

# New Dynamic In-video Advertising

Naturally blended content for advertisers to build connection with their target audiences



- Higher flexibility on **timing, program type and scene.**
- **Naturally blend** advertising into the video that our audience love to watch.
- Available for **TVB production dramas** (1<sup>st</sup> line, 2<sup>nd</sup> line & Sit Com)
- Fast turnaround time – **2 weeks** from ready materials

## Counting Method:

By Ad Unit – each Ad Unit contain 10 seconds

## Broadcast Period:

Live + 7-day VOD catch-up

**Special Rate : HK\$25,000/Ad Unit (Nett) (Minimum buy: 8 ad units within 2 week),  
plus HK\$10,000 (Nett) Production Cost per project**

## Remarks:

1. **Material pre-approval is requested and material (real product, campaign poster and etc) must be submitted 14 working days before campaign launch.**
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

# Case Study 1 : Mannings



Campaign Summary :

Campaign Period : Dec 10 – 27, 2019

Total 8x ad units delivered

Performance (Summation) :

Live Impressions	Catch up Impressions	Live Unique Browsers (Reach)	Catch up Unique Browsers (Reach)
Over 1.3 mil	Over 2 mil	Over 1.3 mil	Over 1.9 mil

## Case Study 2 : Vita Products



Campaign Summary :

Campaign Period : Dec 14 – 27, 2019

Total 8x ad units delivered

Performance (Summation) :

Live Impressions	Catch up Impressions	Live Unique Browsers (Reach)	Catch up Unique Browsers (Reach)
Over 1.6 mil	Over 2.3 mil	Over 1.6 mil	Over 2.2 mil



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- Advertising for the new generation : Digital Insertion
  - Digital insertion makes standard product placement look like a blunt instrument. For one thing, it doesn't interfere with the creative process – it all happens in the editing suite and involving a relatively **short period of time**.
  - The most distinguishable from ad breaks in primetime soaps and sitcom for better delivery (Reach & Impressions)
- The possibilities are limitless, and potentially ominous.