



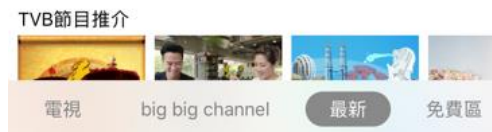
**2018 No.1 stream view drama\*-  
延禧攻略  
Title Sponsorship Showcase**

Hecom

# Campaign Background

- Zone Period : Jul 19 – Sep 2, 2018 (7 weeks)
- Sponsor Period : Jul 19 – Sep 2, 2018 (7 weeks)
- Title Sponsor : Hecom
- 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

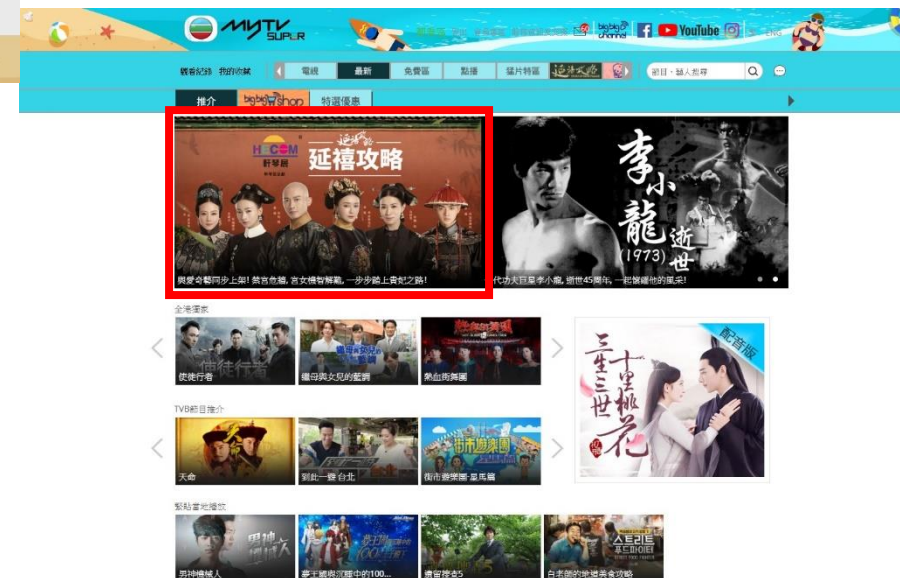
# Main Page Promotion Module (MPM)



App



STB



Web



# Zone UI



App



Web



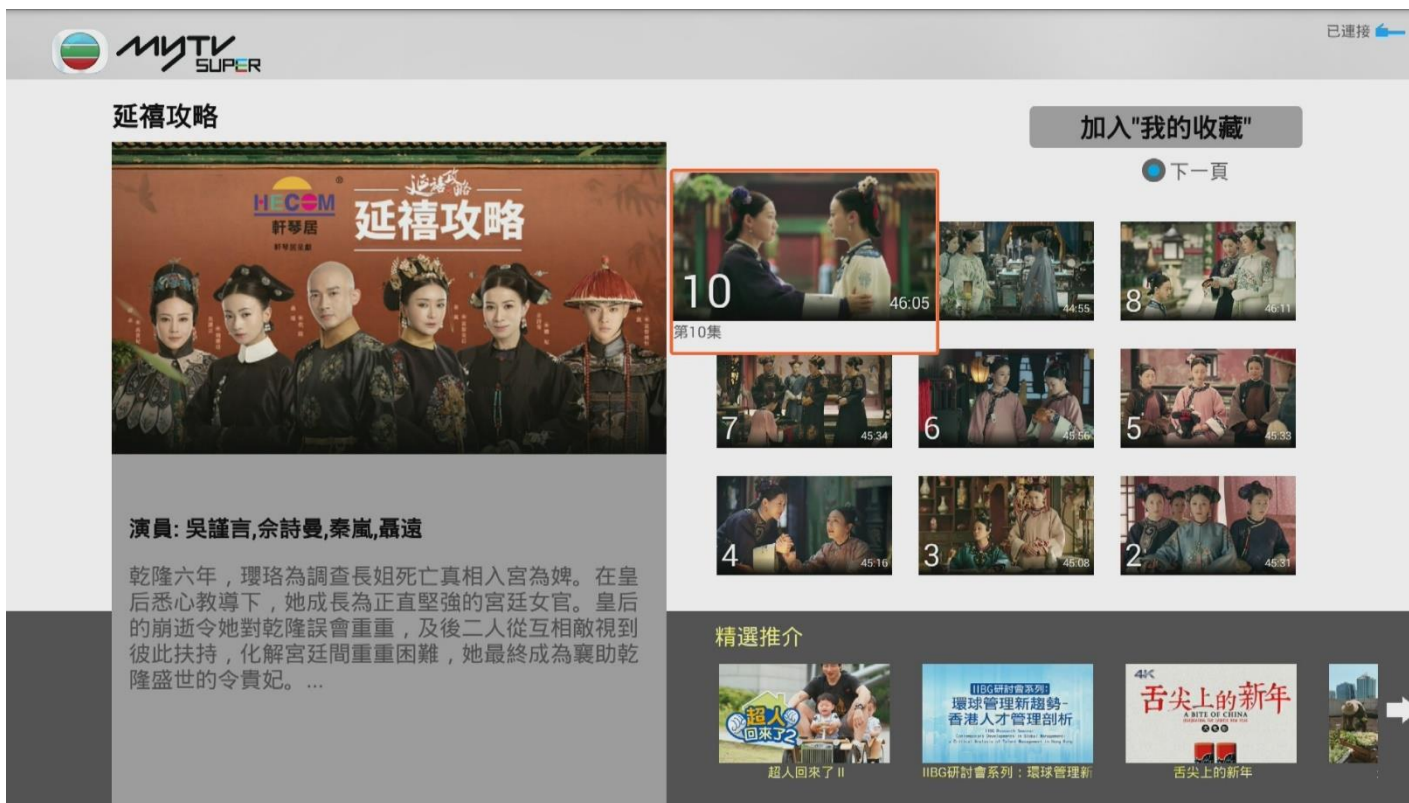
STB



# Program Listing UI



App



STB



# Inside Set-Top-Box

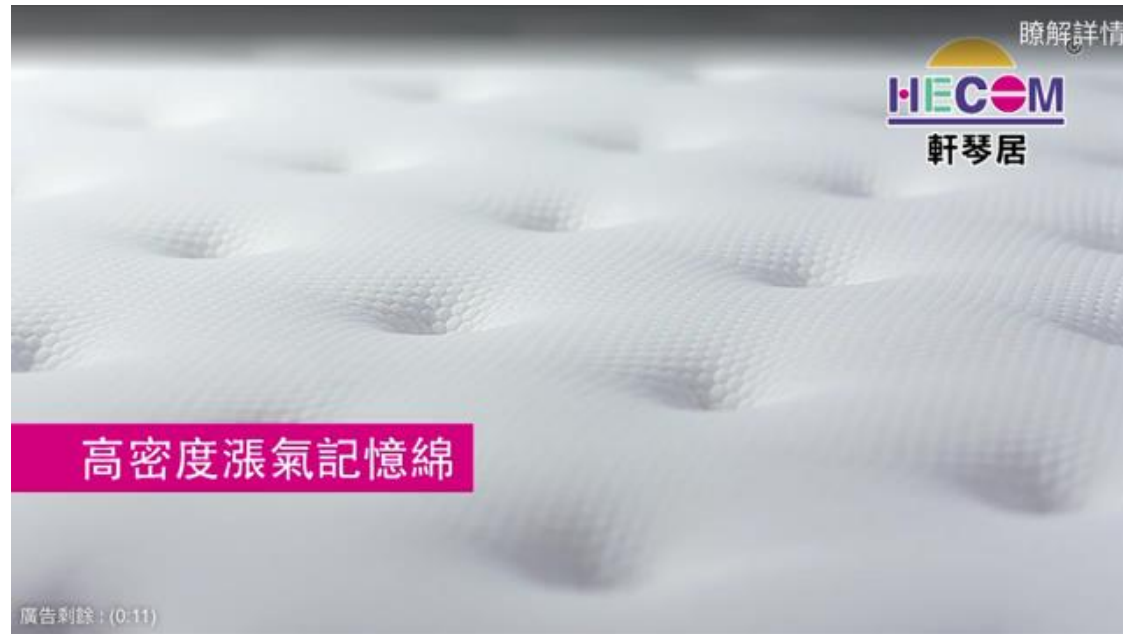


Pre-roll Instream – inside drama



Clickable U-shape – inside drama

# In-App

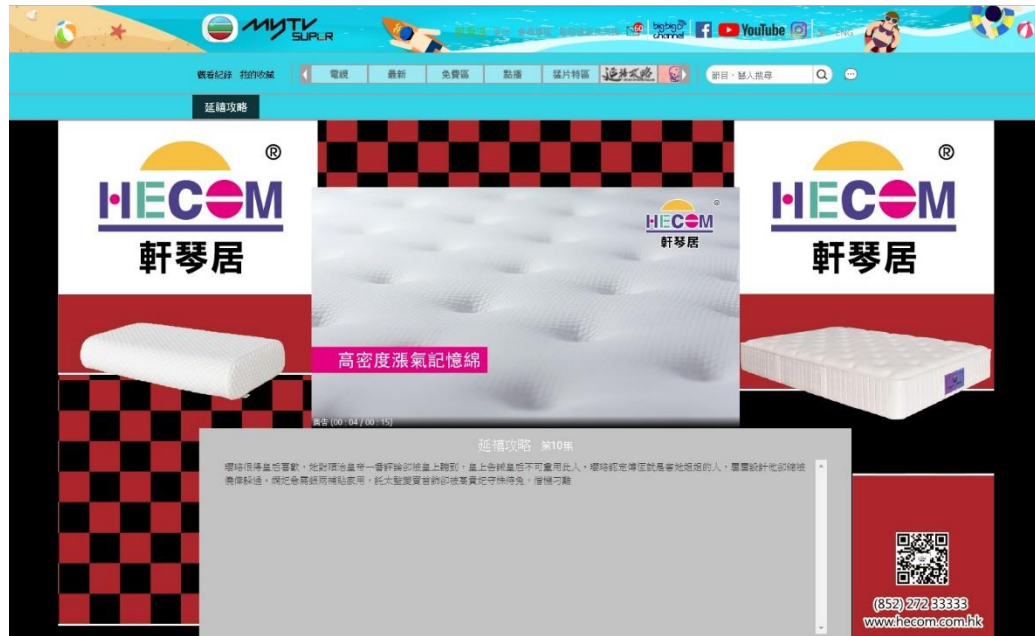


Pre-roll Instream – inside drama

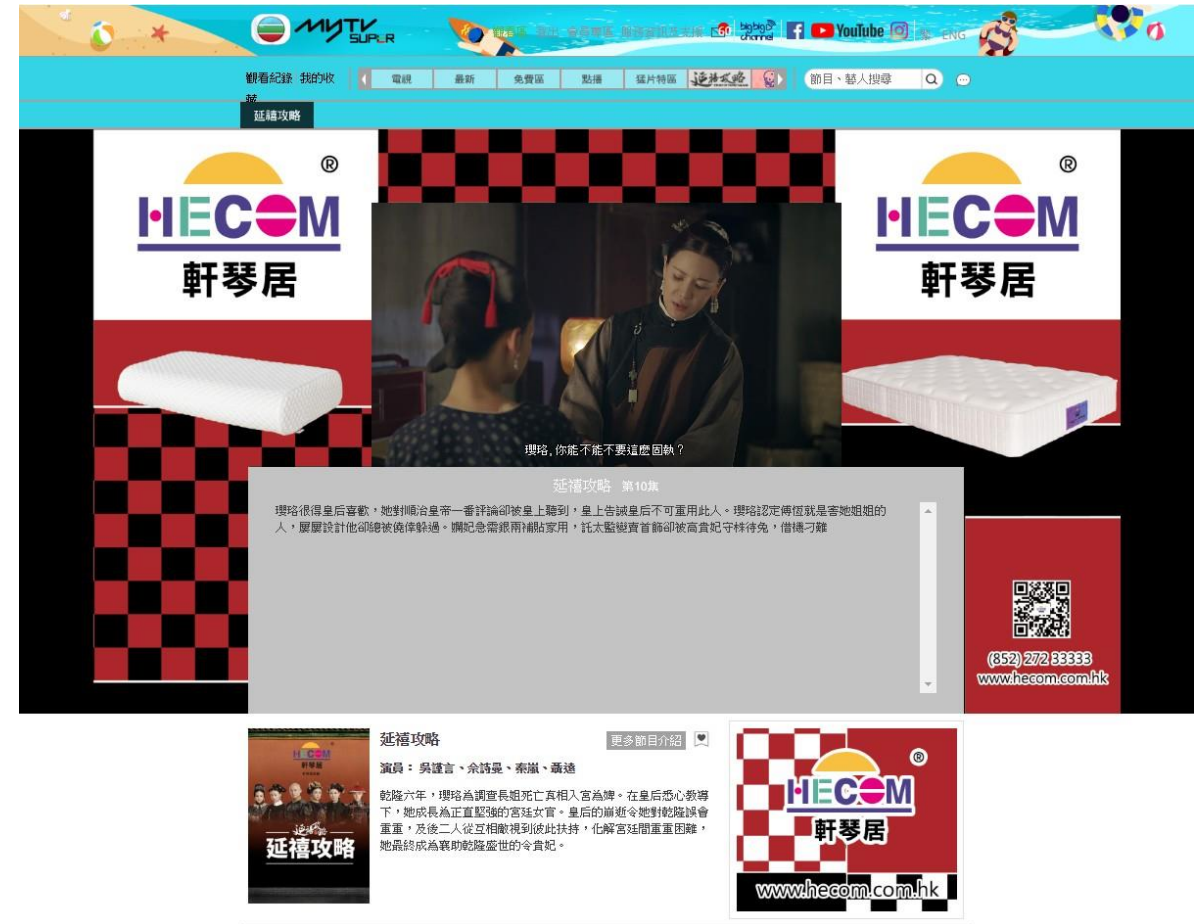


L-shape Banner - ROS

# On Web



Pre-roll Instream – inside drama



Wallpaper – inside drama



# Social Media Post



Facebook Desktop



Facebook App



Instagram

Image Post: 10

Video Post: 17 (1,383,407 views in total)

Image Post: 7

Video Post: 12 (257,226 views in total)

# Commercial Feed



Facebook Desktop



Facebook App

# Stations Promos





# 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)

# 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)

- The original version of *Story of Yanxi Palace* is exclusively first present on myTV SUPER and earlier than DTT broadcast. For the faster broadcast schedule, audiences are more willing to watch the whole series on myTV SUPER to follow the trend 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 image and awareness for both brand 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 full pictures of brand features and promotion details to mass audiences.

# 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 November 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 璦珞惡鬥爛妃

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。

[隱藏]

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 \*\*\*\*

