

# 《女法醫JD》

Title sponsorship

廣東話 + 國語雙語播放  
同聲同氣 更啱口味

YOUR ONE STOP  
MULTI-SCREENS SOLUTION

13 Apr, 2022



# 《女法醫JD》myTV Gold 香港獨家播放

▶ 共 12 集

▶ 上架日期：4月下旬

▶ 主演：蔡卓妍、張孝全、鍾欣潼、關智斌、黃德斌、羅家英、麥亨利、陳家樂、何佩瑜

《女法醫JD》是由英皇娛樂與騰訊聯合出品，特別遠赴馬來西亞拍攝，是本年度極具話題性的一套懸疑推理劇集，更是Twins相隔8年再度合體拍劇。

故事大綱：

▶ 劇集將以單元形式展開講述飾演患有HSP“高敏感症”的女法醫JD宋安妍（蔡卓妍飾），協助警方破獲一個個詭異案件一邊與警方偵破案件，一邊為父親翻案，更與神秘女子林小美（鍾欣潼飾）糾纏上，在熱血探員劉志明（張孝全飾）協助下，發現20年前連環兇殺案的真正兇手。

女法醫JD Trailer:

[https://www.youtube.com/watch?v=i8\\_cjwlH3FI](https://www.youtube.com/watch?v=i8_cjwlH3FI)





## Cost Analysis:

Ad Value :	\$511,200
Name Right :	Free
Package Cost :	\$198,000
Discount :	61%

## 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\$198,000 (nett)

Entitlement			
Platform	Ad Product	No. of weeks	Total Incidence
STB, Web & Apps	Dedicated Zone with naming right (with client's logo)	3weeks	-
STB, Web & App	In-Stream (Pre-roll)	3 Weeks	700,000
	(max 30-sec) – inside prog		
STB, Web & App	In-Stream (Mid-roll)	3 weeks	800,000
	(max 30-sec) – ROS		
STB & App	Inverted L-Shape Banner	3 weeks	800,000
Web	Half Page - ROS	3 weeks	800,000
Apps	Double Banner - ROS	3 weeks	800,000
Bonus			
Social Media	myTV SUPER FB & IG station programme poster feed (With client logo)	All feeds	

## 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 3 weeks (same campaign period)

## Inverted L-shape Banner



myTV Gold  
Powered by myTV SUPER

TVB新舊劇集、  
綜藝 全套點播 \$148睇晒

36小時

## Half Page



myTV Gold  
Powered by myTV SUPER

大阪都心地段 勿失良機

失憶24小時

STYLUX HERMES 經典馬鞍包

廚洗怡 STYLUX 解決解決到洗機問題

## In Stream



myTV Gold 電影  
Powered by myTV SUPER

接近 2,300 小時

Disney PIXAR MARVEL

外購電影 myTV Gold 獨家電影 myTV Gold TVN MOVIES CCM 中國電影頻道 the3

OK 了解更多

OK 略過廣告

略過廣告

劇場版至2020年4月1日

廣告類別: (0.0)

## Double Banner



myTV Gold

費馬預測

\$98

生活直播

TVB節目介紹

big channel OK Buy



myTV Gold

危險的維納斯

加推App或網頁版

\$98

按此登記

全港首播

危險的維納斯

# myTV SUPER hold solid audience group along with attractive TV program

Program: 家族榮耀

Period: Jan 4 - Feb 2, 2022 (before TVB launch)



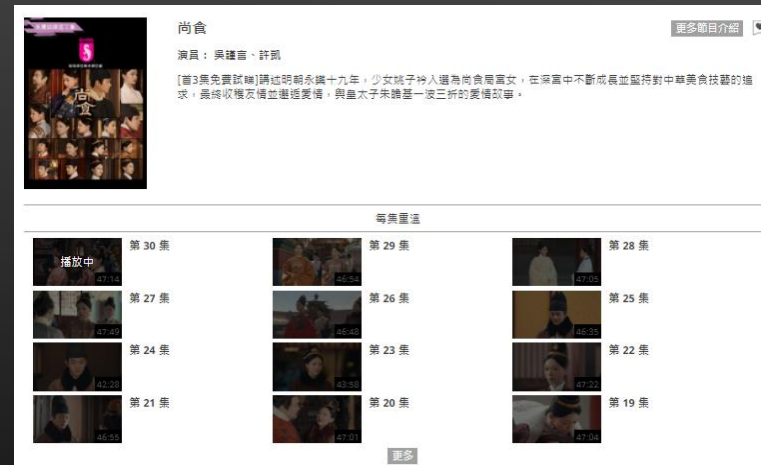
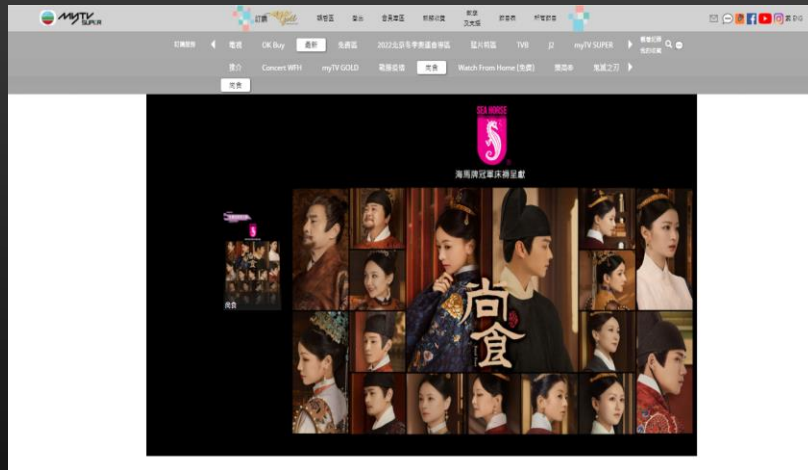
Zone performance \*Figures period Jan 4 - Feb 2, 2022

Total Stream view	Unique Browsers (Reach)	Average Time Spent per Unique Browsers
Over 840K	Over 99K	26 mins

# Make appearance in top trending Chinese drama

Program: 尚食

Period: Feb 22, 2022 – Mar 26, 2022



## Zone performance

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

# 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 Stream view	Unique Browsers (Reach)	Average Time Spent per Unique Browsers
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 Stream view	Unique Browsers (Reach)	Average Time Spent per Unique Browsers
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+

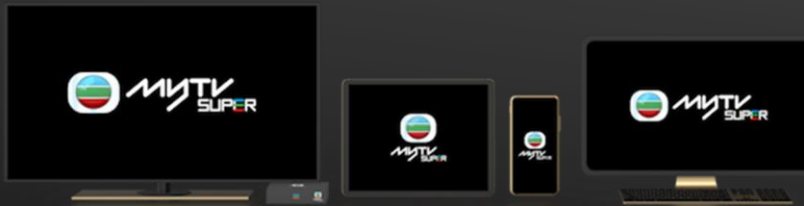
\*Figures as of Feb 28, 2019

## 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 10.1 million across three respective service platform including near 1,400,000 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 **10.1 Million** (as of early Apr 2022)<sup>#</sup>



1.4M OTT  
Devices

8.7M WEB + APP registers