YOUR ONE STOP MULTI-SCREENS SOLUTION

#1 OTT in Hong Kong

FEW THINGS YOU NEED TO KNOW TODAY

Reach Engaged Audience At Scale

Registered Users over **7.2 Million** (as of early Feb 2019)#

*2.87M Unique Device (Reach) Per Month

17.7 Viewing Hours Per User Per Week

22.6M Viewing Hours Per Week Equivalent to *2.05 (4+ TVRs) in all day all time average ratings

Unique Device
App : 1,439,509
Web : 799,661
STB : 629,716 *Average domestic household size is 2.8 **(than our STB reach will be 1,763,205)**

Total Reach in August : 4,002,375 (54% of total HK population)

Provides Better Targeting Opps For You

- Our TVB Data Management Platform is launch on Apr 16, 2018
  - A simply splendid solution to provide precise targeting across 3 screens
    - **Granular Viewing Behavior Data**
    - **Location Specific Target (MTR Network, by 18 Districts, by 5 Constituency, by Socioeconomic)**
    - **Accurate Demographic (Age & Gender)**

ONLY WITH TVB

50%

Household Penetration with OTT

Close to 1.3M OTT Devices

+

5.9M WEB + APP

Simplicity Of Buying
Programmatic Efficiency – Private Marketplace

Data Driven with automated bidding

Move from traditional approach to audience data

More personalized and relevant ads with TVB data

In-video Blended Content Swift Response To Fast Moving Business Need

- Higher flexibility on **timing, program type and scene**

- **Naturally blend** advertising into the video that our audience love to watch

- **Less restrictions** and go far beyond imagination

A brand lift survey has been conducted right before and after the in-video campaign, a good viewability and improvement on aided awareness

Fieldwork Period :
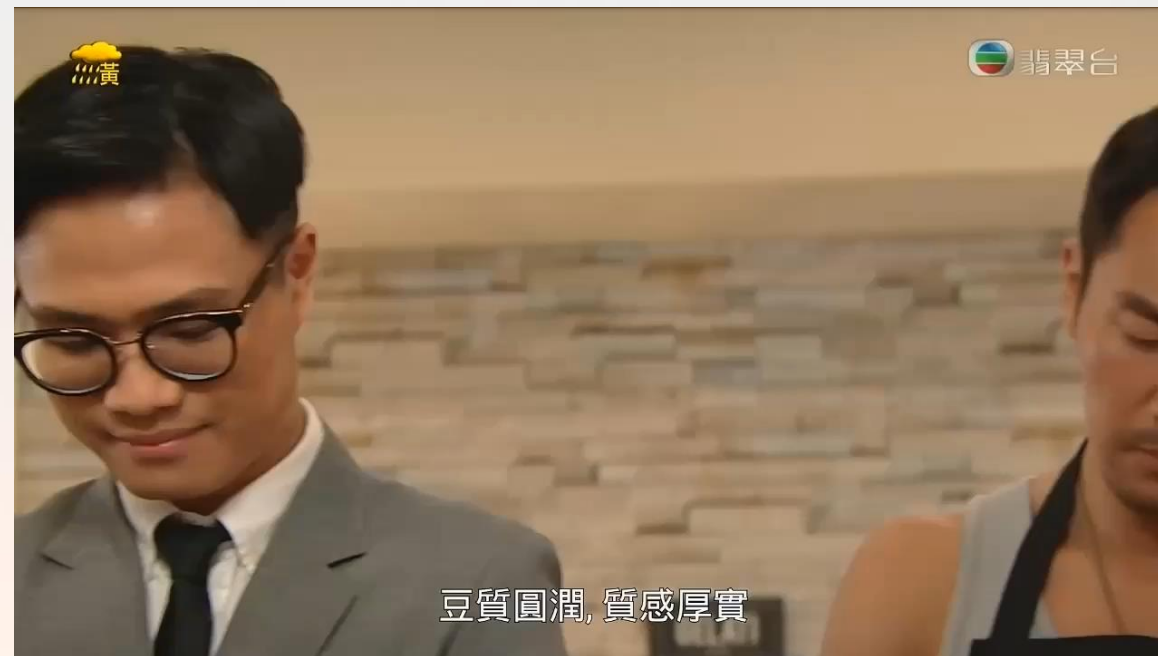**Phase 1 : Sep 6 – 12, 2018**
Phase 2 : Sep 20 – 24, 2018

The Best Solution of
Content Marketing & Promotion

訊息中心　觀看記錄　我的收藏

主目錄　｜　最新　｜　免費區　｜　點播　｜　猛片特區　延禧攻略 STORY OF YANXI PALACE　如懿傳 RUYI'S ROYAL LOVE IN THE PALACE　SUPER CAR　特技 THE STUNT

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RUYI'S ROYAL
LOVE IN THE PALACE
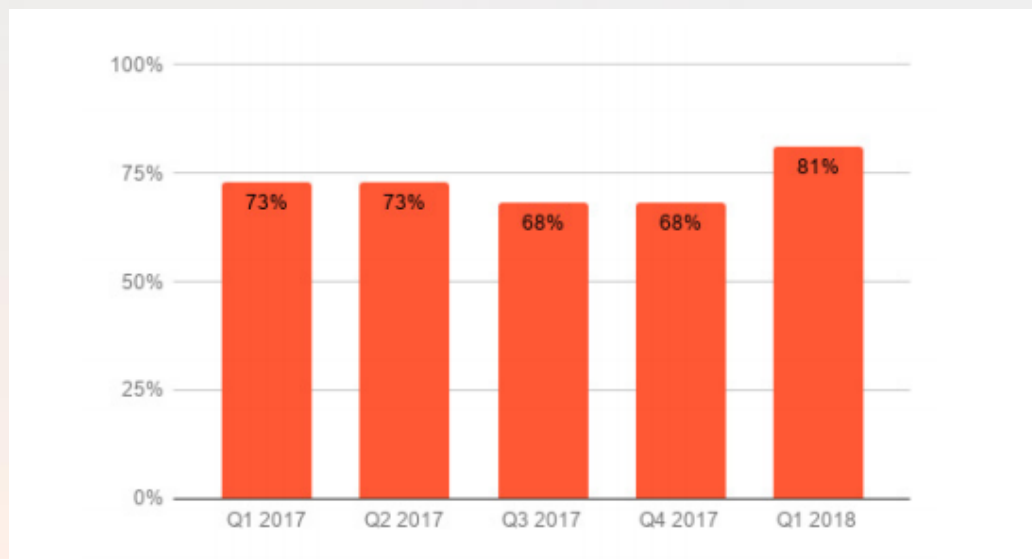
最後觀賞日期：2018年11月5日

與騰訊同步播放 如懿傳 經已上架！

切換至電視　選單　確認 OK　上/下　左/右　返回
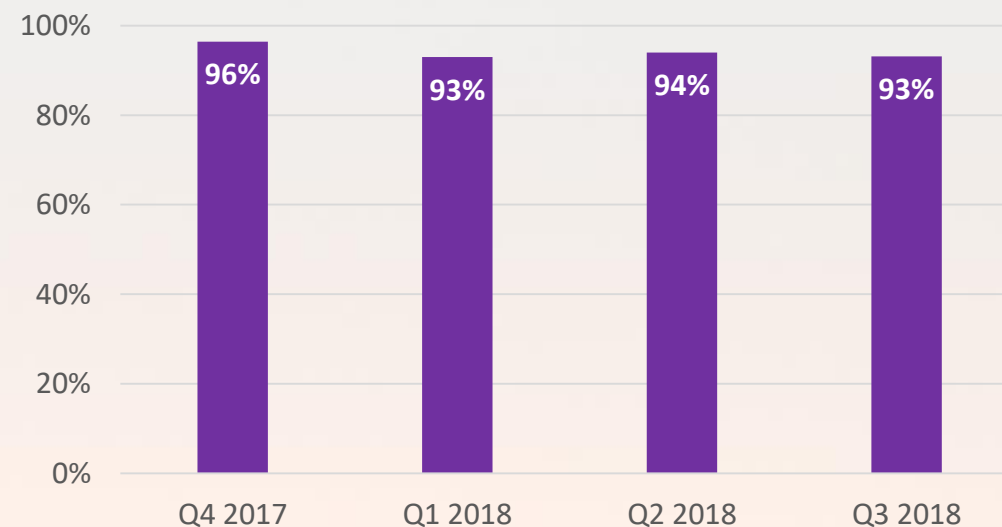
Set-Top-Box

Web

App

For Awareness & Consideration

Zone Performance

From Jul 9 – Aug 12, 2018,
Total stream views:
6,345,273

**Unique Stream Visitors
(Reach) : 1.05M**

**Ad Performance
In-App**
Pre-roll Instream – CTR : 0.32%
L-shape Banner – CTR : 4.01%
Mobile LREC – CTR : 0.52%
Video Pop-up – CTR : 4.14%
Double Banner – CTR : 0.29%
On Web
Pre-roll Instream – CTR : 1.39%
Wallpaper – CTR : 0.42%
Set-Top-Box
Clickable U-Shape – press "OK"
2,774

Actual CPCV : $0.13

For Conversion

From May 14 – Jul 6, 2018.

Targeting : Day range & time range

Pop-up – CTR 5.51%
Double Banner – 0.34%

Reach :
Pop-up – 253K (Unique Device)

Double Banner – 230K (Unique Device)

Campaign Scale : Small to Medium weight

From Jul 30 – Aug 23, 2018

Targeting : Content Targeting

L-Shape Banner – CTR 2.87%
U-Shape Wallpaper – CTR 0.11%

Reach :
L-Shape – 103K (Unique Device)

U-Shape – NIL

Campaign Scale : Small to Medium weight

For Loyalty and Advocacy

HK International Airport - 飛常任務

Ad Retargeting for travel programme audience (For total 10 x videos, View video one by one from #1 - #10)

Aug 20 – Sep 5, 2018

Video Duration : 90-sec (60-sec skippable)

Native Video Hosting (For total 10 x videos)

Aug 13 – 26, 2018

Native Page UV : 134K

Total Stream Views : 71K

Unique Stream Browser : 14K

Actual CPCV : $0.19

A Glance of myTV SUPER
Video Viewing Survey 2018

SURVEY DETAILS

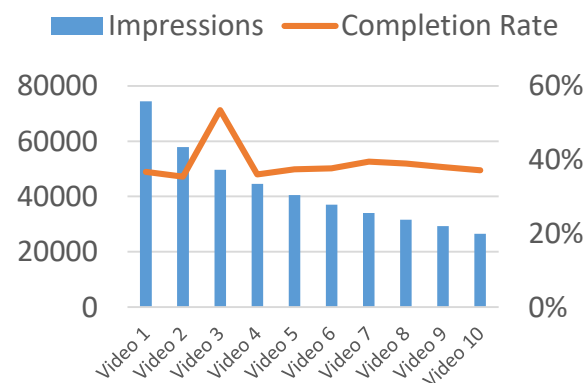- Research Objectives: To ride on the evolving digital transformation of media landscape, myTV SUPER would like to reinforce its market positions, strengthen their competitive edges and level the battle field coverage in terms of ……
  - ➢ Reach & Consumption, Intensity & Frequency
  - ➢ Audience composition, lifestyle & consumption behavior
  - ➢ Satisfaction and perception on TVB, myTV SUPER

- Respondent Criteria:
  - ➢ General video users : N=2,591
  - ➢ myTV SUPER users in the past 7 days : N=1,520 (59%)

- Fieldwork Period: Aug 16 – Sep 7, 2018

myTV SUPER AUDIENCE ARE...

Gender

47% vs 53%

Age

19% A18-29
36% A30-44
38% A45-59

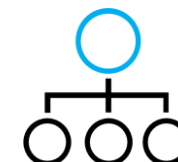**University**
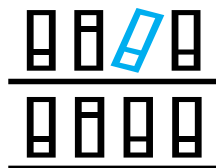
49%

Working

84%

PMEB

50%

Married

60% Married
8 out of 10 have Kids

Grocery Shoppers

79%

Head of Household

72%

Household Monthly Income

HK$60,809

Personal Monthly Income
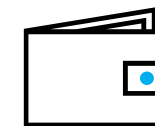
HK$29,013

Base : N=1,520, Consumed myTV SUPER in the past 7 days
Source : myTV SUPER Viewer Survey 2018 (N=2,591 Aged 15-64 General Video User for HK local population)

myTV SUPER AUDIENCE ARE...

129min average daily time spent

31% viewer watch everyday

Average viewer watch **3.7days** a week

Base: myTV SUPER used P7D

37% Both

68% APP

68% OTT

43% Web

40% Both

24% Both
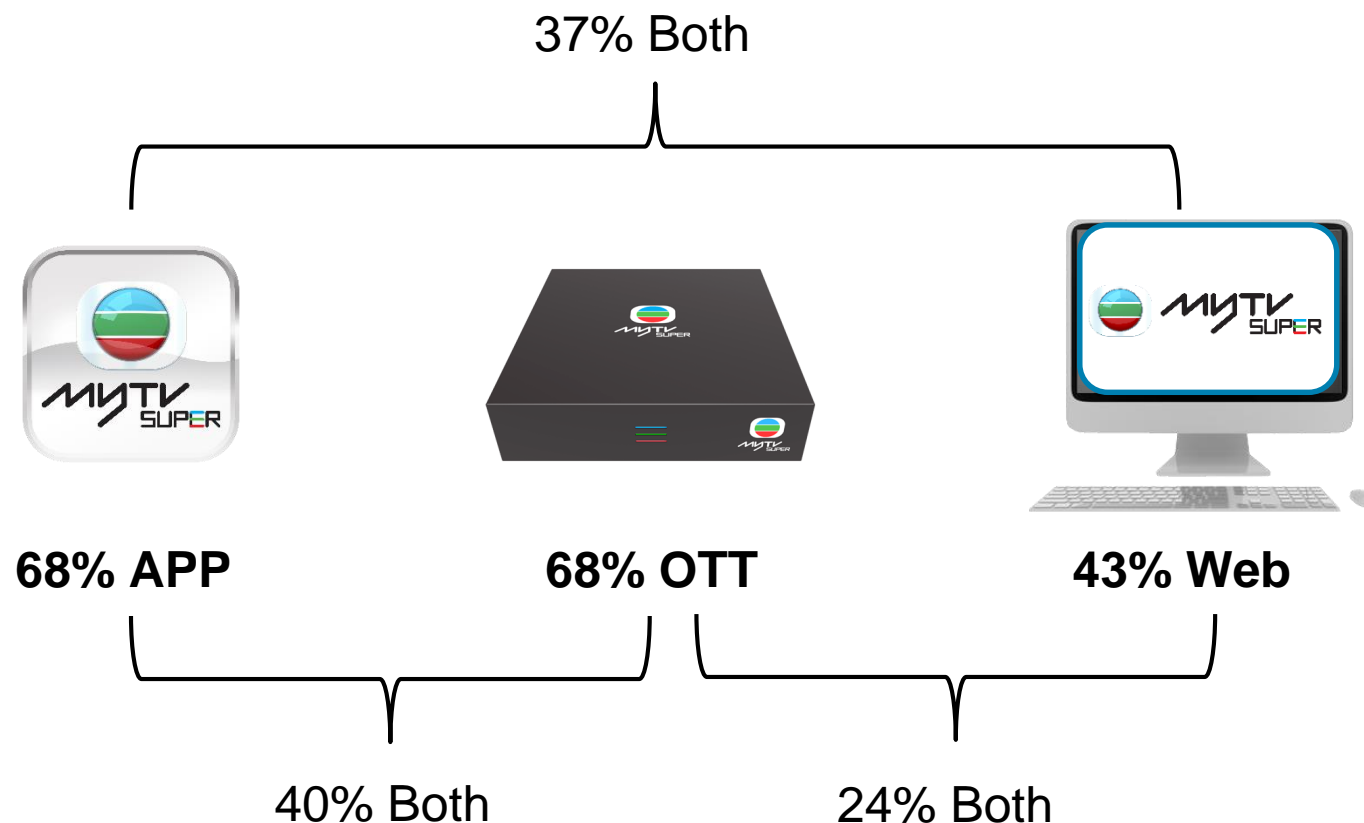
Base: myTV SUPER used P1M

Definition: Average daily timespent, Daily viewer, Average No of days a week based on P7D myTV SUPER users (N=1,520)
Definition: Device usage & duplication, based on P1M myTV SUPER users (N=1,771)
Source : myTV SUPER Viewer Survey 2018 (N=2,591 Aged 15-64 General Video User for HK local population)

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#1 TIME SPENT
MOST ENGAGED DIGITAL VIDEO PLAYER IN HK

Top 10 Digital Video Players

#Daily Time spent

66 min	
50 min	
129 min	
35 min	
51 min	
76 Min	
33 min	
76 min	
80 min	
49 min	

Digital Video Player

Player	Value
YouTube	71
Facebook Video	69
myTV SUPER	59
Apple Daily	50
Instagram Video	37
Viu	28
On.cc	28
Qianxun	15
Netflix	13
Youku Video	11
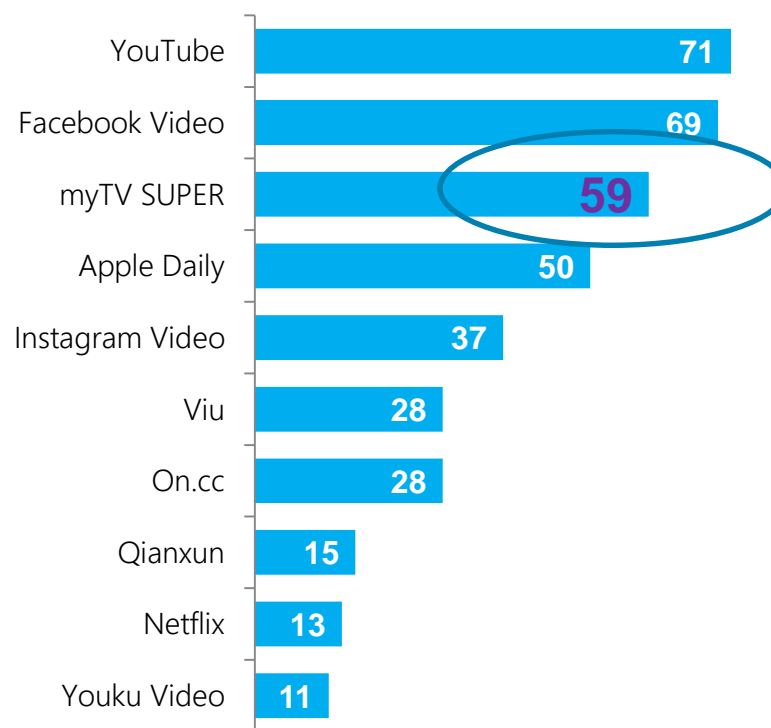
Audience spent 129 min a day on myTV SUPER platform

The highest among all other local or global video player platforms

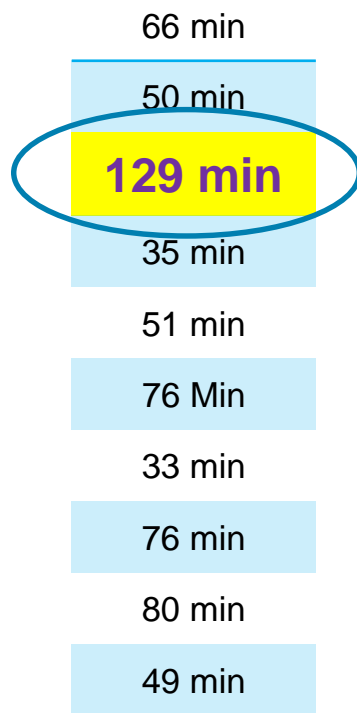Source : myTV SUPER Viewer Survey 2018 (N=2,591 Aged 15-64 General Video User for HK local population in the past 7 days)
Definition: Digital Video Player - myTV SUPER includes OTT, APP & Web Net Reach, Viu includes ViuApp, ViuTV App Net Reach

Significant Incremental Reach Generated By myTV SUPER and Very Powerful Reach from TVB Group

Total TVB Group 90%

TVB 79%

myTV SUPER 59%

11%
Incremental reach
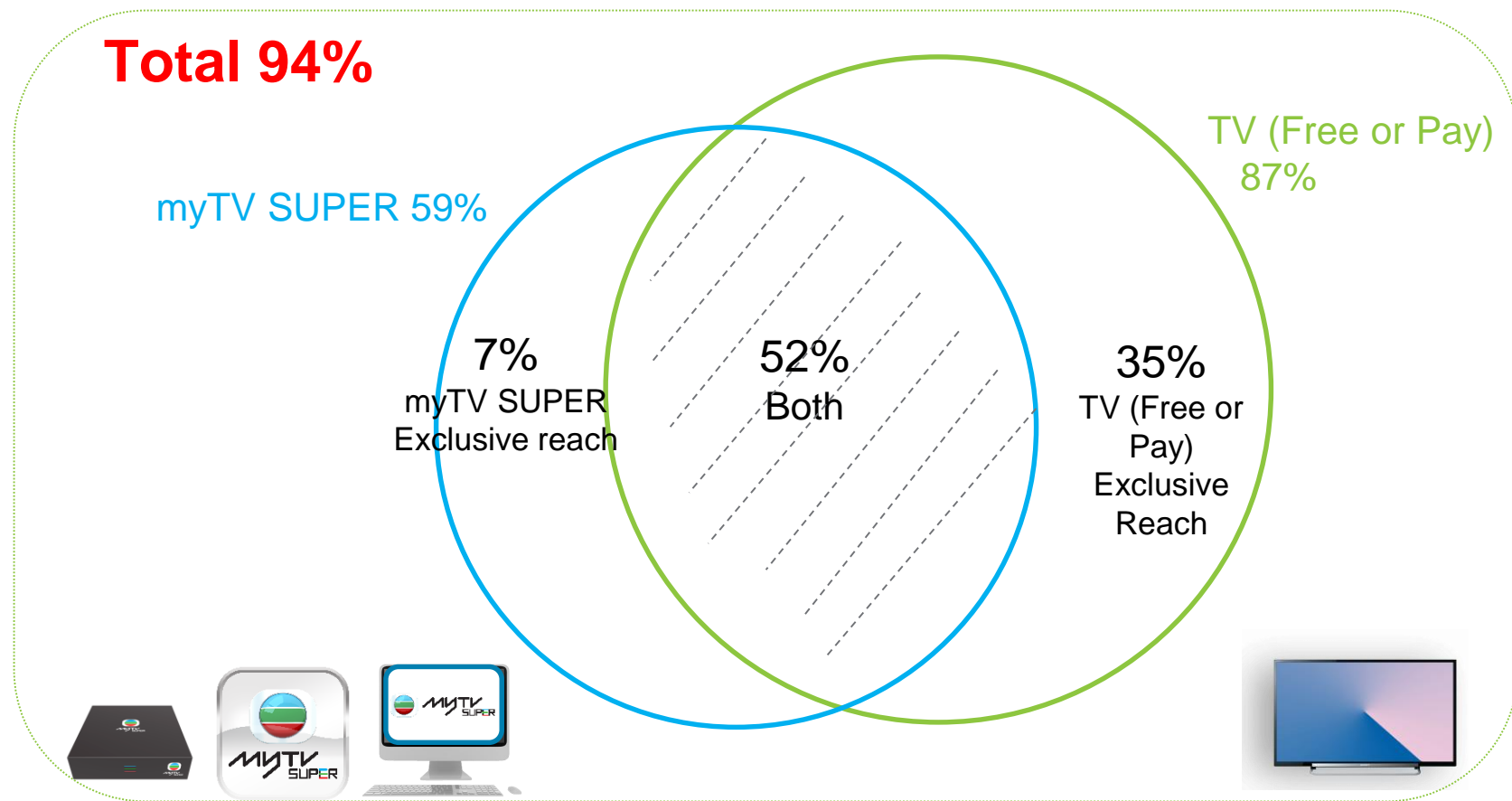
Both 48%

31%
Incremental reach

Past 7 Days

From the survey result, 90% respondents has viewed TVB or myTV SUPER channels in the past 7 days.

48% respondents viewed both TVB via TV Set and myTV SUPER platforms from OTT Box, Mobile App or Web.

11% respondents only view myTV SUPER platforms but not from the DTT TVB signal.

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myTV SUPER Gains Exclusive Reach in the TV World

Total 94%

myTV SUPER 59%

TV (Free or Pay) 87%

7%
myTV SUPER Exclusive reach

52%
Both

35%
TV (Free or Pay) Exclusive Reach

From the survey result, 94% respondents has viewed video content from TV Set (including Free TV broadcasters TVB, ViuTV or Fantastic TV) or Pay TV broadcasters (including iCable or NowTV) OR from myTV SUPER channels in the past 7 days.

52% respondents viewed both myTV SUPER platforms from OTT Box, Mobile App or Web AND TV Broadcasters contents.

7% respondents only view myTV SUPER platforms but not from the TV signal.

Source : myTV SUPER Viewer Survey 2018 (N=2,591 Aged 15-64 General Video User for HK local population in the past 7 days)
Definition: Digital Video Player - myTV SUPER includes OTT, APP & Web Net Reach
TV Only – Free TV (TVB, Viu TV, Fantastic TV) or Pay TV (iCable, NowTV)

myTV SUPER Providing A Highest Exclusive Reach Amongst Video Platform Giants

Total 91%

myTV SUPER 59%

5%
Facebook Video
Exclusive reach

6%

9%
myTV SUPER
Exclusive reach

Facebook Video
69%

37%
All 3 platforms

21%

7%

6%
YouTube
Exclusive Reach

You Tube 71%

From the survey result, 91% respondents has viewed video content from myTV SUPER (OTT, App, Web) or Facebook or YouTube channels.

37% respondents viewed from all 3 platforms.

9% respondents only view myTV SUPER platforms but not from Facebook Video or YouTube Video
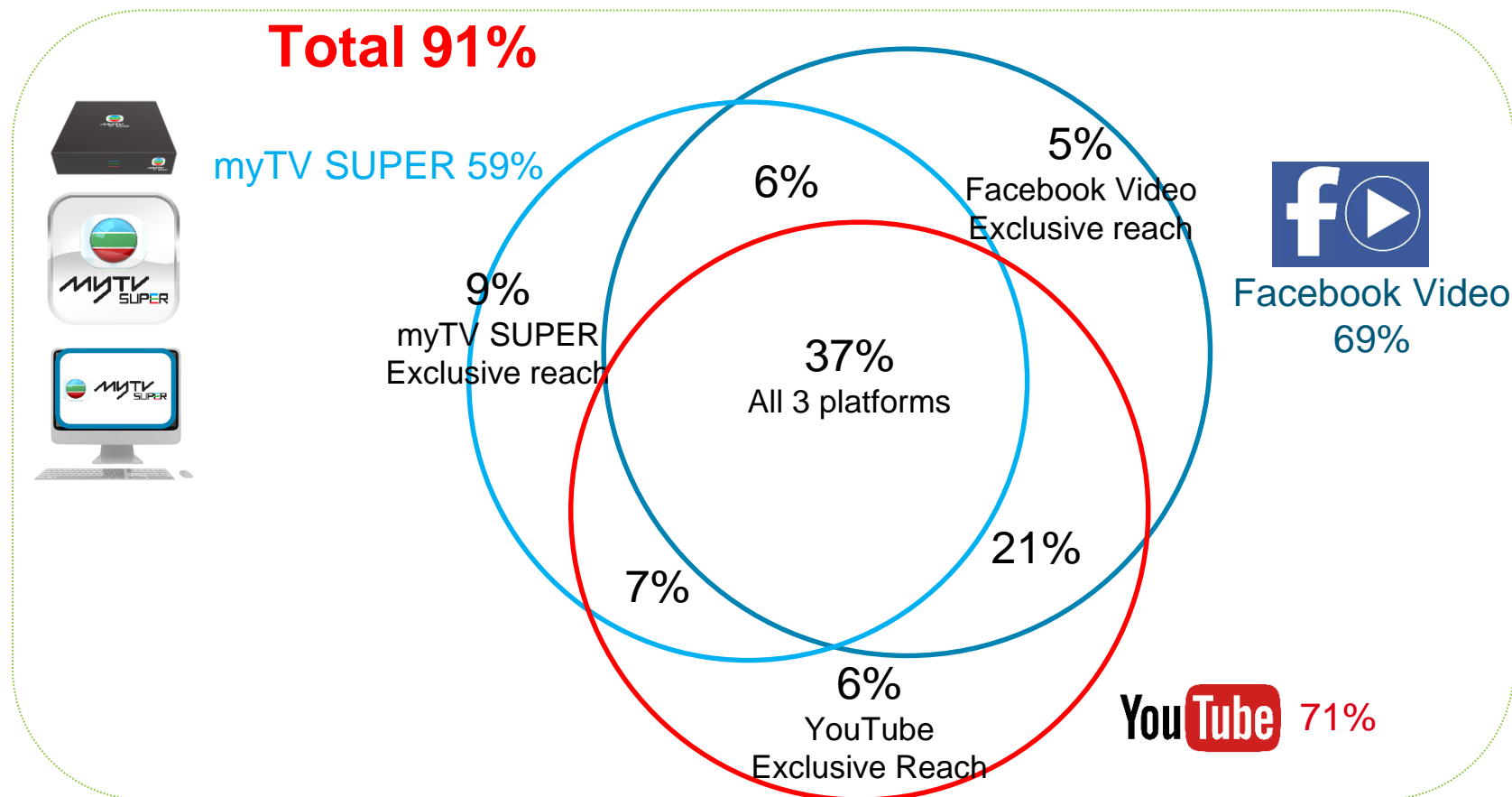
Source : myTV SUPER Viewer Survey 2018 (N=2,591 Aged 15-64 General Video User for HK local population in the past 7 days)
Definition: Digital Video Player - myTV SUPER includes OTT, APP & Web Net Reach

It is clearly shown in the survey that myTV SUPER gains a highest exclusive reach within the higher potential group

		myTV SUPER vs TVB			myTV SUPER vs All TV (Free or Pay)			myTV SUPER vs Facebook Video vs YouTube		
		myTV SUPER Excl. reach	TVB Excl. Reach		myTV SUPER Excl. reach	All TV (Free / Pay) Excl. reach		myTV SUPER Excl. reach	Facebook Video Excl. reach	YouTube Excl. reach
All Respondents	n	286	816		179	918		227	126	168
	Reach %	11%	31%		7%	35%		9%	5%	6%
Gender										
Male		49%	52%		47%	53%		45%	45%	46%
Female		51%	48%		53%	47%		55%	55%	54%
Age by Gender										
M 15-24		7%	10%		7%	9%		3%	10%	8%
M 25-34		12%	7%		8%	8%		12%	1%	5%
M 35-44		14%	7%		15%	8%		12%	6%	9%
M 45-54		11%	8%		12%	8%		9%	6%	9%
M 55-64		6%	20%		6%	19%		10%	23%	15%
F 15-24		6%	6%		7%	6%		1%	3%	15%
F 25-34		15%	7%		16%	7%		9%	7%	9%
F 35-44		13%	8%		13%	8%		12%	13%	4%
F 45-54		12%	12%		14%	12%		17%	13%	14%
F 55-64		4%	16%		3%	15%		15%	19%	12%

myTV SUPER AUDIENCE is...

Working in majority with high spending power

Married with larger family size

Young to middle age

Couple with more new born

Pet lovers

Concerns about well-being

Travel Lover with plans

They loves shopping

High spender on outbound travel

More Sense on Future Planning

Well plan on financial, attention on insurance & standard of living

…… and more

myTV SUPER 2019 Development

Our DMP Enhancement

- **Inflight Analytics**
  - Analyze real-time consumer engagement - inflight optimization, AB testing, conversion tracking

- **2nd Party Data Onboarding**
  - Activate audience data in real time across all digital media an as well as hundreds of integrated content marketing, mobile number, creative testing search and email
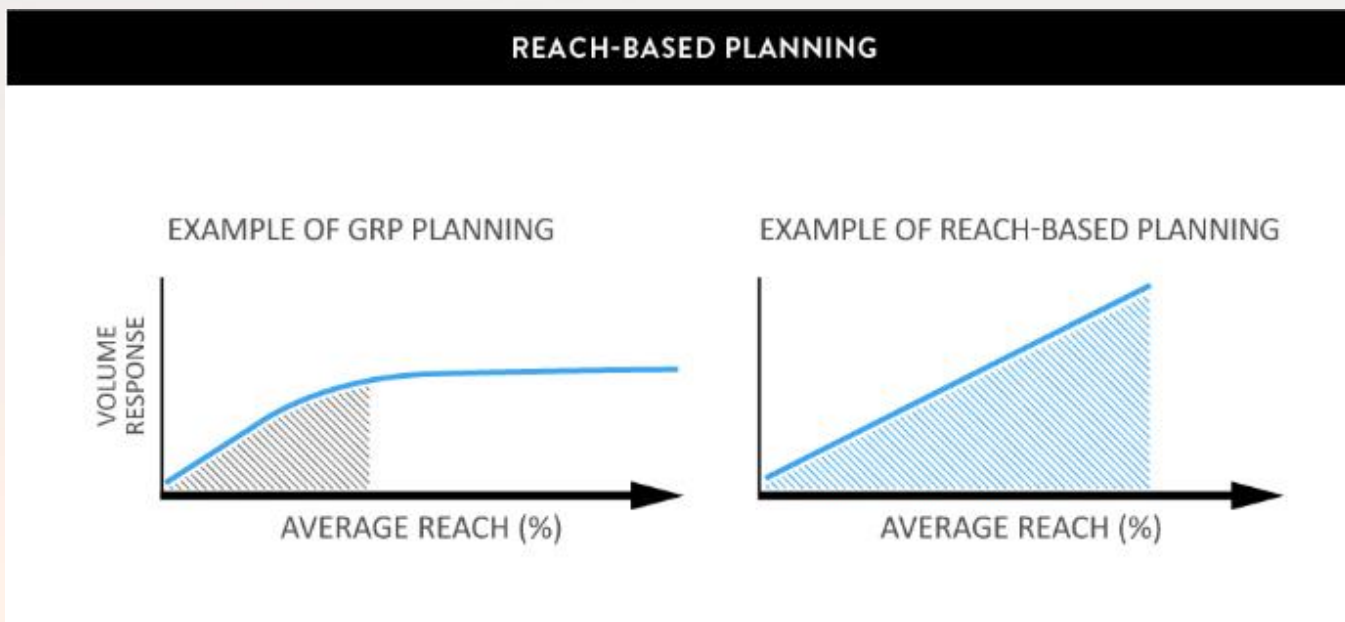
- **More Customize Segments**
  - Customize your own based on the characteristics that are most important to you.
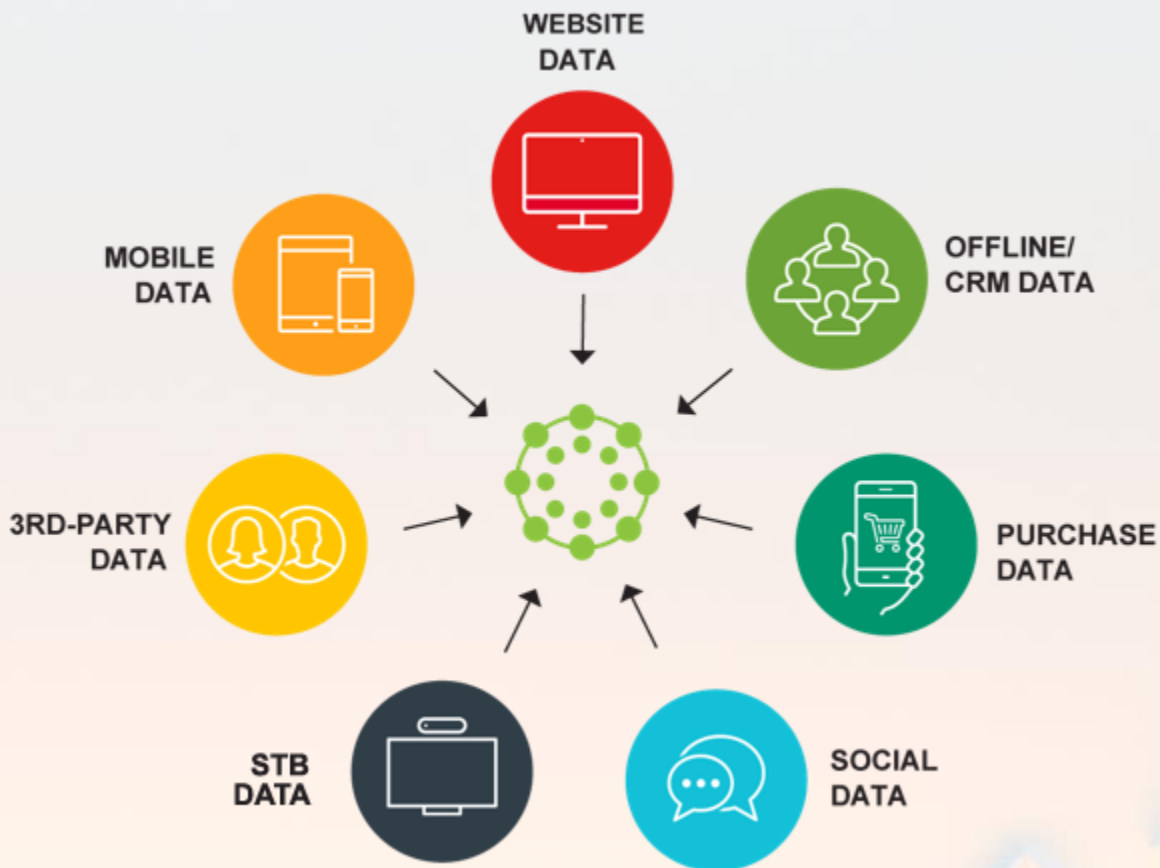
Capping Should be Part of Your Regular Optimization Routine

- Frequency caps comes with great advantages for advertisers
  - ✓ higher unique reach
  - ✓ Avoids visitors being overwhelmed with the same ad over and over again

REACH-BASED PLANNING

EXAMPLE OF GRP PLANNING

VOLUME RESPONSE

AVERAGE REACH (%)

EXAMPLE OF REACH-BASED PLANNING

AVERAGE REACH (%)

Assumption :
TV Reach = 80%
CPRP $3,200 x 600 TRPs
Total Budget : $1,920,000
Cost Per Reach : $ 24,000

myTV SUPER Reach = 54%
CPM $90 x 4,002,372 / 1,000
Total Budget : $360,213
Cost Per Reach : $6,670

Comparatively, GRP planning can cause the average volume response to quickly plateau rather than build over time.

Super Health
Super Beauty

New Regular Zone for viewing behaviors data collection

Video Production Capability

One stop shop with creative and infotainment video production

We Can Help To Measure The Effectiveness Of Your Digital Advertising Campaign

- How can you benefit from Brand Lift Insights?
- As an advertiser
  - build research cases to evaluate your digital advertising using robust brand metrics and the best normative benchmarking.
- As an agency
  - to identify the most and least effective elements of your digital campaign and optimize performance.
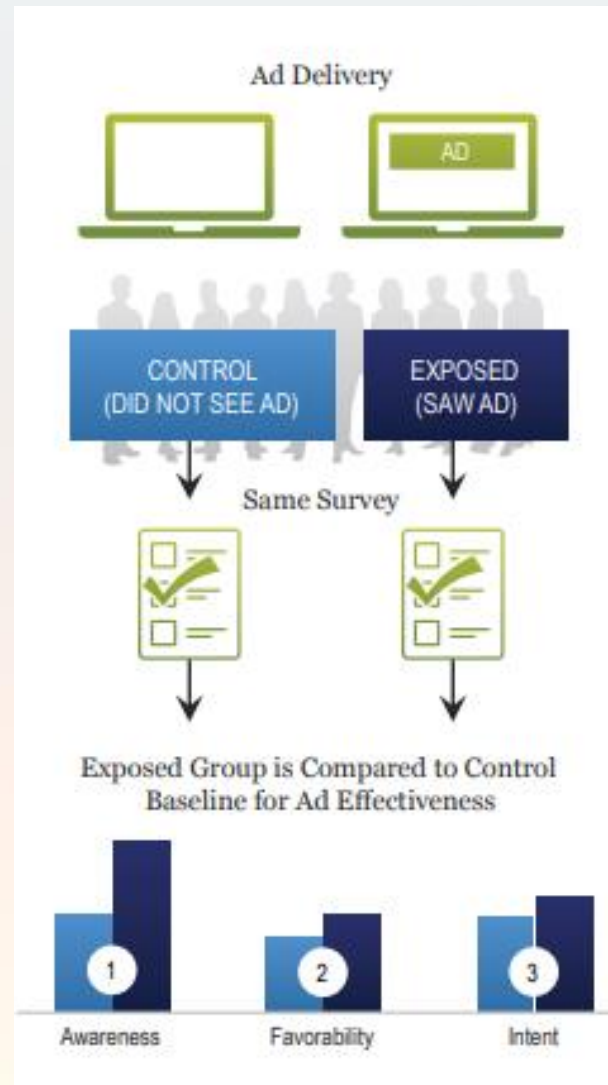
A Premium Japanese Cosmetic & Skincare Brand

	Before Campaign	After Campaign
Aided Awareness	59.41%	60.58% (+2%)
Like the Product	25.69%	24.89% (-3%)
Purchase Intents	40.03%	38.02% (-5%)

Fieldwork period :
Phase 1 : Sep 10 – 11, 2018 (2 days)
Phase 2 : Sep 20 – Oct 3, 2018 (14 days)

myTV SUPER Advertising Delivery

Direct Booking

- **Connected TV** vs Traditional TV

- Granular data for **targeting**

- **Retargeting** on TV (Set-Top-Box)

- Performance on TV (**Trackable result** on STB Native format)

- **Inflight analytics**

- Additional **reach**

Programmatic

- PMP is available **(PD, PG, OA & PA)**

- Pre-layer our **1st party data**
  - Set-Top-Box
  - Web & App

- **IAS & Moat** will be available in 2019

Finally, to summarize

We have **Scale, Sophistication and Simplicity**

Scale of reach, high subscription growth in 24 months

Launched in Apr 2016 → 4M in Jul 2017 →5M in Nov 2017 →6.4M in Jul 2018 →6.7M in Sep 2018

Sophistication of targeting
Simplicity of buying - programmatic, PMP

Premium video delivers favorable viewer experience and high **Ad completion Rates**

Capability along full marketing funnel

to drive **awareness, engagement and conversion**

Additional **Reach**

Deliver your message to the **biggest screen** in the home

Optimal ad environment—your message occupies 100% of the screen, it's unskippable, and

100% viewable

Analyze real-time consumer engagement – **Inflight Analytics**

Brand Lift – Media Impact & More

Attribution modeling, including brand lift, conversions, purchase intent and tune-in