



Showcase of PyeongChang 2018 Winter Olympic Zone

YOUR ONE STOP MULTI-SCREENS SOLUTION

Campaign Background

- Event Period : Feb 9 – 25, 2018
- Zone Period : Feb 9 – Mar 4, 2018
- Co-sponsor : Okamoto, Hannah, Hong Kong Times Square, Itacho Sushi, The North Face
- Promotion Items :
 - Tailor-made Zone with co-sponsor identity
 - Logo exposures on STB, Web & App
 - Instreams
 - U-shape Wallpaper on Set-Top-Box
 - Pop-up Banner on App
 - Gross Station Promos with co-sponsor's logo (Jade, J2, TVB News, TVB Finance & Info)

Zone UI Landing Page



Set-Top-Box



Web



App

Zone UI Landing Page



Set-Top-Box

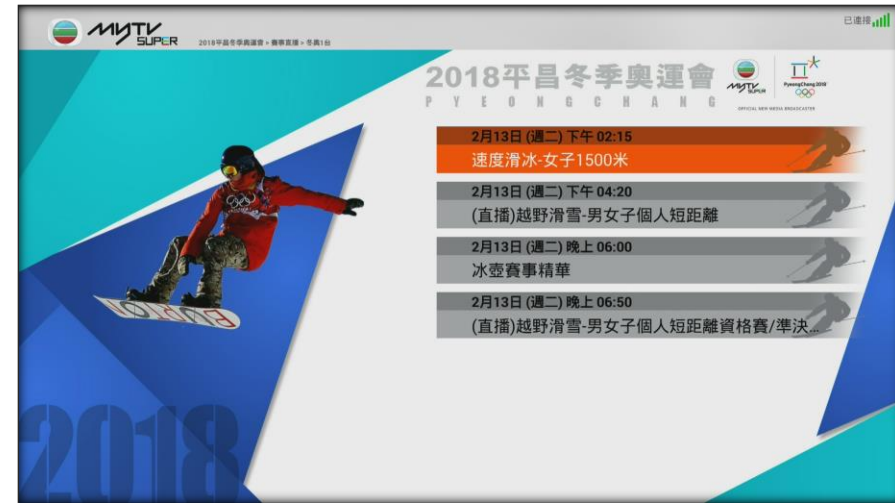


Web



App

Inside Set-Top-Box



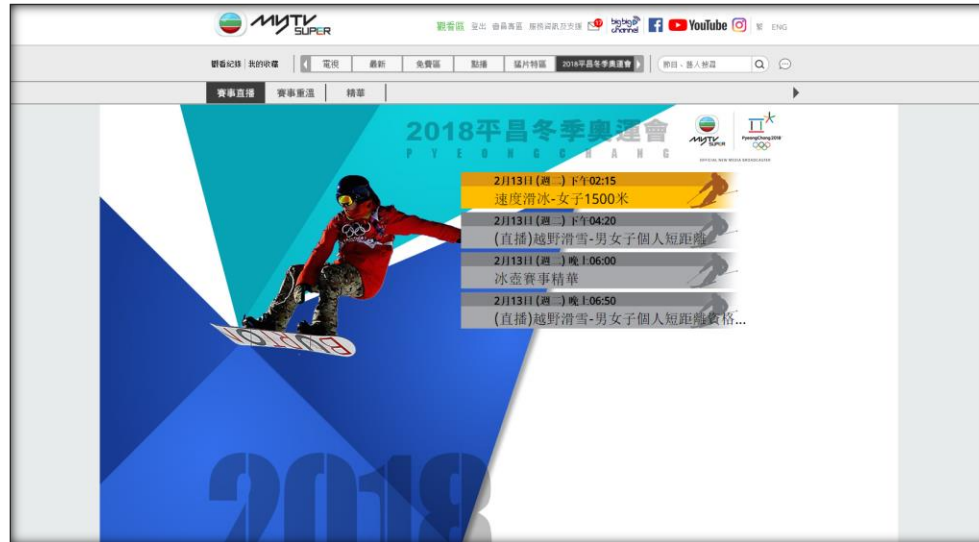
Inside Set-Top-Box - U-shape Wallpaper



Inside Set-Top-Box - Pre-roll Instream (VOD-賽事重溫 only)



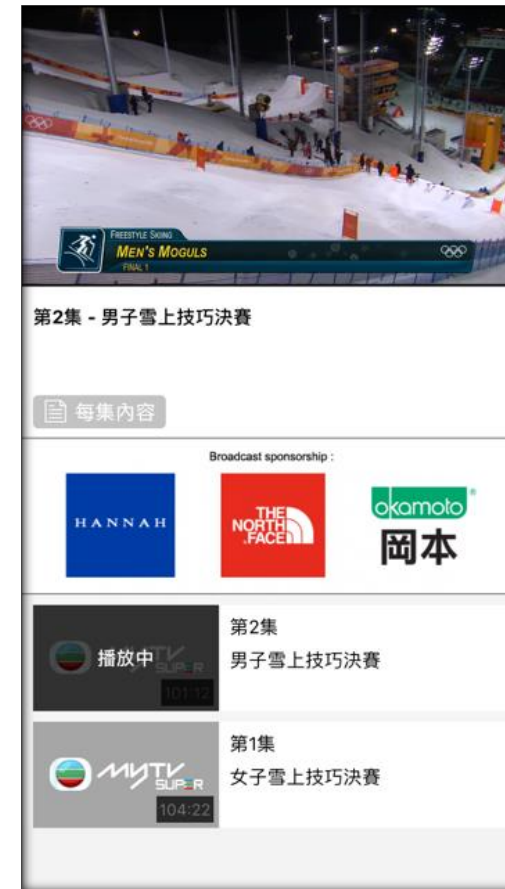
On Web



Instream – Pre-roll



In App



In App – Pop-up banner



In App - Pre-roll Instream (VOD-賽事重溫 only)

全新大碼 全新包裝 瞭解詳情



廣告 1 之 2, 剩餘時間: (0:45)

第2集 - 女子大迴轉賽-1st Run(港隊吳一里)

每集內容

Broadcast sponsorship:



播放中 第2集 女子大迴轉賽-1st Run(港隊吳一里) 157:00

第1集 男子全能/迴轉賽 96:34

瞭解詳情



廣告 1 之 2, 剩餘時間: (0:12)

2018/02/14

第二十三屆冬季奧林匹克運動會於2018年2月9日至25日在韓國平昌舉行。一連十七天的賽期，來自全球逾九十...

每集內容

Broadcast sponsorship:



播放中 2018/02/14

2018/02/13

2018/02/12

瞭解詳情



廣告剩餘: (0:27)

生活就好似一個 Party

瞭解詳情

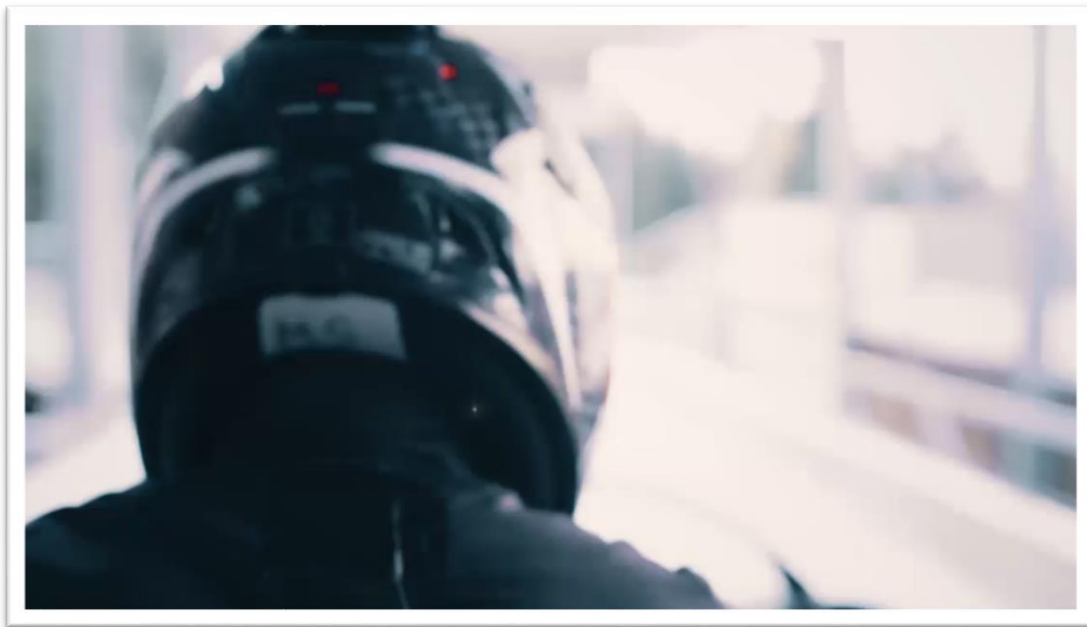


黑松露油 海鹽清優 柚子香末 黑松露醬 原味和風

8 件

廣告 1 之 2, 剩餘時間: (0:02)

Station Promos



On myTV SUPER Platform



Cross Station Promos

Overall Performance

From Feb 9 - Mar 4, 2018,
Total stream views: 1,459,343
And 69% were view by STB

Unique Stream Visitors (Reach): 176,066
And 65% were contributed by STB

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.
- Take **The North Face** as example, sponsor Winter Olympic zone can create a good association with their product and this specified sports event 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 31 December 2017, the cumulative total number of registered users has reached over 5.3 million across three respective service platform including over 880,000 on Set-top-box, over 3,800,000 on App and over 660,000 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