

● MARCH 2026

The Streaming Playbook for **SMBs**

Unlock the Power of Connected TV

From Local Legends to State Dominators:
Your Guide to Premium Australian Inventory

By DORRINGTON MEDIA



The Biggest Screen in the House is **Now Local**



Lights, camera, **growth!**

TV is no longer just for brands with national budgets. It's quickly becoming a major player for local businesses.

Your brand can now reach thousands of viewers in your specific suburb with ads that are seamlessly interwoven into their favorite shows.

By combining programmatic buying power with broadcast-quality creative, we ensure your message lands with the same authority as a national brand. It's time to stop fighting for attention on a phone and start owning the living room.

5.6 Million Households are **Watching**

Six in ten Australians now prefer ad-supported streaming platforms over subscription-only models. Streaming TV offers an environment focused on high-quality engagement.

- **100% View-Through Rate:** Streaming ads are typically non-skippable, ensuring your entire message is watched from start to finish.
- **Verified Reach:** Unlike social "interests," our data is locked to verified Aussie households and specific postcodes for zero wastage.
- **The Big Screen Advantage:** Connected TV has been shown to be over 40% more effective at holding viewer attention than traditional TV.
- **The New Majority:** With 73% of new subscribers now choosing ad-supported tiers, this is where the primary Australian audience lives.

Estimated Ad Revenue per Ad-Supported Viewer (AUD)
Based on 2025–2026 Industry Forecasts for Australia

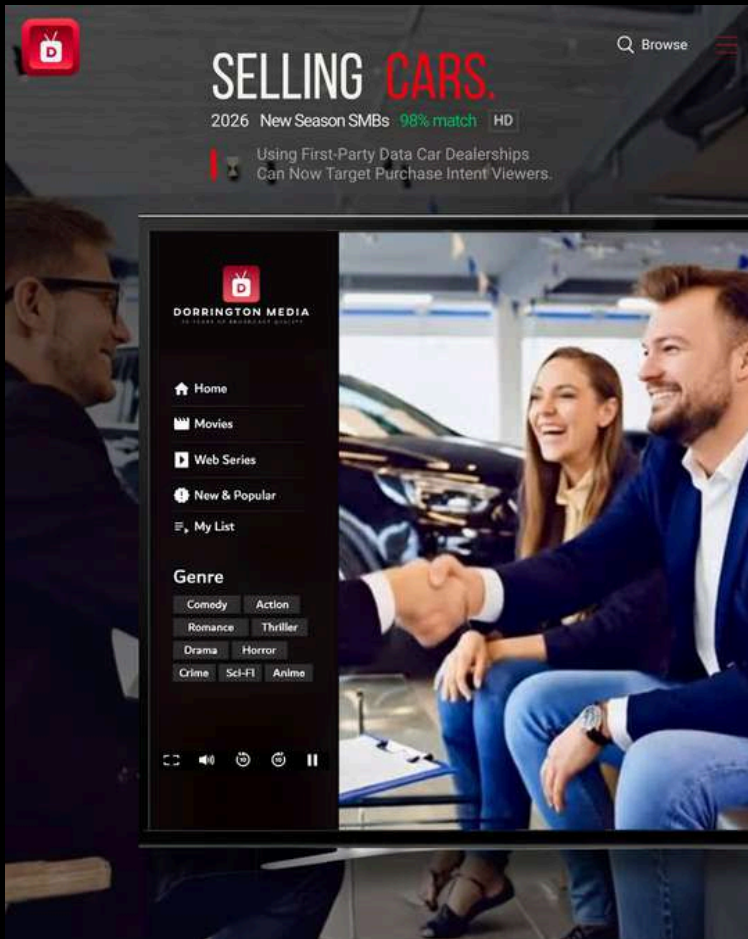
Netflix **7Plus / 9Now** **Prime Amazon** **Kayo / Binge** **Paramount+**

2024 (Est) 2025 (Projected) 2026 (Projected)



Source: Compiled by Dorrington Media Research. Data synthesized from Kantar Entertainment on Demand (Q3 2025) Ampere Analysis Australian Projections (2025-2027), and eMarketer Global Benchmarks

We are not an Agency. **We're Your Access Point**



STREAMING ADS FOR SMBs by DORRINGTON MEDIA

is a **Managed Activation Platform** that bridges the gap between your local business and the big screen.

We have stripped away the complexity of traditional TV buying to create a streamlined, 3-step path to growth.

Book Your Campaign: Select from three high-impact packages. Lock in premium inventory on 7Plus, Kayo, Disney+ and more with transparent, all-inclusive pricing.

Create Your Ad: No TVC? No problem. We partner with Black Fox Productions to build broadcast-quality commercials and handle the entire ClearAds Australia approval for you.

Track Your Results: Stop guessing. Use our dashboard to monitor Reach, Frequency, and Brand Lift in real-time. See exactly how your campaign is driving real-world growth.

Premium Inventory. Simplified

1) Understanding our **CTV Advertising** Ecosystem



Ad Formats

We utilize high-impact Pre-roll (played before content starts) and Mid-roll (played during natural breaks) video ads.



Pricing

Transparent monthly packages starting at \$990. We've simplified ad buying into a predictable, fixed-cost model for SMBs.



The Publishers

We use leading demand side platforms like StackAdapt and providing accuracy & efficiency.

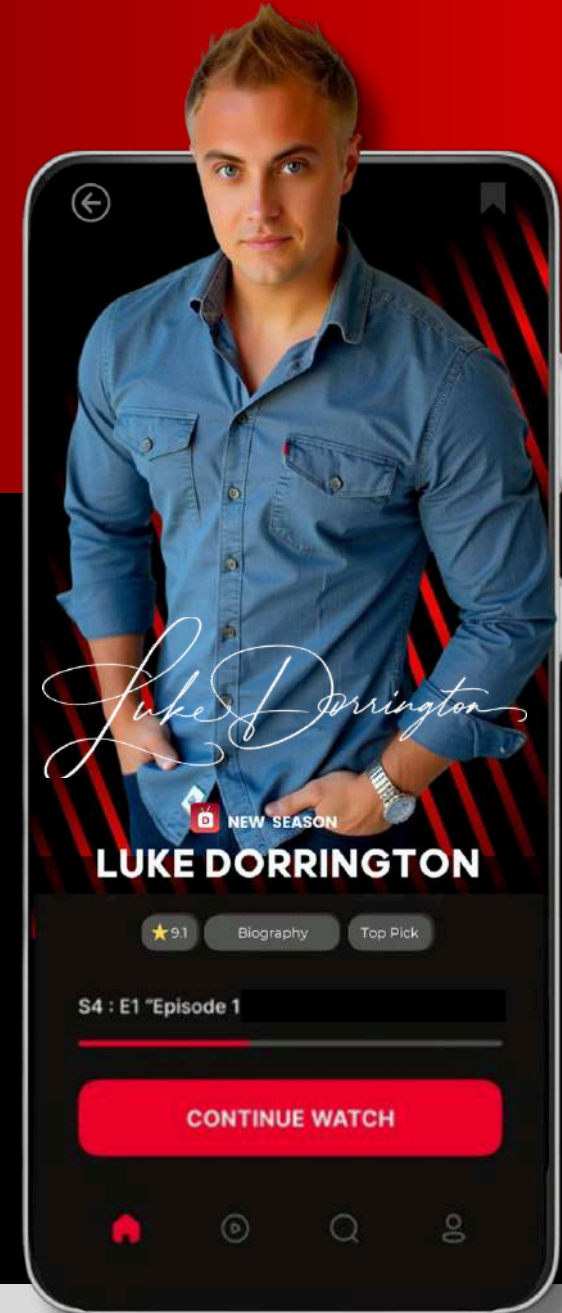
'I treat your advertising budget; like it was my own'.

'Your success, is our success'. Because when it works for your business, you'll keep advertising with Dorrington Media.

With over 13 years of experience at the Nine Network and Seven Network, Luke has managed multi-million dollar campaigns for global giants like McDonald's, Apple, and PepsiCo. More so he has introduced hundreds of SMBs to TV and Streaming Ads.

He founded Dorrington Media to give local businesses that same competitive edge.

- **Award-Winning Performance:** Recognized with the network's Highest Individual Over Budget award for 17 consecutive months of growth.
- **Proven Results:** Launched challenger brands like Halo Top, The Quick Flick and Patch Strips on national television.
- **Market Leader:** As Station Manager for Channel 7 (2018–2023), Luke delivered 96%+ of annual budgets for 5 consecutive years, maintaining a dominant 65% market share.



No TVC? No Problem. **We'll Build It.**

2) Creating **Engaging** Campaigns:

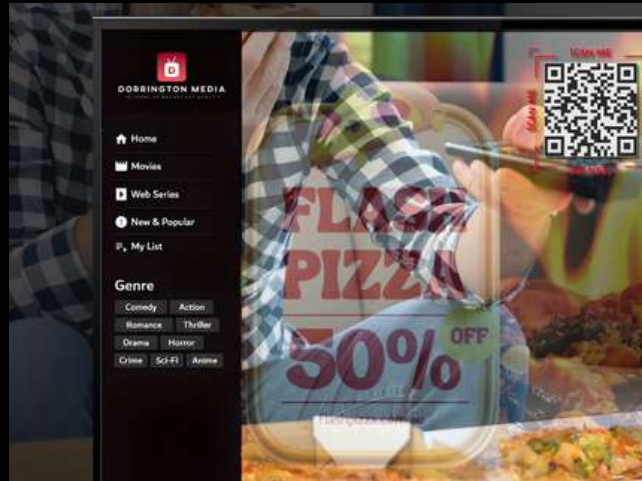
Award Winning Studio

We've partnered with Black Fox Productions, the studio behind TVCs for Pirelli Tyres and Suzuki Marine, to ensure your brand looks world-class.



Clear Ads Approval

We handle the entire certification process with ClearAds Australia, ensuring your ad is fully compliant and ready for broadcast.



Engaging Story Mode

We focus on your high-quality assets and storytelling techniques that resonate with an audience in 'binge mode'.



Your message. Exactly where it **matters**

3) Measure, **Optimize**, Repeats;

Hyper-Local Focus

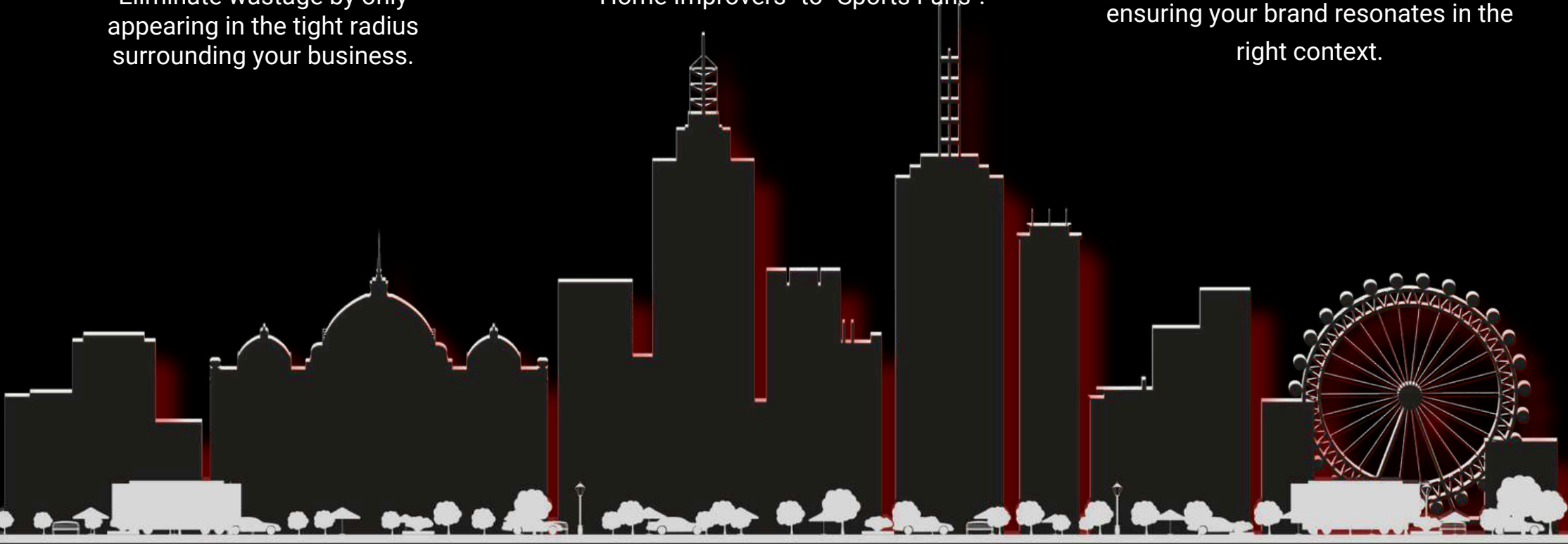
Lock your ads to specific postcodes, cities, or regions. Eliminate wastage by only appearing in the tight radius surrounding your business.

Advanced Demographics

Target your ideal customer by age, gender, and lifestyle interests from "Home Improvers" to "Sports Fans".

Behavioral Intent

Reach audiences based on their specific viewing habits and genres, ensuring your brand resonates in the right context.



Stop guessing. Start **growing**

4) **Stay Ahead** of the Curve;



Key Metrics

Monitor Reach, Frequency, and Website Brand Lift to see exactly how your campaign is driving real-world growth for your SMB.

Updated Dashboard

Use our intuitive dashboard to track your CTV campaign's performance and identify areas for improvement.

ROI Analysis

We track your return on investment rigorously, moving past impressions to measure the data that drives business decisions.

Align Your Investment with **Your Ambition**

5. Addressing Any **Concerns**

Streaming advertising, like any investment, requires a strategic approach. We ensure your brand is protected and your budget is utilized with maximum efficiency.



Budget Efficiency

We move past the traditional "big network" buy. We align your budget with your specific goals whether that is broad reach, hyper-local engagement, or a strategic mix of both.

Brand Safety







Rest easy knowing your brand appears only in premium, broadcast-quality environments with strict content moderation. You have full control over where your ads appear.

Seamless Intergration

Integrate your TV ads with your other marketing channels (social, email, etc.) to create a cohesive experience for your audience.

High-Impact Packages **Designed for Growth**

We give your SMB direct access to premium streaming inventory, placing your brand on the biggest screen in the house. Every campaign is personally overseen by a dedicated Campaign Manager and a Programmatic Advertising Expert.

 The Local Legend Perfect For: Cafés, Gyms, Local Retail & Single Suburbs \$990/ month <i>*3-month minimum commitment</i> Be the Local Name ✓ Est. Impacts: 15,000+ Completed Views (Per Month) ✓ Targeting: Hyper-Local Focus. We lock your ads to specific postcodes or a tight radius around your business. No wastage. Just your local customers <th data-bbox="797 722 1469 1505"> The City Discoverer Most Popular Perfect For: Tradies, Builders, Franchisees, Professional Services \$1,650/month <i>*3-month minimum commitment</i> Dominate My City ✓ Est. Impacts: 25,000+ Completed Views (Per Month) ✓ Targeting: Demographic & Lifestyle. Target by Age, Gender, and Interests (e.g., "Home Improvers," "Sports Fans")<th data-bbox="1503 722 2175 1505"> The State Dominator Perfect For: Established Brands, Dealerships & E-Commerce \$3,300/month <i>*3-month minimum commitment</i> Scale My Brand ✓ Est. Impacts: 55,000+ Completed Views (Per Month) ✓ Targeting: Advanced Behavioral Data. Utilizes Purchaser Intent Data to target people actively looking to buy, plus Competitor Conquesting</th></th>	 The City Discoverer Most Popular Perfect For: Tradies, Builders, Franchisees, Professional Services \$1,650/ month <i>*3-month minimum commitment</i> Dominate My City ✓ Est. Impacts: 25,000+ Completed Views (Per Month) ✓ Targeting: Demographic & Lifestyle. Target by Age, Gender, and Interests (e.g., "Home Improvers," "Sports Fans") <th data-bbox="1503 722 2175 1505"> The State Dominator Perfect For: Established Brands, Dealerships & E-Commerce \$3,300/month <i>*3-month minimum commitment</i> Scale My Brand ✓ Est. Impacts: 55,000+ Completed Views (Per Month) ✓ Targeting: Advanced Behavioral Data. Utilizes Purchaser Intent Data to target people actively looking to buy, plus Competitor Conquesting</th>	 The State Dominator Perfect For: Established Brands, Dealerships & E-Commerce \$3,300/ month <i>*3-month minimum commitment</i> Scale My Brand ✓ Est. Impacts: 55,000+ Completed Views (Per Month) ✓ Targeting: Advanced Behavioral Data. Utilizes Purchaser Intent Data to target people actively looking to buy, plus Competitor Conquesting
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Conclusion

The Future of Your Brand Starts on the Big Screen

Your Competitors are on the Phone. You Should be in the Living Room.

The shift to ad-supported streaming is the biggest opportunity for local businesses in a generation. Don't let your brand get lost in a social media feed when you can own the most influential screen in the house.

Why Partner with 'Streaming Ads for SMBs by Dorrington Media?

- **Decades of Authority:** Leverage over 13 years of executive experience to ensure your brand is treated with national-level expertise.
- **The "Invisible Engine:** We've stripped away the complexity of traditional TV buying to give you a streamlined, 3-step path to growth.
- **Pure Accountability:** We move past vanity metrics to measure the data that actually drives your business decisions.
- **Total Brand Safety:** Your ads only appear in premium, broadcast-quality environments, never next to unsafe or low-quality content.

"We treat your advertising budget like it was my own. Your success is my success." Luke Dorrington.

Ready to start?

Head over to dorringtonmedia.com.au

Start your Streaming Ads campaign today and increase the value of your brand indefinitely.

LETS TALK