

DREAM

夢中．情．人

Title sponsors package



MYTV
SUPER

夢中．情．人-節目簡介

本節目希望透過不同派系的專家，好似有精神科醫生、心理學家、占卜師、催眠師及解夢師等等……，以不同角度認識夢境，從中可以厘清部份謬誤。同時邀請嘉賓或觀眾，提供真實過案，從分析夢境的內容，分析夢中有關的人物、事件、感情及情緒，反映什麼意義呢？以幫助嘉賓或觀眾解開夢境之迷。

自古以來，夢境是哲學家及宗教人士討論的議題。一般人都有作夢的經驗，簡單而言夢境是在一些睡眠時間中產生的影像、聲音、感覺等等。人們嘗試以科學的方法研究夢境，稱為作夢學，心理學家弗洛伊德創立的精神分析學，亦有將夢境作為研究題目發展出更多的討論題材。

許多的治療方法和分析工具也備受坊間歡迎採用，此節目與觀眾一起探索和討論，解構夢境了解自己，更加關注自己和身邊人的精神健康。。

首3集及精華片段 開放給全部myTV SUPER的觀眾收看, 其他集數myTV Gold觀眾可收看

《夢中．情．人》(共10集)

監製：林肯

節目主持: 李佳芯Ali

播放平台: myTV SUPER

播放日期: 2022年5月30日 至8月7日(TBC)

集數: 每星期1集 (共10星期)

每集長度: 大概30分鐘



主持：李佳芯Ali

Ali與嘉賓（部份是Ali的朋友）傾有關夢境的趣事，好似分享自己曾發過的夢，印象最深刻印的夢境等。

由不同的專家就每集的真实個案，就夢境內容分表見解，如果涉及生活或情緒問題，Ali及專家會提供改善方案，協助解決。



【解夢了解自己・造夢改善心理】

邀請不同領域專家，探索身、心、靈健康方法，解構夢境，改善心理質素。透過了解關注精神健康的各種療法，如音樂、運動、TMS腦磁激、能量治療等等，從而改善失眠和健康問題，釋放壓力。

解夢師：Rikkee Lee , 夢妮坦 (TBC)

能量學: Alice Amu (TBC)

心理學家：吳桂生博士Dr. Sam (TBC)



Cost Analysis:

Ad Value HKD:	\$236,000
Name Right :	Free
Package Cost (nett) HKD :	\$119,000
Discount :	50%

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\$119,000 (nett)

Entitlement			
Platform	Ad Product	No. of weeks	Total Incidence
STB, Web & Apps	Dedicated poster with naming right (with client's logo) and promotion.	10 weeks	-
STB, Web & App	In-Stream (Pre-roll)	10 Weeks	350,000
	(max 30-sec) – inside prog		
STB, Web & App	In-Stream (Mid-roll)	10 weeks	400,000
	(max 30-sec) – ROS		
STB & App	Inverted L-Shape Banner	10 weeks	400,000
Web	Half Page - ROS	10 weeks	400,000
Apps	Double Banner - ROS	10 weeks	400,000
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 10 weeks (same campaign period)

Dedicated poster with naming right (with client's logo) sample



Inverted L-shape Banner



myTV Gold
Powered by myTV SUPER

TVB新舊劇集、綜藝 全套點播 \$148睇晒

笑聲歡笑無限的事

仁心解碼
開心速遞
36小時

In Stream



myTV Gold 電影
Powered by myTV SUPER

接近 2,300 小時

外購電影 myTV 荷里活電影 myTV 電影 TVN MOVIES CCM 中國電影頻道 thrill

按 OK 了解更多
按 X 略過廣告
略過廣告

數據截至2020年8月31日
廣告剩餘: (0:09)

Half Page



myTV Gold
Powered by myTV SUPER

大阪都心地段 勿失良機
罕有地段 聯排別墅抽籤認購發售
東日物業創建

失憶24小時
鑽石牌
鮑魚1罐2罐 \$370
STYLUX
HERMÈS
深層清潔服務
唔洗怕
STYLUX
幫您解決任何皮屑問題

計到140呎迷你鍋屋

Double Banner



myTV Gold
Powered by myTV SUPER

寶馬預測
月租 \$98
加推App或網頁版

全港首播
危險的維納斯
有玄就有機
鬼馬對決
雙喜兒

TVB節目推介
big channel OK Buy 最新 免費區



myTV Gold
Powered by myTV SUPER

危險的維納斯
有玄就有機
鬼馬對決
雙喜兒

加推App或網頁版
月租 \$98
按此登記

全港首播
危險的維納斯
有玄就有機
鬼馬對決
雙喜兒

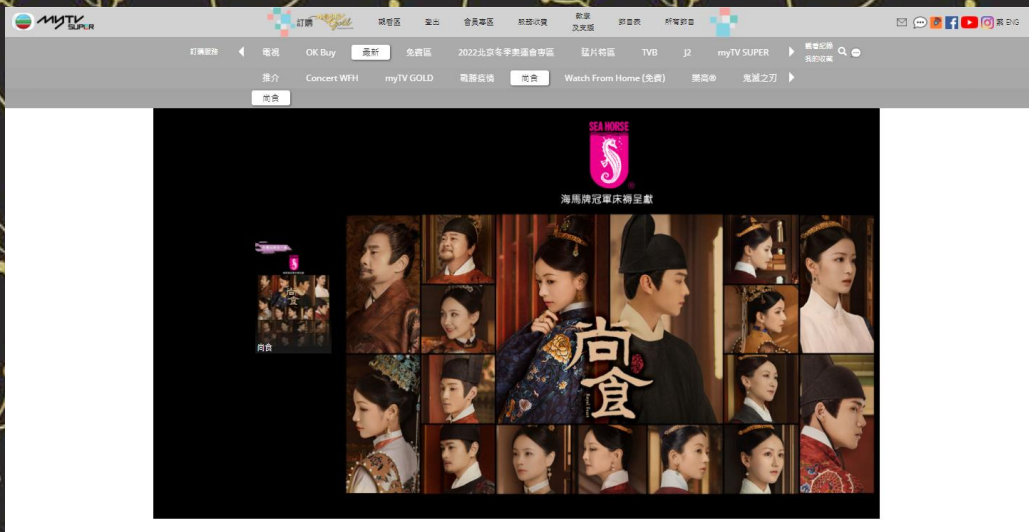
Make appearance in top trending Chinese drama

Program: 尚食

Period: Feb 22, 2022 – (TBC)

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



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

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 Wallpaper	1.77% (+0.6%)	-	-
L-shape Banner	0.35% (-13%)	79.06% (-0.6%)	-
Wallpaper			

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