



MYTV
SUPER

《風起隴西》

Title sponsorship

YOUR ONE STOP
MULTI-SCREENS SOLUTION

15 Mar, 2022



《風起隴西》

共 24 集

上架日期：Late April (TBC)

主演：陳坤、白宇，聶遠、常遠、Angelababy、孫怡、張曉晨

《風起隴西》改編自有文字鬼才之稱-馬伯庸的同名小說,由新麗傳媒出品,路陽執導,2021年4月在寧波象山開拍,7月30日殺青,並暫定於4月尾和myTV SUPER 同步播出。

故事大綱：

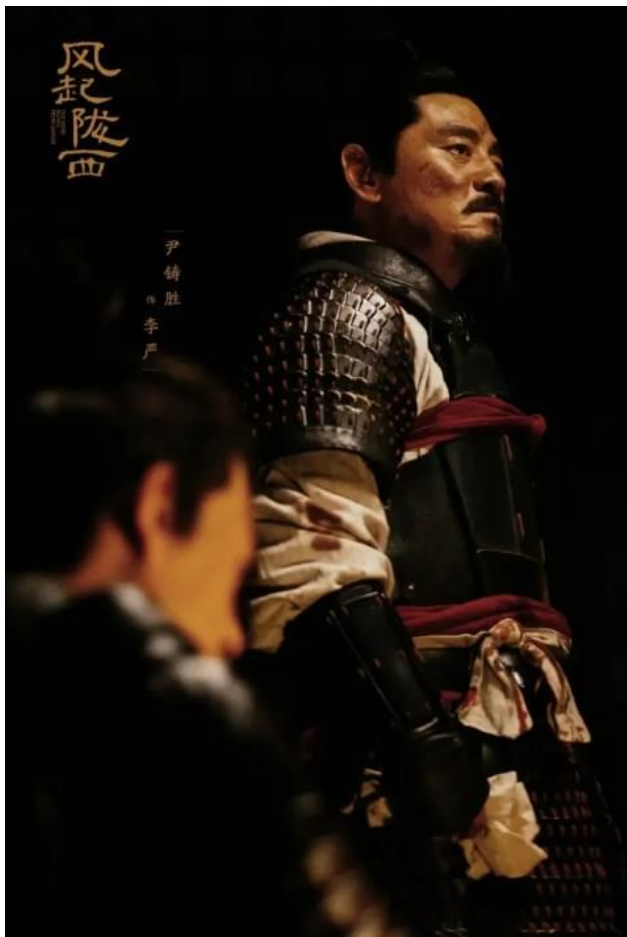
公元228年,蜀軍北伐兵敗後。蜀國情報 部門分析,主因是潛伏在魏國的臥底陳恭的錯誤情報令蜀軍錯失戰機。蜀國其後派出反間諜-荀詡,潛入魏國調查陳恭。其間荀詡更發現在蜀國情報部門內部,一直潛藏着代號“燭龍”的曹魏卧底,甚至密謀竊取蜀國連弩設計圖和進行一連串反間計。

本劇更以全新角度探討三個著名戰役-「街亭失守」背後的真正原因。並描述荀詡返回蜀國後如何揪出曹魏卧底,成功保存川蜀實力,為日後北伐做準備。

風起隴西 Trailer:

<https://www.youtube.com/watch?v=pWANY-f8x2Y>





Cost Analysis:

| | |
|-----------------------|-----------|
| Ad Value : | \$511,200 |
| Name Right : | Free |
| Package Cost (nett) : | \$238,000 |
| Discount : | 53% |

Terms & Conditions :

1. All bookings are non-cancellable
2. Bookings will be accepted on a first-come-first served basis. Acceptance of bookings shall be at the entire discretion of myTV SUPER.
3. Above offers and bookings shall, upon acceptance by myTV SUPER, be subject to the General Terms and Conditions of Rate card : myTV SUPER 2022.
4. Full payment must be settled in the first broadcast month end.

Title Sponsorship Package – HK\$238,000 (nett)

| Entitlement | | | |
|-----------------|---|-----------------|-----------------|
| Platform | Ad Product | No. of weeks | Total Incidence |
| STB, Web & Apps | Dedicated Zone with naming right (with client's logo) | 6 weeks | - |
| STB, Web & App | In-Stream (Pre-roll) | 6 Weeks | 700,000 |
| | (max 30-sec) – inside prog | | |
| STB, Web & App | In-Stream (Mid-roll) | 6 weeks | 800,000 |
| | (max 30-sec) – ROS | | |
| STB & App | Inverted L-Shape Banner | 6 weeks | 800,000 |
| Web | Half Page - ROS | 6 weeks | 800,000 |
| Apps | Double Banner - ROS | 6 weeks | 800,000 |
| Bonus | | | |
| Social Media | myTV SUPER FB & IG poster feed (With client logo) | At least 1 time | |

Remarks :

- Given incidences can be utilized on run-of-site if not able to distribute within the committed zone.
- All inventory must be utilized within 6 weeks (same campaign period)

Inverted L-shape Banner



In Stream



Half Page



Double Banner



Collaborate with our latest teen drama and shape a young brand image

Program: 青春本我

Period: Dec 05, 2021 - Feb 20, 2022



Zone performance

| Total Page view | Total Stream view | Unique Browsers (Reach) | Average Time Spent per Unique Browsers |
|-----------------|-------------------|-------------------------|--|
| Over 420K | Over 505K | Over 115K | 22 mins |

Make appearance in top trending Chinese drama

Program: 尚食

Period: Feb 22, 2022 – (TBC)



尚食

演員：吳謹言、許凱

[首3集免費試睇] 講幼明朝永樂十九年，少女姚子衿入選為尚食局宮女，在深宮中不斷成長並堅持對中華美食執著的追求，最終收穫愛情並繼續發揚，與皇太子朱瞻基一波二折的愛情故事。

每集長度



更多

Zone performance *Figures as of Mar 16, 2022

| Total Page view | Total Stream view | Unique Browsers (Reach) | Average Time Spent per Unique Browsers |
|-----------------|-------------------|-------------------------|--|
| Over 420K | Over 1 mil | Over 93K | 27 mins |

Facebook Feed

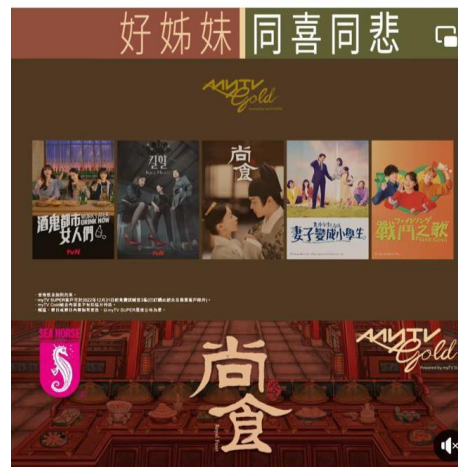


myTV SUPER

5天 · 🌐

【尚食局好姊妹同喜同悲】

最新大熱陸劇《#尚食》嘅女主角#吳謹言，劇中飾演尚食局宮女 #姚子衿。大明尚食局昭選女子善烹者入…… 查看更多



Form strong attachment in different age group to your brand

Program: 青春不要臉

Period: Jan 17, 2022 – Feb 05, 2022



Zone performance

| Total Page view | Total Stream view | Unique Browsers (Reach) | Average Time Spent per Unique Browsers |
|-----------------|-------------------|-------------------------|--|
| Over 230K | Ove 1 mil | Over 200K | 24 mins |

Gain unique brand exposure in high quality Chinese drama.

Program:雪中悍刀行

Period: Dec 21,2021 – Jan 25, 2022

Zone performance

| Total Page view | Total Stream view | Unique Browsers (Reach) | Average Time Spent per Unique Browsers |
|-----------------|-------------------|-------------------------|--|
| Over 599K | Over 979K | Over 65K | 26mins |

Ad entitlement performance

| Ad format | Impressions | CTR | Viewability |
|-------------------|-------------|-------|-------------|
| Pre-roll Instream | 700,190 | 1.04% | 98.95% |
| L-shape Banner | 880,896 | 0.15% | - |
| Half page Banner | 440,116 | 0.07% | 74.69% |
| Double Banner | 880,106 | 0.29% | 82.77% |



Out-standing brand presence to build implementation with good quality on uplift brand image

Program: 守護神之保險調查

Period: Dec 24, 2018 – Feb 8, 2019



Zone performance

| Total Page view | Total Stream view | Unique Browsers (Reach) | Average Time Spent per Unique Browsers |
|-----------------|-------------------|-------------------------|--|
| Over 5M | Over 5.5M | 450,000+ | 347 mins |

Ad entitlement performance

| Ad format | Impressions | CTR (vs ACTR) | Viewability (vs Average viewability) |
|-------------------|-------------|---------------|--------------------------------------|
| Pop-up | 964,442 | 5.12% (-0.6%) | 74.26% (-9%) |
| U-shape Wallpaper | 1,500,359 | 0.05% (+67%) | - |
| L-shape Banner | 2,850,428 | 2.00% (+14%) | - |
| Wallpaper | 375,045 | 0.43% (+8%) | 78.80% (-1%) |

Create Strong Synergy Between Brand and Program for drive sales

Program: 阿爺廚房

Period: Dec 17, 2018 – Feb 8, 2019



Zone performance

| Total Page view | Total Stream view | Unique Browsers (Reach) | Average Time Spent per Unique Browsers |
|-----------------|-------------------|-------------------------|--|
| Over 3.8M | Over 3.4M | 320,000+ | 159 mins |

Ad entitlement performance

| Ad format | Impressions | CTR (vs ACTR) | Completion Rate (vs Completion Rate) |
|----------------------|-------------|------------------|--------------------------------------|
| Pre-roll instream | 791,329 | 0.30% (+173%) | 91.97% (-0.3%) |

Mix & Match your product characteristic with our strong VOD library to strengthen marketing message

Zone name: 3香港呈獻 世界更自遊
Period: Feb 4 – Mar 3, 2019



Zone performance

| Total Page view | Total Stream view | Unique Browsers (Reach) | Average Time Spent per Unique Browsers |
|-----------------|-------------------|-------------------------|--|
| Over 310K | Over 50K | Around 20K | 37 mins |

Ad entitlement performance

| Ad format | CTR (vs ACTR) | Viewability (vs Average viewability) | Completion Rate (vs Completion Rate) |
|---------------|---------------|--------------------------------------|--------------------------------------|
| Pre-roll | 0.10% (+9%) | - | 92.59% (+0.4%) |
| Instream | 0.19% (+6%) | 71.98% (+0.8%) | - |
| Double Banner | 0.14% (+366%) | - | - |
| U-shape | 1.77% (+0.6%) | - | - |
| Wallpaper | 0.35% (-13%) | 79.06% (-0.6%) | - |

Reach the audiences have strong interest in History or Documentary



Program: 中國通史
Period: Jan 1 – Mar 31, 2019

| Total Page view | Total Stream view | Unique Browsers (Reach) |
|-----------------|-------------------|-------------------------|
| Over 2M | Over 1.1M | 90,000+ |

*Figures as of Feb 28, 2019

Benefits of working with myTV SUPER

- Top OTT platform in Hong Kong
- myTV SUPER has continuously acquired satisfactory uptake on the number of registered users. By early March , the cumulative total number of registered users has reached over 10 million across three respective service platform including near 1,300,000 on Set-top-box, over 8,700,000 on App and Web.
- Full-screen TV experience on a large living-room device with co-viewing benefits.
- myTV SUPER carry the best of digital and TV with a very affordable price.



myTV SUPER - #1 OTT in Hong Kong

myTV SUPER Registered Users over **10 Million** (as of early Mar2022)#



1.3M OTT
Devices

8.7M WEB + APP registers