



# **StartUp RockOn** **myTV SUPER 2nd Anniversary**



**WE'VE CREATED A SPLENDID RESULT**





# MASS PENETRATION EVERYONE IS WATCHING

myTV SUPER 用戶

超過

580 萬

經銷售渠道售出之解碼器用戶：1,010,993  
經流動應用程式及網頁版已登記之活躍用戶：4,823,549

# ENGAGED AUDIENCE



Source:

Nielsen SiteCensus (wk1808 exact date data including STB, App & Web)

\*Nielsen SiteCensus (wk1808 - wk1811)

\*Online ratings – based on Nielsen SiteCensus figures & ratings calculation is certified by Nielsen



# ENGAGED AUDIENCE



## 全香港 第二高收視電視平台

一周總收看時間

一周影片瀏覽量

第一位：翡翠台

>5,700萬小時

不適用

第二位：myTV SUPER >2,000萬小時 >2,600萬次

Source:

Nielsen SiteCensus (wk1808 exact date data including STB, App & Web)

\*Nielsen SiteCensus (wk1808 - wk1811)

\*Online ratings – based on Nielsen SiteCensus figures & ratings calculation is certified by Nielsen



# A CONTINUOUS GROWTH OF CONSUMPTION

**WEEKLY UNIQUE VISITORS**  
(SUMMATION)

**1.4M**

**WEEKLY AVERAGE TIME  
SPENT PER UNIQUE STREAM  
VISITOR**

**16.9 hours**

**WEEKLY STREAM VISITORS**  
(SUMMATION)

**1.2M**

**WEEKLY PAGE VIEWS**

**80.4M**

Source:  
Nielsen SiteCensus (wk1808 exact date data including STB, App & Web)

Nielsen SiteCensus (wk1808)



**myTV SUPER ACQUIRED SIGNIFICANT  
SHARE ON RATINGS**





## 同盟

myTV SUPER Ratings	6.4 (20%)
TV Ratings	25.4 (80%)
7天跨平台平均總收視	31.8

Top Episode by myTV SUPER (Sep 13, 2017)





### 平安谷之詭谷傳說

myTV SUPER Ratings	6 (20%)
TV Ratings	24.3 (80%)
7天跨平台平均總收視	30.4

Top Episode by myTV SUPER (Feb 9, 2018)

### 同盟

myTV SUPER Ratings	6.4 (20%)
TV Ratings	25.4 (80%)
7天跨平台平均總收視	31.8

Top Episode by myTV SUPER (Sep 13, 2017)

### 誇世代

myTV SUPER Ratings	6 (20%)
TV Ratings	23.5 (80%)
7天跨平台平均總收視	29.5

Top Episode by myTV SUPER (Jan 12, 2018)





### 同盟

myTV SUPER Ratings	6.4 (20%)
TV Ratings	25.4 (80%)
7天跨平台平均總收視	31.8



### 平安谷之詭谷傳說

myTV SUPER Ratings	6 (20%)
TV Ratings	24.3 (80%)
7天跨平台平均總收視	30.4



### 誇世代

myTV SUPER Ratings	6 (20%)
TV Ratings	23.5 (80%)
7天跨平台平均總收視	29.5

## myTV SUPER Ratings

## TV Ratings

## 總收視

降魔的

5.7 (21%)

21.1 (79%)

26.8

不懂撒嬌的女人

5.6 (20%)

22.7 (80%)

28.2

溏心風暴3

5.3 (17%)

25.5 (83%)

30.8

親親我好媽

4.9 (16%)

26.5 (84%)

31.4

超時空男臣

4.8 (16%)

24.4 (84%)

29.2

使徒行者2

5.4 (19%)

22.8 (81%)

28.1

踩過界

4.6 (19%)

20.2 (81%)

24.7





## 萬千星輝賀台慶

myTV SUPER Ratings	3.5 (10%)
TV Ratings	30.1 (90%)
7天跨平台平均總收視	33.6

萬千星輝賀台慶  
(Nov 19, 2017)



## Do姐再Shopping

myTV SUPER Ratings	5.4 (21%)
TV Ratings	19.7 (79%)
7天跨平台平均總收視	25.1

Top Episode by myTV SUPER  
(Nov 27, 2017)



## 萬千星輝頒獎典禮2017

myTV SUPER Ratings	3.5 (12%)
TV Ratings	25.8 (88%)
7天跨平台平均總收視	29.3

萬千星輝頒獎典禮2017 (Jan 21, 2018)



# COMBINE myTV SUPER WITH TVB TO GENERATE TOP OF MIND BRAND AWARENESS & MAXIMUM REACH

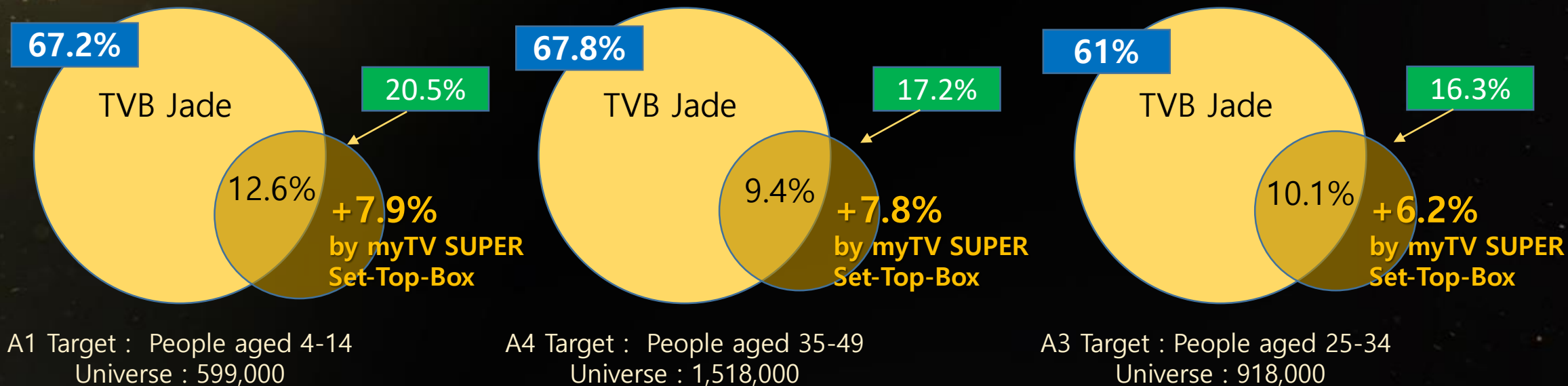
		Jade	myTV SUPER Personalized 4-hours Primetime (exclude Live 81-85)
		(Weekday 1900-2300)	
Average Week 1810- 1814	Mar 5 – Apr 8, 2018	Average 19.9 Rating Points (77.4%)	Average 5.8 Rating Points (22.6%)

Extend Prime  
Time Buy Apart  
from Jade





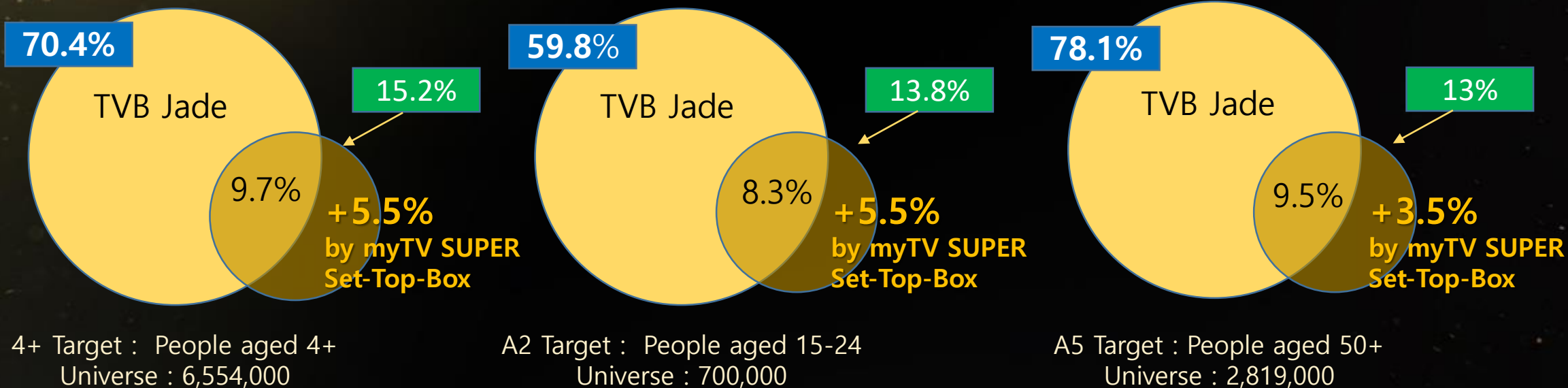
## ADDITIONAL REACH GENERATED BY myTV SUPER SET-TOP-BOX DURING PRIMETIME



**and don't forget our 4.8M App and Web users  
not including on it!**



# ADDITIONAL REACH GENERATED BY myTV SUPER SET-TOP-BOX DURING PRIMETIME



and performing well on  
young to middle age segments

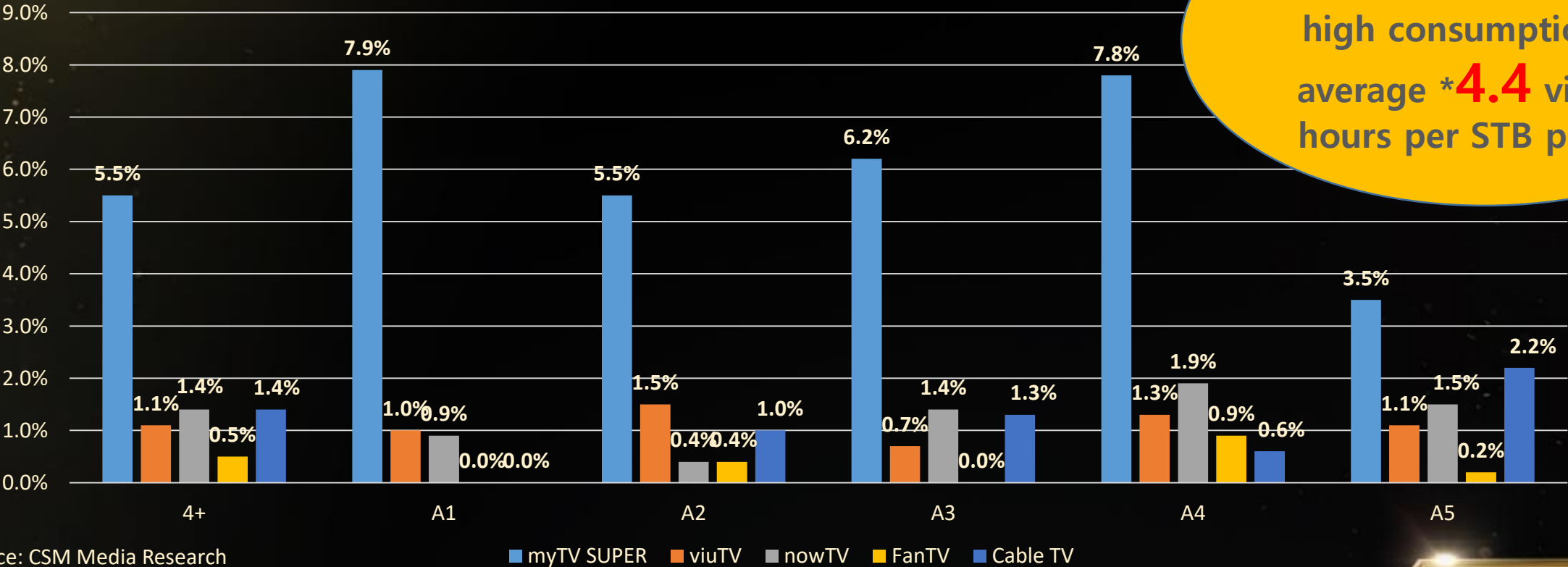




# myTV SUPER DELIVER BETTER ADDITIONAL REACH VS OTHER TV OPERATORS

Prime Time (Mon-Sun 1900-2300)

You can reach a bunch of die-hard fans with high consumptions of average **\*4.4** viewing hours per STB per day



Data Source: CSM Media Research  
Period : 2018/04/02-2018/04/08  
Remarks : TVB Jade & Overall now TV (exclude TVB Ch) on TV, myTV SUPER STB, DVDR/DTT Box and Pay TV Box, TVB Jade & FanTV (Ch.77) on TV, myTV SUPER STB, DVDR/DTT Box and Pay TV Box, TVB Jade & Overall Cable TV (include Cable No.1 via public antenna) on TV, myTV SUPER STB, DVDR/DTT Box and Pay TV Box.  
Remarks : \*Week 1817 from Nielsen SiteCensus



## OUR SUGGESTION ABOUT BASIC INVESTMENTS ON myTV SUPER STB



**myTV SUPER STB 4+ Reach :**  
**15% (995,000) x \$150 CPM x 3 times**  
**= \$447,750 nett**





# myTV SUPER ADVERTISING ECOSYSTEM COMBINES EXPERTISE FROM THE TWO WORLDS: TRADITIONAL TV AND DIGITAL MARKETING



- High ad completion rates and viewability
- Engaged, lean back experiences

**myTV  
SUPER**

- Direct targeting by platform, audience
- Measurement by impression over rating

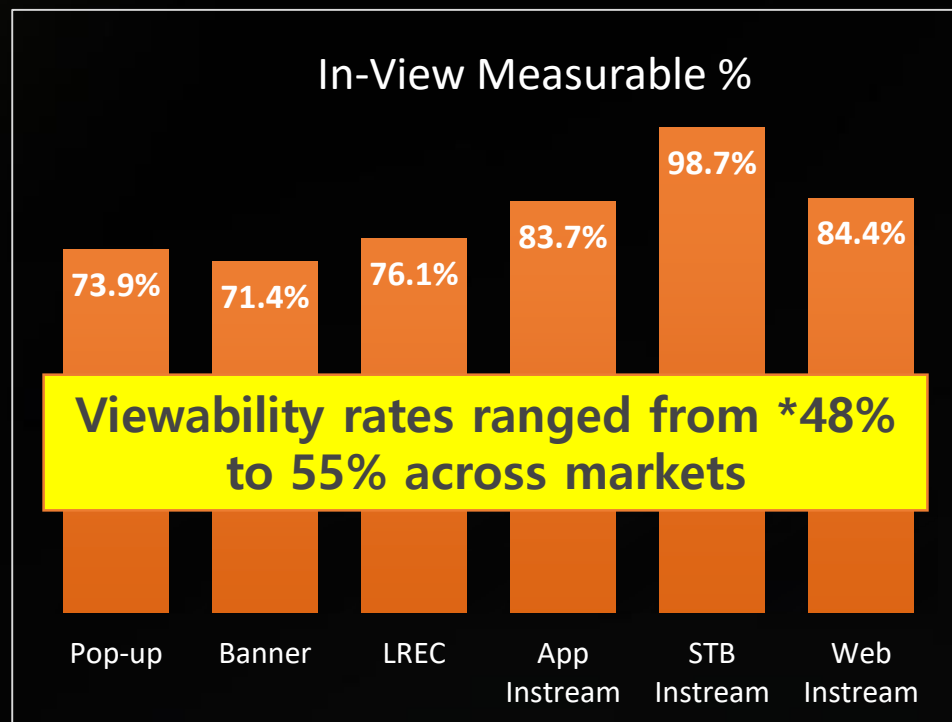




# HIGH VIEWABILITY

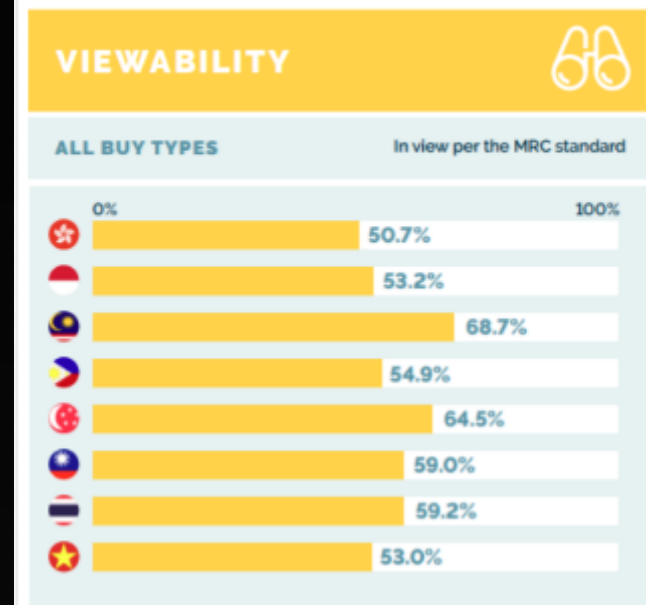
**Our average  
viewability rate : 72%**

(Source : DoubleClick, March 2018)



Source : \*Comscore Q1 2017 vCE campaign benchmarks

The viewability of online ads in SEA, Hong Kong and Taiwan was 58.9% which is above the global benchmark of 55.8% for H2 2017. In comparison, Hong Kong had the poorest rate of viewable ads at 50.7% performing well below both SEA and the global average. This indicates that industry efforts are still needed to improve overall viewability in the market.

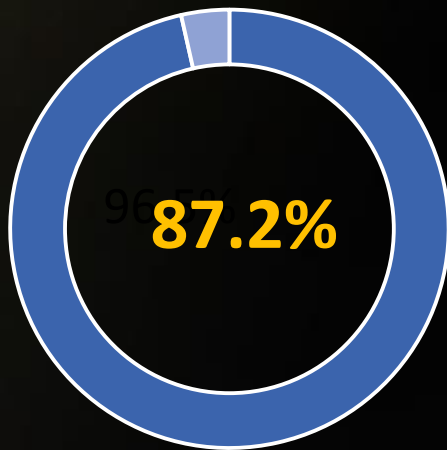


Source : Media & Marketing (Apr 25, 2018)

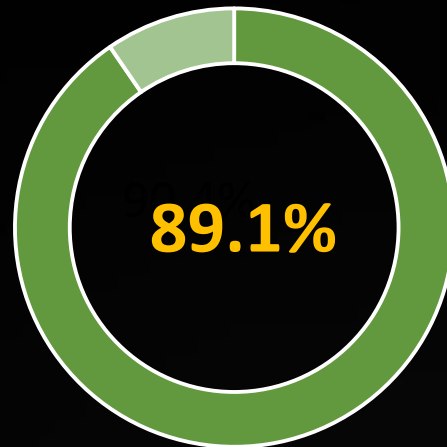




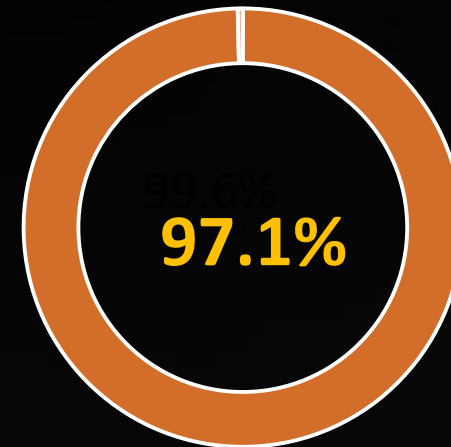
# ENGAGED VIEWERS LEADS TO HIGH COMPLETION RATE



**MOBILE DEVICE**



**WEB**



**SET-TOP-BOX**



# SAFE ENVIRONMENT



Advertisers deserve stricter assurances on where their ads will appear as brand safety is of utmost importance in maintaining brand integrity.

To avoid the costly mistake of having ads end up appearing next to offensive content.





# CO-VIEWING

Full-screen TV experience on a large living-room device

Joint media attention could improve learning, engage memory and, by extension, stimulate brand recall.





**IT'S TIME TO UNVEIL  
TVB  
DATA MANAGEMENT PLATFORM**





**A BETTER ECOSYSTEM FOR ALL**



# PRECISE TARGETING ACROSS 3 SCREENS



Right Audience, Right Time, Right Place

GOLD STANDARD OF ACCURACY | PERSON-BASED | HOUSEHOLD MATCH

ONLY WITH TVB

# 50%

Household  
Penetration  
with OTT



1M OTT Devices



4.8M WEB + APP





# A BETTER ECOSYSTEM FOR ALL



## **ACTIONABLE DATA**

Unparalleled access to data that really matters



## **CROSS SCREEN ANALYTICS**

From planning, to activation, to measurement in one platform



## **TECH AND DATA DRIVEN INNOVATION**

Using technology and data to adapt to fast changing market and customer preference



# ONE PLATFORM TO GET 360 VIEW OF YOUR AUDIENCE



## Granular Viewership

Viewing behavior across devices by program, channel, casts, etc.



## Accurate Demographic

Cross device DETERMINISTIC age / gender targeting



## Geolocation

Location specific targeting by district (Sai Kung) & area (HK Island)



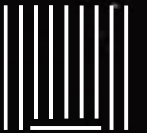
## Social Engagement

Activity on BigBigChannel & BigBigShop from views to purchase



## FMCG Purchase Behavior

Product category and brand level purchase behavior



## Lifestyle, Interest, Intent

Online behavior & interest, purchase intent, and lifestyle

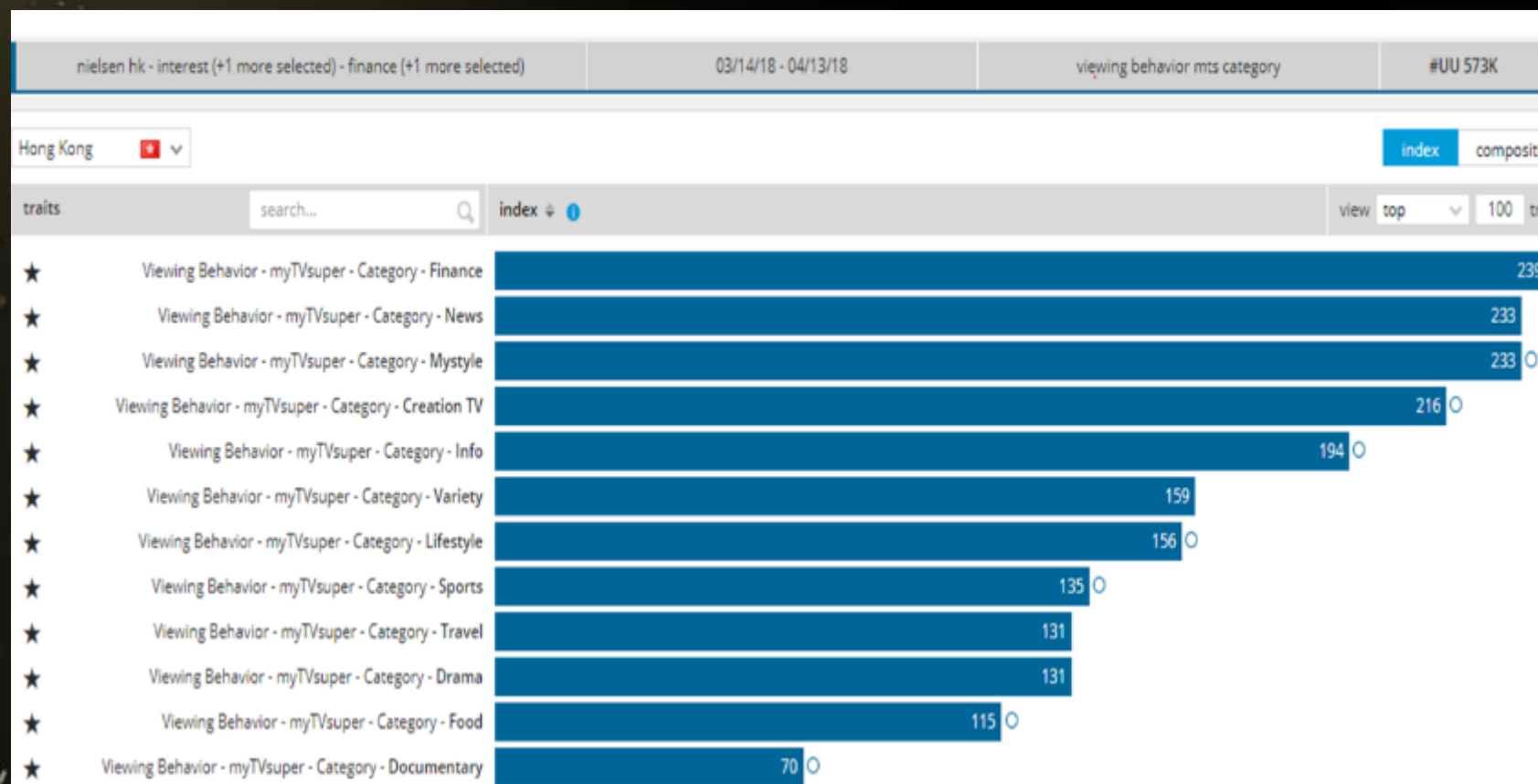






# REAL-TIME 360 VIEW OF YOUR AUDIENCE

Discover hidden insights about your customers in real-time



Find the right program for your customers



See what products your viewers are interested in



# COMBINE DATA SETS FOR PRECISE TARGETING

dashboard | **setup** | syndication

0 (30 days UUs) | \$0.00  
estimated devices (previous 65K) | estimated CPM (previous \$0.00)

or  
or and

drag and drop segments into the logical buckets above.

smart search | **segment list**

search [ ] [ Demographic ]

**Demographic**

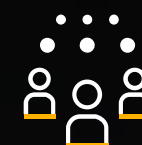
segment name	display cpm	devices (30 day UUs)
> Age	\$0.00	4.0MM <div></div>
> Sex	\$0.00	4.0MM <div></div>

cancel **save**

- Female / Age 30-44 / from Kowloon
- Watches Drama on myTVsuper
- Travel intender looking for deals
- Browses parenting websites



**330K  
Uniques**



Onboard Your Data  
For Better Effectiveness





# AUDIENCE TRACKING THROUGH CONSUMER JOURNEY



% viewing your campaign



% clicking through to website/app



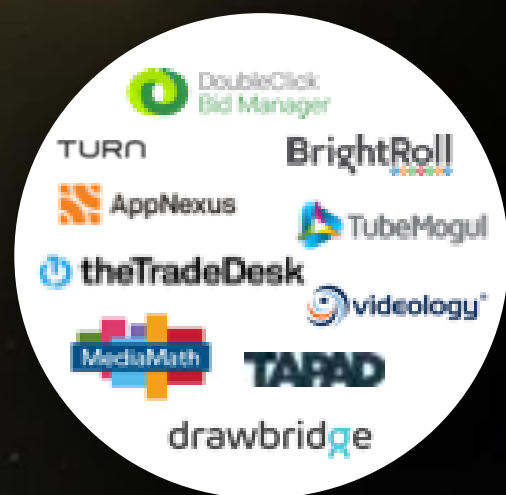
Conversion rate to take action



Engagement lift across purchase funnel



# CONNECTED GLOBAL INFRASTRUCTURE



DEMAND



SUPPLY

NIelsen  
MARKETING  
CLOUD

PERSONALIZATION

OTHERS



AD  
SERVERS



VIEWABILITY



SEARCH





# DATA IS ALWAYS LEARNING; ALWAYS IMPROVING

## NIELSEN AI

"One of the most significant technology products of the year"



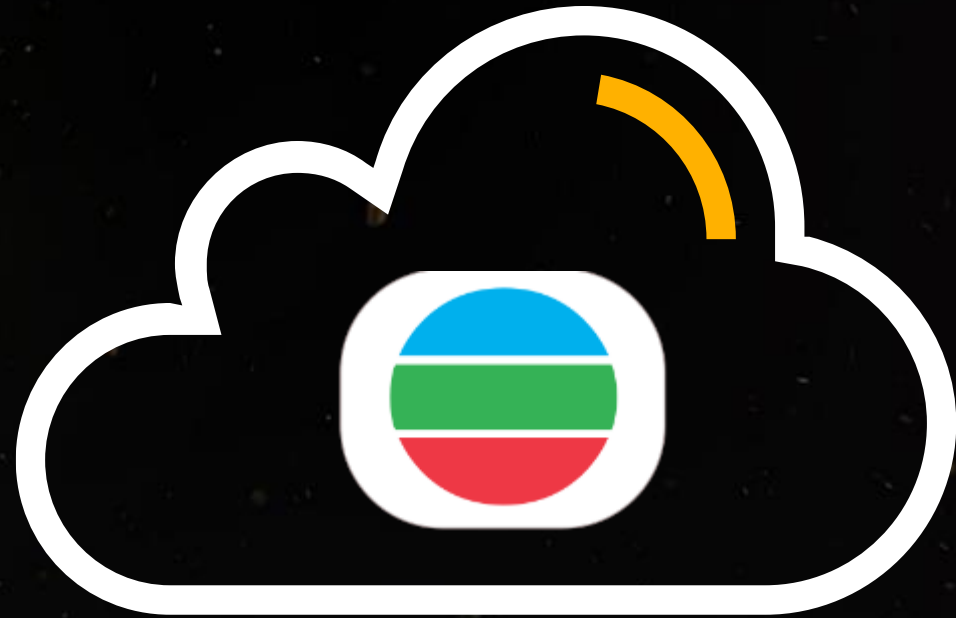
Oscars of Innovation

## MACHINE LEARNING

- ✓ Dynamic Data Modeling
- ✓ Automated Performance Optimization
- ✓ Adapt to Real Time Changes in Consumers



**TVB DMP LIVE TODAY!**



**ON THE NIELSEN  
MARKETING CLOUD**





# OUR AUDIENCE IS HERE AND READY FOR GET CONNECT WITH

50% of Household Penetration

87% of Smartphone/Tablet User (4.16M of 4.79M)

Remarks : Have Smartphone [Any Smartphone] or Tablet Ownership [Any Tablets]

Source: 2017 Nielsen Media Index (Jul 2016 - Jun 2017)



# MAKE myTV SUPER TO BETTER SERVE YOUR NEEDS



- Build maximum reach (TVB + myTV SUPER), prime time drama rating (Jade : 25 ratings + myTV SUPER : 5 ratings) plus 5.8M audience
- Highly engaged environment with unskippable ad/Long form commercial to provide more informations of your product
- Precise targeting on DMP to match for consumer needs, clickable & measurable
- Re-targeting to reward your loyal customer/ongoing communications
- Measure your results / Get to know your customers better/ongoing communications





**TO CELEBRATE THE LAUNCH OF TVB DMP**

**A SPECIAL OFFER IF YOU ARE READY TO USE  
OUR DESIGNATED AUDIENCES**

**ONLY 20% LOADING**  
**UNTIL END OF SEPTEMBER, 2018**

with minimum HK\$100,000 nett per booking



# myTV SUPER DESIGNATED AUDIENCES

Can apply  
Age and/or  
Gender  
target w/o  
extra charge

## Lifestyle

- Auto Lovers
- Travel Perceptives
- Sport Enthusiasts
- Gadgets Lovers
- Spare-time Education / Continuing Studies
- Prime Time Programme Lovers
- Fashionists

## Consumer Habits

- Grocery Shoppers
- Home & Living Seekers
- Beauty Experts
- Luxury Shoppers
- Avid Property Investors

## Family/Business In Charge

- Milk Powder Buyers
- Beverages Shopper (Alcohol)
- Minister of Education
- Health & Beauty Watchers
- SME





**NEW CLICKABLE & MEASURABLE FORMAT ON  
SET-TOP-BOX**

**ENHANCED U-SHAPE WALLPAPER  
is coming in early June**

Demo 1 (Tie-in with Hokkaido Travel Program, show Travel Agency U-shape Ad)



夏日温情·擁抱花田

夏日精選北海道旅行團，現正接受報名

5月15日前報名，  
最多可享有\$500折扣



Press "OK", Pop Up the Ad Detail Page



夏日溫情·擁抱花田

HOKKAIDO

# 北海道

**5月15日前報名, 最多可享有\$500折扣**



用手機掃描  
QR code,  
即時報名,  
享受優惠

夏日精選  
北海道旅行團  
現正接受報名



北海道  
夏日賞花5天之旅



夏の北海道  
皇牌度假5天之旅



北海道  
擁抱自然7天之旅



北海道  
夏日親子5天之旅

離開

夏日精選北海道旅行團, 現正接受報名

電視購物  
新體驗

按 OK

了解更多



Scan the QR code, Lead Audience to client's mobile site for transaction



永安旅遊 WING ON TRAVEL

夏日温情·擁抱花田  
HOKKAIDO

# 北海道

5月15日前報名, 最多可享有\$500折扣

用手机掃描 QR code, 即時報名, 享受優惠

夏日精選 北海道旅行團 現正接受報名

- 北海道 夏日賞花5天之旅
- 夏の北海道 皇牌度假5天之旅
- 北海道 擁抱自然7天之旅
- 北海道 夏日親子5天之旅

離開

Scan QR code link to specific location booking page





Demo 2 (Watching Live Soccer Match, Show Party Food order U-shape Ad)



FRANKFURT 1:0 MAINZ 17:18  
法蘭克福 緬恩斯

MYTV SUPER

降到底起，  
好想食件雞

按 OK  
即刻落單

TAIWANESE CRISPY CHICKEN  
再愛鹽酥雞



Press "OK", Pop Up the Ad Detail Page



快D掃描  
快D食雞



離開



**B1** \$205

4人滋味桶

- 8件零碼雞/香辣脆雞/狂惹香脆雞
- 4件巴結香脆雞
- 4件家鄉雞/鹽酥雞/辣汁脆皮雞(兩種)
- 1件香脆炸雞(普通)
- 1盒巴結雞
- 4個甜酸雞
- 4杯汽水(中)



**M2** \$42

香辣脆雞餐

**M1** \$42

家鄉雞餐

**M3** \$42

狂惹香脆雞餐

配



汽水(中)

+



辣汁脆皮雞(普通)

或



家鄉雞(普通)



+\$3

睇到廣告,  
好想食件雞

按 OK

即刻落單



Scan the QR code, Lead Audience to client's mobile site for transaction



Scan QR code  
link to  
Order/Delivery  
webpage





Demo 3 (Watching Music Programme, Show Concert Tickets & Bookings U-shape Ad)



電視購物  
新體驗

按 OK  
火速搶購

OK

kkbox PRESENTS  
**HinsIDEOUT**  
張敬軒演唱會

2018.6.15-17  
紅磡香港體育館

主辦機構  
英皇娛樂  
冠名贊助  
kkbox



Press "OK", Pop Up the Ad Detail Page

kkbox PRESENTS  
**HinsIDEOUT**  
張敬軒演唱會

火速訂票



2018.6.15 / 16 / 17 8:15 PM / 紅磡香港體育館  
大專優先 銀行 (G) 信用卡 \$780 / 480 / 280 三連 e e c 慈善標 4444 KKBOX

GONLANDO

離開

電視購物  
新體驗

按 OK

火速搶購



KKBOX

Scan the QR code, Lead Audience to client's mobile site for transaction



Scan QR code  
link to URBIX  
website to buy  
ticket







**EYE CATCHING, IMPACTFUL, RELEVANCY & CALL-FOR-ACTION**

**AMAZING OFFER**  
**SAME RATE APPLIED : CPM \$35**



**ACT NOW !**





**THANK YOU**

