



myTV SUPER

Zone Sponsorship Showcases

YOUR ONE STOP MULTI-SCREENS SOLUTION

The Top Performance Zone Sponsorship in 2018

延禧攻略

- Zone Period : Jul 19 – Sep 2, 2018 (7 weeks)
- Sponsor Period : Jul 19 – Sep 2, 2018 (7 weeks)
- Title Sponsor : HECOM (Sea Horse)
- Promotion Items :
 - Tailor-made Zone with Title Sponsor identity
 - Logo exposures on STB, Web & App
 - Instreams on STB, Web & App
 - U-shape Wallpaper on Set-Top-Box
 - L-shape banner on App
 - Wallpaper on Web



Zone related screencap



Social Media Promotion



Package Ad Entitlement



Main Page Promotion Module (MPM)



Zone UI



Overall Performance

From Jul 19 – Sept 2, 2018,

Total stream views: **28,610,976**

24,070,366 (原聲版)

4,540,610 (雙語版)

Unique Stream Visitors (Reach): **1,182,757** (Summation)

669,540 (原聲版)

513,217 (雙語版)

Display Ad Impressions : 4,176,114

Video Ad Stream Impressions : 1,756,201



Insights

Wonderful cast, setting and storyline, interwork with outstanding word of mouth, ***Story of Yanxi Palace*** ranked No.1 of stream view among all myTV SUPER programme in 2018.

- The original version of *Story of Yanxi Palace* is exclusively first present on myTV SUPER and earlier than DTT broadcast. For the priority broadcast schedule, audiences are able to catch up the same schedules with PRC on myTV SUPER to follow the participate the hot topics within Chinese speaking group.
- For the title sponsorship, myTV SUPER provided many supports on promotion and social media exposure, HECOM and *Story of Yanxi Palace* created strong synergy which can strengthen the brand image and awareness for both advertiser and program.
- In the sponsorship package, HECOM available to host multi-ad format, including some native ad placement (i.e: clickable u-shape wallpaper, clickable L-shape banner) which can provide a high visibility of brand features and promotion details to mass audiences.



Out-standing brand presence to build implementation with good quality on uplift brand image



Program: 守護神之保險調查

Period: Dec 24, 2018 – Feb 8, 2019

Total Page view	Total Stream view	Unique Browsers (Reach)
Over 5M	Over 5.5M	450,000+



Create strong synergy between brand and program for drive sales



Program: 阿爺廚房

Period: Dec 17, 2018 – Feb 8, 2019

Total Page view	Total Stream view	Unique Browsers (Reach)
Over 3.8M	Over 3.4M	320,000+



Reach the audiences have strong interest in History or Documentary



Program: 中國通史
Period: Jan 1 – Mar 31, 2019

Total Page view	Total Stream view	Unique Browsers (Reach)
Over 2M	Over 1.1M	90,000+

*Figures as of Feb 28, 2019



Mix & Match your product characteristic with our powerful VOD library to strengthen marketing message



Zone name: 3香港呈獻 世界更自遊
Period: Feb 4 – Mar 3, 2019

Total Page view	Total Stream view	Unique Browsers (Reach)
Over 310K	Over 50K	Around 20K

Benefits of working with myTV SUPER

- Top OTT platform in Hong Kong
- myTV SUPER has continuously acquired satisfactory uptake on the number of registered users. By early Feb 2019, the cumulative total number of registered users has reached over 7.2 million across three respective service platform including near 1,300,000 on Set-top-box, over 5,900,000 on App and Web.
- Full-screen TV experience on a large living-room device with co-viewing benefits.
- myTV SUPER carry the best of digital and TV with a very affordable price.



myTV SUPER - **#1 OTT** in Hong Kong

myTV SUPER Registered Users over **7.2 Million** (as of early Feb 2019)[#]



Close to
1.3M OTT
Devices

5.9M WEB + APP registers



YOUR *SUPER* MULTI-SCREENS SOLUTION