

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

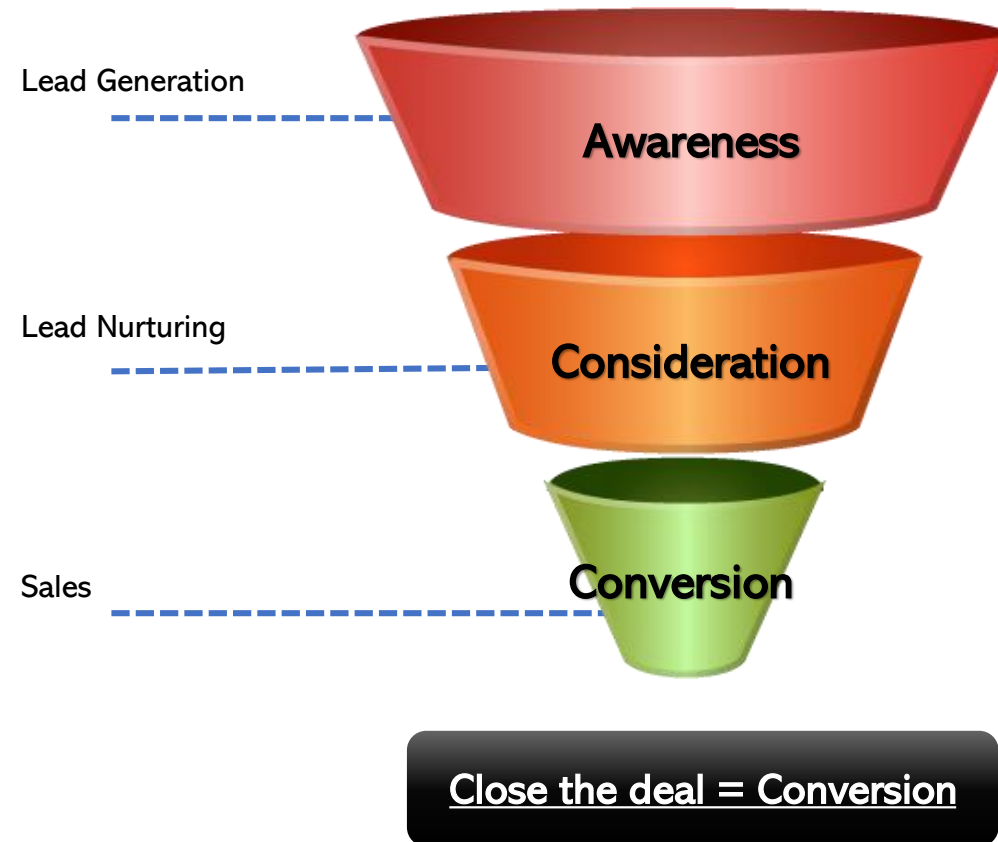


Marketers Challenge

- 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

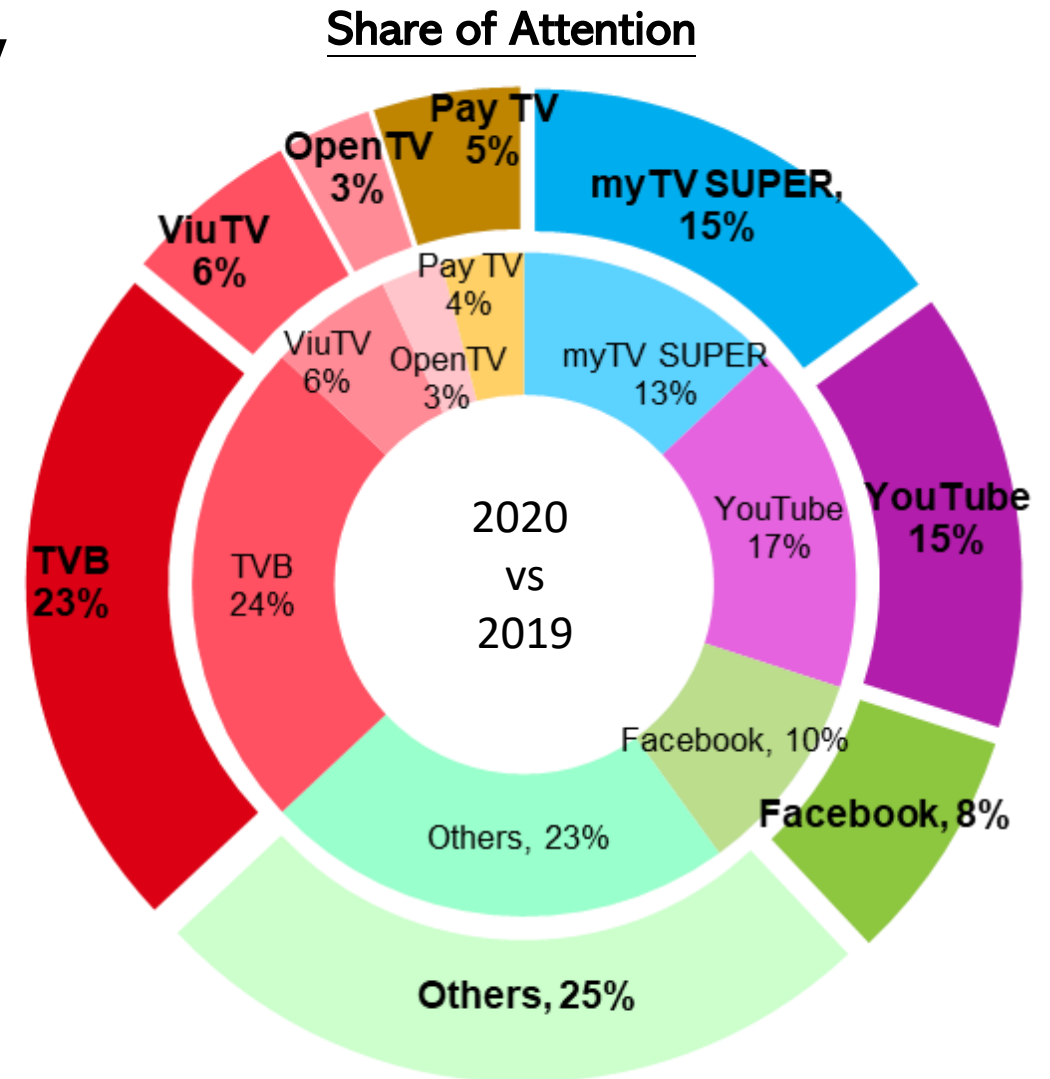
Source : Google Ad Manager / Adobe Analytics

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





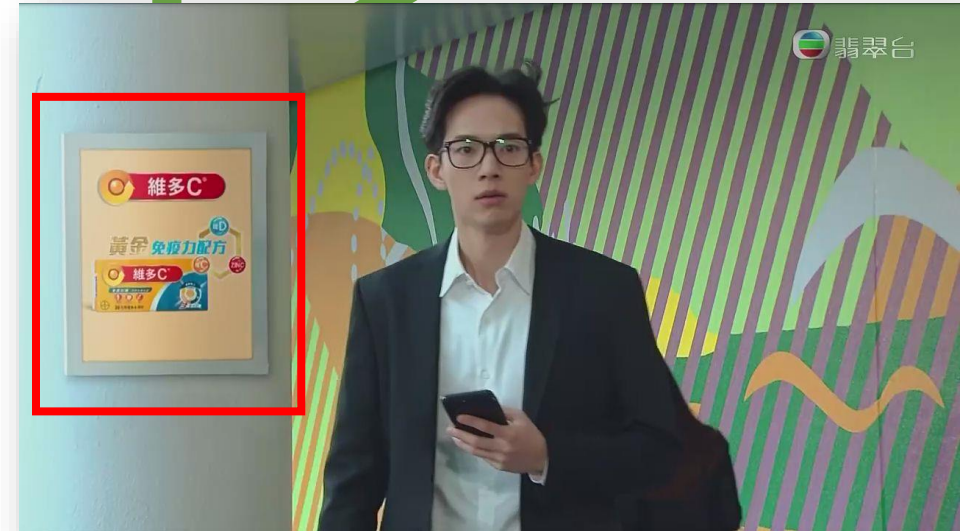
Engaging product placement with maximum associations and conversion

- 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

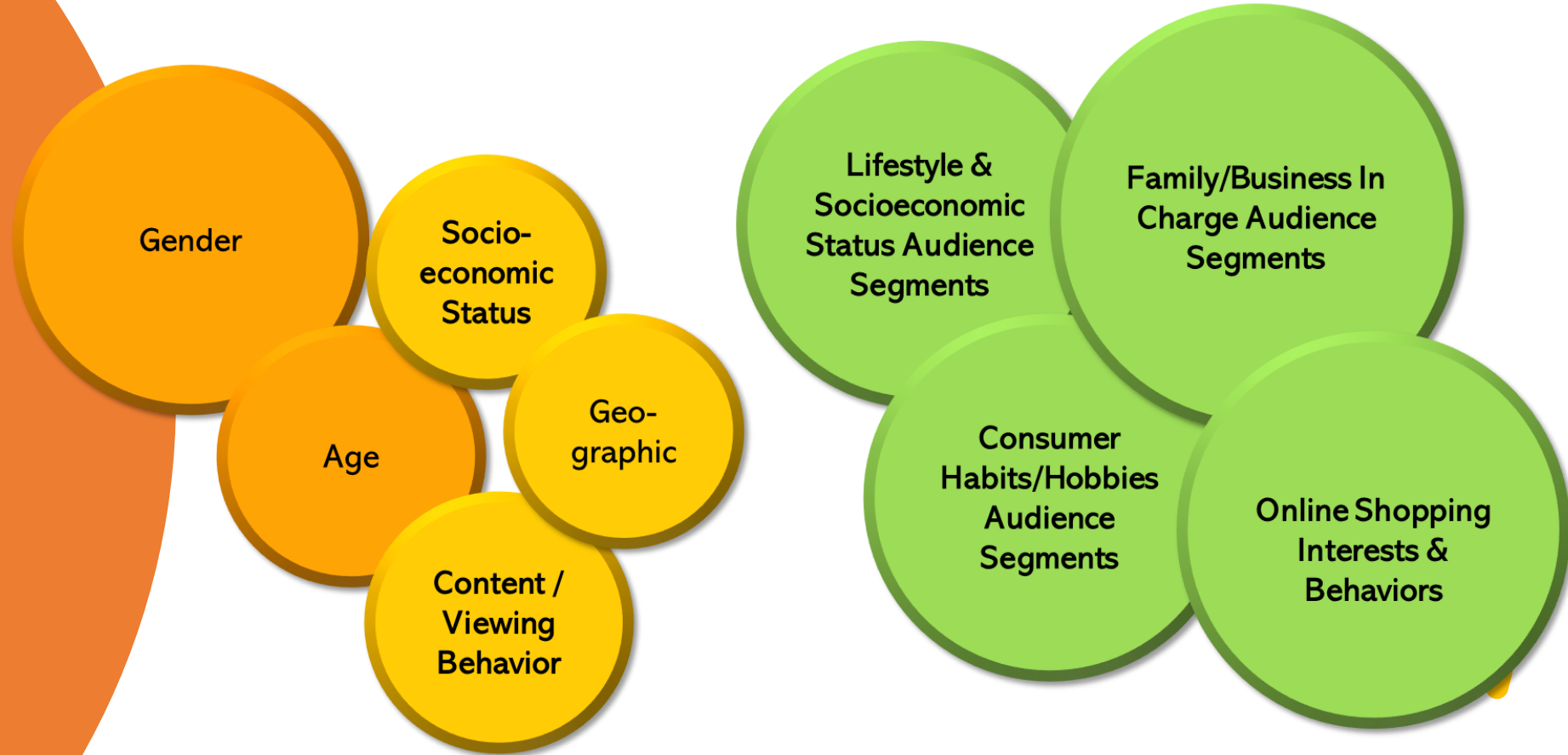


Standard Banner

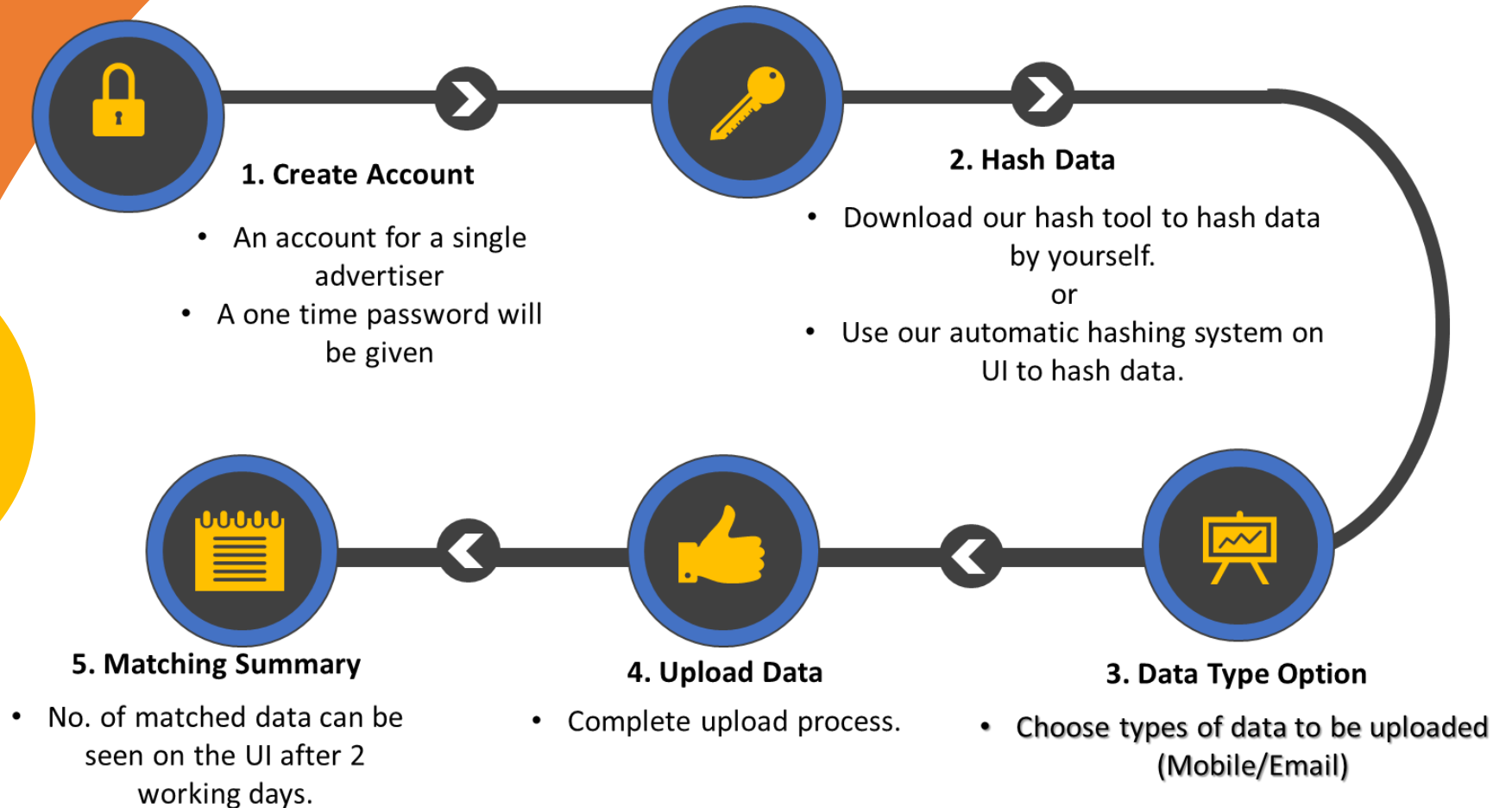


Instream

Our 1st Party Data



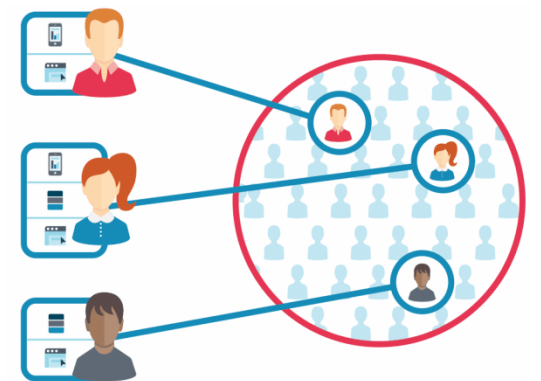
Find your audience on myTV SUPER – 2nd Party Data Onboarding



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

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**MYTV
SUPER**

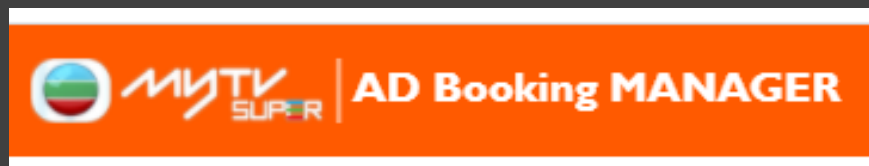
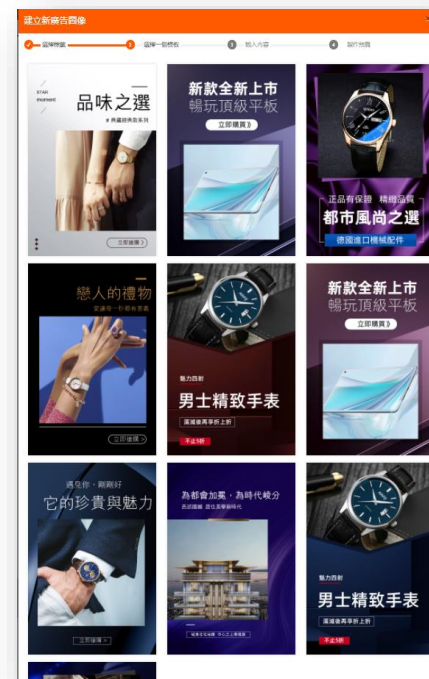
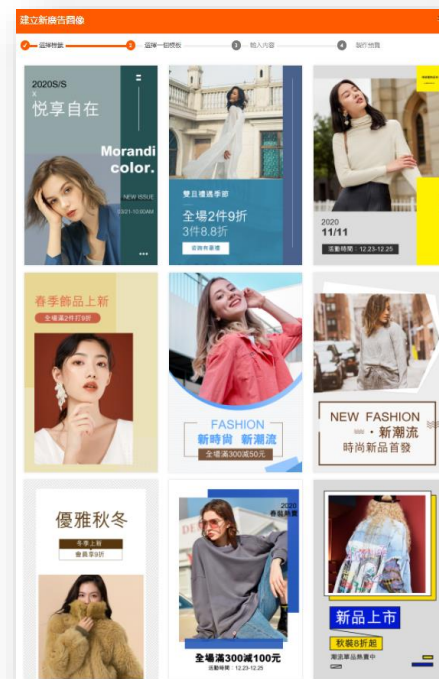
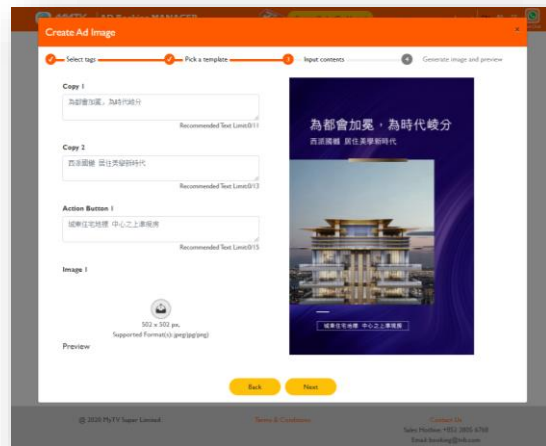
A stylized sun graphic on the left side of the slide. It features a large, solid yellow circle representing the sun's disk, with several short, curved yellow lines above it representing sunbeams. The background is split into an orange upper-left section and a white lower-right section by a curved line.

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 main categories: "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). 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 note "(不受上述分類限制, 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 5 times per day). 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](#)



myTV SUPER 2021 ADVANCE COMMITMENT

No Rate Increase On Rate Card 2020 vs 2021

- **HK\$110** for ≤ 30 -sec instream mid-roll
- Minimum Entry level in **HK\$100,000**
- **20%** upward or downward flexibility
- Free **2x** targeting filter
- Free **Online Survey**
- Free **OK Buy OTT-commerce campaign**
or **15% - 24% Bonus**
- **Free Re-targeting**
- In-campaign **retargeting & past campaign click**

The MORE you give the MORE you GET



Commitment Amount	Bonus Value	Or	OK Buy e-commerce campaign
HK\$200,000 or above	15%	or	1x
HK\$500,000 or above	18%	or	3x
HK\$1,000,000 or above	24%	or	8x

- Commitment Rate Card will be applied to bonus value

Terms & Conditions

- Apply for both **IN-STREAM AD & DISPLAYS**
- **ONE PLATFORM** – run of device (SET-TOP-BOX + APP + WEB)
- **ONE RATE CARD** apply for all advertiser
- **SAME** Cost apply for both **IO, Preferred Deals & Programmatic Guaranteed buy**
- Special package is **applicable** to commitment except all production cost.
- **20% Upward** flexibility, commitment rate and correspond bonus will be applied for upward additional money
- Either in **Bonus Value or OK Buy e-commerce campaign** will be offered. **No downward** is allowed once Bonus Value or OK Buy e-commerce campaign utilized.
- Commitment once made cannot be cancelled. myTV SUPER reserves the right, at its absolute discretion to charge the committed advertiser liquidated damages for the different between the committed value of utilized bonus calculated at Rate Card Rate.

Competitive CPM

2020 Commitment Rate							
Instream		Display					
Pre-roll	Mid-roll	Double Banner	Mobile LREC	Super Mobile LREC	U-Shape Wallpaper	Set-Top-Box Banner	Pop-up
\$140	\$110	\$6	\$25	\$40	\$20	\$10	\$70
≤30-sec	≤30-sec						

Our 2021 Quarter 1 Special Offer :

The lowest CPM of 30s mid-roll is only **\$37** for commitment client

Special Offer in Q1 2021															
	Commitment Rate in CPM								Non-Commitment Rate						
Min-Buy (Nett) HK\$:	≤30s Mid-roll (ROS)	≤30s Pre-roll (ROS)	Set-Top-Box Standard Banner	Inverted L-Shape Banner	Mobile LREC	Super Mobile LREC	Mobile Video Banner	Min-Buy (Nett) HK\$:	≤30s Mid-roll (ROS)	≤30s Pre-roll (ROS)	Set-Top-Box Standard Banner	Inverted L-Shape Banner	Mobile LREC	Super Mobile LREC	Mobile Video Banner
\$30,000 or above	59	75	5	11	13	22	18	\$30,000 or above	70	92	16	16	18	26	18
\$50,000 or above	47	60	4	9	11	17	14	\$50,000 or above	56	73	12	12	14	21	14
\$80,000 or above	37	47	3	7	8	13	11	\$80,000 or above	43	57	10	10	11	16	11

Free targeting Scheme in 2021

Commitment Entry & Offer

- Minimum commitment amount HK\$100,000 nett
- Free to pick up 2 targeting filter in any Type 1 or Type 2 field
- Additional 20% loading for any extra targeting filter

Non- Commitment Client

- @20% loading per target filter
- Minimum booking amount per order : HK\$20,000 nett
- CPM base on prevailing rate

Type 1 : Preset Audience Segments

Lifestyle & Socioeconomic Status

- Affluence
- Auto Lovers
- Travel Perceptives
- Sport Enthusiasts
- Spare-time Education/Continuing Studies
- Prime Time Programme Lovers
- Personal Income \$20K+
- Birth Month
- High Income Earner
- Middle Income Earner
- Basic Income Earner

Family/Business In Charge

- Milk Powder Buyers
- Beverages Shopper (Alcohol)
- Minister of Education
- Health & Beauty Watchers
- SME
- Shopping Decision Maker
- Banking & Finance
- One kid Or More In Family
- Family Unit

Consumer Habits / Hobbies

- Grocery Shoppers
- Home & Living Seekers
- Beauty Experts
- Luxury Shoppers
- Avid Property Investors
- Gadgets Lovers
- Movie Lovers
- Gaming Lovers
- Cooking Lovers
- Fashionistas
- Horse Racing Goers
- Online Shoppers

Special filtering is available on request and negotiable.

myTV SUPER reserves the right to change the categorization of filtering at any time.

Type 2 : Basic Rate Card Target Filters

Content Category, Device, Frequency Cap, Gender,
Mobile Carrier, Position, Time Range Specific,
Viewing Behavior, Age, Geographic,
Usual Location, Socioeconomic Status

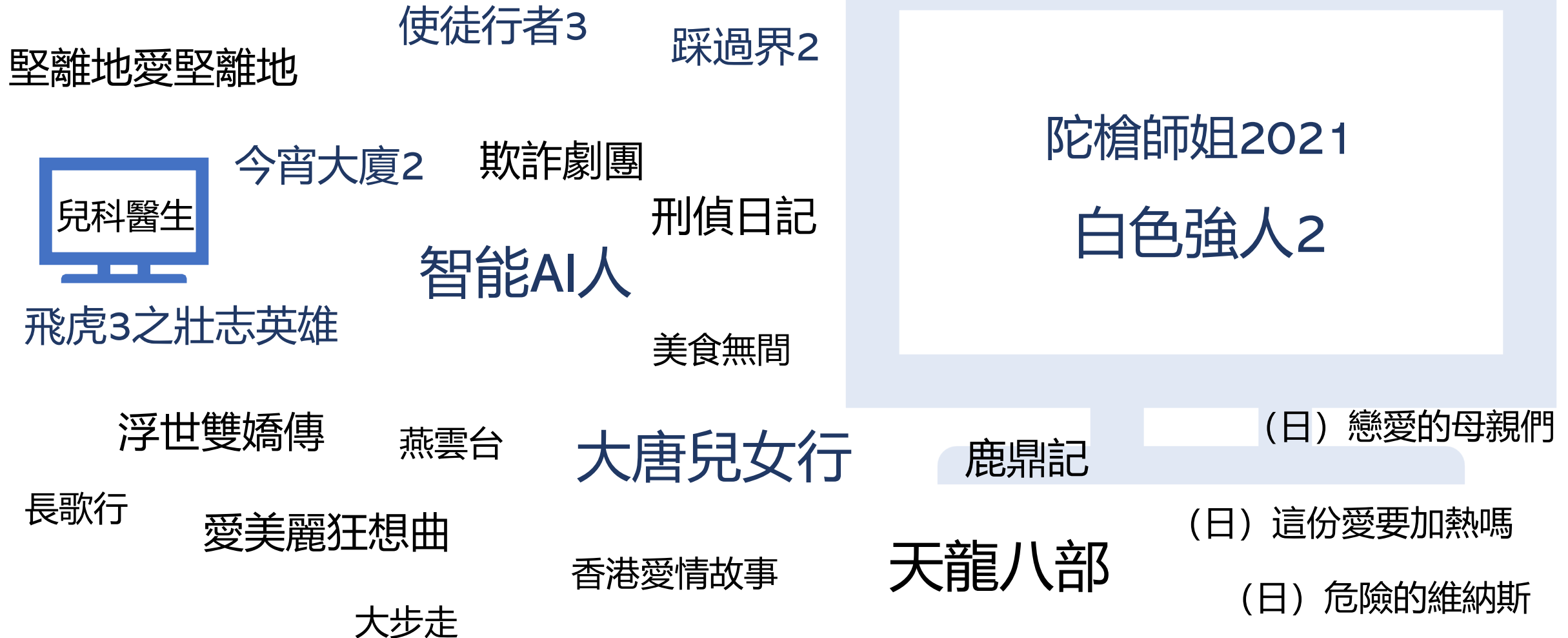


**Free 1 time for
commitment amount
over \$500K**

**Online Survey To Measure The Effectiveness Of Your Digital Advertising
Campaign As Well As Consumer Preference**

Strong Program Lineup

myTV SUPER Original plus more





Confirmation Deadline

5:00pm DECEMBER 11, 2020



MYTV
SUPER