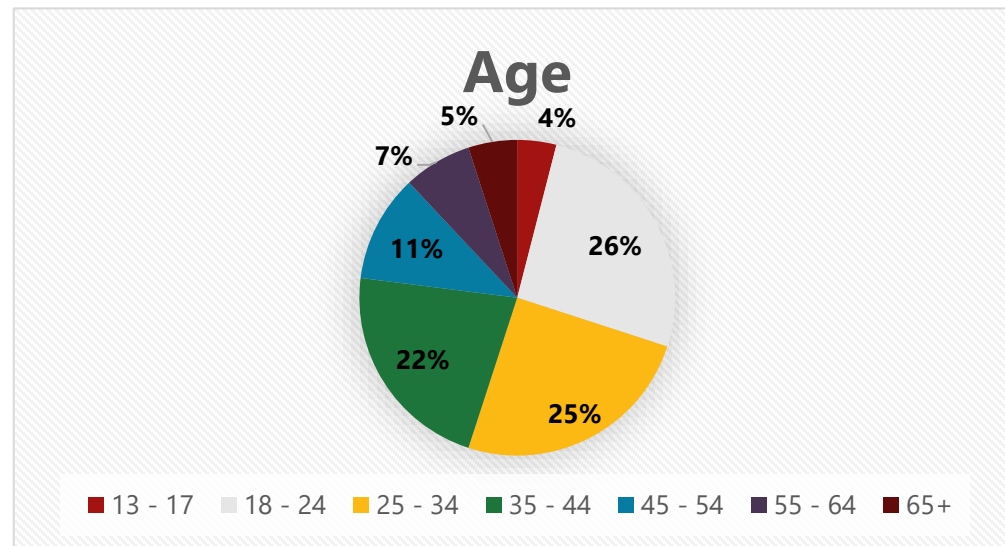
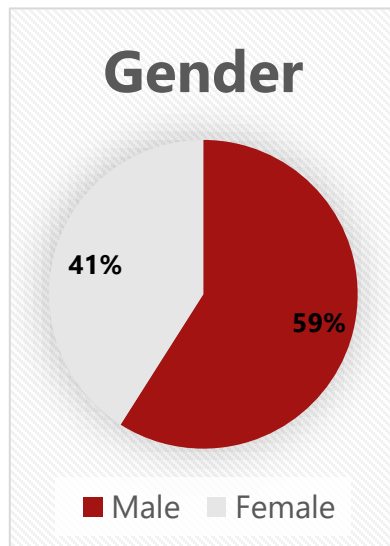
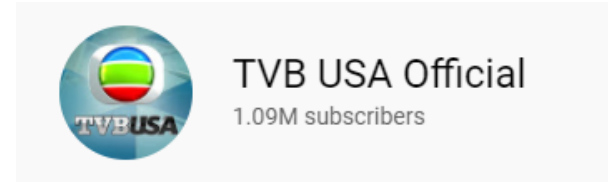


TVB Youtube Channel Special Package

Reserve the most premium and entertaining content for Hong Kong people
Generate extensive reach with myTV SUPER

- Ads work better when placed against content that TVB friends love
- Most favorable content : TVB Classic & Hit Drama, Variety Shows
- HK Subscribers : 370,000 (as of March 31, 2021)
- Monthly Hong Kong Views : approx. 48mil



Source : Youtube Analytics

2021 TVB USA Official Youtube Inventory Standard Rate

5s Skippable (up to 6-min) \$100

Minimum Entry : HK\$15,000 nett

Terms & Conditions :

1. All bookings are non-cancellable
2. Bookings will be accepted on a first-come-first served basis. Acceptance of bookings shall be at the entire discretion of myTV SUPER.
3. Above offers and bookings shall, upon acceptance by myTV SUPER, be subject to the General Terms and Conditions of Rate card : myTV SUPER 2021.
4. Full payment must be settled in the first broadcast month end.