

Instinct (II)

Title Sponsorship Package 冠名套裝

Transmission Schedule 節目播放* 2020/07/07-09/15 Tue 星期二 2030-2125

* The telecast date and timeslot are subject to change 本台保留更改節目播放日期及時段的權利

No. of Episode(s) 集數 11

Package Cost 套裝價格 **\$132,000** (RC#54 價目表)

Entitlement 客戶所得

Opening & Closing Billboards 開首及結尾標板	Promos 節目宣傳片
1 / epi 集	<p>Before Launch 節目播出前</p> <p>Pearl 明珠台: 7 (1855-2400) + 14 (other than 1855-2400 以外)</p> <p>Jade 翡翠台: 2 (1855-2300) + 3 (other than 1855-2300 以外)</p> <p>TVB News 新聞台: 2 (1800-2400) + 3 (other than 1800-2400 以外)</p> <p>Sustaining 節目播出時期 (per week 每星期)</p> <p>Pearl 明珠台: 5 (1855-2400) + 10 (other than 1855-2400 以外)</p> <p>Jade 翡翠台: 1 (1855-2300) + 2 (other than 1855-2300 以外)</p> <p>TVB News 新聞台: 1 (1800-2400) + 3 (other than 1800-2400 以外)</p>

Promos (other than 1855-2400) on Pearl channel are tagged with sponsor billboard.
明珠台的節目宣傳片(1855-2400 以外) 連贊助廣告標板。

Billing Schedule 付款日期 Bill by Delivery 節目播出前繳付

Sales Conditions 銷售條款

Please observe the following in addition to our General Terms & Conditions in Rate Card No. 54.
詳情請參閱附加條款及54價目表內之一般條款。

- Bookings will be accepted on a first-come-first-served basis. No cancellation is allowed once confirmed.
冠名套裝訂購檔一經簽訂，即時生效並不可取消。
- Surcharges and taxes for payment outside Hong Kong are not included in the package cost.
如客戶於香港以外地區付款，相關的附加費用、手續費或稅款並不包含於以上套裝價格。
- Programme launch date to be advised by the Station.
本台將全權決定節目播放日期。
- There will be a production lead-time of at least 4 weeks after receiving sponsor's written confirmation and billboard.
在取得套裝確認及客戶標板後，冠名可於 4 週 後播出。
- All sponsorships are subject to pre-emption by special programming or news break-in. The Station will make its best effort to advise the sponsor concerned, should time allow.
節目時段會因特備節目或突發新聞插播而被佔用。如有此情況，本台將盡快通知客戶該集播放的調動。
- The same day rerun, if any, will not be rescheduled in case of pre-emption.
如有節目重溫被插播，將不獲重新安排播放時間。
- The Station reserves the right to air billboards of co-sponsors on non-competitive nature.
本台擁有招收非競爭產品類別的聯合贊助之權利。
- This package is not eligible to volume rebate but will be grouped for volume rebate calculation.
購買冠名套裝的費用將不獲大額回扣，唯費用可撥入客戶之總廣告支出，以計算同年度大額回扣。
- TVB reserves the right to revise or withdraw this package at anytime without notice.
本台保留修改或取消冠名套裝之權利而不作另行通知。



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INSTINCT stars Alan Cumming as a former CIA operative, author and university professor turned NYPD consultant Dylan Reinhart, who, after being put on leave by the NYPD, is reinstated in time to join his partner on their newest case.

NYPD detective Lizzie Needham, who fluctuates being irritated and enamored with Dylan, is ready to jump back into their partnership, while sorting out her own personal life.

Helping them is Julian Cousins, Dylan's invaluable CIA comrade who rivals Dylan in brilliance and wit, and can get top-secret dirt on anyone, anywhere, anytime and who also is part of an under-the radar relationship with Lizzie.

Lizzie's boss, Lt. Jasmine Gooden, is relieved to reinstate Dylan but also lets him know that he now plays by her rules.

But as Dylan feels reenergized returning to his work life, his husband, Andy, is busy fielding the adoption process in the hopes that they can finally become parents.

With Dylan and Lizzie back as partners, a "Sleeping Beauty Killer" case comes their way, and they realize they need to continue to both trust their instincts.

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Title Sponsorship Package Cost Efficiency Estimation 冠名套裝成本效益評估

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Cost Efficiency Estimation 冠名套裝成本效益評估	No. of Quantities 總次數	Estimated Total 4+ GRPs 預計 4 歲或以上總收視點
Programme Run(s) with Sponsor Naming 節目播放連客戶冠名	11	5.3
Promos 節目宣傳片	251	560.6
Opening & / or Closing Billboard 開首及 / 或結尾標板	22	18.3
Promo tag-on Billboard 節目宣傳片連贊助客戶標板	114	12.5
Total 總數	398	596.8
Estimated Viewership (4+) 預計總觀眾人次	39,021,856	
Estimated Reach (4+) 預計接觸率	76.3%	
Estimated Average Frequency 預計平均收看次數	7.8	
Package Value (RC#54) 套裝價值 (價目表#54)	2,377,875	
Package Discount 套裝折扣率	94%	
Estimated CPRP (HK\$) 預計每一收視點成本	\$ 221	
Estimated CPM (HK\$) 預計每千觀眾成本	\$ 3	

Remarks 附註:

- Estimated Ratings is based on the average ratings of corresponding timeslots during 2020/03/16 - 2020/04/12.
預計收視點參考自 2020 年 3 月 16 日 - 4 月 12 日之平均收視。
- Estimated Reach is based on the average reach of corresponding timeslots during 2020/01/27 - 2020/04/12.
預計接觸率參考自 2020 年 1 月 27 日 - 4 月 12 日之平均接觸率。
- Estimated Average Frequency is calculated by Estimated GRPs divided by Estimated Reach.
預計平均收看次數是按預計總收視點除以預計接觸率所取得。
- Rate Card #54 is applied. 套裝價目表為#54.
- The above estimations are for general reference only, without warranty of any kind on the actual performances.
本台提供之以上預計評估僅供參考，可能會與實際節目收視有所出入。

Source 資料來源: Ratings 收視 - CSM Media Research, Adobe Analytics, Nielsen OOH Study
Reach 接觸率 - CSM Media Research