



MYTV
SUPER



The ***New Normal***
to reach Digital Audience

The ***No.1 OTT***
in Hong Kong

Mass Reach

55% Reach /Week*

3.8 Days Visits /Week*

91mins Daily Time Spent /User*



#Total Subscribers over **9.7M**

Monthly Active Audience **3.2M**

| | |
|--------------|-------------------------|
| Connected TV | 0.6M (STB reach=1.4M**) |
| App | 1.2M |
| Web | 0.6M |

** STB reach = 1.4M while avg. domestic household size is 2.3

#Source : Adobe Analytics

Period : Aug 2021

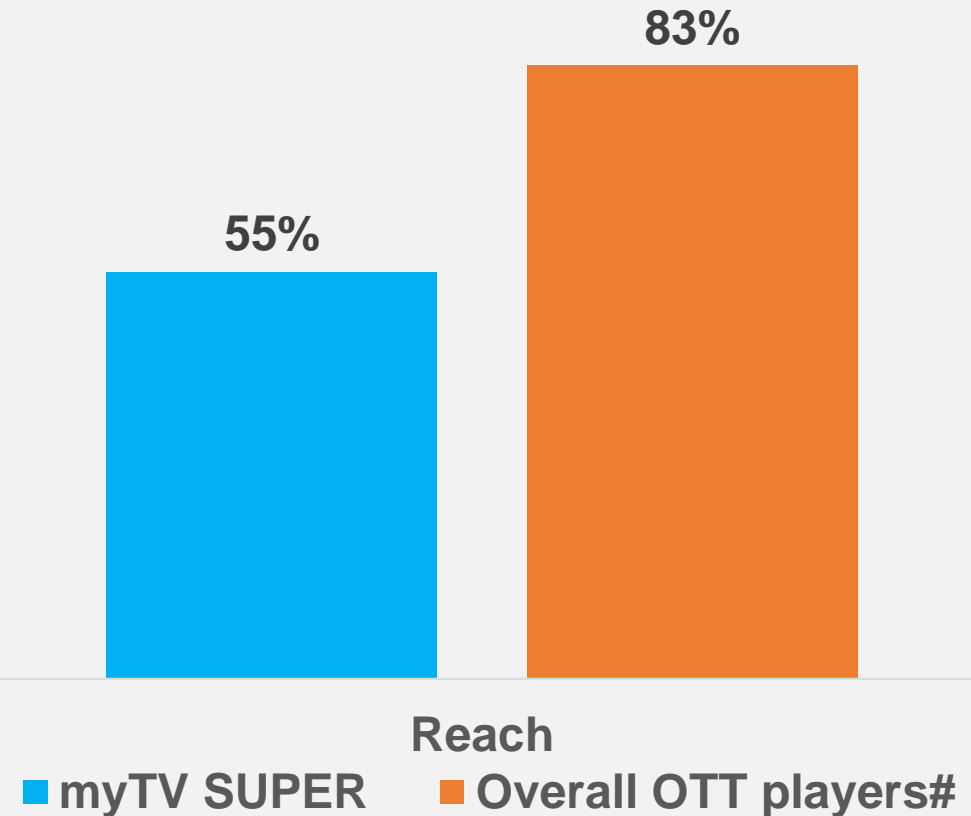
* Source : 2021 Video Consumption Landscape Survey (n=2,556 Aged 15-64 General Video User for HK local population in the past 7 days)

Fieldwork period: Jun 21 – Aug 8, 2021

The OTT Market Continues to Expand Becoming the new normal in HK

**55% OTT viewers
watched myTV SUPER
P7D***

Watched OTT (P7D) *



*Source: 2021 Video Consumption Landscape Survey (n=2,556) Aged 15-64 HK Citizen who watched any online or offline video in the past 7 days)

Base: All viewers who have watched myTV SUPER content (Box/App/Web) in the past 7 days; 2021 (N=1,410); 2020 (N=1,496); 2019 (N=1,493)

#Overall OTT Players: myTV SUPER, ViuTV (APP + Web), Viu, Netflix, Now E, HBO GO, ATV, iQiyi, Tencent Video, Youku, Qianxun, Bilibili

Connected TV vs OTT



Over The Top (OTT)

OTT Streaming Service



Devices



Desktops
Laptops



Phones
Tablets

Connected TV (CTV)



SmartTVs

Set-Top-Box



*Brings **programmatic advertising** to the living room*

- Digital measurement and targeting

Audience are well-educated with high purchasing power

Gender



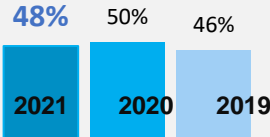
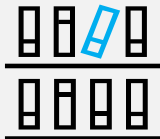
48% vs 52%

Age

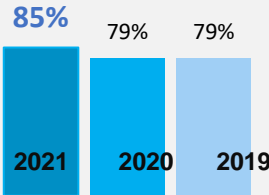


11% A15-24
17% A25-34
20% A35-44
24% A45-54
28% A55-64

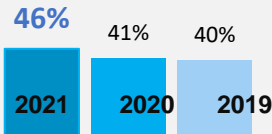
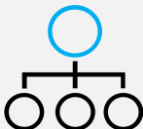
University



Working ¹



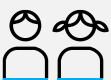
PMEB



Married

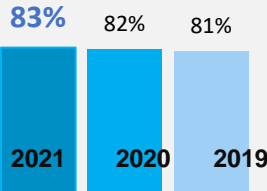


68% Married

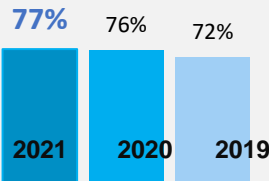


9 out of 10 have Kids

Grocery Shoppers



Head of Household



Household Monthly Income



HK\$69,985

2020 (HK\$66,738)
2019 (HK\$65,378)

Median of HK Household:
HK\$26,500*

Personal Monthly Income



HK\$32,198

2020 (HK\$32,196)
2019 (HK\$31,378)

Median of Personal
Income: HK\$18,400*

Source: 2021 Video Consumption Landscape Survey (n=2,556) Aged 15-64 HK Citizen who watched any online or offline video in the past 7 days)
Base: All viewers who have watched myTV SUPER content (Box/App/Web) in the past 7 days; 2021 (N=1,410); 2020 (N=1,496); 2019 (N=1,493)

Our Edge



Targeting

with 1st Party Audience Data



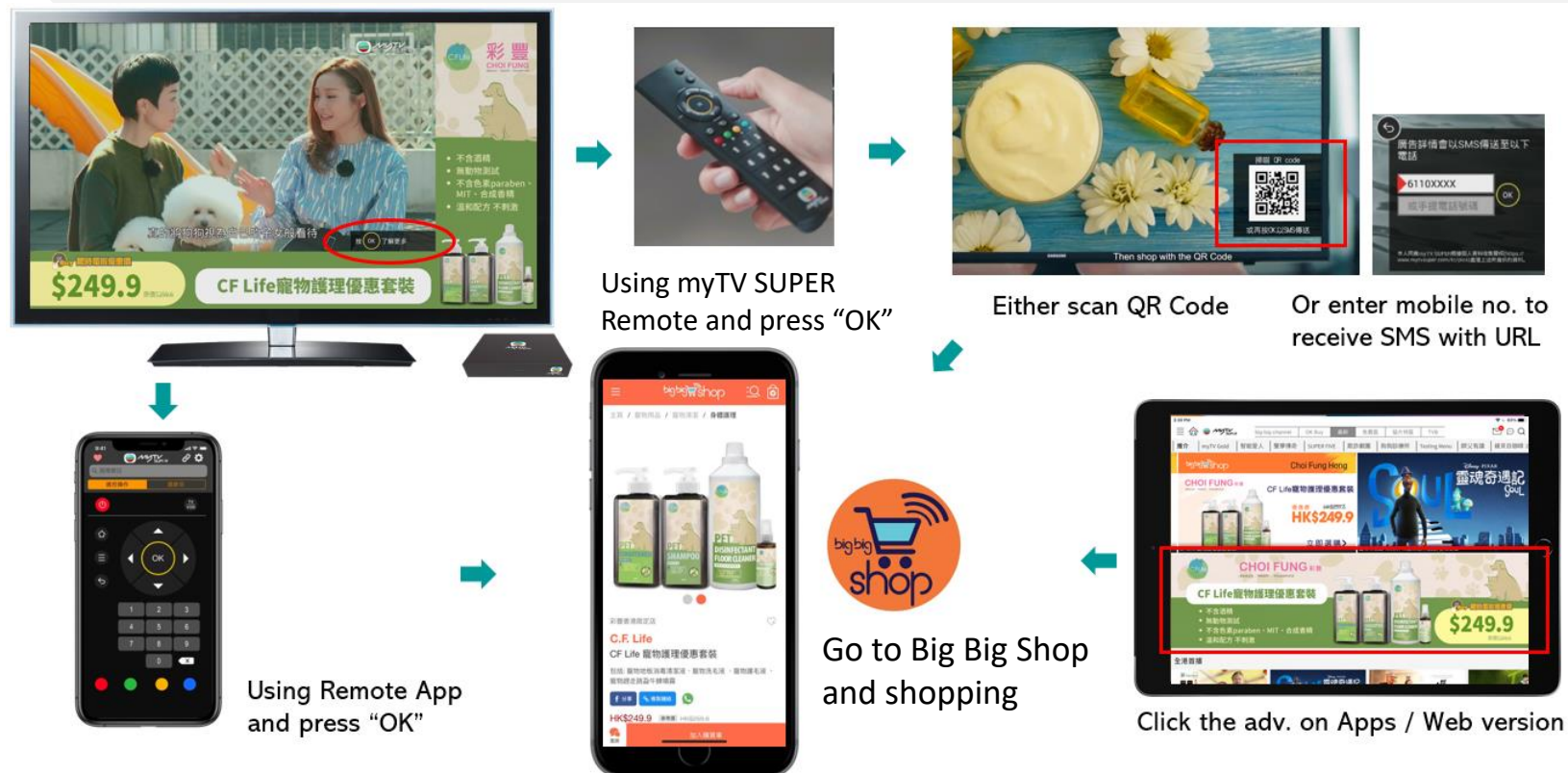
Clickable & Trackable

on connected TV+APP+Web



Reach & Conversion

achievements



Key Findings

***Nielsen Survey
2021***

Consumers feel positive on Content, Interactive Ads and OTT-commerce



Much Stronger in program “Content” than competitors

有喜愛的明星/藝人

廣告形式多元化/
互動性高

形象正面，適合一
家大細收看

廣告產品資訊可靠

High acceptance of
Non-Skippable Ad

Fast growing in online
shopping and feel “Ease of
use”, “Playfulness”, “Trust”

Trustful & updated
financial news

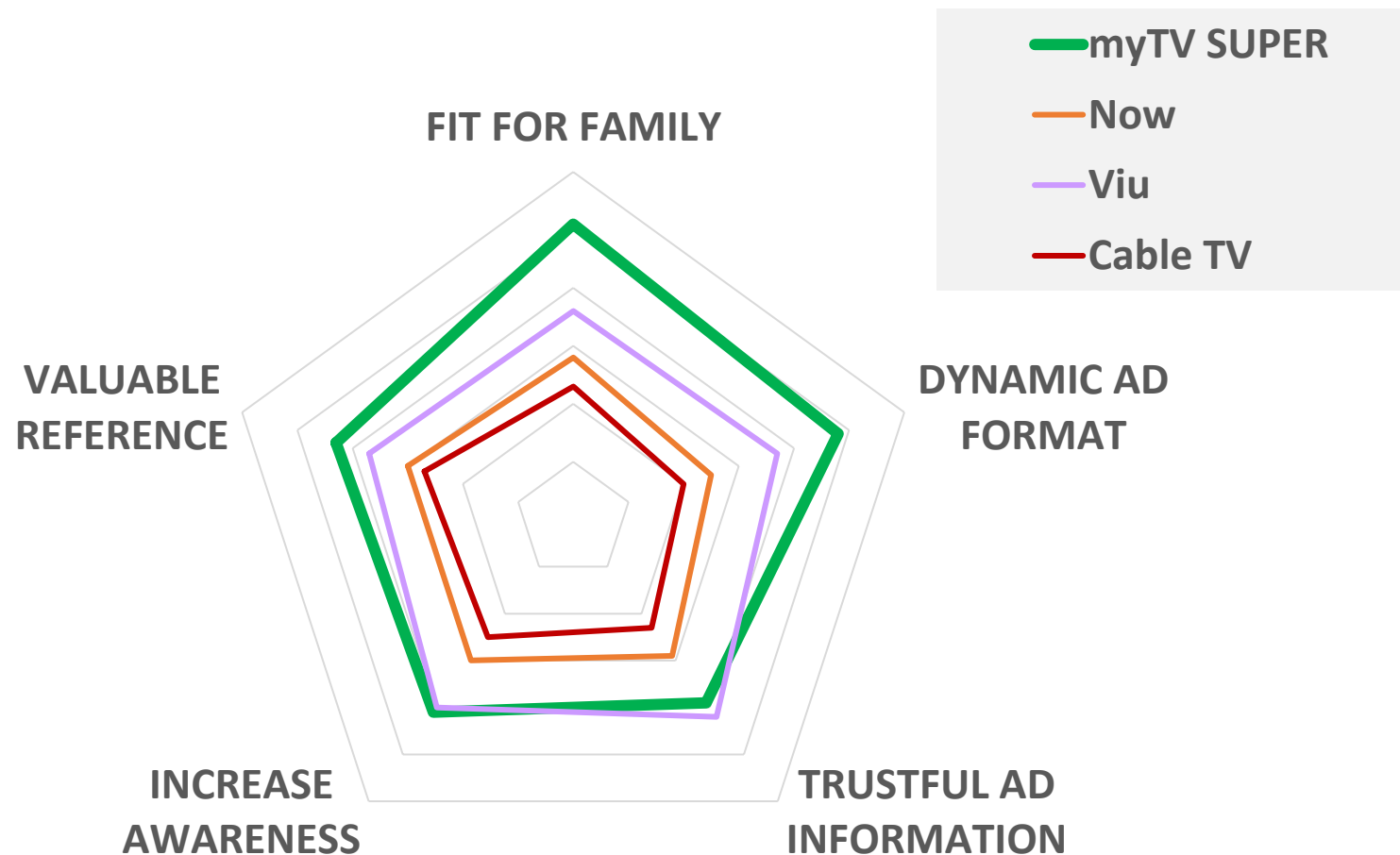
為購物提供具價值的
參考資訊



High Engagement Of Advertising Information



Brand Perceptions & Advertising (By Attributes)*



Q12a. 請問你認為以上句子適合形容邊啲媒體?

Base: Hong Kong Citizen aged 15-64 who have watched any video content on the respective channels in past 7 days myTV SUPER (n=1,410); now TV/now E (n=668); ViuTV/Viu (n=1,566); CableTV (n=411); YouTube (n=1,688); Netflix (n=836)



myTV SUPER OTT-Commerce platforms Synergy with OK Buy + Big Big Shop



myTV SUPER audience

96%

Aware of OTT-Commerce
in the myTV platforms *

39%

Engaged by click
/ purchase*

11%

Have interest to
Try next time*

Generate Reach on myTV SUPER

- *Build campaign standards*
- *Various platforms*
- *Media mix*

Run an extensive reach campaign on myTV SUPER

Cost per unique reach

HK\$0.18 / Device
HK\$0.14 / Person*

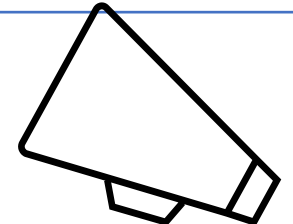
Ad Format : 30s instream

Frequency cap: 2 x across life-time

Total Impressions : 3.8 M, Budget : HK\$350K

Reach : 1.9 M Devices

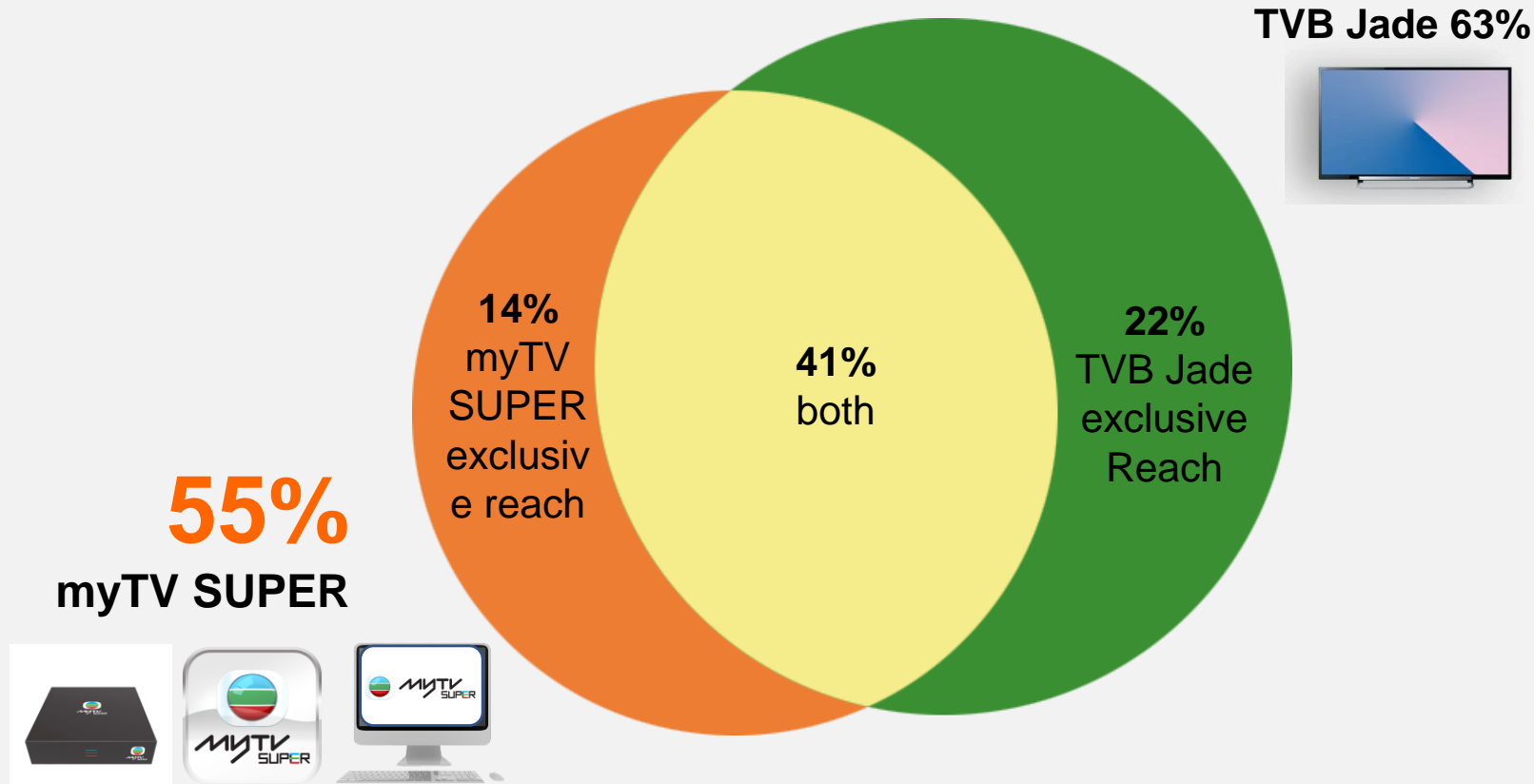
2.5M People



Based on a 4 weeks calculations

*Remarks : *Nielsen Survey Projection – 2.3 person per domestic household size*

Generate extensive reach with TVB Jade + myTV SUPER



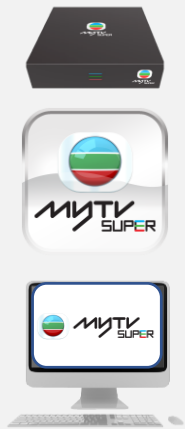
14% respondents view myTV SUPER platforms but not TVB Jade without any duplication.

Definition : myTV SUPER – Box / App / Web; TVB Linear – TVB Jade

Q5. 請問你最近什麼時候用以下媒體收看電視節目或影片

Base: All respondents (n=2,556)

Inevitable Digital Player in your digital mix



myTV SUPER
55%



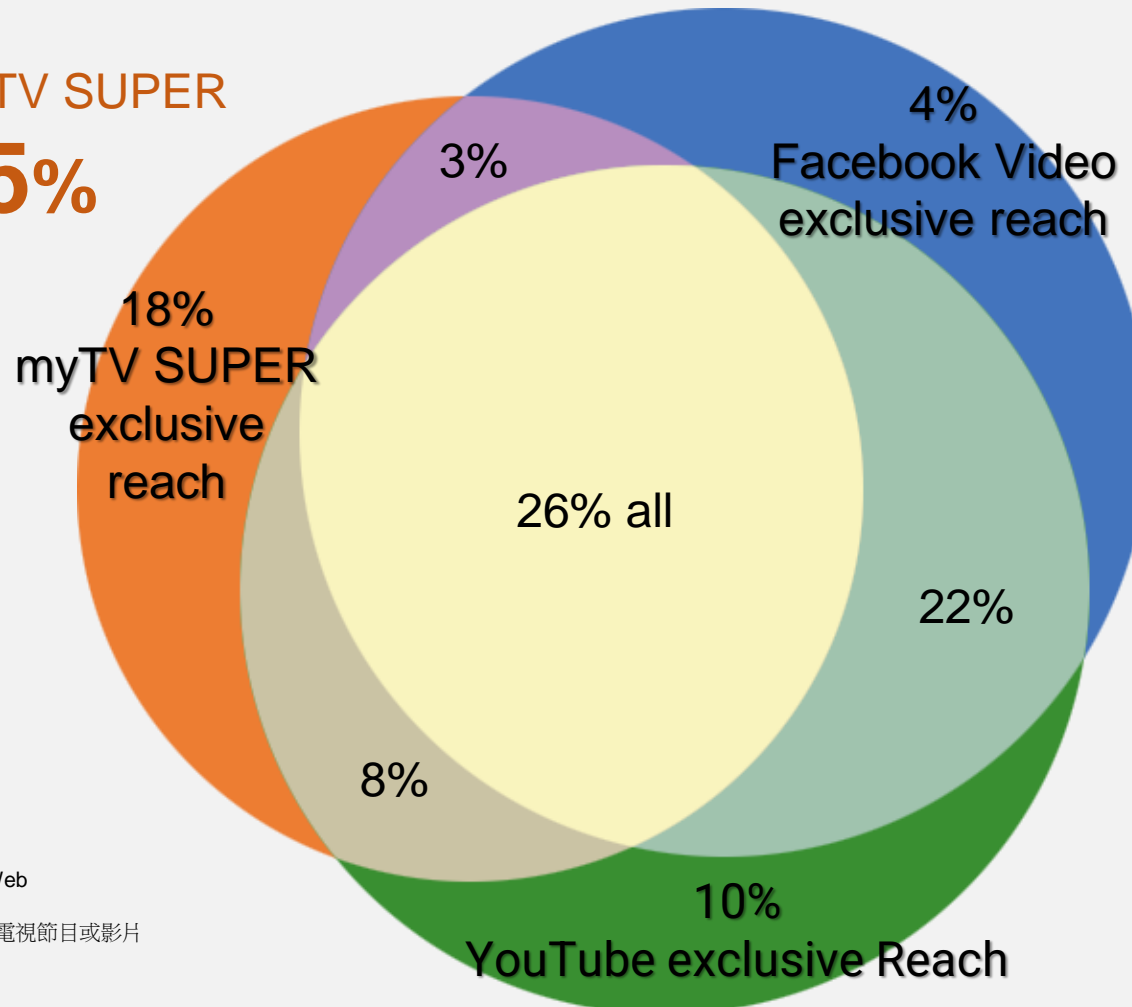
Facebook Video
55%

myTV SUPER + YouTube = **87%**

myTV SUPER + FB = **81%**

FB + YouTube = **73%**

YouTube **66%**



Definition : myTV SUPER – Box / App / Web

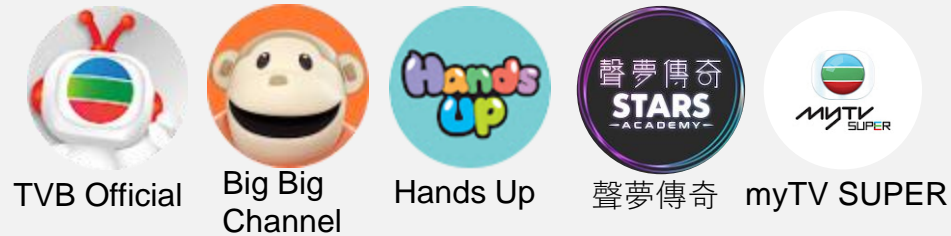
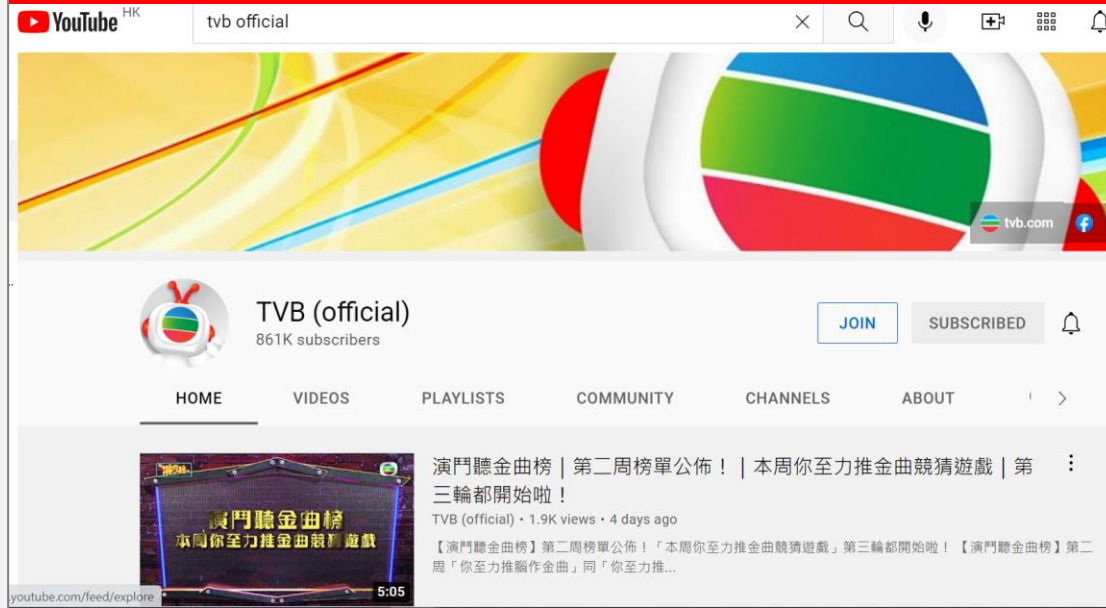
Q5. 請問你最近什麼時候用以下媒體收看電視節目或影片

Base: All respondents (n=2,556)

Extend Reach & Engagement beyond myTV SUPER



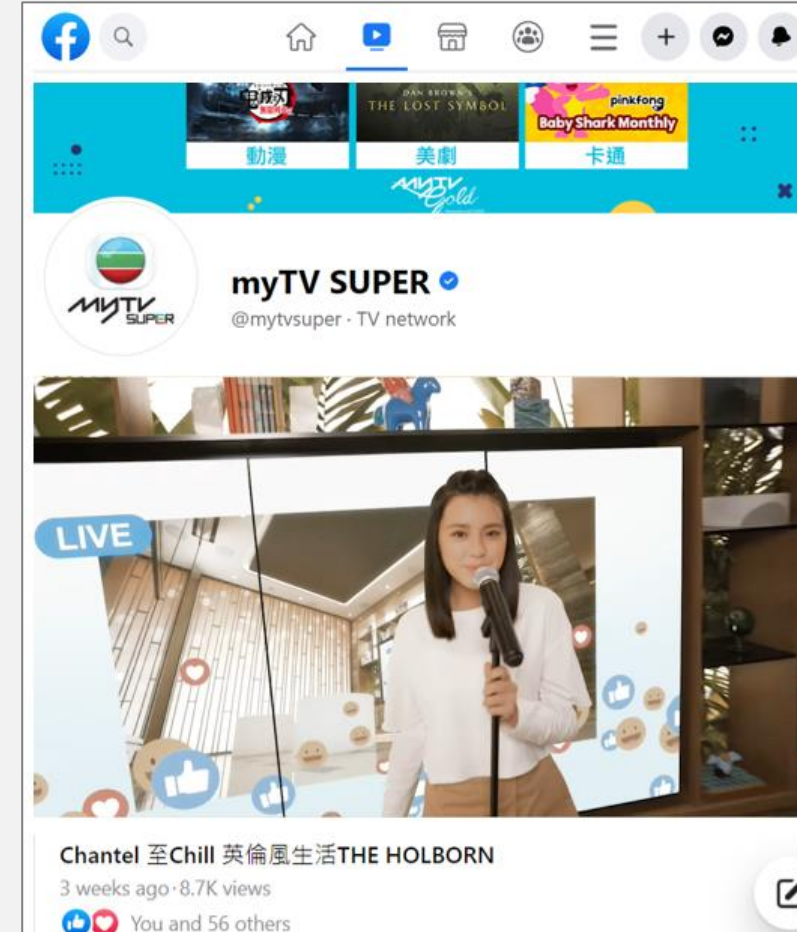
All TVB Group Youtube Channels
With 800K subscribers in Hong Kong



and
much more



TVB Group Social Media
Over 3.8M followers on FB & IG



Get into Greater Bay Area to reach TVB Fans & Cantonese Speaking Community



TVB Sina Weibo
With 5.6M subscribers in China



泛粵文化傳播平台
粵想睇 粵要埋堆

Daily Active User : over 320K
Monthly Active User : over 2M

With more than 65% users living
in GBA



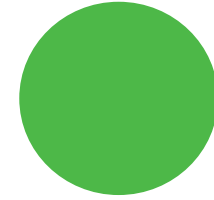
Increase conversion on myTV SUPER

BIG DATA

***PERFORMANCE
OPTIMIZATION***

PROGRAMMATIC

Unique and powerful 1st party data



**Online Shopping
Interests Behavior**

TVB Group E-commerce Data

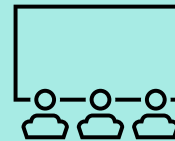


Ad Clicks

Demographics

**Content Viewing
Behavior**

myTV SUPER Audience



18 Districts
Locations

Product
preference from
Surveys

BIG DATA

Freebies*

- ✓ Retargeting for In-campaign/
Past campaign clicks
- ✓ Frequency capping#

For better conversion rate

*Offering in free for both IO and programmatic buy
Commitment client only



Programmatic TV Premium Inventory

For better performance
marketing

Real Time Optimization

Increases
effectiveness

Targeting

Leads to better
performance

Audience First

minimizes waste

AB Testing

Delivers unified
view of data

True Programmatic TV Premium Inventory



Programmatic Guaranteed

– committed delivery



Preferred Deals

– always-on deal



Private Auction

- cost savings and popular target



Numerous audience targeting

– demographic, gender, geographic, viewing behavior, content, etc



Small portion of inventory in Open Auction

- minimum CPM price



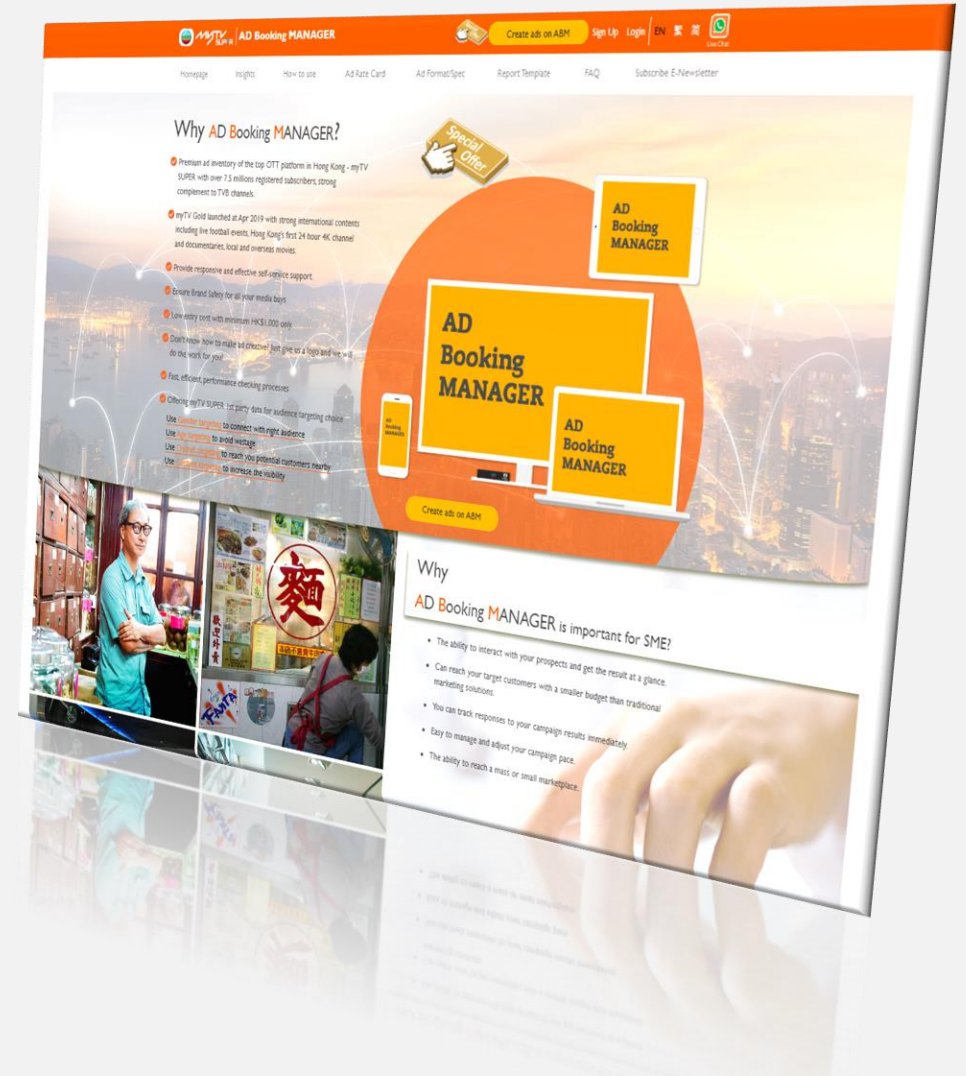
Audience Data

- apply for both Open & Private Data Exchange

In-house Self-Serve Programmatic Solutions AD Booking Manager



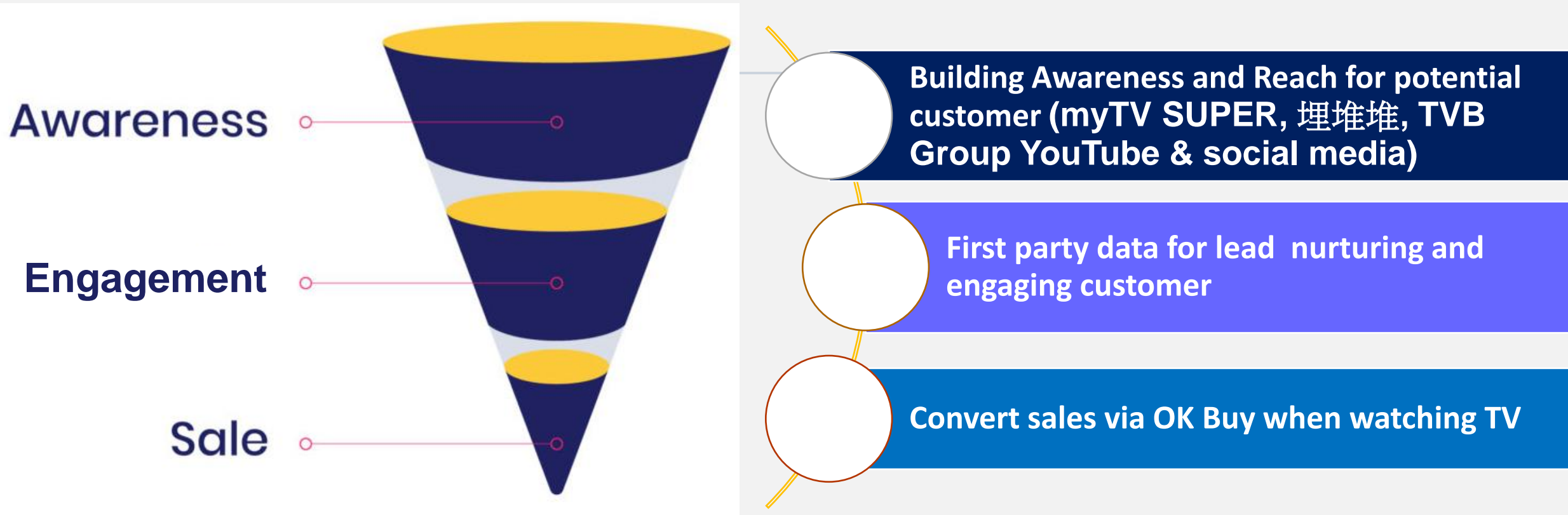
- ✓ **Responsive, User friendly & low entry cost**
- ✓ Diversity of **targeting selections**
- ✓ Integrated for **agency bookings, sync with your commitment offers**
- ✓ **Free AI designer** - “Multiple Graphic Design Tool” to enables one-click intelligent design image generation for display ads



Full funnel solution in one go for **Brand Building** (Awareness + Engagement+ Conversion)



From Top to down





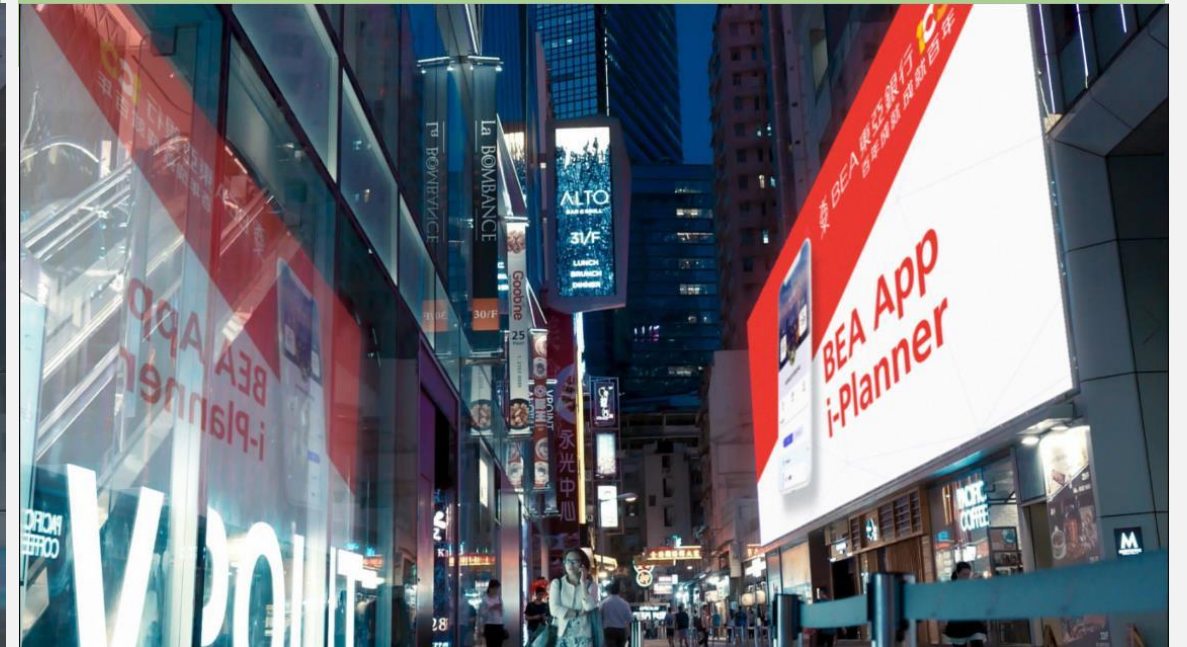
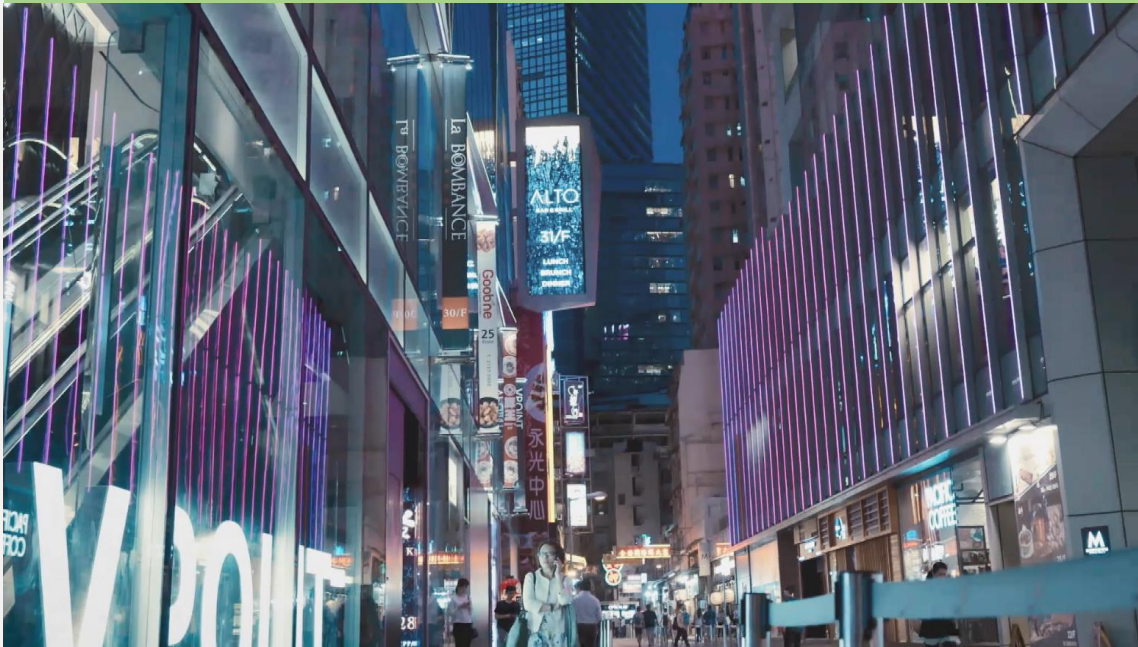
**Popular drama
content production for
high engagement with
extensive reach**



In-video Advertising – Engagement + Penetration

With Free-to-air, OTT and major cities of GD province exposures

Short production lead time to match with marketing campaign



Commercial Insert 中插廣告 – One stop creative solution

Adoption of program content into advertisement



Unique Reach : 654,127

<https://youtu.be/J4JaK8RBA2M>

Ride on the popularity of the drama



Unique Reach : 557,391

<https://youtu.be/oT8jlqoiPEU>

High impressive acceptance of brand message



Unique Reach : 564,873

<https://youtu.be/zcPWYXSJ4uE>

Scene targeting Inverted L-shape Banner Ad on myTV SUPER

Transmitted and synchronize with scene on Connected TV & App

Create “Connection” between the scene and the product



Reach : 483K Ave. Freq. : 7.5x



Reach : 336K Ave. Freq. : 3.5x

High engagement format for extensive reach in cost effective way

<https://youtu.be/KDGbitaVamU>

***Strong TVB Programs...
And more than TVB Programs***

2022 Program Genre

Total 57 Channels with over 100,000 hours VOD



TVB Thematic Channels



精選體育



myTV SUPER精選



優質電影



兒童及動畫



國際知名頻道



myTV SUPER Original原創節目



世界養生組織



鬼上你架車2



GI味俱全3



一夜夫妻百二蚊
(王祖藍出品)

myTV SUPER Original原創劇集



myTV SUPER Express Variety 綜藝速遞



Running Man



超人回來了



嘉玲秀

myTV SUPER Express
Animation



我的英雄學院5

myTV SUPER 獨家體育盛事



北京冬季奧運會2022



FA Cup

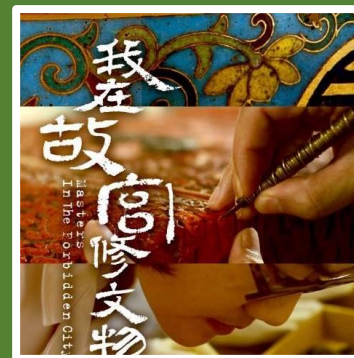


荷甲



K-League

myTV SUPER Documentary 紀實節目



我在故宮修文物



學“海”無涯



一百年很長嗎

myTV SUPER Express Drama 世界各地劇集



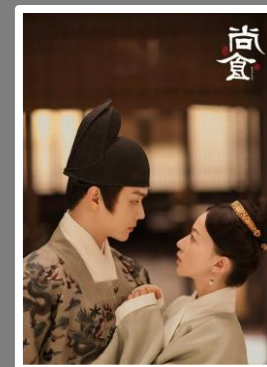
女醫神Doctor X 7



日本沉沒：希望之人



只是在結婚申請書上蓋個章而已



尚食



最愛



末代廚娘



家族榮耀

myTV *SUPER* 2022 *ADVANCE COMMITMENT*

***One Commitment
in different usage***

Good CPM to reach highly-engaged audiences with simple rules



| Entry Budget (HK\$) | \$100,000 | \$200,000 | \$500,000 |
|---|-----------|-----------|-----------|
| Commitment CPM for 30-sec instream mid-roll | \$110 | \$110 | \$110 |
| Commitment Bonus | - | 20% | 30% |
| Upward / downward flexibility | 20% | 20% | 20% |
| Free 2x targeting filter | √ | √ | √ |
| Free retargeting | √ | √ | √ |
| Free frequency capping | √ | √ | √ |

Collaboration bonus with TVB commitment

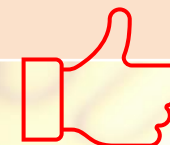
| Entry Level | MU | SU | SU-N |
|---|-----------|-----------|-----------|
| Extra myTV SUPER bonus | 30% | 10% | 10% |
| Minimum commitment amount on myTV SUPER | \$300,000 | \$300,000 | \$300,000 |

2022 Commitment Rate myTV SUPER

| | Rate Card Rate (HK\$) | Commitment Rate (HK\$ Nett) |
|--------------------------|-----------------------|-----------------------------|
| Instream ≤30s (Pre-roll) | 280 | 140 |
| Instream ≤30s (Mid-roll) | 200 | 110 |
| Pop-up | 120 | 70 |
| Double Banner | 25 | 6 |
| Mobile LREC | 45 | 25 |
| Super Mobile LREC | 80 | 40 |
| Mobile Video Banner | 48 | 27 |
| Inverted L-shape Banner | 35 | 20 |

The MORE you give the MORE you GET (Effective CPM comparison)

| For Format: Instream ≤30s | Commitment Budget HK\$100K | Commitment Budget HK\$200K | Commitment Budget HK\$500K | With TVB Commitment in SU / SU-N | With TVB Commitment in MU | With TVB Commitment in MU | No Commitment in 2022 |
|------------------------------------|-------------------------------|-------------------------------|-------------------------------|--|---------------------------------|---------------------------------|-----------------------------|
| Budget (HK\$) | \$100,000 | \$200,000 | \$500,000 | \$300,000 | \$300,000 | \$500,000 | \$300,000 |
| CPM (HK\$) | \$110 | \$110 | \$110 | \$110 | \$110 | \$110 | \$200 |
| Effective CPM (HK\$) | \$110 | \$91.7 | \$84.6 | \$84.6 | \$73.3 | \$68.8 | \$200 |



A myTV SUPER extension commitment



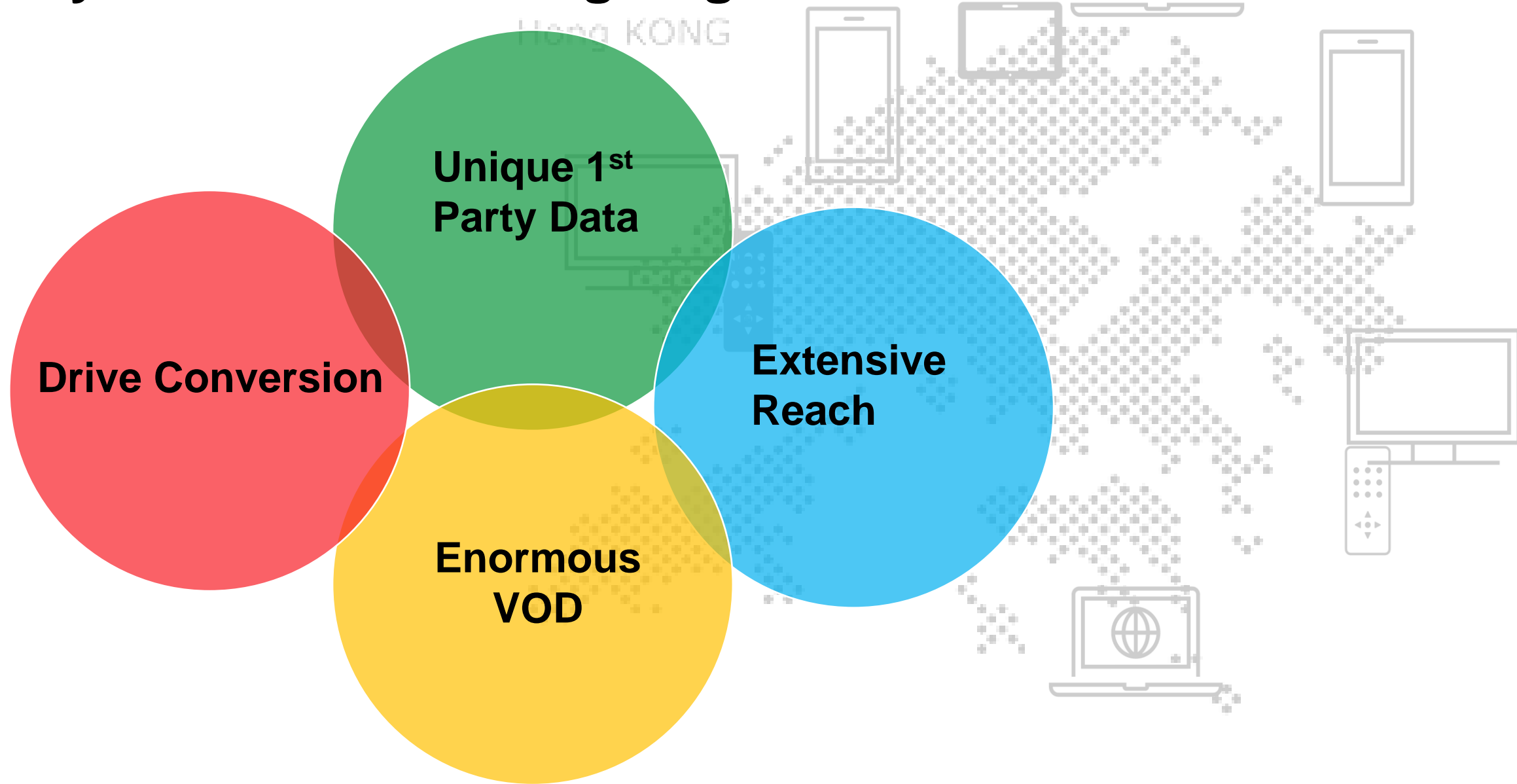
The myTV SUPER 2022 commitment budget applicable to

- ✓ myTV SUPER platform
- ✓ TVB News (App + Web)
- ✓ 埋堆堆
- ✓ TVB YouTube Channels
- ✓ TVB Social Media Channels book through myTV SUPER

Terms & Conditions

- Apply for both **IN-STREAM AD & DISPLAYS**
- **ONE PLATFORM** – run of device (SET-TOP-BOX + APP + WEB)
- **ONE RATE CARD** apply for all advertiser
- **SAME** Cost apply for both **IO, Preferred Deals & Programmatic Guaranteed buy**
- Special package is **applicable** to commitment except all production cost.
- **20% Upward** flexibility, commitment rate and correspond bonus will be applied for upward additional money
- **No downward** is allowed once Bonus Value is utilized.
- Commitment once made cannot be cancelled. myTV SUPER reserves the right, at its absolute discretion to charge the committed advertiser liquidated damages for the different between the committed value of utilized bonus calculated at Rate Card Rate.

myTV SUPER Winning Edge



Confirmation Deadline
5:00pm December 3, 2021



YOUR SUPER MULTI-SCREENS SOLUTION



Benjamin Li



benjamin.li@tvb.com.hk



<https://ad.mytvsuper.com/>



Appendix

Positive response from Hong Kong majority against TVB Group advertisers & purchase intention



Most of audience **~80%**
said they **support to buy /**
neutral / no impact for the TVB
group advertisers' image &
purchase intention.

Diversity of target filtering for selection

Content Category

Device

Frequency Cap

Gender

Mobile Carrier

Position

Time Range Specific

Viewing Behavior

Age

Geographic

Usual Location

Socioeconomic
Status

Brunch of audience segments for enhance conversions



Lifestyle & Socioeconomic Status

- Affluence
- Auto Lovers
- Travel Perceptives
- Sport Enthusiasts
- Spare-time Education/Continuing Studies
- Prime Time Programme Lovers
- Personal Income \$20K+
- Birth Month
- High Income Earner
- Middle Income Earner
- Basic Income Earner

Family/Business In Charge

- Milk Powder Buyers
- Beverages Shopper (Alcohol)
- Minister of Education
- Health & Beauty Watchers
- SME
- Shopping Decision Maker
- Banking & Finance
- One kid Or More In Family
- Family Unit

Consumer Habits / Hobbies

- Grocery Shoppers
- Home & Living Seekers
- Beauty Experts
- Luxury Shoppers
- Avid Property Investors
- Gadgets Lovers
- Movie Lovers
- Gaming Lovers
- Cooking Lovers
- Fashionistas
- Horse Racing Goers
- Online Shoppers

- Special filtering is available on request and negotiable. (C-suite, E-tailer and Middle to higher occupation level)
- myTV SUPER reserves the right to change the categorization of filtering at any time.