



**BUDAPEST
2017**



Fina
WORLD
CHAMPIONSHIPS

Showcase of 17th FINA World Championships Budapest Zone

YOUR ONE STOP MULTI-SCREENS SOLUTION

Campaign Background

- Event Period : Jul 14 – 30, 2017
- Zone Period : Jul 14 – Aug 6, 2017
- Co-sponsor : KEE WAH BAKERY, DR.MORITA SKINCARE, ESSENTIAL SHAMPOO
- Promotion Items :
 - Tailor-made Zone with co-sponsor identity
 - Logo exposures on STB, Web & App
 - Instreams
 - Double Banner on App
 - Wallpaper on Web
 - Gross Station Promos with co-sponsor's logo (Jade, J2, TVB News, TVB Finance & Info)
 - Spots on Live Sports Channel

Zone UI Landing Page



STB



Web



App

Zone UI Landing Page



STB



Web



App

Inside Set-Top-Box



Inside Set-Top-Box – Pre-roll instream



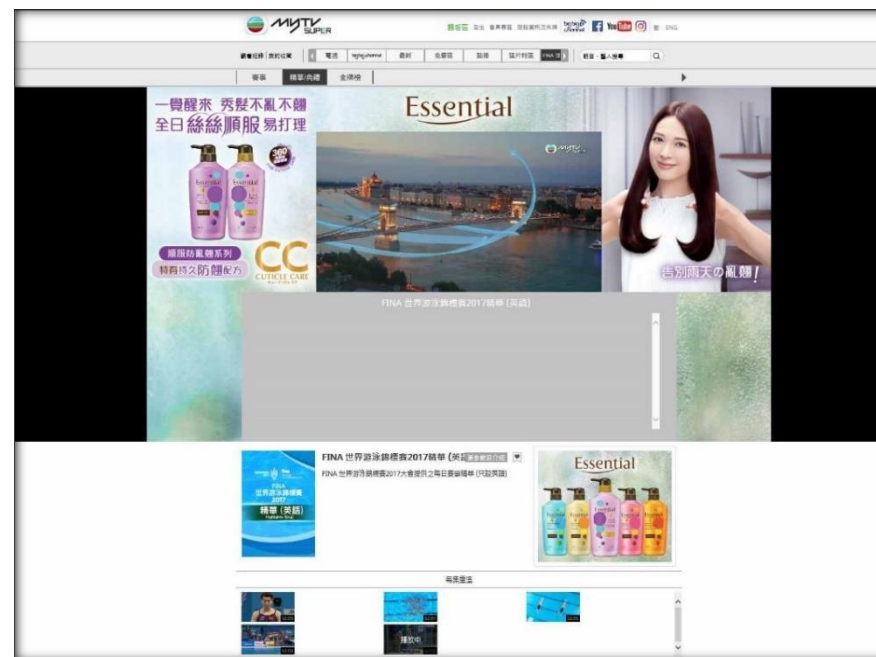
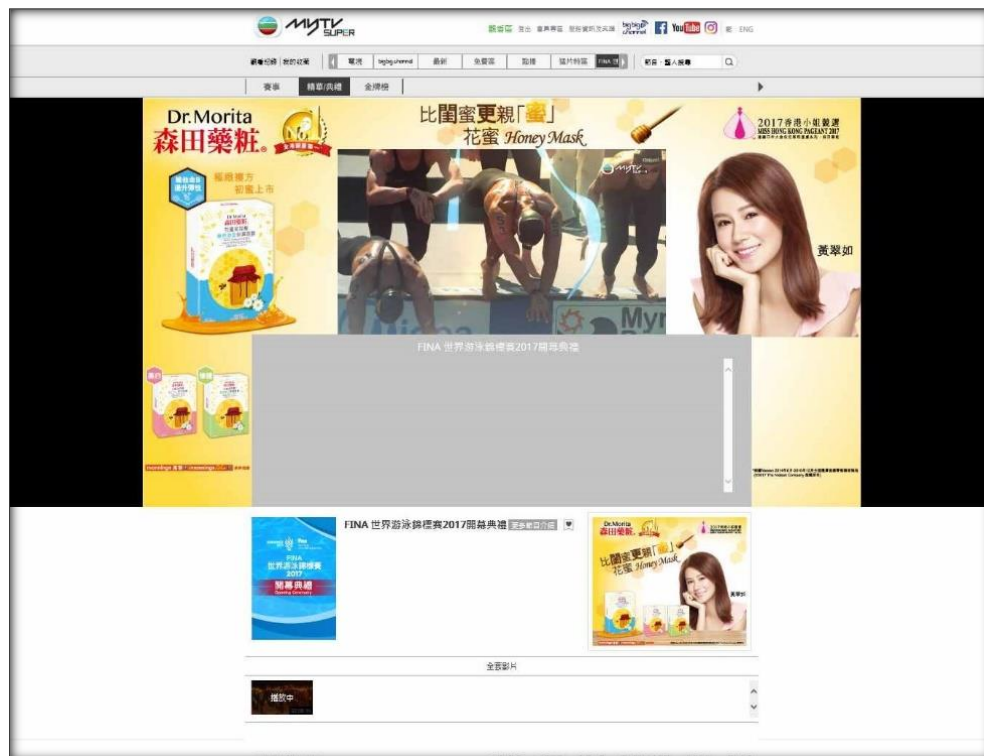
On Web



On Web – Pre-roll instream



On Web – Wallpaper



In App



下午3:09

FINA 世界游泳錦標賽2017

賽事 | 精華/典禮 | 金牌榜

Essential

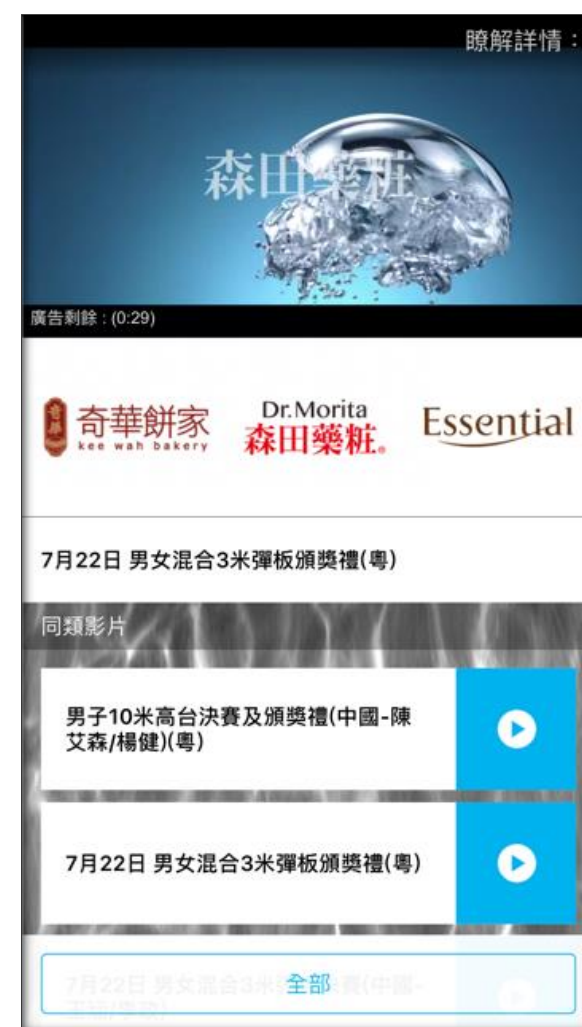
一覺醒來 秀髮不亂不翹
全日絲絲順服易打理

截至 2017/07/17

排名	國家	金	銀	銅	總數
1	中國	3	3	0	6
2	俄羅斯	3	1	0	4
3	法國	2	0	0	2
4	澳洲	1	0	0	1
5	意大利	0	1	3	4
6	朝鮮	0	1	1	2
6	英國	0	1	1	2
7	厄瓜多爾	0	1	0	1

猛片特區

FINA 世界游泳錦標賽2017



In App – Pre-roll Instream



In App – Double Banner



Station Promos



Overall Performance

**From Jul 14 – Aug 6, 2017,
Total stream views: 957,825**

Benefits of Sponsor Zone on myTV SUPER

- 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 8 April 2018, the cumulative total number of registered users has reached over 5.9 million across three respective service platform including over 1,000,000 on Set-top-box, over 4,100,000 on App and over 740,000 on 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