

「我家無難事」冠名套裝 The Kwoks And What Title Sponsorship Package

Transmission Schedule 節目播放^①

2021年8月9日 - 9月10日

Mon-Fri 星期一至五

2030-2130

① The telecast dates and timeslots are subject to change. 本台保留更改節目播放日期及時間之權利。

No. Of Episode(s) 集數

25

Title Sponsorship Package Cost 冠名套裝價格^②

Jade 翡翠台

\$1,250,000 (included Naming Right Fee 包括節目冠名費 \$800,000)

② Applicable to all advertisers. 適用於所有廣告客戶。

Top Up Package Cost 附加套裝價格^②

(A) myTV SUPER Title Sponsorship 冠名套裝 \$95,000

* An extra 10% discount will be offered to the advertiser who purchases both Title Sponsorship Packages of this programme on Jade and myTV SUPER. 同時購買此節目之翡翠台及myTV SUPER冠名套裝的客戶，可享額外10%折扣優惠。

(B) TVB Social Media TVB 社交平台* \$100,000

* First option will be given to the Jade title sponsor on its sponsorship confirmation date; or up to two weeks prior to the first programme on-air date (whichever is the earlier date). After which, the TVB Social Media Top Up Package will be opened to all advertisers. 購買「我家無難事」冠名套裝之客戶，於確定冠名套裝時或於節目播出前2星期(兩者以較早日期為準)可優先購買TVB社交平台附加套裝。優先購買期過後，TVB社交平台套裝將會公開發售。

Billing Schedule 付款日期

Bill by epi 每集廣告播放前全數繳付

Sales Conditions 銷售條款

Please refer to the general terms and conditions in Rate Card Nos. 54A/55, [myTV SUPER 2021 Rate Card](https://promo.bigbigchannel.com/hk/en/advertising-terms-conditions) and <https://promo.bigbigchannel.com/hk/en/advertising-terms-conditions>.

詳情請參閱54A/55, myTV SUPER 2021價目表及<https://promo.bigbigchannel.com/hk/tc/advertising-terms-conditions>內之一般條款。

1. Bonus spots cannot be converted to purchase this package. 此廣告套裝不能以優惠獎賞額購買。
2. TVB reserves the right to revise or withdraw this package at anytime without further notice. TVB 保留修改或取消此廣告套裝之權利而不作另行通知。

**eNewsletter Subscription >>**Among the first to get latest TV advertising offers and updates <http://bit.ly/tvbedm>

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Entitlement 客戶所得 - Title Sponsorship Package 冠名套裝

Opening / Closing Billboard 開首 / 結尾標板 (5-sec 秒)	Promos 節目宣傳片
1 / epi 集	Launch 節目播出前 Jade 翡翠台 ^③ : 7 (1855-2300) + 14 (other than 1855-2300 以外) J2: 4 (1855-2400) + 10 (other than 1855-2400 以外) TVB Finance & Information 4 (1855-2400) + 10 (other than 1855-2400 以外) 無綫財經·資訊台: Sustaining 節目播出時期 (per week 每星期) Jade 翡翠台 ^③ : 7 (1855-2300) + 14 (other than 1855-2300 以外) J2: 4 (1855-2400) + 10 (other than 1855-2400 以外) TVB Finance & Information 4 (1855-2400) + 10 (other than 1855-2400 以外) 無綫財經·資訊台:

③ Promos (other than 1855-2300) on Jade channel are tagged with sponsor billboards. 翡翠台的節目宣傳片(1855-2300 以外) 連贊助廣告標板播放。

Entitlement 客戶所得 - Top Up Package 附加套裝

(A) myTV SUPER[®] Title Sponsorship 冠名套裝

④ Please refer to Appendix for details. 詳情請參考附錄。

(B) TVB Social Media TVB 社交平台

Social Media Platforms 社交平台組合	Deliverable [®] 客戶所得
Big Big Channel TVB Facebook TVB YouTube	1. Minimum 25 video highlight or behind the scene videos. 不少於25條劇集精華或花絮短視頻。 2. Top and Bottom Banner attached to 我家無難事 videos [®] (video is provided by TVB). 影片 [®] 之上及下位置加入一款橫額廣告 (TVB主導影片內容)。 3. Maximum 3 hashtags and 1 Page tag in each Facebook post ; Maximum 3 hashtags in each Big Big Channel and YouTube post. 每個Facebook 帖子中標籤客戶專頁及3個話題; 每個Big Big Channel 及YouTube帖子內最多3個話題。

⑤ Please refer to 詳情請參考 <https://promo.bigbigchannel.com.hk/en/spec/>。

⑥ Product protection not applied to Top and Bottom Banner of the video. 同類產品的廣告有可能會同時出現於影片上下方橫額。

我家無難事

The Kwoks And What



郭得勤年紀不輕，但心境年輕，從馬來西亞回流香港，打算再創事業高峰。殊不知母親迷信、妻子嚷著要離婚、生意遇阻滯、遭弟妹鄙視，還有一位坐了二十年監的「毒梟男」聲稱擁有母親的房屋的一半業權，令到家無寧日……

正所謂那一家會無難事，幸好勤擁有豐富的人生經驗，足以應對！

演員： 鮑起靜、馬德鐘、車婉婉、楊明、胡斐、關禮傑、唐詩詠、王君馨、徐榮、黃嘉樂、劉思希、譚偉權、馬海倫

節目資料以最後公佈為準

「我家無難事」冠名套裝成本效益評估 Title Sponsorship Package Cost Efficiency Estimation

Transmission Schedule 節目播放^①

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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	25	572.5
Promos 節目宣傳片	294	1,089.0
Opening & / or Closing Billboard 開首及 / 或結尾標板	25	575.5
Promo tag-on Billboard 節目宣傳片連贊助客戶標板	84	202.7
Total 總數	428	2,436.7
Estimated Viewership (4+) 預計總觀眾人次	159,333,278	
Estimated Reach (4+) 預計接觸率	76.5%	
Estimated Average Frequency 預計平均收看次數	31.9	
Package Value (RC#55) 套裝價值 (價目表#55)	\$ 9,504,380	
Package Discount 套裝折扣率	86.9%	
Estimated CPRP (HK\$) 預計每一收視點成本	\$ 513	
Estimated CPM (HK\$) 預計每千觀眾成本	\$ 8	

Remarks 附註:

- Estimated Ratings is based on the average ratings of corresponding timeslots during 2021/06/07 - 2021/07/04.
預計收視點參考自 2021 年 6 月 7 日 - 7 月 4 日之平均收視。
- Estimated Reach is based on the cumulative reach of corresponding entitlements during 2021/05/24 - 2021/07/04.
預計接觸率參考自 2021 年 5 月 24 日 - 7 月 4 日之累積接觸率。
- 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 #55 is applied.
套裝價目表為#55。
- 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 & Reach 收視及接觸率 - CSM Media Research



“我家無難事” 冠名套裝

The Kwoks And What Title Sponsorship Package

專區上架日期: 2021 年 8 月 9 日至 2021 年 9 月 19 日
 Zone On-shelf Period : Aug 9 to Sept 19, 2021



Title Sponsorship Package Cost

冠名套裝價格

HK\$95,000

Entitlement 客戶所得 –

Title Sponsorship Package 冠名套裝

Platform 平台	Ad Format 廣告型式	# of weeks 展示時間
STB, Web & Apps 電視機頂盒, 網頁版及手機應用程式	Dedicated Zone with naming right (with client's logo) 冠名專區 (帶有客戶標誌)	6 weeks 6星期

Terms & Conditions 條款和條件：

- All bookings are non-cancellable. 所有預訂均不可取消。
- Bookings will be accepted on a first-come-first served basis. Acceptance of bookings shall be at the entire discretion of myTV SUPER. 將按照先到先得的原則接受預訂。是否接受預訂由 myTV SUPER 全權決定。
- Above offers and bookings shall, upon acceptance by myTV SUPER, be subject to the General Terms and Conditions of Rate card : myTV SUPER 2021. 上述優惠和預訂在被 myTV SUPER 接受後，須遵守價目表的一般條款和條件：myTV SUPER 2021。
<https://ad.mytvsuper.com/category/advertise/terms-conditions/>
- Full payment must be settled in the first broadcast month end. 全額付款必須在播出第一個廣播月末結清。

myTV SUPER
#1 OTT in Hong Kong
myTV SUPER
#1 香港 OTT 串流媒體平台

myTV SUPER Registered Users over 9.4 Million (as of May 2021)[#]
myTV SUPER 註冊用戶已超過 940 萬 (截至 2021 年 5 月)[#]

Source : #myTV SUPER subscription management system