

# Set-Top-Box Homepage Format – Video MPM

## Creating new ways for advertisers to reach their target audiences



SPECIAL RATE:  
**HK\$40,000 NETT PER PACKAGE**

Package Cost HK\$90,000 (Gross)  
for continuous 3 days  
Estimate Performance  
3 days USV : above 210,000  
3 days SV : above 680,000

- Ratio in 16:9
- Long form TVC is allowed (max duration : 90-sec) and only ONE advertiser will be accepted on this position in same period of time
- Audio effect when pointer on that frame but non-clickable

### Remarks:

1. **Material pre-approval is requested and finished material must be submitted 3 days before broadcast.**
2. All bookings are non-cancellable and in 1<sup>st</sup> come 1<sup>st</sup> serve basis
3. Acceptance of bookings shall be at the entire discretion of myTV SUPER
4. Above offers and bookings shall, upon acceptancy by myTV SUPER, be subject to the General Terms and Conditions of Rate Card: myTV SUPER 2021