

MYTV
SHOPS



End to end solution,
from Ad to conversion



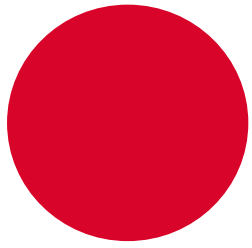
Successful campaign
will never be in one mode or one channel

Therefore, we establish myTV Shops,
to provide

*"End to end solution,
from Ad to conversion"*

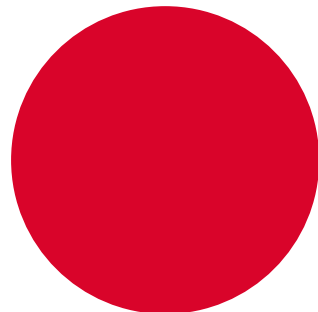
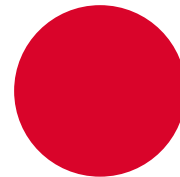
A TRULY MULTICHANNEL APPROACH

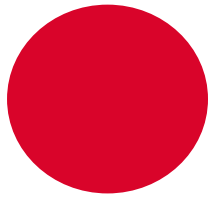




MYTV
SUPER

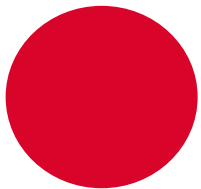
MYTV
SHOPS





Advertising does not necessarily effective for increasing brand awareness,

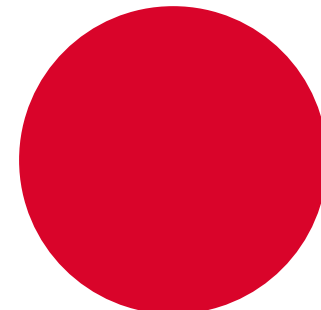
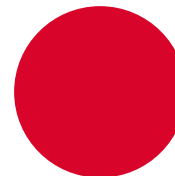
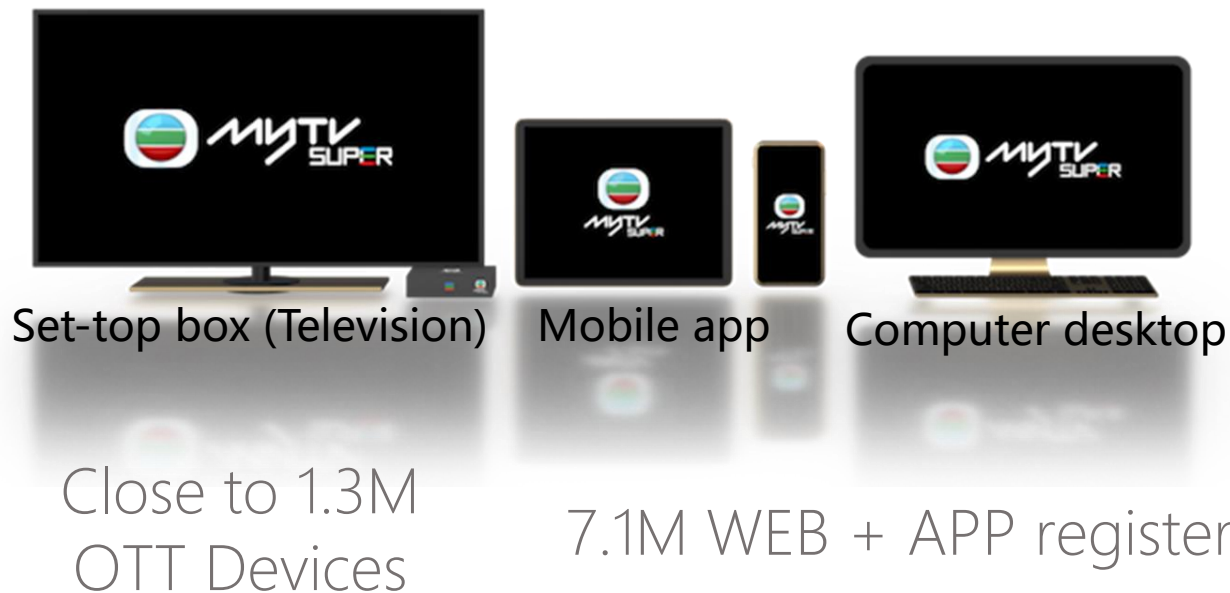
unless you have a platform with large number of high engagement audience and able to identity who, what, when, which are most valuable.



No. 1 OTT in Hong Kong



myTV SUPER Registered Users over 8.4 Million (as of Apr 2020)#





Audience with High Stickiness to our Platform

Audience average spends 2.5 hours daily on myTV SUPER

Weekly Performance Highlights June 1 – June 7, 2020

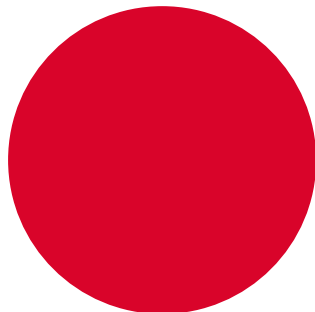
Unique Stream Browsers: 1,192,779

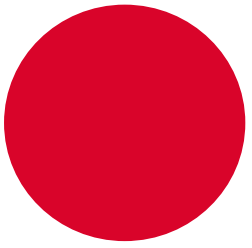
Total Stream Views: 24,194,457

Weekly Total Time Spent (Hours): 20,889,023

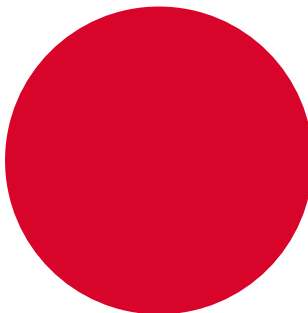
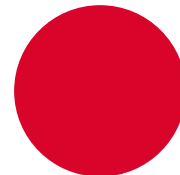
Average Stream Views per Browser: 20

Average Hour per Unique Stream Browser: 17.5





Ways to grab your customer's attention in a distracted world



Our Authentic First Party Data = Customer Experience Optimization

By gathering data on customer engagement with various parts on our platform, that means better targeting from valuable insights to help better results.



Age
Gender
Viewing record
Purchasing record



我要吃龍蝦 來... 按 OK 了解更多

呢個moment, 你要 清新口氣 GET READY

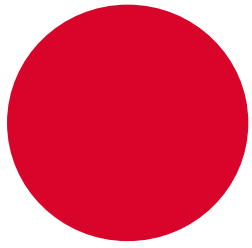
DARLIE Double Action Freshing Cream

全新面貌

牛仔安格斯 脆洋蔥圈 燒烤醬 130g THICK CUT AMBERS

SIGNATURE COLLECTION #FeelinGood

牛仔滋味 狂野上映 按此訂餐



Cross Device Targeting

Home



Commuting

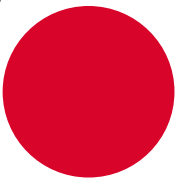


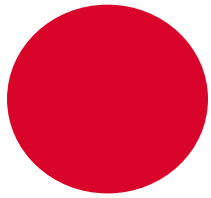
Office



From the TV at home, to the mobile while you are travelling to the office and the desktop at your workplace,

Our cross device targeting enables to serve a complete cross-channel profile of customers, giving more data to target them more effectively and efficiency

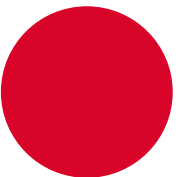


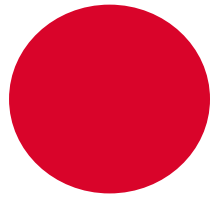


Campaign Optimization

We embrace the data and technology that we have available, start optimizing your campaigns, and squeeze as much ROI from them as possible.

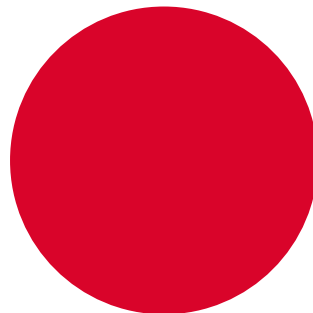
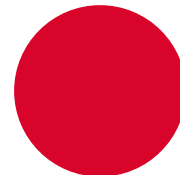
- Choosing right target segments
- Analytics
- Timing is everything





Information and demonstration are essential to mapping it out from initial awareness to an eventual purchase

An effective tool - “Embedded advertising” makes your product come into the spotlight in our Original content



Embedded Marketing

Riding on myTV SUPER original program with celebrity's demonstration, it easily impresses our audience with your product uniqueness and strength.



<<Get it Beauty>>

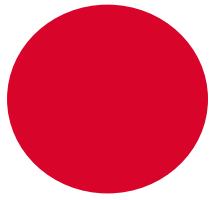


<<Gi味俱全>>



<<雙祥見>>





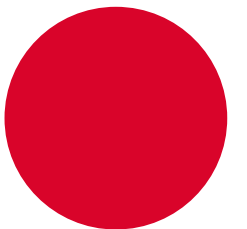
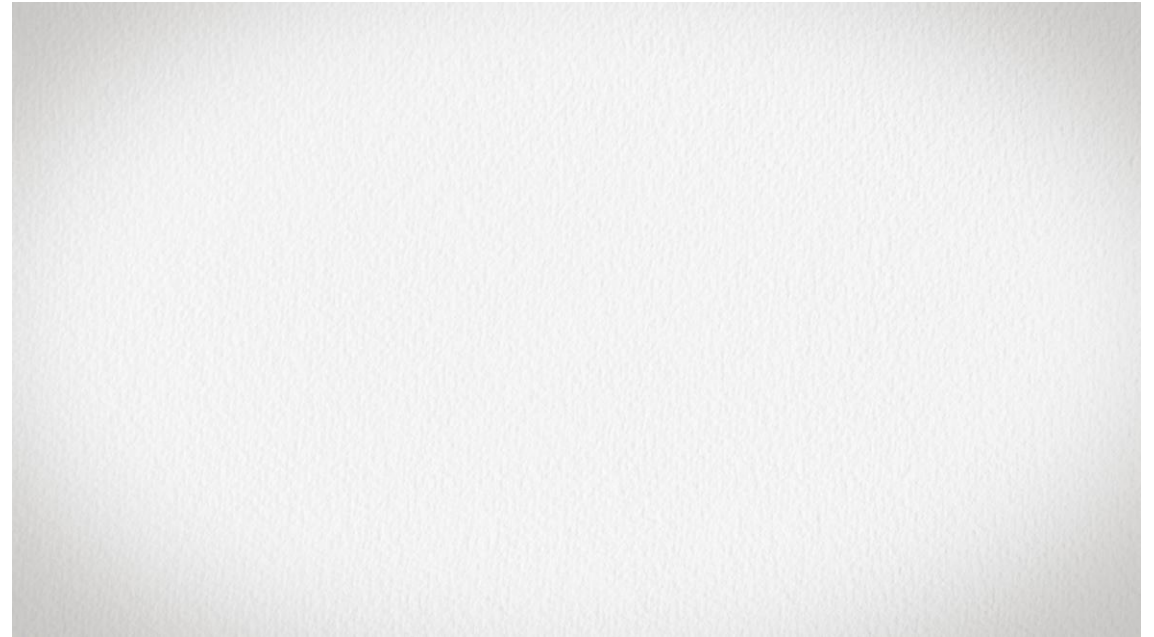
Embedded Marketing (Self-Production)

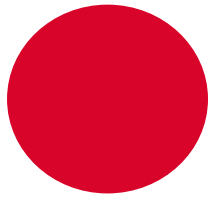
1 min content with product demonstration will be created as an in-stream video to deliver your product features.

Sweet Home



水仙花牌麻辣肉丁

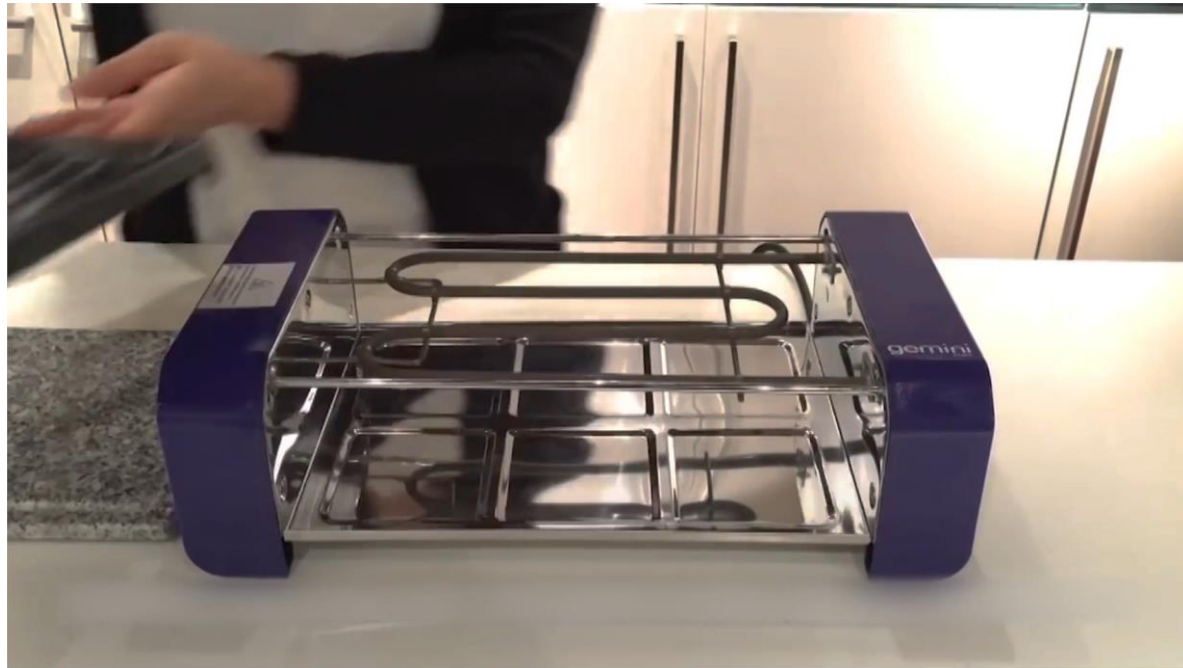




Embedded Marketing (Reintegrate of client's materials)

By modifying client's material to produce an in-stream video with product highlights

Gemini 3合1石燒鐵板烤電焗爐



PAW PATROL 超人氣汪汪隊





The time WE turn the ad into conversion



Our direct sales channel



High Penetration with Simple Shopping Process

Big reach to draw maximum awareness with outstanding message delivery, together with the convenience of "OK Buy" to induce immediate action. Only myTV SUPER can provide these double benefits to our clients.



Audience is watching our wonderful show on myTV SUPER, while our advertisement of OK Buy Product is pushed on screen, and capture their full attention.

**Only one ACTION –
Press “OK” and you can buy your loved
product right away**

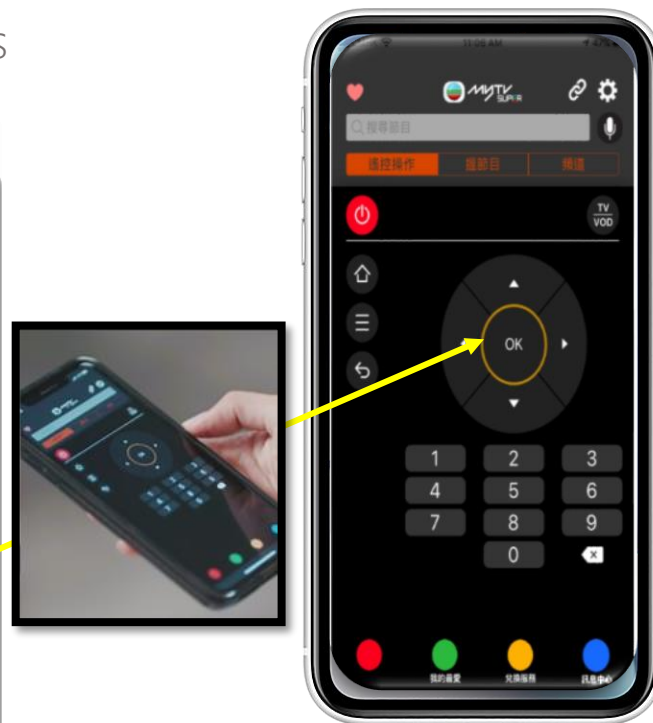
A

Shopping Flow – 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



B

Shopping Flow – Remote

“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

OK Buy Zone

Apart from the ad, we set up a prominent OK Buy zone in our UI to attract audience to get in and see our latest competitive OK Buy offer.



OK Buy Zone

A clear product listing page enables audience to find the product they are interested in.

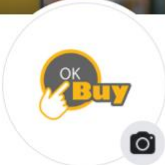
The screenshot displays the MYTV Gold website's 'OK Buy' section. At the top, a navigation bar includes links for '觀看區' (Viewing Area), '播出' (Broadcast), '會員專區' (Member Area), '服務收費' (Service Charges), '教學及支援' (Education & Support), '節目表' (Program Schedule), and '所有節目' (All Programs). Below this is a secondary navigation bar with categories like '觀看紀錄' (Viewing Record), '我的收藏' (My Favorites), '電視' (TV), '最新' (Latest), '免費區' (Free Area), '猛片特區' (Action Movie Special), '體育' (Sports), '賽馬' (Horse Racing), 'SUPER RECIPE', and '點播' (On-Demand). A search bar is located on the right of this bar.

The main content area features a large promotional banner for 'OK Buy' with the text: '今個星期有精選優惠，快D揸入去邊睇邊買OK Buy! mytvshops.com'. Below the banner is a grid of product listings, each with an image, title, and price:

- 內地香港數據儲值卡 (Mainland & Hong Kong Data Prepaid Card) - \$288 (original) / \$240 (discounted)
- ONE TALE 低血糖天然蜂蜜 (ONE TALE Low Blood Sugar Natural Honey) - \$280 (original) / \$240 (discounted)
- 健骨活絡寶膠康寧 (Bone-Strengthening and Blood-Circulating Treasure Gel) - \$268 (original) / \$228 (discounted)
- 「喜」居飲食圍巾 (Happy Home Dining Scarf) - \$280 (original) / \$240 (discounted)
- KAWAI EC 美肌維他命4罐 (200粒裝) (KAWAI EC Skin Care Vitamin 4 Cans (200 tablets)) - \$580 (original) / \$480 (discounted)
- 天天有魚成炊熟飯 (Every Day Fish Cooked Rice) - \$295 (original) / \$245 (discounted)
- 便攜式等離子空氣淨化器連微菌過濾網 (1盒6個) 套裝 (Portable Plasma Air Purifier with Microbial Filter Net (1 box 6 units) Set) - \$699 (original) / \$599 (discounted)

At the bottom right, there is a call-to-action box that says: '請立即進入 MYTV SHOPS 購物啦!' (Please enter MYTV SHOPS to shop now!). The background of the page features a blurred image of a television set displaying a shopping mall scene, with a remote control and a smartphone in the foreground.

OK Buy Facebook



OK Buy
@mytvsuper.okbuy · Shopping & Retail

Home Photos Videos About More

Promote View as Visitor

遙控Shopping
邊睇邊買 OK Buy!

MYTV SHOPS

Edit

OK Buy
4d · 🌐

疫情期間，小朋友上堂都要Study from home，無可避免都對多咗電腦/平板呢類電子產品😓。但係...戴眼鏡唔靚？唔夠醒目😓？怕唔安全😓？

OK Buy 聽到你的心聲❤️，今次推介嘅係迪士尼兒童眼鏡架連瑞士寶UV420防藍光鏡！唔止有造型😍，仲可以阻隔UV👓，過濾藍光及高能量可見光！👓

迪士尼動畫人物... See More



SWISSCOAT®
Better Vision

迪士尼兒童眼鏡架
連瑞士寶UV420
防藍光鏡

0:04 / 1:25

OK Buy
August 4 at 12:00 PM · 🌐

🌟 OK Buy 限時獨家優惠 🌟
【HiPP 喜寶嬰兒皮膚護理套裝👶】

BB成日喊？可能係皮膚痕癢唔舒服😓 寶寶肌膚特別幼嫩，所以更加需要天然防敏護理產品❤️ 今期就幫大家搵到🇩🇪德國有機品牌【HiPP 喜寶嬰兒皮膚護理套裝】，包括五款必買產品，全方位呵護寶寶敏感肌膚👶

產品特性📌
🍀 蘊含天然有機杏仁油
🚫 非... See More



嬰兒防敏濕紙巾👶兩包

- 特別親膚配方：
98%純水+天然有機杏仁油
- 不含香料及刺激皮膚成分
- 適合嬰兒和敏感皮膚適用

0:34 / 1:00

Show Case – Video Ad.



OK Buy

頂級高純度

Brazil Red[®]
Bee Propolis Capsules

100%

High Quality Propolis
Supports Overall Health[®]

DIETARY SUPPLEMENT
120 Capsules

按 OK 了解更多

37



OK Buy

8倍速度

00:52:00

按 OK 了解更多

41



OK Buy

CANVAS
Beautiful Scenarios

**無線香薰
保濕噴霧器**

Australian Certified Organic (ACO)
國際有機認證

了解詳情

49



OK Buy

可能係皮膚痕癢唔舒服

按 OK 了解更多



OK Buy

**Chase 遙控巡邏車 及
Marshall 遙控消防車 1 件**

一套 (2 件) **\$450**

PAW PATROL
超人氣汪汪隊

填色圖
貼紙簿 3 冊

配對卡連鐵盒

即送 禮品 5 件
(價值 \$259.5)
(數量有限, 售完即止)

按 OK 了解更多

或再按 OK 以 SMS 傳送



OK Buy

**蘇太殿堂級
XO 醬**

(豪華裝 300 克) - 中辣

秉承八十年代傳統配方,
採用北海道元貝、金華火腿、
蝦籽、蝦米、馬友鱸魚等
名貴食材炮製而成。

蘇太名醬

按 OK 了解更多

50

Show Case – Display Ad.

天天有魚 成炊熟飯

全1集

毋須冷藏, 方便貯存, 配埋餐具, 嚟office, 嚟屋企, 叮兩分鐘就食得

更多節目內容

叮2分鐘就食得
限時獨家優惠
一按即買

全套影片

第1集
天天有魚-成炊熟飯

00:00:35

SWEET HOME 好易拖

全效清潔地拖套裝(1套)
+ 地拖布補充裝(10片)

OK Buy 限時獨家優惠價
HK \$238
原價HK\$548

「蘇太名醬」優惠套裝

XO醬(中辣)300g, 山珍素菇醬, 潮爆蜆肉醬及鱈魚拌醬各一瓶,
再獲同結差進食及合辦連卡合一套(送完即止)

看不到的就一定是鬼嗎?

按 了解更多

PURE 貝比消毒寶

OK Buy 限時獨家優惠價
HK\$699
原價HK\$1,238

PLIBE 貝比
便攜式等離子空氣淨化器
連微塵過濾網(1盒6個)套裝

實驗認證有效消滅
99.9%細菌病毒

KAWAI 日本肝油丸

KAWAI EC 美肌維他命

立即購買

4罐(200粒裝)

美白亮肌 • 防止衰老 • 增強免疫力

OK Buy 限時優惠
\$580
原價\$800
(平均價HK\$145/罐)



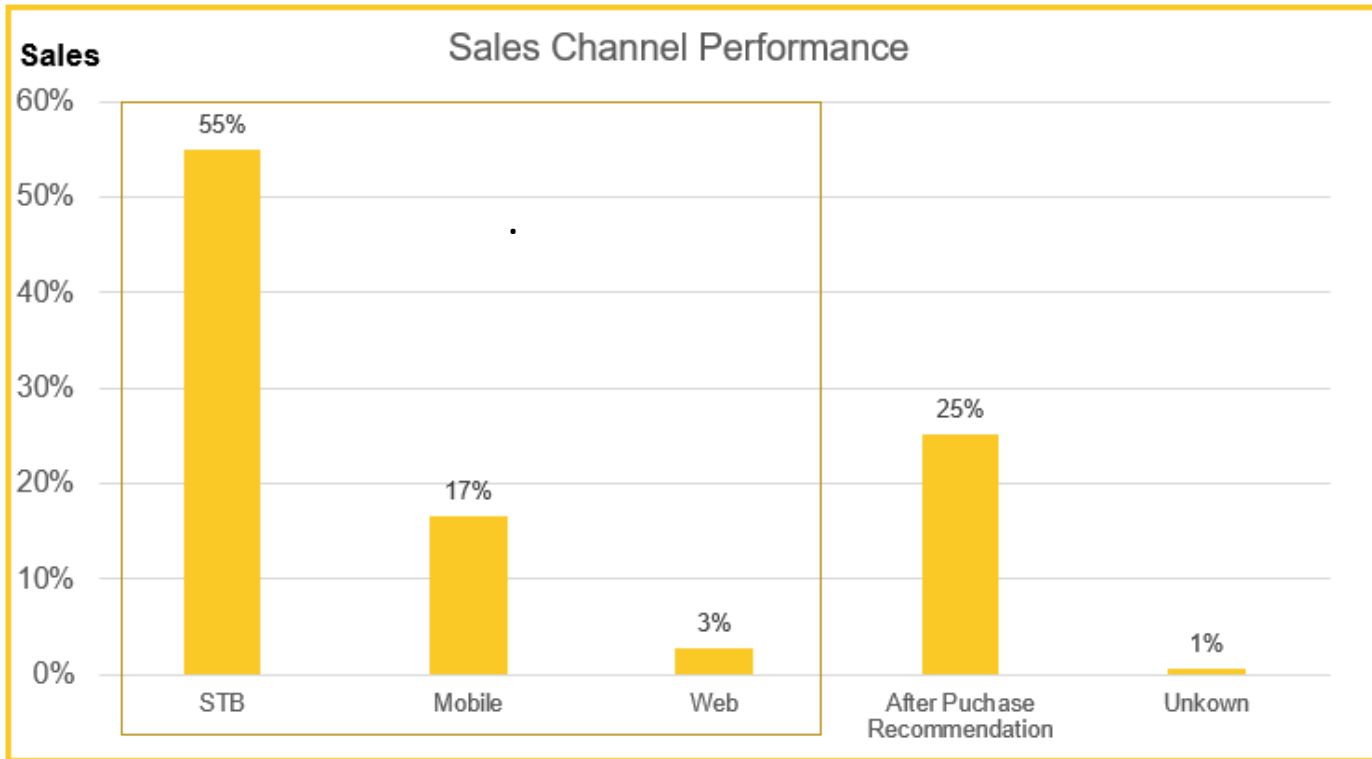
What's the findings so far about myTV Shops?

Let data speak for its own



Big Screen Experience is Always Effective to Drive Conversion

55% of transactions are brought from STB



It shows that a lean back experience of watching TV on big screen with digital targeting strategy is essential on driving a successful transaction.

ONLY myTV SUPER can obtain both the strength of TV and Digital.

Female Likes Shopping on myTV Shops than Male

Percentage of Total Audience



51.7%



48.3%

Percentage of Total Transaction



43%



57%

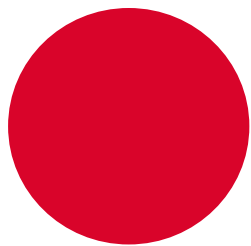
Age Group of 35 Above are the Target Consumers

Nearly 80% of the transaction are contributed by the audience group aged 35 or above, which is well-established with higher spending power.



Full Support by





Marketing Blitz

TV Promo by TVB Celebrity

