



冒險王衛斯理之藍血人 無名髮 Zone Sponsorship Showcase

Bupa



Campaign Background

• Zone Period : Apr 9 – Jun 11, 2018 (9 weeks)

• Sponsor Period : Apr 30 – Jun 10, 2018 (6 weeks)

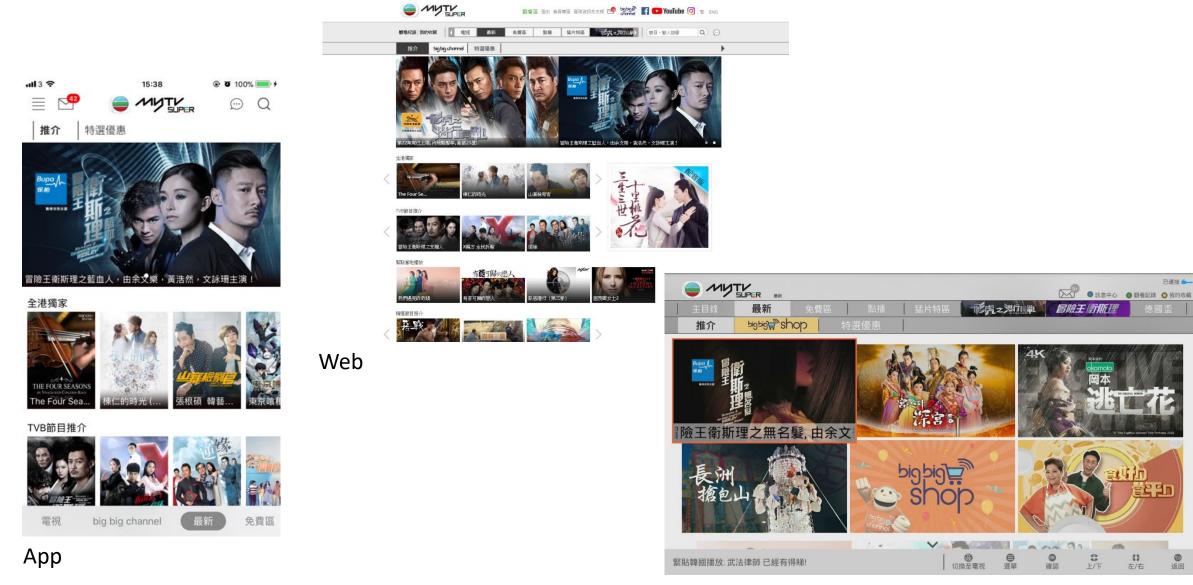
• Title Sponsor : Bupa

• 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
- Double Banner on App
- L-shape banner on App
- Wallpaper on Web

Main Page Promotion Module (MPM)





STB

Zone UI



App



Web



Program Listing UI

4









理天生喜愛冒險,善用高科技捕捉外星生物,維持地球秩序...





Inside Set-Top-Box



Pre-roll Instream – inside drama



U-shape – inside drama

In-App





第4集

藤原龍太向約翰道出與無名相遇的故事,並要求約翰幫忙一起 尋找無名,約翰答應,並四出尋找無名;新月組找來一種毒...

自 毎集内容



Pre-roll Instream – inside drama



第4集

方天涯告訴衛斯理有方法救白素...衛斯理知道方天涯與洛卡的 事,承諾幫忙找洛卡,後查出達瑪派圖騰與洛卡有關,得老,

毎集内:



Double Banner – inside drama



L-shape Banner - ROS



On Web



Pre-roll Instream – inside drama



Wallpaper – inside drama



Social Media Post





Facebook Desktop

Facebook App

Image Post: 4
Video Post: 6 (28,335 views in total)



Instagram

Image Post: 4

Video Post: 5 (46,358 views in total)



Stations Promos





Overall Performance

Overall Zone Performance

From Apr 9 – Jun 11, 2018, Total Stream Views: **5,941,026**

Unique Stream Visitors (Reach): **263,148**

Bupa - Sponsor Period Performance

From Apr 30 – Jun 10, 2018

冒險王衛斯理之 藍血人

Total Stream Views:

1,943,761

Unique Stream

Visitors (Reach):

158,074

冒險王衛斯理之 無名髮

Total Stream Views:

969,935

Unique Stream

Visitors (Reach):

101,610



Insights

- As Great Adventurer Wesley start to broadcast on DTT from 29 Apr, the audience would visit myTV SUPER zone and watch the whole series. So Great Adventurer Wesley – Bleeding Blue got the highest stream views and unique visitors among 3 sponsor periods.
- Bupa entitle the Great Adventurer Wesley zone more than one month on myTV SUPER homepage which able to reach all audiences within the last long sponsor period.
- The sponsorship package include multi-ad format, as well as some Run-of-Site entitlement. The Run-of-Site ad available to reach all myTV SUPER 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 8 July 2018, the cumulative total number of registered users has reached over 6.4 million across three respective service platform including over 1,100,000 on Set-top-box, over 5,200,000 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