



大會指定數碼平台
Official Digital Broadcaster

第 24 屆 冬季奧林匹克運動會

Beijing 2022

Feb 4 – 20, 2022



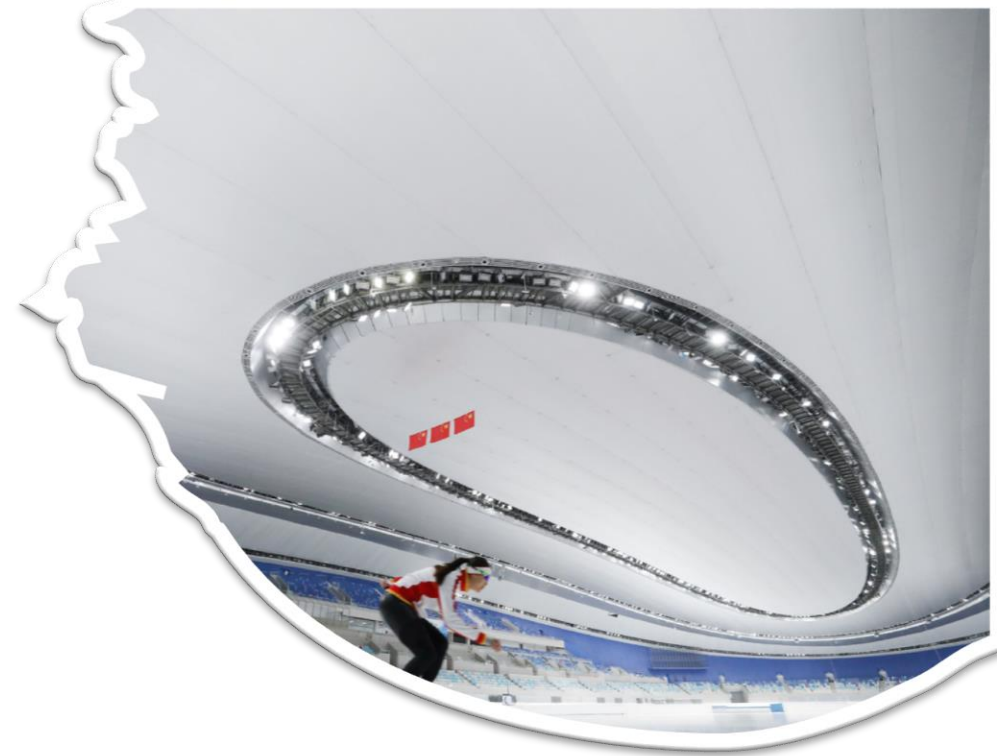
The **2022 Winter Olympics**, and also known as Beijing 2022 (Chinese: 北京2022), are an upcoming international winter multi-sport event scheduled to take place from 4 to 20 February 2022 in Beijing and towns in the neighboring Hebei province in the People's Republic of China. Beijing was elected as host city in July 2015 at the 128th IOC Session in Kuala Lumpur. For the first time, the Winter Olympics will be hosted by a city that previously hosted the Summer Olympics; four existing indoor venues that were originally constructed for the 2008 Games, as well as the Beijing National Stadium (which will host the opening and closing ceremonies), will be used.

第 24 屆冬季奧林匹克運動會（又稱為北京2022）訂於 2022 年 2 月 4 日至 2 月 20 日，在中華人民共和國北京及張家口舉行。

2015 年 7 月 31 日，馬來西亞吉隆坡舉行的第 128 屆國際奧會年會中，中國北京獲得多數票，擊敗哈薩克斯坦阿拉木圖，被選為 2022 年冬季奧林匹克運動會的主辦城市。北京將成為全球第一個既舉辦過夏季奧運會，又舉辦過冬季奧運會的城市。屆時北京將是開幕儀式、閉幕儀式和大多數冰上運動的競技舞台，而多數雪地賽事則於北京市延慶區及河北省張家口舉行。

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。七種運動，**15個大項**科目，**109個項目**的爭奪，涉及比賽場地多達**12個**





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

3個不同平台(大電視、手機應用程式、桌面電腦) 免費任睇!

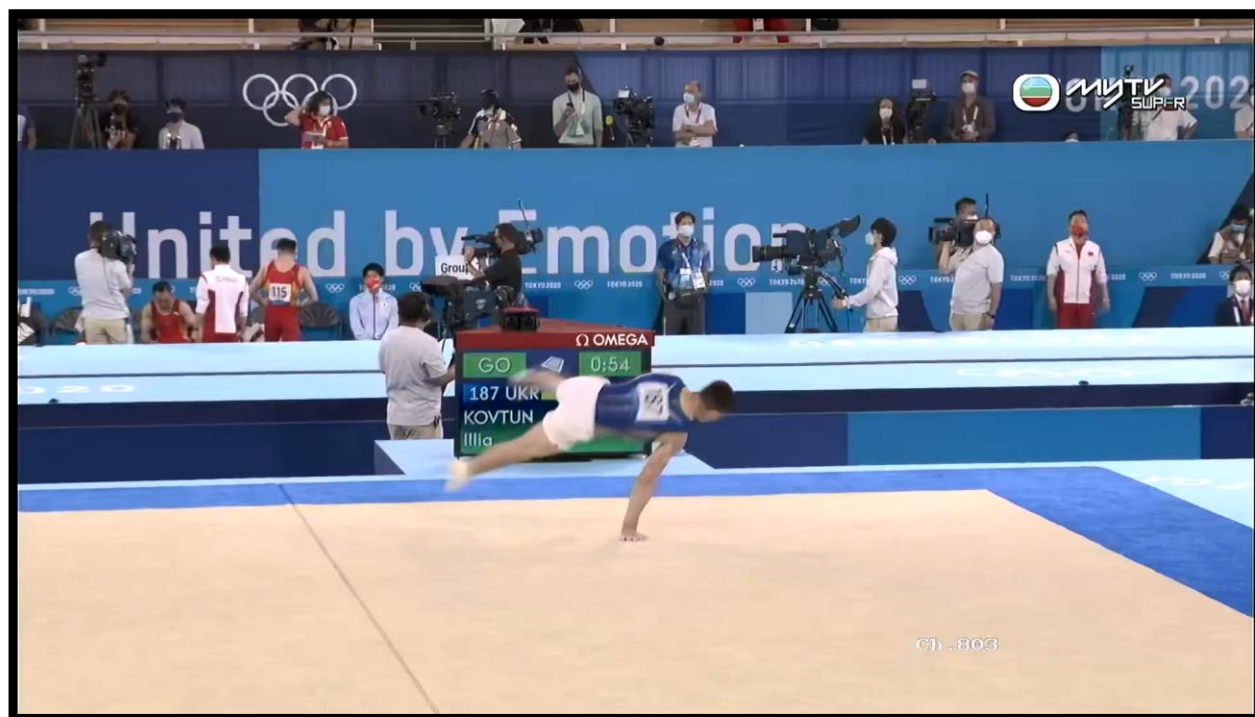
myTV SUPER provides the full coverage in anytime, anywhere. You can access all platforms (Big Screen TV, App & Web) in free

myTV SUPER 除播放TVB旗下DTT頻道外, 將提供8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 DTT channels of TVB, myTV SUPER will provide 8 Olympic channels to broadcast all events, and set up a Beijing 2022 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

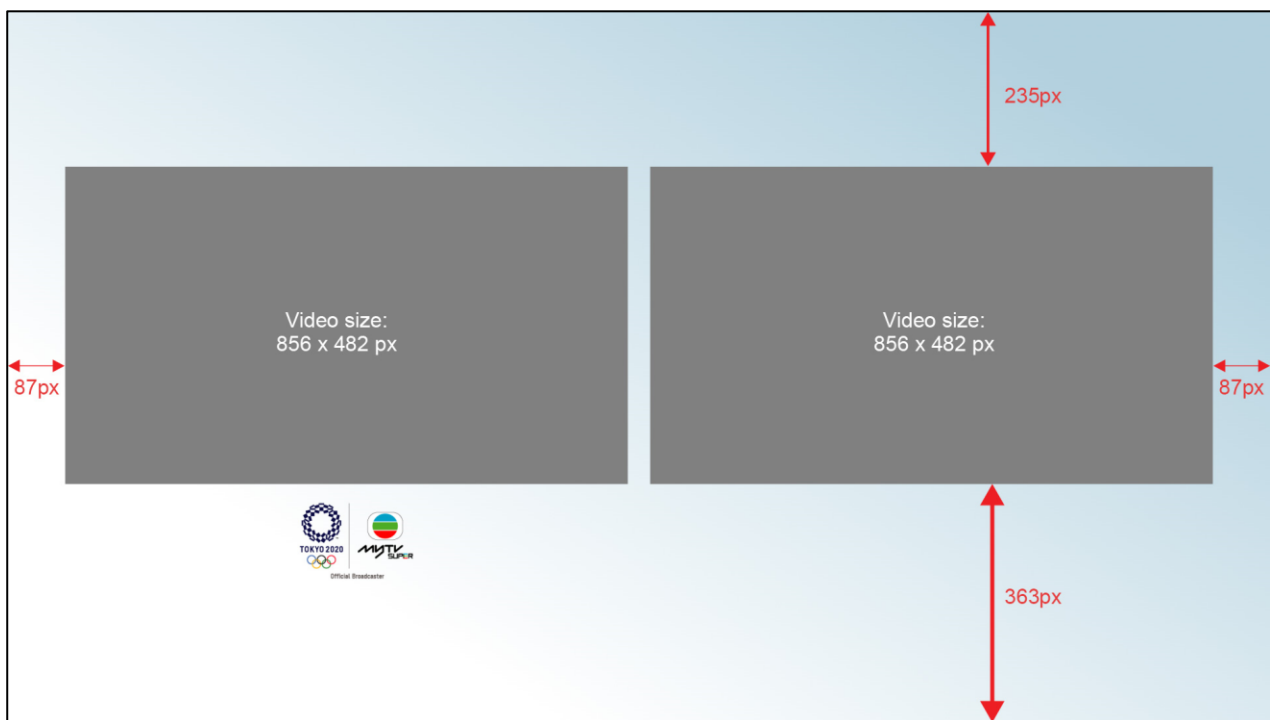
Split screen display of live match, both event and advertising message will not be missed.

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 News
Channel	Jade & J2	Pearl	-	-	-
Ad Format	Full screen	No Ad Insert	Split Screen + Full screen	Full Screen	No Ad Insert
# of Channel	2	1	6	2	1

奧運視頻廣告套裝

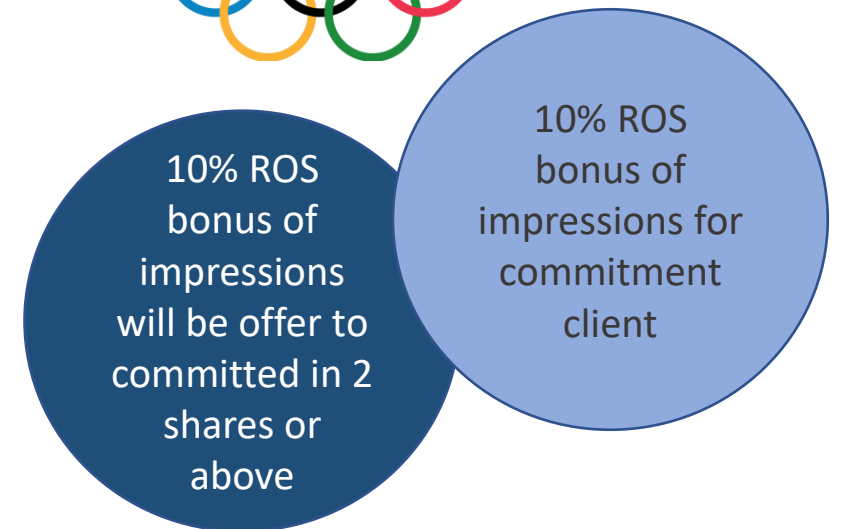
myTV SUPER Beijing 2022 Package

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 2022 commitment & non-commitment advertisers
- Given myTV SUPER Beijing 2022 Package impressions can be utilized on run-of-site within Q1 2022 if not able to distribute within the committed Beijing 2022 Package. The remaining impressions could be converted to run-of-site inventory with extra 25% on top, the settlement will be calculated after the Beijing 2022 ends.
- All ROS impressions must be fully utilized within Q1 2022 with no further extension.
- Package is non-cancellable once committed.
- Limited offer, subject to availability.
- Spending on the myTV SUPER Beijing 2022 Package will be counted into 2022 commitment.
- Free 1x targeting to all client.



BEIJING 2022



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
Entitlement / 客戶所得:	
<ul style="list-style-type: none"> • 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) 	

- For all 2022 commitment & non-commitment advertisers

支持國家舉辦冬季奧運會 Greeting Package

Package Cost	HK\$28,000 nett
Duration	10-sec
Total Impressions	450,000 (Run-of-site)
Material Requirement	Client need to provide logo and fit into myTV SUPER specified template
V/O example	xxxxxxx 支持國家舉辦冬季奧運會，讓冬季運動推動和平、和諧及更美好的世界。



- For all 2022 commitment & non-commitment advertisers



myTV
SUPER

#1 OTT in Hong Kong



myTV
SUPER

最多香港人收看的香港OTT串流平台

Watch the games in anytime anywhere



機頂盒 (大電視)

手機應用程式

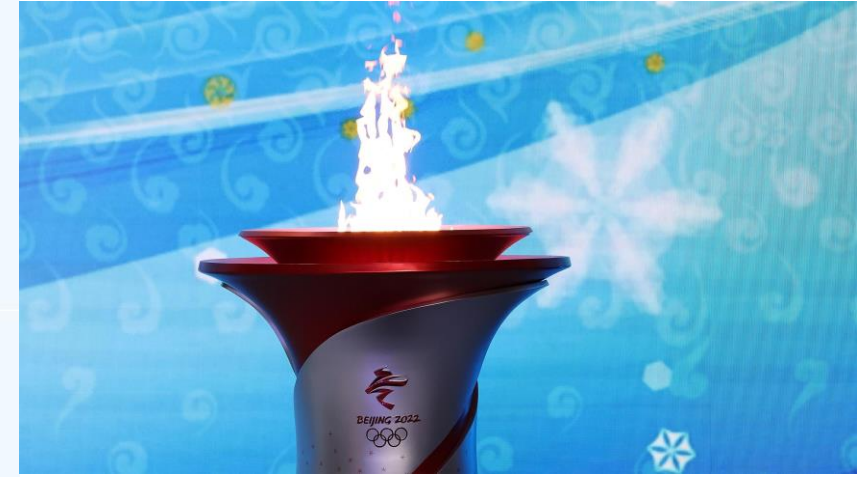
桌面電腦

myTV SUPER Registered Users over **9.9 Million** (as of mid Nov 2021)*

Over 1.5M OTT Devices

8.4M Web + App registers

Worldwide Olympic Partners



Official Partners of Beijing 2022



Official Sponsors of Beijing 2022





Sales Conditions & Option Deadline

- The Worldwide Olympic Partners of the Beijing 2022 will be given the first priority over any other advertisers to purchase any number of packages inside the Beijing 2022 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.



YOUR *SUPER* MULTI-SCREENS SOLUTION