



Chinese drama with 2018 HIGHEST Stream View*- 延禧攻略 Title Sponsorship Showcase

Nin Jiom

Campaign Background

- Zone Period : Sep 15 – Nov 4, 2018 (8 weeks)
- Sponsor Period : Sep 15 – Nov 4, 2018 (8 weeks)
- Title Sponsor : Nin Jiom
- 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

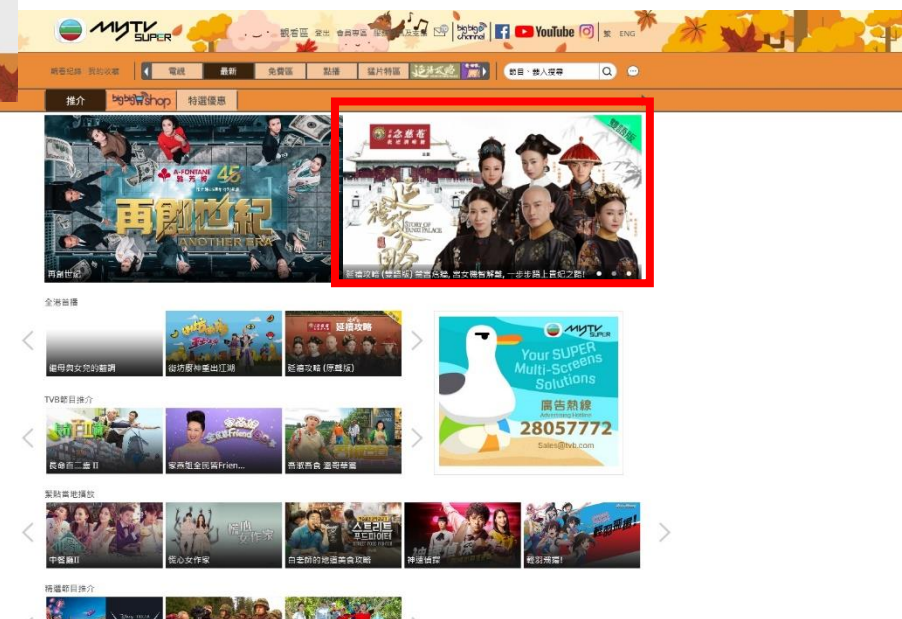
Main Page Promotion Module (MPM)



App



STB



Web

Zone UI



App



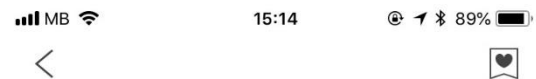
Web



STB



Program Listing UI



延禧攻略 (雙語版)

吳謹言、余詩曼、秦嵐、聶遠

乾隆六年，璦珞為調查長姐死亡真相入宮為婢。在皇后悉心教導下，她成長為正直堅強的宮廷女官。皇后的崩逝...

更多節目內容



每集重溫



第50集



第49集



第47、48集

App



STB

Inside Set-Top-Box



Pre-roll Instream – inside drama



U-shape – inside drama

In-App



Pre-roll Instream – inside drama



L-shape Banner - ROS

On Web



Pre-roll Instream – inside drama



Wallpaper – inside drama

Social Media Post



Facebook Desktop

Video Post: 4 (52,622 views in total)



Facebook App



Instagram

Video Post: 4 (258,761 views in total)

Stations Promos



Overall Performance

From Sept 15 – Nov 4, 2018,
Total stream views: **27,823,212**
17,618,459 (原聲版)
10,204,753(雙語版)

Unique Stream Visitors (Reach): **1,512,681** (Summation)
852,691 (原聲版)
659,990 (雙語版)

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 at 2018. (as of Nov 2018)

- Per strong request from *Story of Yanxi Palace* fans, myTV SUPER specially build a Phase 2 zone to feedback their support! myTV SUPER also offer full series of *Story of Yanxi Palace* (dubbed version) to all myTV SUPER audiences that can gorging a marathon of *Story of Yanxi Palace* over the zone period. It can increase the audience base of this excellent drama.
- By using the main cast of *Story of Yanxi Palace* – Charmaine Sheh as the spokesperson, cooperate with myTV SUPER promotion and social media exposure, Nin Jiom and *Story of Yanxi Palace* created strong implementation for both brand and program.
- Zone Sponsorship also entitle certain a high quantity of impressions which can help to increase brand awareness and reinforce your brand image to reach numerous target audience.

Benefits of Sponsor Zone

- Zone Sponsorship can help to build strong implementation between the program characteristic and brand image with quantity, good quality and right placement together.
- All zone on myTV SUPER contain out-standing UI. The eye-catchy UI can both draw attention and increase traffic to value your brand.
- Zone Sponsorship entitle certain a high quantity of impressions which can help to increase brand awareness and reinforce your brand image to reach numerous target audience.

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 4 Nov 2018, the cumulative total number of registered users has reached over 6.9 million across three respective service platform including over 1,200,000 on Set-top-box, over 5,700,000 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.



YOUR *SUPER* MULTI-SCREENS SOLUTION

Appendix

myTV SUPER緊貼內地點播 《延禧攻略》結局篇 璦珞惡鬥嫺妃

17/08/2018



璦珞(1/5)

甚受歡迎的《延禧攻略》於myTV SUPER已播至50集，進入結局篇，劇情講到魏璦珞(吳謹言飾)佻皮可愛的性格愈來愈得皇上歡心，並由令嬪晉封為令妃，惹來眾妃嬪的嫉妒。爾晴(蘇青飾)誣陷青蓮(方楚彤飾)謀害安兒，將她趕出府送進暗娼館受盡折磨，青蓮不堪受辱自殺。劇集與內地同步播放，逢星期二至日上架，每日上架兩集。而逢周日至五晚上8時30分翡翠台會播出《延禧攻略》配音版。

[翡翠台] myTV SUPER《延禧攻略》劇集討論區

打印

本主題由 liecharyo 於 2018-10-9 02:16 PM 解除置頂

Uncleball033

發表於 2018-8-24 03:18 PM 只看該作者 繁 簡 分享

瀏覽: 120,268 | 回覆: 1,203 | 追帖: 30 | 小 中 大 1#



系統助理

帖子 243

積分 29

金幣 20

註冊時間 2018-7-16

發短消息 加為好友

myTV SUPER《延禧攻略》劇集討論區

由於《延禧攻略》劇集於 myTV Super 與翡翠台的進度不一，所以特此為收看 myTV Super 會員開設《延禧攻略》討論帖。

至於收看翡翠台版本的會員，可以到 翡翠台《延禧攻略》劇集討論區 繼續討論。😊😊

**** 這裡內容有可能劇透 ****

