasia Pty Ltd ABN 4908 9258 837 as agent for and on behalf of the "Presenter", the party who presents the event, and includes a promoter or producer or venue as the case may be. This sale is subject to terms and conditions which are available by contacting Ticketmaster on 136 100, on Ticketmaster's web site ticketmaster.com.au or may be viewed at the place of purchase. This ticket is a Tax Invoice. The total price of this ticket includes GST if applicable. An asterisk within the ticket on this page indicates that this event may be GST exempt. Should you require a tax invoice for an event denoted with an asterisk, please contact Ticketmaster on 136 100.

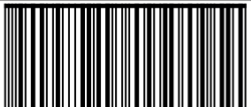
Ad Tile 1

260x200

Ad Tile 2

276x255

ENSYD Section: GENADM



4782 0338 4608 9302

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

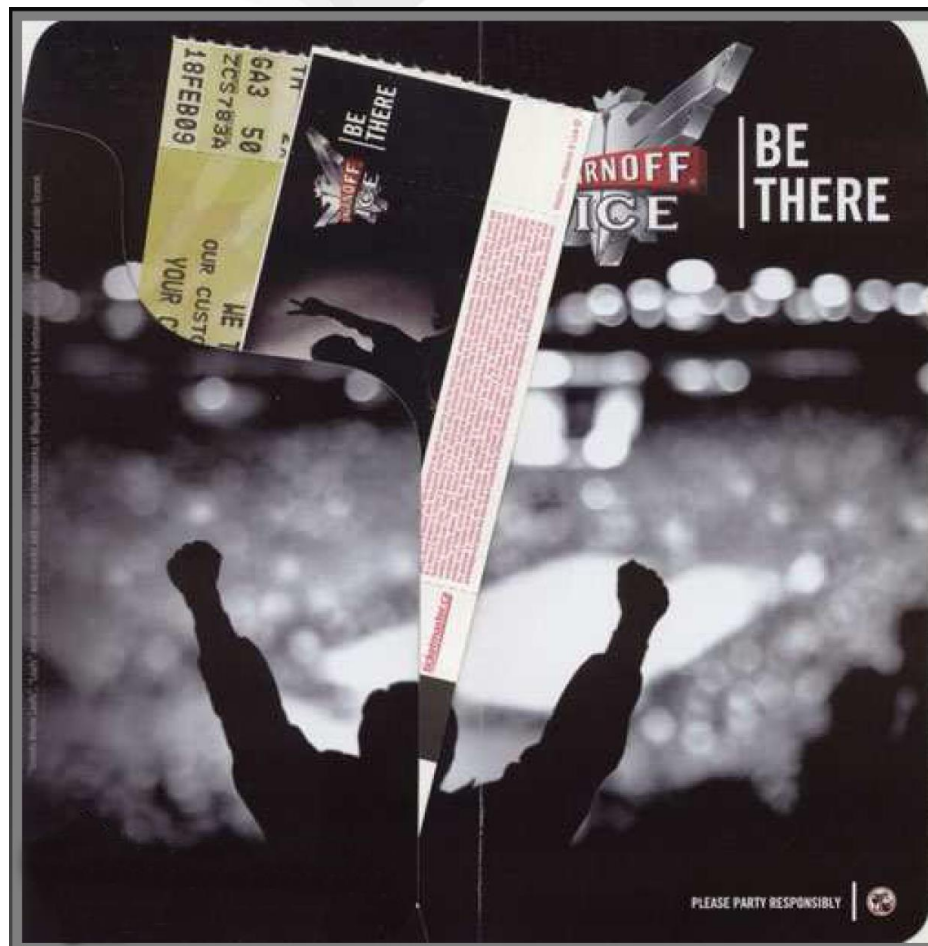
An exclusive direct to consumer showcase for your brand.

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 rd 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	3 rd party only	3 rd 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
		40k inital load			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	[X] & the word Close		

Ad Unit	Size (px)	Filesize	3 rd 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 rd 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 vendors 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

For more information contact;

Digital.sales@ticketmaster.com.au

