



Scene Targeting On myTV SUPER

What is Scene Targeting on myTV SUPER?

- Since Jan 2018, myTV SUPER launched the **content related connection format – Scene targeting**.
- Nowadays, a Scene Targeting **Inverted L-shape Banner** will appear as programs transmitted and synchronize with scene on **Connected TV & App**.
- Scene targeting available to create **“Connection”** between the scene and the product.
- myTV SUPER will assign the relevant program content which is suitable to advertisers’ product nature.

Content is relevant

See the correlation between ads and the placement



The image is a composite of three parts illustrating content relevance in advertising:

- Top Left:** A scene from a TV show on the Jade Tree (翡翠台) channel. A man in a brown jacket is at a sink, and a woman is talking to him. Subtitle: "明明這牙膏是鹹的" (Obviously this toothpaste is salty). A button says "按 OK 了解更多" (Press OK to learn more).
- Top Right:** An advertisement for the Oral-B iO™ electric toothbrush. It features the text "- 聖誕限定 -" (Christmas Limited Edition) and "Oral-B iO™". The toothbrush is shown vertically against a dark background with water droplets.
- Bottom:** A promotional banner for the Oral-B iO™ toothbrush. It says "買 iO™ 降噪磁動牙刷" (Buy iO™ noise-reducing magnetic motion toothbrush) and "送 JBL 智能喇叭" (Gift JBL smart speaker). The JBL logo is also present. A small image of the speaker is shown with the text "價值\$899" (Value \$899).
- Bottom Right:** An advertisement for Lenor fabric softener. It shows a woman in a white shirt and a bed with a nightstand. The text says "香氣, 讓此刻更幸福" (Scent, making this moment happier) and "衣物洗後持香 12 週" (Clothing holds scent for 12 weeks after washing). A coupon code "即拾 \$25 現金券" (Immediate \$25 cash coupon) is shown.

Content is resourceful

Audience find your ads to be meaningful



以後這種粗活



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99.9% 除菌·強力消臭

99.9% 除菌·強力消臭

按 OK 了解更多

難洗織物 一噴除菌*清新

99.9% 除菌·強力消臭

日本銷售 NO.1

- Basic CPM of scene targeting Inverted L-shape Banner **(Special Offer Now)**
- The scenes targeting only available on 1st line, 2nd line drama and Sit-com.

Special Offer CPM HK\$ until Dec 31, 2021
Kindly contact our sales for special price and more details !



YOUR *SUPER* MULTI-SCREENS SOLUTION