

**Increase Conversions While Building Your Brand or
Increase Conversions Through Brand Strengthening ?**

BRANDING + CONVERSIONS IN ONE GO



**MYTV
SUPER**

New Normal Amid Covid-19

- Stay home, restricted travel
- Retail consumption plummet
- E-commerce surge
- Binge-watching drives big screen (TV) consumption

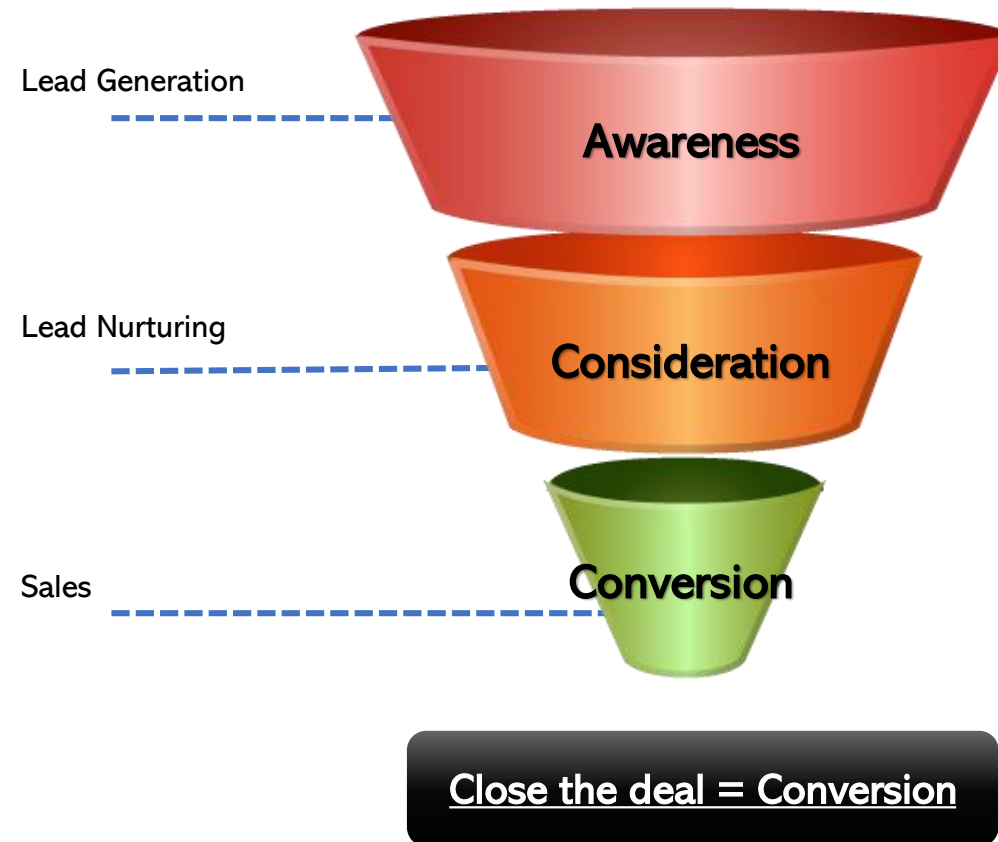


Marketers Challenge

- How to navigate consumer behavior to drive sales?
- Cookies on the way out
- 3rd party data crumble



Branding or Conversion ?



Branding

- Attract And Engage Your Audience
- Drive Conversions

Top-of-mind = Sale

Beer Category

	Consumption	Awareness	Admango Share-of-spending
Brand A	17%	21%	37%
Brand B	13%	15%	2%
Brand C	12%	12%	1%
Brand D	10%	9%	11%

Sanitary Napkin

	Consumption	Awareness	Admango Share-of-spending
Brand A	34%	33%	24%
Brand B	22%	24%	15%
Brand C	15%	16%	52%
Brand D	5%	5%	1%

Effective Branding On myTV SUPER

- Big TV screen – impactful, lean back experience
- Quality content – engaging, binge-watching
- Audio visual – storytelling
- On-demand and multidevice – anytime, anywhere
- Mass reach with high consumption
- Targeting and relevancy
- High completion rate
- Low CPCV



Mass Reach With High Consumptions

58% Reach Per Week

4.2 Days Visits Per Week

1 18mins Daily Time Spent Per User

Active Weekly Device Breakdown

Set-Top-Box 588,208

App 632,982

Web 232,089

Source : Adobe Analytics

Period : week 2031



Connected TV
campaigns are
great at driving
reach

Extensive Reach for 3 – 4 weeks campaign			
Modern Herbal Tea	Medicine	Cookware	Moon Cake
1.7M	1.8M	1.8M	1.9M

Period: 27/4/2020 – 13/09/2020

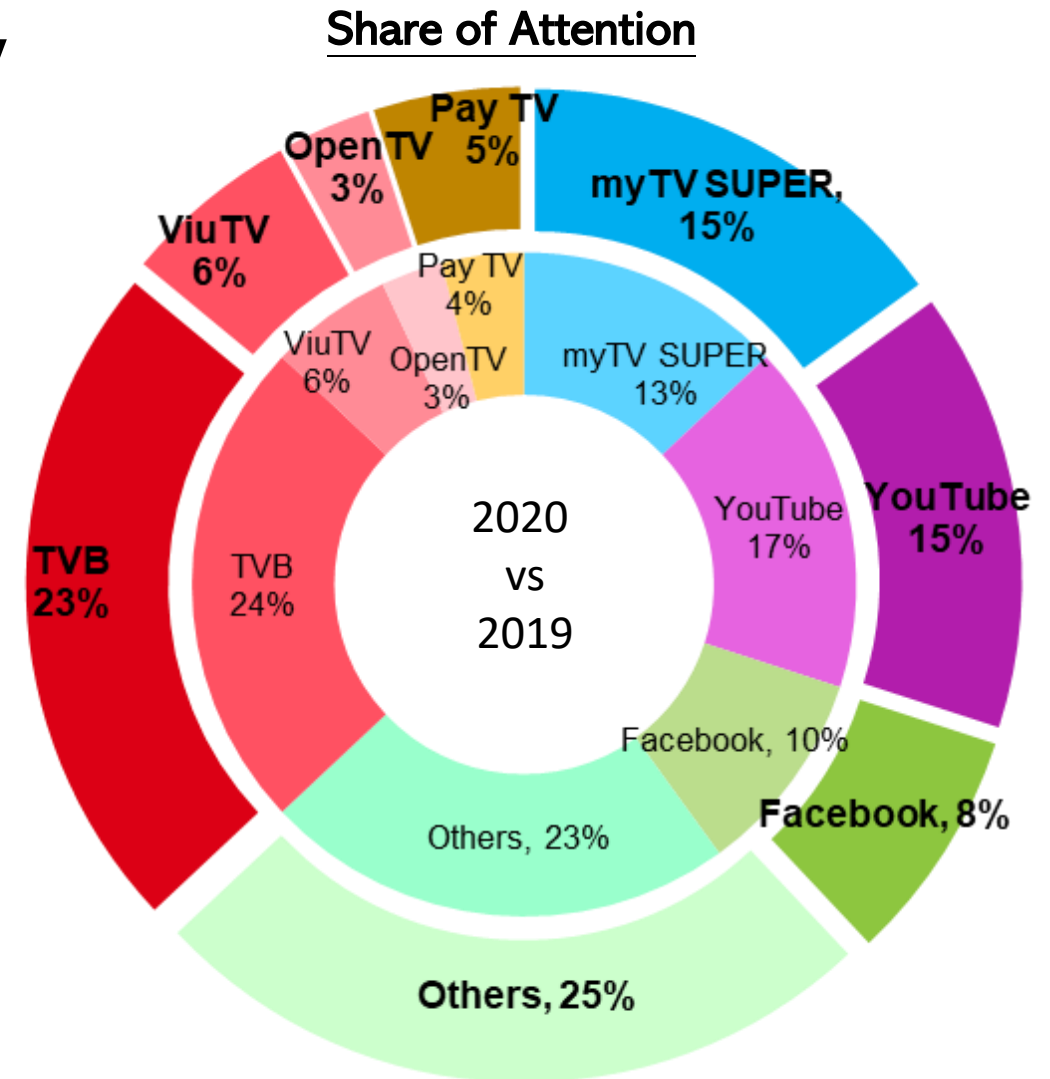
Source : Google Ad Manager / Adobe Analytics

OK buy campaigns

With multiplier in 3.3 person per household of STB from Nielsen Survey

Higher Share Of Attention Made The Higher Opportunity To See Of Your Brand

myTV SUPER Share of Attention is growing with **15%** and provide a good environment for brand building



Definition : myTV SUPER (OTT Box, App, Web), Free TV (TVB Jade, TVB Pearl, ViuTV Ch99, HK Open TV), Pay TV (iCable TV, nowTV, now E Box), Others (Instagram video, Netflix, HBG Go, Yahoo TV, ViuApp, ViuTV App, Now App, Now E App, Appledaily, On.cc, ATV digital, iQiyi, Qianxun, Tencent video, YouKu, Xiaomi, Android box)

Source : 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 General Video User for HK local population in the past 7 days)

Fieldwork period: May 8-29, 2020

Digital KPIs For Branding myTV SUPER vs Digital Video Platform

Video Completion Rate (30s)

myTV SUPER **85.3%**
vs
Other 6.49% - 12.21%

CPCV (30s)

myTV SUPER **\$0.082**
vs
Other \$0.14 - \$0.39

Source : DoubleClick
Period : Aug – Oct 2020





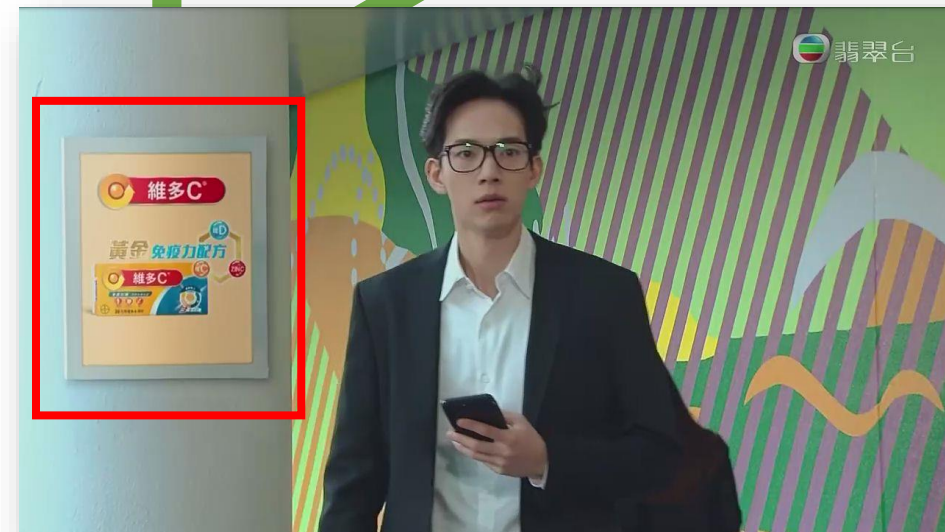
Engaging product placement with maximum associations and conversion

- Comprehensive same-screen campaign
- Market to niche consumer groups
- Drive immediate consumer sales.
- The star factor



Extra Miles Of Product Placement – In-video Advertising

- Flexible on **timing**, **program type** and **scene**
- **Naturally blend** advertising into the drama content
- **Same Effectiveness** but more under control
- **Less restrictions** and go far beyond imagination





Numerous Top Drama For Sponsorship





Conversion On TV Screen

Interactive TV Ads → OK Buy – myTV Shops

Close To 80 Direct Conversion Campaigns

(from Apr 27 – Oct 20, 2020)

Instream Conversion Is Better Than Display Ad

	Instream	Display
Conversion	75%	25%
Impression	59%	41%

Big Screen TV Draw Tremendous Conversion Shares

	TV	Mobile / Web
Conversion	70%	30%
Impression	60%	40%

Long Duration Video Achieves Better Engagement

	Long Duration (60s+)	Short Duration (30s or below)
CTR	1.74%	1.04%



Digital KPI For Conversion myTV SUPER vs Digital Video Platform

Click-Through-Rate (30s)

myTV SUPER **1.27%**

vs

Other 0.17% - 0.29%

Source : DoubleClick
Period : Aug – Oct 2020



Good Conversion Performance (Case Sharing)

- Brand A (Modern Herbal Tea) Client Campaign fared.
- Applied “Interactive Instream ” on “Big Screen (TV)” + “Long Duration”
 - ROI increases with **+73%** for Aug OK Buy campaign vs previous campaign in Mar 2019

Period: 17/8/2020 – 13/09/2020

Source : Google Ad Manager / Adobe Analytics

OK buy campaigns

All TV Ads are clickable and trackable



U-shape

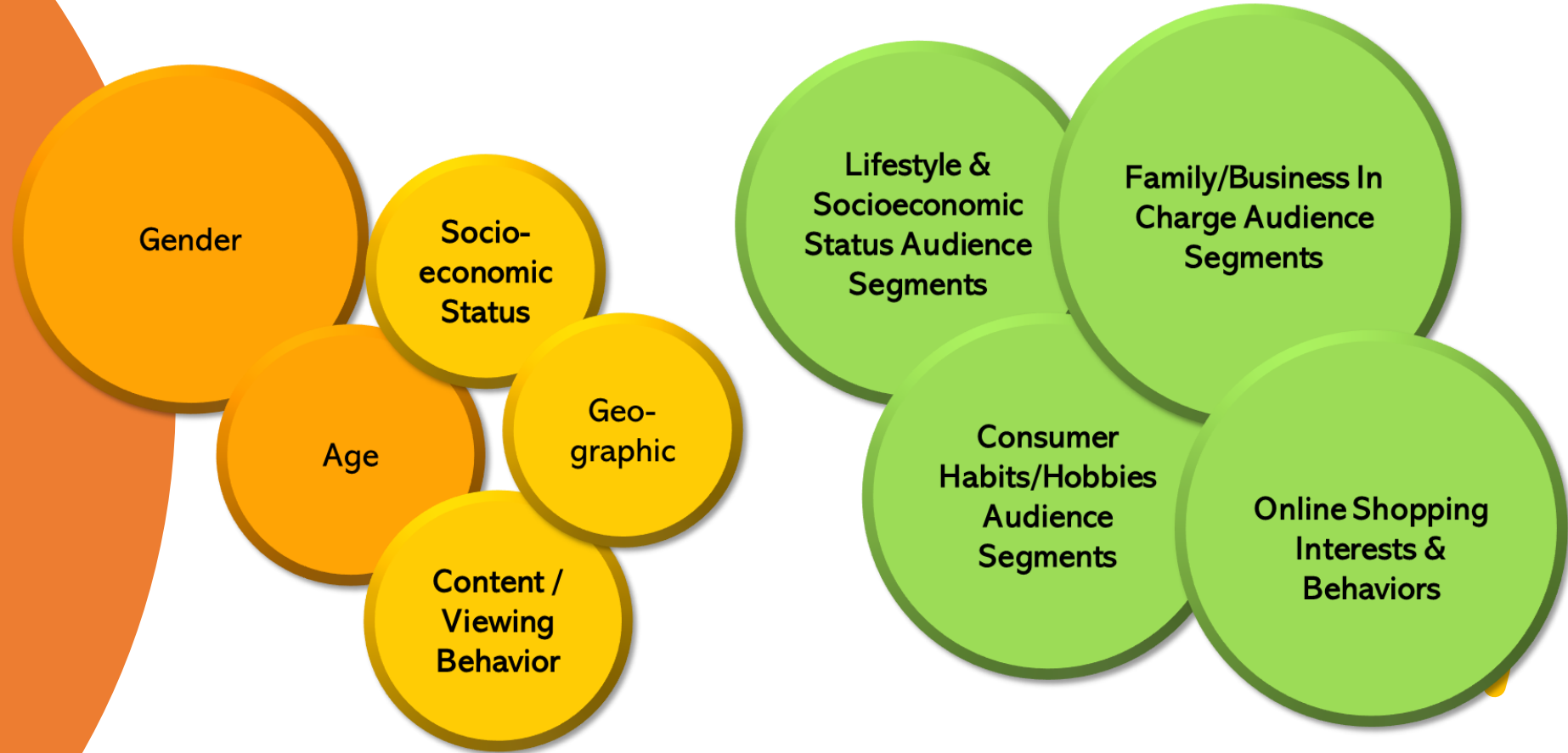


Standard Banner

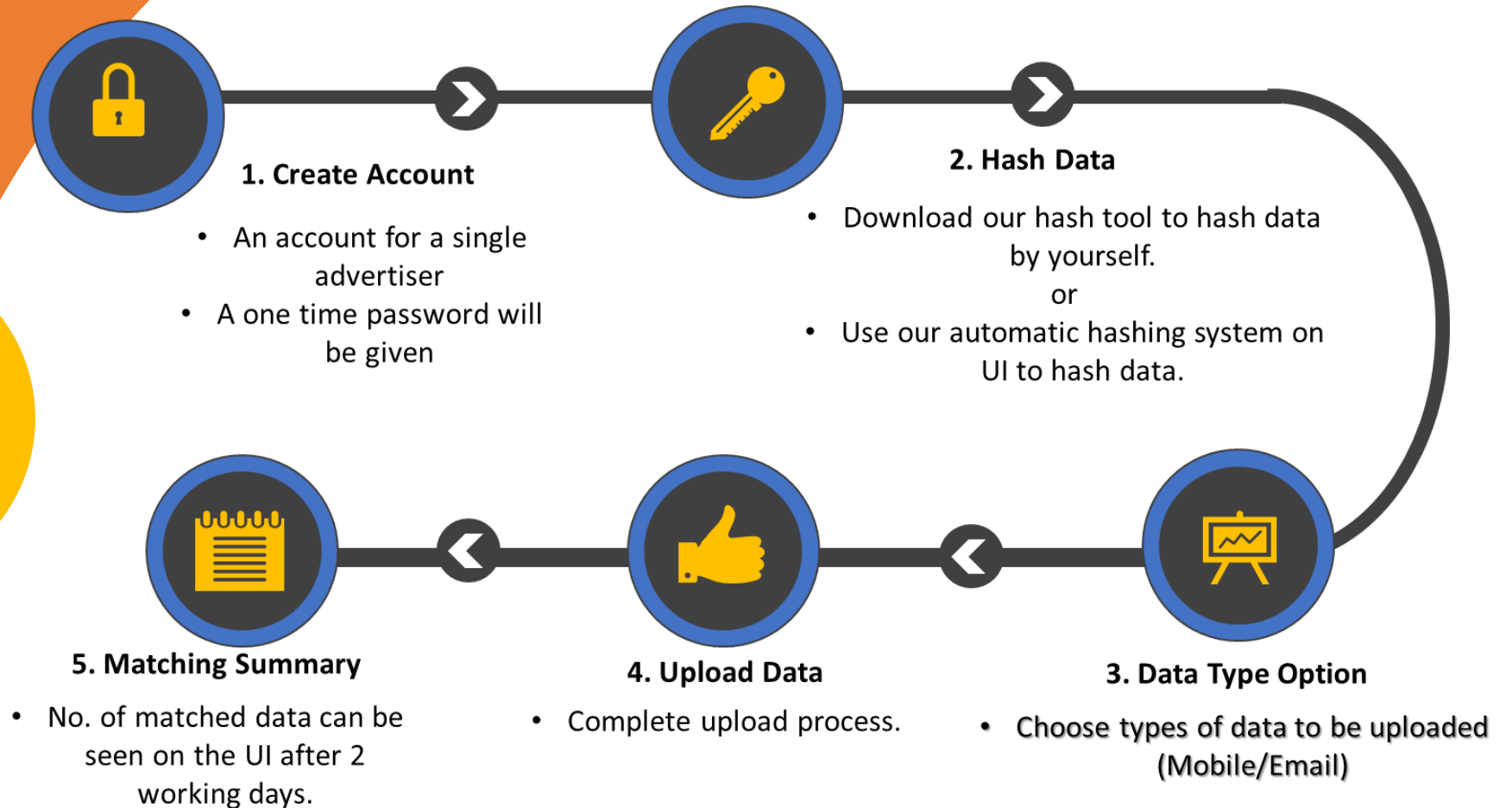


Instream

Our 1st Party Data



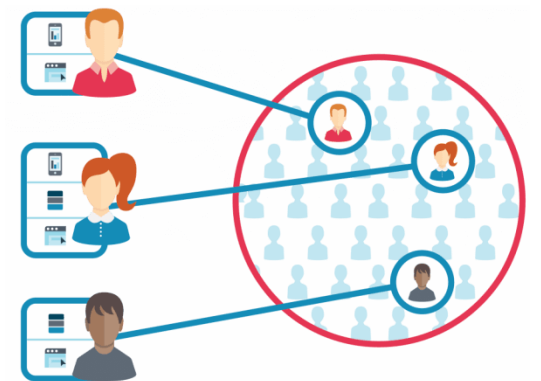
Find your audience on myTV SUPER – 2nd Party Data Onboarding



For Cost Savings
& Reach
Extension

Good performance also benefits by Cross Device Graph

Campaign Reach jetted-up with **15%**





CTV + Audience Targeting = Results

- How to navigate consumer behavior to drive sales?
 - Branding + Conversion
- Cookies on the way out
 - Huge volume of myTV SUPER audience segments
- 3rd party data crumble
 - Granular 1st party data



What Is The Offering Of Programmatic Solutions On myTV SUPER



We are keen to provide
programmatic solutions
on Data, Technology
and Audience
Engagement for
advertiser

True Programmatic TV with bunch of Premium Inventory



Programmatic Guaranteed – committed delivery for on and off deal



Preferred Deals – always-on deal for year round optimization



Private Auction is for better cost savings, popular target is available



Numerous audience targeting available for programmatic use : demographic, gender, geographic, viewing behavior, content, etc

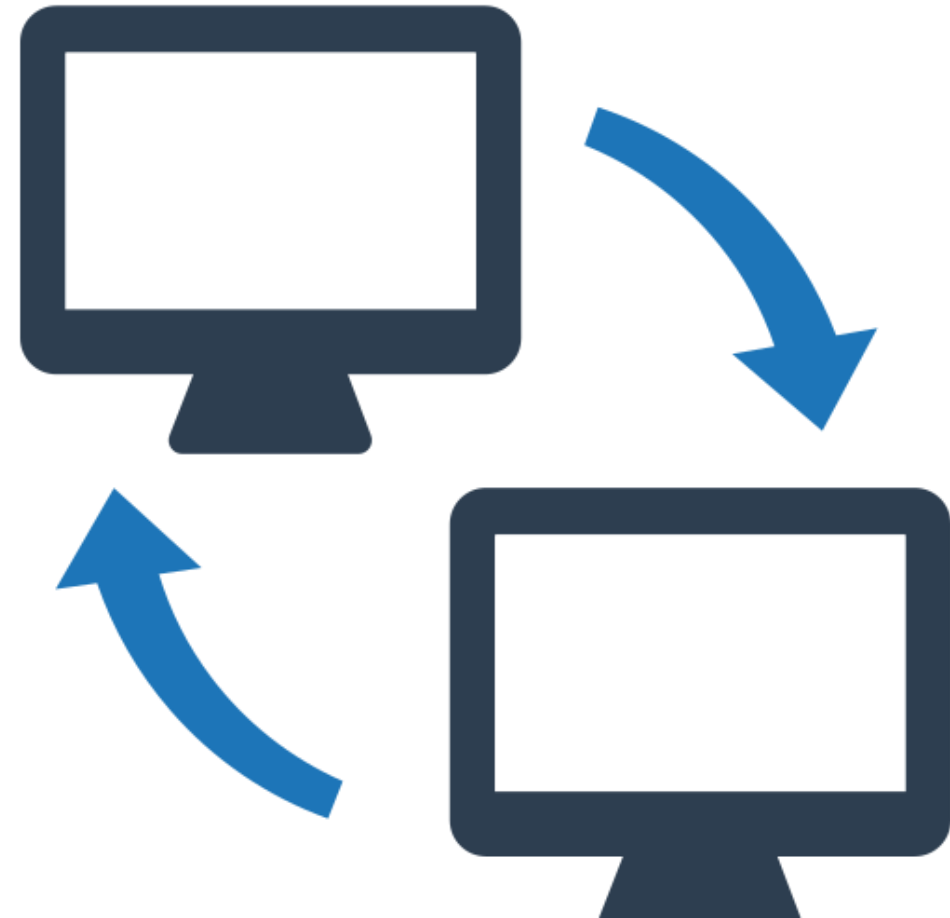


Small portion of inventory in Open Auction at a minimum CPM price



Audience Data is available on Data Exchange

- Scale of our 1st party data segments, exclusively on Lotame and The Trade Desk.
- Available in both Open & Private Data Exchange.
- Audience Segment available on DV360, The Trade Desk, Mediamath, AppNexus in PMP deal



How to use a 3rd party tag for click tracking on CTV?

- Due to the different structure on IO and Programmatic, there are some limitation of recording the QR/ Scan action on CTV via Programmatic
 - DSP is not able to record the click number.
- Use a 3rd click tracking tag to measure the number of QR/ Scan button on STB (OK button)



掃描QR code



或再按“OK”以SMS傳送

Tips For How to Works On myTV SUPER Inventory



The measurement tools (IAS, Moat, etc) on DSP is not supporting some format and platforms

ie. for IAS viewability, brand safety & fraud segment on DV360 > web video/ display support all measurement but mobile app video/ CTV video is not supporting viewability

Vpaid creative compatible for web platform only

Native Ad (U-shape/ L-shape/ Wallpaper) available on PG only

Is the end of 3rd party cookies really an issue ?

- Apple will mask the IDA by explicit opt-in instead of the current limited ad tracking (LAT) opt-out from early 2021.
- Any alternative to apply audience targeting ?
- Some commonly uses 1st party content targeting will be prepare to SSPs for PMP buyer
 - Program genre, channel targeting, show level
- Categorize the audience clicks behavior for boost up our audience segment.



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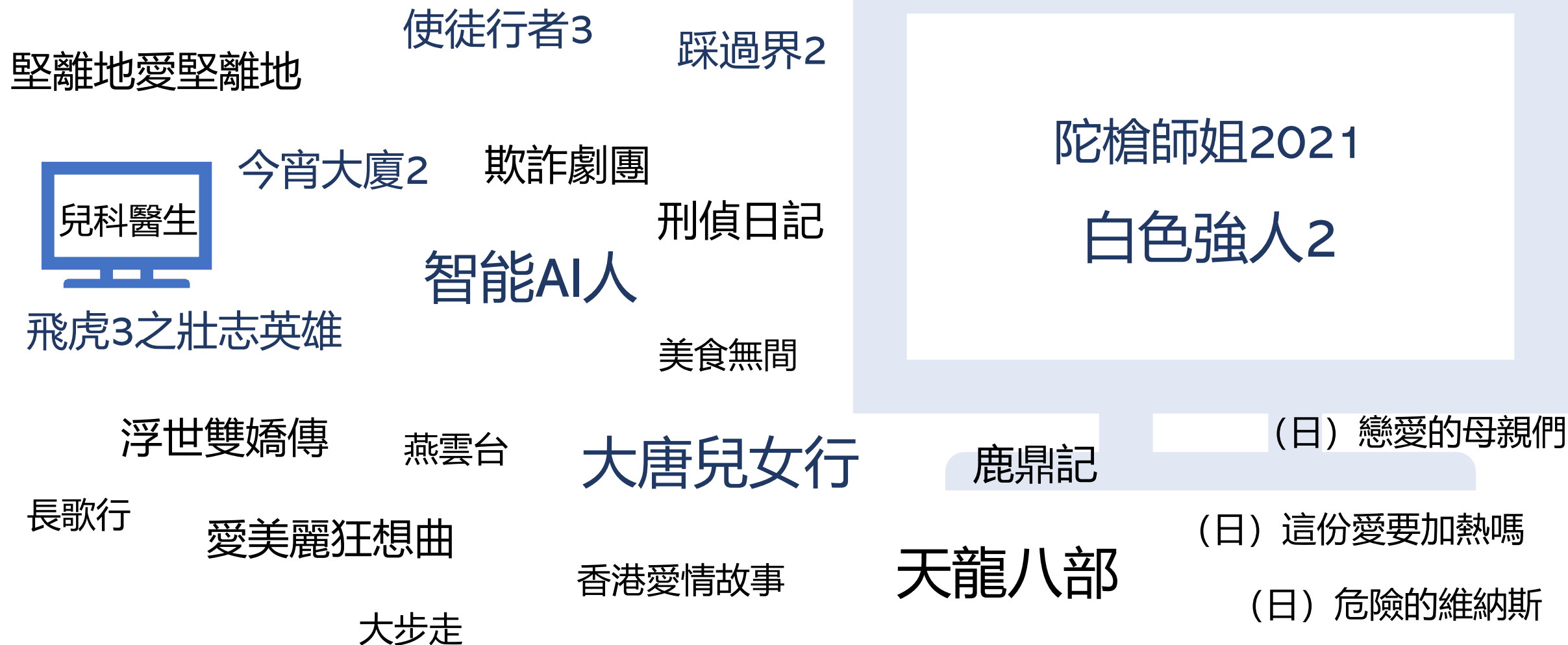
BRANDING + CONVERSIONS IN ONE GO



**MYTV
SUPER**

Strong Program Lineup

myTV SUPER Original plus more



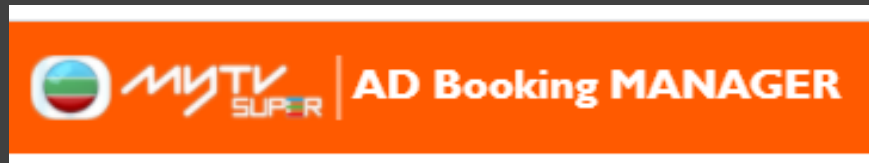
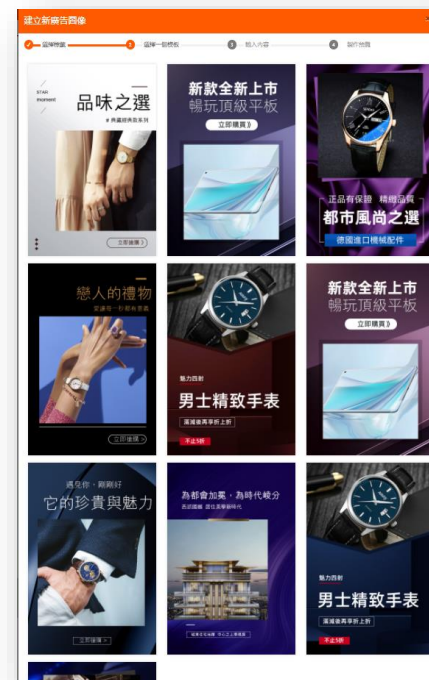
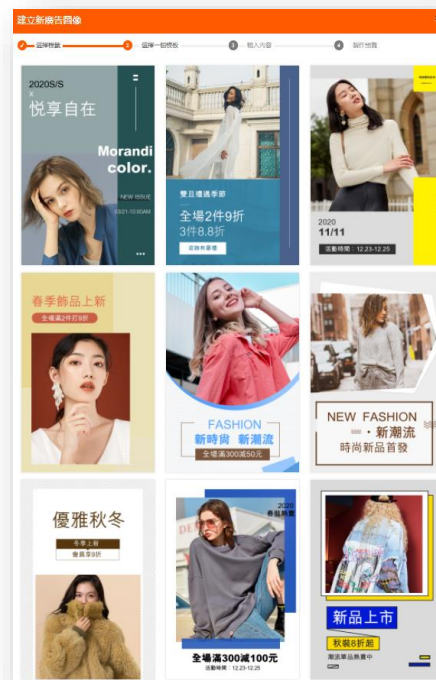
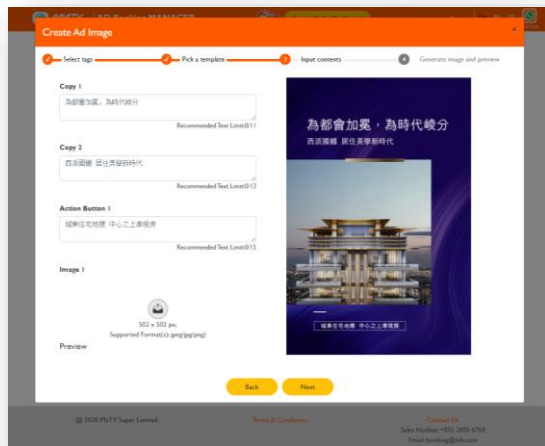
A stylized sun graphic on the left side of the slide. It features a large, solid yellow circle representing the sun's disk, with several short, curved yellow lines above it representing sunbeams. The background is a gradient of orange and white, with a large white semi-circle on the right side.

Brings AI to Our Self-Serve Solutions

AD Booking MANAGER designed for hassle-free

- Provide responsive and effective self-service support
- User friendly & low entry cost
- Multiple payment gateway
- Intergraded with AI designer “Multiple Graphic Design Tool” to enables one-click intelligent design image generation for display ads





Don't know how to make ad creative? Just give us a logo and we will do the work for you

Offering myTV SUPER 1st party data for audience targeting choice



The image shows a screenshot of the myTV SUPER AD Booking MANAGER interface. The page is titled "建立訂單" (Create Order) and includes a progress bar with steps: 廣告類型 >> 廣告投放 >> 付款. The main section is "廣告投放日期" (Advertising Placement Date), which includes fields for "開始日期" (Start Date) and "結束日期" (End Date), both with date pickers. Below this is the "觀眾分類選擇" (Audience Classification Selection) section, which includes a sub-section "不需要觀眾分類" (No Audience Classification Needed) and two radio button options: "分類組別1 - 觀眾族群/節目類別" (Classification Group 1 - Audience Group/Program Category) and "分類組別2 - 觀眾行為喜好" (Classification Group 2 - Audience Behavior Preferences). The "分類組別1" option is selected. Under "分類組別1", there are checkboxes for "性別" (Gender), "地區" (Region), "年齡" (Age), and "節目類別" (Program Category). Under "分類組別2", there is a checkbox for "用戶行為偏好分類" (User Behavior Preference Classification). Below the audience selection is the "曝光頻次上限" (Maximum Exposure Frequency) section, which includes a checkbox for "不受上述分類限制限制, 可額外加選" (Not limited by the above classification, can be selected additionally) and a checkbox for "個別頻次每日5次" (Individual frequency daily 5 times). At the bottom is the "價目" (Pricing) section, which includes a field for "預計支出 (港幣\$1000 - \$100000)" (Estimated expenditure (HKD \$1000 - \$100000)) and a field for "總訂購額" (Total order amount).

- Offering myTV SUPER 1st party data for audience targeting choice
- Use Gender targeting to connect with right audience
- Use Age targeting to avoid wastage
- Use Geographic targeting to reach your potential customers nearby
- Use Content targeting to increase the visibility and affinity

You can track
responses to
your campaign
results in our
UI

Reporting Reference

You may check the delivered impressions on ABM dashboard anytime. (Data as of 6 hours before)
After the campaign ended, you will received the campaign report with metrics:

Impression ⓘ, Clicks ⓘ, Click-through rate (CTR) ⓘ, Completion Rate ⓘ, Reach (Unique Browser) ⓘ

[Download here](#)

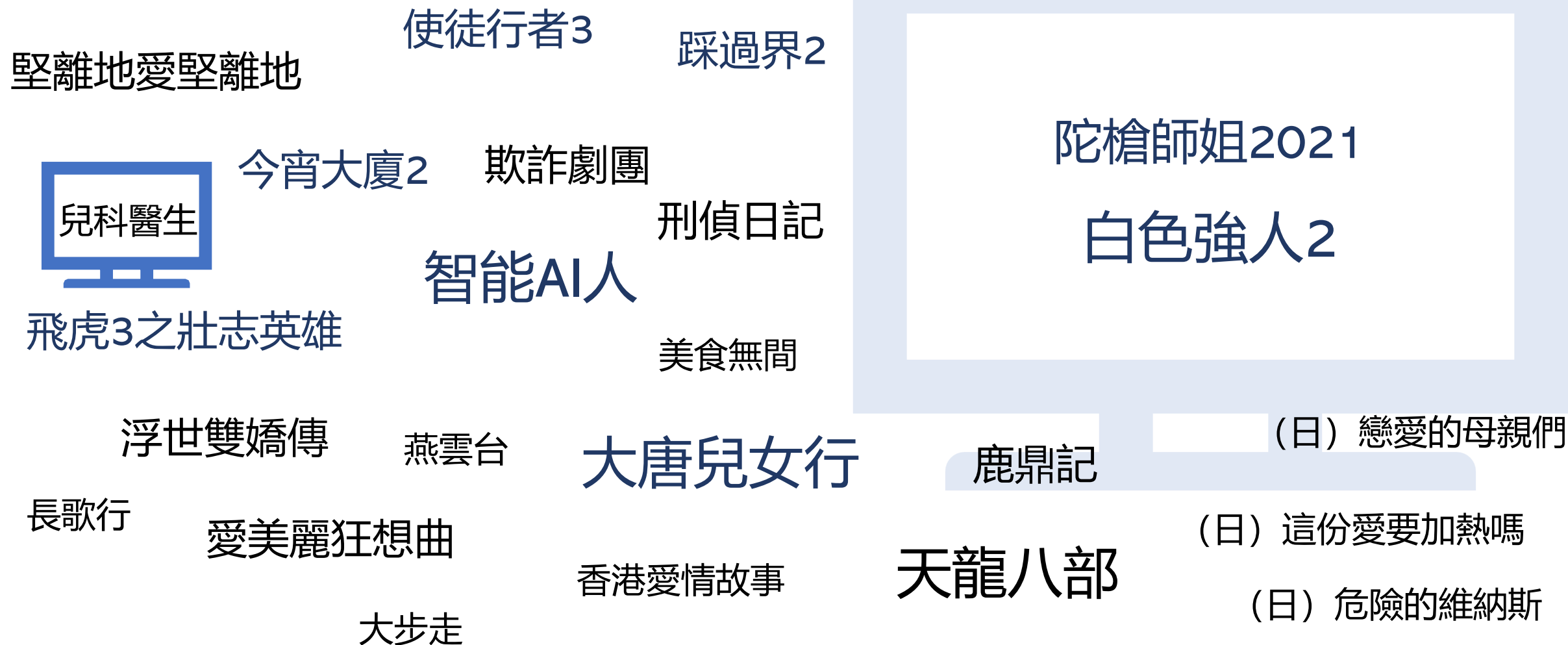
Unbeatable Program Line Up in 2021
BRANDING + CONVERSIONS IN ONE GO



MYTV
SUPER

Strong Program Lineup

myTV SUPER Original plus more



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**A new all-in-one OTT-commerce
solution is available in Hong Kong now**

A New Milestone



Launched in April 2020

All-in-one OTT-commerce solution



Marketing Funnel



Encouraging Sales Performance In Only 2 Quarters

Average Spend / Order

HK\$599

Latest 8 weeks (Aug 24 – Oct 12)



***myTV SUPER Audience Wiling To Spend Online For
TV Shopping Per Order**

- | | |
|-------------------|-----|
| • Below \$200 | 14% |
| • \$200 - \$500 | 28% |
| • \$500 - \$2000 | 34% |
| • \$2000 - \$5000 | 13% |
| • \$5000 above | 12% |

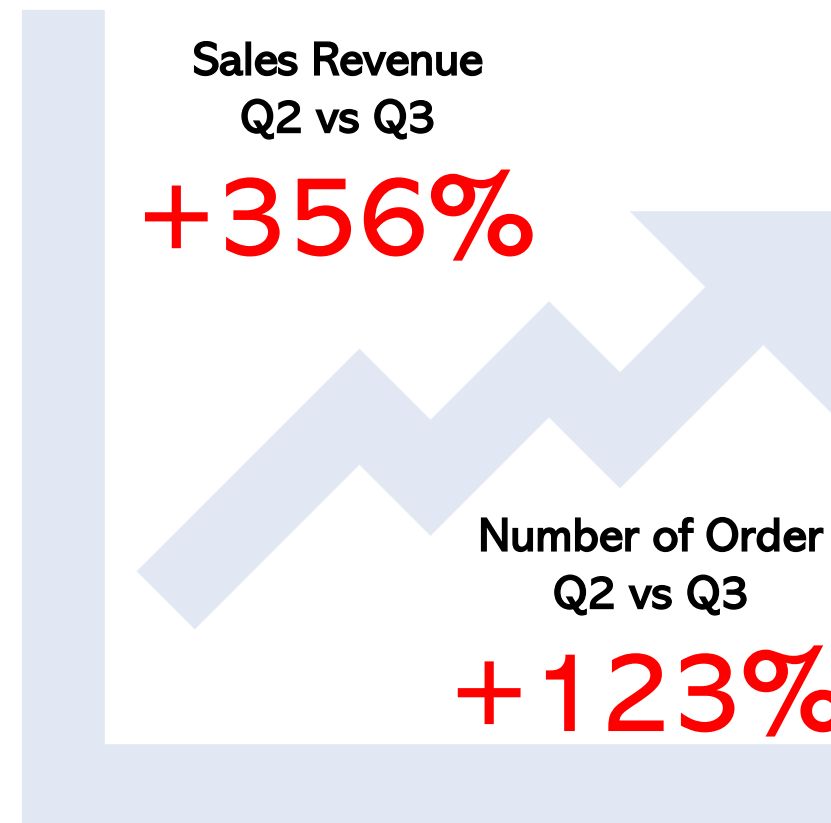
Source : myTV SUPER Inhouse Survey

Sales Revenue
Q2 vs Q3

+356%

Number of Order
Q2 vs Q3

+123%



How's works by using of Remote Control

“OK Buy” advertisement is pushed while audience is watching the program. (Set-top box)



Using myTV Super remote and press “OK”



Either scan QR Code



Or enter mobile no. to receive SMS with URL

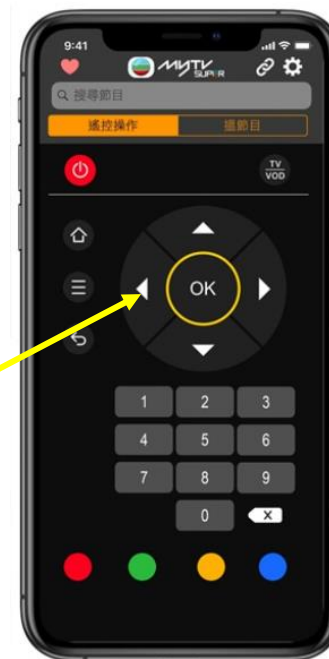


Go to the e-shop and do shopping



How's it works by using of Remote App

“OK Buy” advertisement is pushed while audience is watching the program. (Set-top box)



Using Remote App and press “OK”

Directly go to the e-shop and do shopping



Our Strengths



MYTV
SUPER



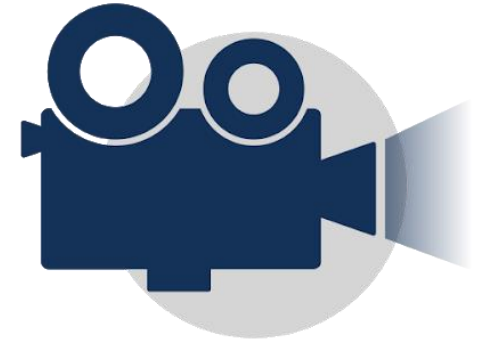
There are the most comprehensive and most diverse user data from our Data Management Platform



Including online behavior characteristics, demographics, interests and TV program viewing orientation), and will surely discover your potential target audience



A mix of TV, Mobile & Web are the surefire hit with your customers in anytime & anywhere



- Professional video production with heavy exposures on myTV SUPER + Social Media + TVB promotions support
- Timely optimization to get better results and more orders

myTV Shops is GOOD for

- As a bulk yard – very effective distribution channel for long backlog



- For existing product – nourish your brand and benefits the sales in other sales channels

WAREHOUSE
Clearance

- For new product launch – create immediate awareness and build brand



More convenience Payment Method is coming

- NFC wireless data transfer will be applied to myTV SUPER remote control for contactless payments via contactless cards in Q1 2021
- Save time
- Pay with ease for shopping
- It's secure



myTV Shops is providing Performance + Promotion + Conversion in one go. We are not just an online retail platform but your business arm playing a crucial role for both of our growth and development



myTV
SUPER



**myTV
SUPER**

Connected TV usage remains above as viewers settle into a new normal amid Covid-19. But how to navigate consumer behavior to increase sales ?

The All-in-One Solution is myTV SUPER
#1 OTT IN HONG KONG
