

Special Package in 2022 (Apr - Jun)

March 28, 2022

Mass Reach, 24/7 Available, Multiple Touchpoints via Connected TV, PC & Mobile



10M

Total Subscribers

***2.1M**

Monthly Active User

55%

Reach/Wk

3.8Days

Visit/Wk

91Mins

Daily Time Spent/User

Source: 2021 Video Consumption Landscape Survey (n=2,556 Aged 15-64 General Video User for HK local population in the past 7 days)

*Adobe Analytics

Fieldwork period: Jun 21 – Aug 8, 2021



Special 2022 Apr – Jun Package (Instream Ad)

Commitment Client (Mid-roll)	
Minimum Booking Per Order (Nett) HK\$	\$30,000
≤30s instream CPM	\$93.50
Discount	53.25%
Freebies	2 x targeting filters

Commitment Client (Pre-roll)	
Minimum Booking Per Order (Nett) HK\$	\$30,000
≤30s instream CPM	\$119.00
Discount	57.50%
Freebies	2 x targeting filters

Non-Commitment Client (Mid-roll)	
Minimum Booking Per Order (Nett) HK\$	\$30,000
≤30s instream CPM	\$110.50
Discount	40.50%
Freebies	2 x targeting filters

Non-Commitment Client (Pre-roll)	
Minimum Booking Per Order (Nett) HK\$	\$30,000
≤30s instream CPM	\$144.50
Discount	48.39%
Freebies	2 x targeting filters

Remarks : all inventories must be fully utilized on or before Jun 30, 2022

Special 2022 Apr – Jun Package (Inverted L-shape Banner)

Commitment Client (Inverted L-Shape Banner)	
Minimum Booking Per Order (Nett) HK\$	\$30,000
Device	Set-Top-Box + Mobile
CPM	\$17
Discount	42.86%
Freebies	2 x targeting filters

Non-Commitment Client (Inverted L-Shape Banner)	
Minimum Booking Per Order (Nett) HK\$	\$30,000
Device*	Set-Top-Box + Mobile
CPM	\$23
Discount	34.28%
Freebies	2 x targeting filters

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.

Remarks :

- *applied for both Set-Top-Box & Mobile App Device in a combination, not accept to take out either one for this special package
- all inventories must be fully utilized on or before Jun 30, 2022