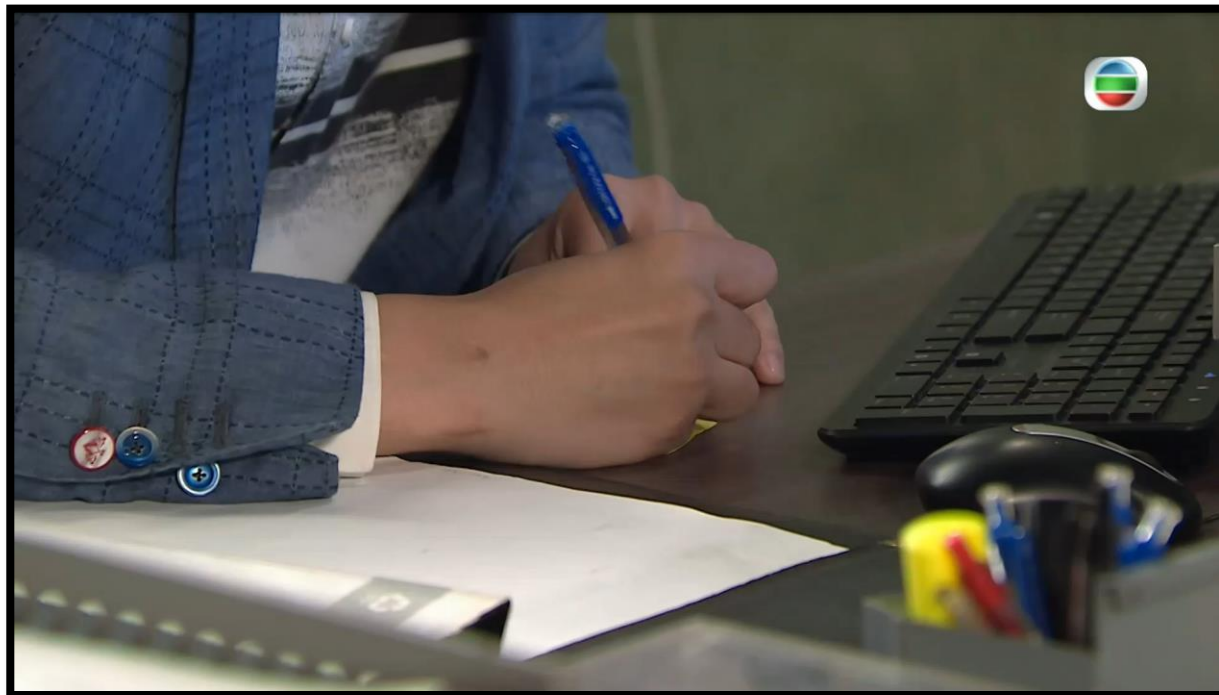




TVB Group
In-Video Intergraded Advertising Package
視頻內原生廣告植入套餐

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** (1st line, 2nd line & Sit Com)
- Fast turnaround time – **3 weeks** from ready materials

Counting Method:

By Ad Unit – each Ad Unit contain 10 seconds

Broadcast Period:

Live + 4-weeks VOD catch-up

Special Offer Now

Kindly contact our sales for special price and more details !

Remarks:

1. **Material pre-approval is requested and material (real product, campaign poster and etc) must be submitted 15 working days before campaign launch.**
2. All bookings are non-cancellable and in 1st come 1st 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 : <https://ad.mytvsuper.com/category/advertise/terms-conditions/>



香港#1 OTT 平台

每周活躍裝置超過**120萬**

#58% 每星期觸及

4.2 每星期瀏覽量

118分鐘 每位用戶每天花費的時間

Source : Adobe Analytics (Period : week 2104)

#Source : 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 General Video User for HK local population in the past 7 days) Fieldwork period: May 8-29, 2020



全港收視率最高的中文電視頻道

76% Weekly Reach

Source : #Nielsen Media Index

覆蓋廣東省主要城市

黃金時段劇集收視率達**1.2**以上

Source : (c) Data Source and Copyright: CSM Media Research.

Enhances the
viewing
experience



Greater awareness
for the brands that
is positively
associated with a
popular drama



Added Benefits :
A reflection of **FREE**
Inverted L-shape
banner will appear
right after the
scene after a
minute

翡翠台

- 聖誕限定 -

Oral-B iO™

明明這牙膏是鹹的

按 OK 了解更多

買 iO™ 降噪磁動牙刷 送 JBL 智能喇叭

價值\$899



Lenor 衣物清香珠

香氣，讓此刻更幸福

衣物洗後持香 12 週

日本銷量 NO.1

即拾 \$25 現金券





Estimate + Campaign Performance

myTV SUPER



Client : Quaker Oats
Campaign Period : May 2020
of scene : 8x
Overall Impressions : 5.8 Mil+
Overall UU : 615K

TVB Jade

愛回家	平均收視	23點
七公主	平均收視	22點
智能愛人	平均收視	20點

Source : CSM Media Research, Adobe Analytics,
YOUBORA & Nielsen(OOH & Macau)
Week : 2133

Package Cost Analysis

- myTV SUPER (20 x ad units) = approx. 60 x scenes / 9 mil+ impressions
- myTV SUPER – 9 mil + L-shape impressions
- TVB Jade – 20 x 10-sec J7F2

Package Value :
**Over
HK\$5Mil**

myTV SUPER In-video Advertising

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

- 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.
- Across the border – penetrate to Greater Bay area.
- Everything is measurable.



YOUR *SUPER* MULTI-SCREENS SOLUTION