



Official Digital Broadcaster

全《情》直擊

<2020東京奧運會>

23 JULY – 08 AUGUST 2021



The Olympic Games Tokyo 2020, is an upcoming international multi-sport event scheduled to be held from 23 July to 8 August 2021 in Tokyo, Japan. Tokyo was selected as the host city during the 125th IOC Session in Buenos Aires, Argentina, on 7 September 2013. The 2020 Games will mark the second time that Japan has hosted the Summer Olympic Games, the first being also in Tokyo in 1964, making this the first city in Asia to host the Summer Games twice.

2020年夏季奧運會（又稱為東京2020年）是即將到來的國際性多運動項目，計劃於7月23日至2021年8月8日在日本東京舉行。2013年9月7日，在阿根廷布宜諾斯艾利斯舉行的第125屆國際奧委會會議上，東京被選為主辦城市。2020年奧運會將是日本第二次舉辦夏季奧運會，首屆也是1964年在東京舉行，這使東京成為亞洲第一個兩次舉辦夏季奧運會的城市。

myTV SUPER is the official Digital Broadcaster with full coverage in Hong Kong

myTV SUPER 獲授權轉播，並會在香港進行**全天候 360°**報導及播放。**46個大項，339個小項的爭奪，涉及比賽場地多達42個**

最強陣容迎戰奧運

Professional commentators recruited

奧運節目主持及藝員：

方力申、丁子朗、朱凱婷、鄧佩儀、鄭潔楹、朱智賢、黃碧蓮、林溥來、李思雅、陸浩明、李浩林、曾淑雅、黃凱儀、陳約臨、黃庭鋒、鄧卓殷、陳苑澄、鄭家銘

專業評述團：

鍾伯光(香港浸會大學體育、運動及健康學系教授)、鄭景亮(國際排球教練)、陳偉豪(前香港足球隊代表)、潘文迪(前香港足球隊代表)、李偉文(前香港足球隊代表)、葉啟德(香港田徑隊教練)、梁志賢(前香港單車隊代表)、俞越(前香港跳水隊代表)、鄭智雄(國際劍擊裁判)、梁兆朋(國際彈網教練)、楊慧玲(香港藝術體操隊教練)、梁國成(前香港籃球隊代表)、肖希露(前香港體操隊教練)、仇多明(前香港單車隊代表)、劉知名(香港空手道隊代表)、楊思恩(前香港欖球隊代表)、朱詠康(前香港劍擊隊代表)、陳紹璣(香港女子排球隊助理教練)



myTV SUPER **全天候 360°** 全«情»直擊
隨時隨地 不論安坐家中抑或出行途中舒服睇 定係辦公室內偷偷睇
3個不同平台(大電視、手機應用程式、桌面電腦) **免費任睇!**
myTV SUPER provides the full coverage in anytime, anywhere. You can
access all platforms (Big Screen TV, App & Web) in free



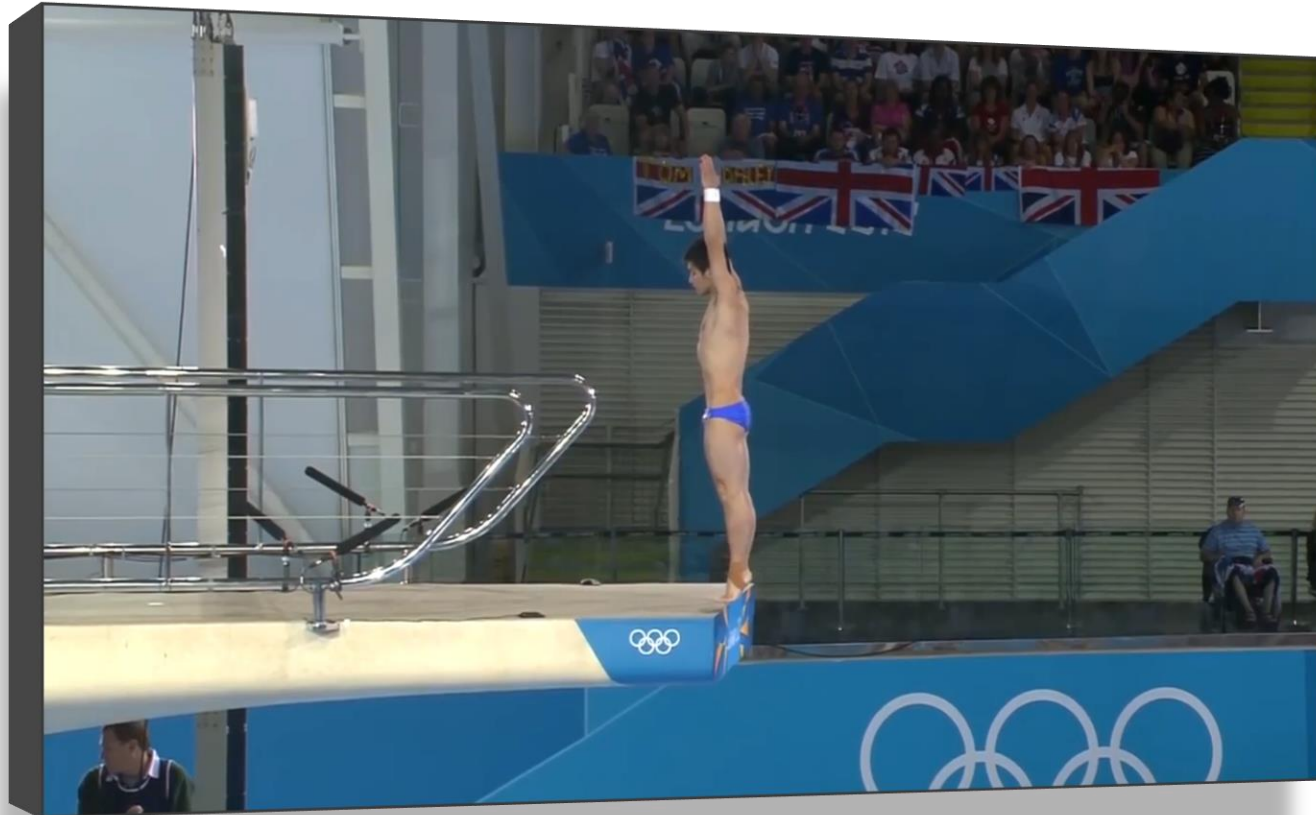
TVB旗下5條頻道：翡翠台, J2, 無綫新聞台, 明珠台, 財經資訊台於奧運期間全力轉播2020東京奧運會, 5條頻道將會提供超過500小時奧運直播節目及賽事精華。

TVB's 5 channels: Jade, J2, TVB News, Pearl and Finance & Info Channel will be fully broadcast during the Olympic Games Tokyo 2020, 5 channels will provide more than 500 hours of live Olympic Games programs and event highlights.

myTV SUPER 除播放TVB旗下5條DTT頻道外, 將提供13條奧運頻道全天候24小時無間斷轉播各項賽事, 並設立奧運專區讓觀眾隨時點播各項賽事精華。

In addition to broadcasting the 5 DTT channels of TVB, myTV SUPER will provide 13 Olympic channels to broadcast all events 24 hours a day, and set up an Olympic Games programs Zone to allow viewers to watch the highlights of all events at any time.

myTV SUPER提供最合適的不間斷奧運觀影體驗 Uninterrupted Viewing Experience



雙屏顯示插播廣告, 精彩場面與廣告訊息同時睇

Split screen display of live match, both event and advertising message will not be missed.

集中而不分散注意力
Capturing Without Distracting

加強品牌關注度
A greater awareness for the brand

雙屏顯示播放廣告與賽事 廣告聲畫同步

Split screen display to broadcast matches and advertisements, sound and picture synchronization for Ads



Platform	DTT	DTT	OTT	OTT	OTT
Live / VOD	Live	Live	Event Live	Event Live	Event Live
Channel	Jade, J2, TVB News, Finance & Info	Pearl	-	-	-
Ad Format	Full screen	No Ad Insert	Split Screen + Full screen	Full Screen	No Ad Insert
# of Channel	4	1	6	3	3 + 1

奧運視頻廣告套裝 myTV SUPER Olympic Games Tokyo 2020 Package

Format / 廣告類型	Impressions / 曝光次數	Package Cost / 套餐費用
Instream 30-sec non-skippable / 30秒不可跳過視頻廣告	1,168,000	HK\$128,000 (nett / 淨額) per share / 每份

- For all 2021 commitment & non-commitment advertisers
- Given myTV SUPER Olympic Games Tokyo 2020 Package impressions can be utilized on run-of-site within Q3 2021 if not able to distribute within the committed Olympic Games Tokyo 2020 Package. The remaining impressions could be converted to run-of-site inventory with extra 25% on top, the settlement will be calculated after the Olympic Games Tokyo 2020 ends.
- All ROS impressions must be fully utilized within Q3 2021 with no further extension.
- Package is non-cancellable once committed.
- Limited offer, subject to availability.
- Spending on the myTV SUPER Olympic Games Tokyo 2020 Package will be counted into 2021 commitment.
- Free 1x targeting to all client.



10% ROS
bonus of
impressions for
commitment
client

10% ROS
bonus of
impressions
will be offer to
committed in 2
shares or
above

Medal Table Sponsor (only apply for Olympic Partners) myTV SUPER 奧運會金牌榜 (奧運合作伙伴)



排名	國家	金	銀	銅	總數
1	美國	30	18	4	52
2	中國	26	5	5	36
3	德國	12	2	4	18
4	意大利	10	1	5	16
5	英國	8	3	0	11
6	法國	6	3	0	9
7	瑞士	5	0	2	7
8	墨西哥	3	2	1	6
9	西班牙	1	4	0	5
10	日本	1	2	2	4

只限4份 / Limited to 4 shares

Package Cost / 套餐費用: HK\$88,000 nett / 淨額

Entitlement / 客戶所得:

- Logo display inside the Medal Table Page on STB and Web / 在機頂盒和網業版本上的獎牌表頁面內顯示客戶商標
- With 500,000 impressions in 30-sec tag with myTV SUPER Olympic Games / 附送500,000次30秒視頻廣告於myTV SUPER奧運節目內投放

- Reserved to Olympic Partners (product categories rights apply)
- Given myTV SUPER Olympic Games Tokyo 2020 Package impressions can be utilized on run-of-site within Q3 2021 if not able to distribute within the committed Olympic Package. The remaining impressions could be converted to run-of-site inventory with extra 25% on top, the settlement will be calculated after the Olympic Games Tokyo 2020 ends.
- All ROS impressions must be fully utilized within Q3 2021 with no further extension.

支持香港隊專頁 齊來為港隊打氣

Support Hong Kong Team Page Sponsor



只限10份 / Limited to 10 shares

Package Cost / 套餐費用:	HK\$88,000 nett / 淨額
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Entitlement / 客戶所得:

- Logo display inside the Hong Kong Team Page on STB and Web / 在機頂盒和網業版本上的港隊頁面內顯示客戶商標
- With 10% SOV of impressions in this zone / 於該區域中具有10%的SOV展示量
- With 1,500,000 (ROS) impressions in 5-sec tag-on logo with myTV SUPER Olympic Games HK Team cheer up promo / 附送1,500,000次5秒附加標板廣告於myTV SUPER奧運為港隊打氣宣傳片 (ROS)
- Each promo can reach FB individual article to earn likes and give out prizes / 每條廣告均可到達FB獨立文章賺取點贊並送出獎品

- For all 2021 commitment & non-commitment advertisers
- The give out prizes are responsible by client

獨家奧運倒數冠名贊助 Exclusive Countdown Promos Sponsorship



只限1份 / Limited to 1 share

Package Cost / 套餐費用 : HK128,000 nett / 淨額

Entitlement / 客戶所得 :

- Daily 200,000 (ROS) impressions in 5-sec tag-on logo with myTV SUPER Olympic Games countdown promos (in 28 days with total 5,600,000 impressions) / 每日200,000次5秒附加標板廣告於myTV SUPER奧運倒數宣傳片 (ROS), 28日共5,600,000次

- For all 2021 commitment & non-commitment advertisers
- All promos will be distributed in ROS and must be fully utilized right before Olympic Games Tokyo 2020 starts.
- Package is non-cancellable once committed.
- Spending on the Olympic Games Tokyo 2020 Package will be counted into 2021 commitment.



myTV
SUPER

#1 OTT in Hong Kong



Official Digital Broadcaster

最適合香港人時間的奧運會 最適合香港人收看的OTT串流平台
Watch the games in anytime anywhere



myTV SUPER Registered Users over **9.4 Million** (as of early May 2021)*

Over 1.3M OTT Devices

8M Web + App registers

The Worldwide Olympic Partners

Tokyo 2020 Olympic Gold Partners

Sales Conditions & Option Deadline

- The Worldwide Olympic Partners of the Olympic Games Tokyo 2020 will be given the first priority over any other advertisers to purchase any number of packages inside the Olympic Games Tokyo 2020 programmes.
- Subject to the above priorities and myTV SUPER inventory availability, bookings from other advertisers will be accepted on a first-come-first-served basis on the sales launch date.

Option Deadline and Sales Launch Date : June 15, 2021 Tuesday 1800



YOUR *SUPER* MULTI-SCREENS SOLUTION