



# 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



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

Detailed description: This block shows a scene from a TV show where a man in a brown jacket is talking to a woman in a white shirt in a bathroom. An advertisement for Oral-B iO electric toothbrush is overlaid on the right side of the scene. The ad features the text '- 聖誕限定 -' (Christmas Limited), the Oral-B iO logo, and an image of the toothbrush. Below the scene, there is a promotional banner for the toothbrush, which includes the text '買 iO™ 降噪磁動牙刷 送 JBL 智能喇叭' (Buy iO™ noise-reducing magnetic motion toothbrush, get JBL smart speaker) and '價值\$899' (Value \$899). A small 'OK' button with the text '按 OK 了解更多' (Click OK to learn more) is also present.



Lenor 衣物清香珠

香氣, 讓此刻更幸福

衣物洗後持香 12 週

即拾 \$25 現金券

日本第一 NO.1

Detailed description: This block shows an advertisement for Lenor laundry detergent. The main image depicts a woman in a white shirt sitting on a bed in a bedroom, with a nightstand and a lamp visible. The text 'Lenor 衣物清香珠' (Lenor Laundry Fragrance Beads) is at the top. Below the image, there is a promotional banner with the text '香氣, 讓此刻更幸福' (Fragrance, let this moment be happier), '衣物洗後持香 12 週' (Clothing holds fragrance for 12 weeks after washing), and '即拾 \$25 現金券' (Get \$25 cash coupon). A small 'NO.1' badge is also present.

# Content is resourceful

Audience find your ads to be meaningful



以後這種粗活



**ARIEL**  
新誕生!

日本銷售 NO.1

**抗氧化科技 99.9% 抗菌·抗臭の限界突破!**

即拎現金券 \$10



**フェアリス 風倍清**

即拎限時 \$20 現金券

新発売

無香酒精 實實無香

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 : **HKD\$80**
- The scenes targeting only available on 1<sup>st</sup> line, 2<sup>nd</sup> line drama and Sit-com.

**Special Offer until Dec 31, 2022:  
HK\$50,000 nett in CPM \$40 for 2 weeks  
(approx. 1,250,000 impressions)**



**YOUR *SUPER* MULTI-SCREENS SOLUTION**