



# 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)



App



Web



STB

# Zone UI



App



Web



STB



# Program Listing UI

3

09:17

85%

冒險王衛斯理之藍血人

更新至第4集  
余文樂、任達華、黃浩然

幾千年來外星文明早已秘密滲入地球。國際刑警特別顧問衛斯理天生喜愛冒險，善用高科技捕捉外星生物，維持地球秩序...

更多節目內容

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投保專線 2517 5860

每集重溫



第4集

41:10



第3集

42:01



第2集

40:07

MYTV SUPER

已連播

冒險王衛斯理之藍血人

加入"我的收藏"



4  
第4集  
41:10

2  
42:01

1  
39:42

演員: 余文樂, 任達華, 黃浩然

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MYTV SUPER

已連播

冒險王衛斯理之無名髮

加入"我的收藏"



4  
第4集  
40:55

2  
40:45

1  
41:07

演員: 余文樂, 胡然, 伍允龍, 楊蓉

幾千年來外星文明早已秘密滲入地球。國際刑警特別顧問衛斯理天生喜愛冒險，善用高科技捕捉外星生物，維持地球秩序。衛斯理於一次案件中邂逅國際刑警高層白老大的女兒白素，二人經歷一系列的冒險...

3

16:28

99%

冒險王衛斯理之無名髮

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# 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...

每集內容



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...

每集內容



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



Instagram

Image Post: 4

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

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.



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