



Q3 Special Package in 2022 (Jul - Sept)

10 Jun, 2022

Special Package 2022 (Jul – Sept) (Instream Ad)



Commitment Client (Mid-roll)	
Minimum Booking Per Order (Nett) HK\$	\$30,000
Device#	Set-Top-Box + APP + Web
≤30s instream CPM	\$93.50
Discount (% off)	53.25%
Freebies	2 x targeting filters

Commitment Client (Pre-roll)	
Minimum Booking Per Order (Nett) HK\$	\$30,000
Device#	Set-Top-Box + APP + Web
≤30s instream CPM	\$119.00
Discount (% off)	57.50%
Freebies	2 x targeting filters

Non-Commitment Client (Mid-roll)	
Minimum Booking Per Order (Nett) HK\$	\$30,000
Device#	Set-Top-Box + APP + Web
≤30s instream CPM	\$110.50
Discount (% off)	44.80%
Freebies	2 x targeting filters

Non-Commitment Client (Pre-roll)	
Minimum Booking Per Order (Nett) HK\$	\$30,000
Device#	Set-Top-Box + APP + Web
≤30s instream CPM	\$144.50
Discount (% off)	48.39%
Freebies	2 x targeting filters

Remarks :

#Applied for both Set-Top-Box, ,App & Web Device in a combination, not accept to take out either one for this special package.

All inventories must be fully utilized during Jul 1, 2022- Sept 30, 2022.



Special Package 2022 (Jul – Sept) (Inverted L-shape Banner/Mobile LREC Banner)

Commitment Client (Inverted L-Shape Banner)	
Minimum Booking Per Order (Nett) HK\$	\$30,000
Device*	Set-Top-Box + APP
CPM	\$17
Discount (% off)	51.43%
Freebies	2 x targeting filters

Commitment Client (Mobile LREC Banner)	
Minimum Booking Per Order (Nett) HK\$	\$30,000
Device*	APP
CPM	\$21.5
Discount (% off)	52.22%
Freebies	2 x targeting filters

Non-Commitment Client (Inverted L-Shape Banner)	
Minimum Booking Per Order (Nett) HK\$	\$30,000
Device*	Set-Top-Box + APP
CPM	\$23
Discount (% off)	34.29%
Freebies	2 x targeting filters

Non-Commitment Client (Mobile LREC Banner)	
Minimum Booking Per Order (Nett) HK\$	\$30,000
Device*	APP
CPM	\$25.5
Discount (% off)	43.33%
Freebies	2 x targeting filters

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 during Jul 1, 2022 - Sept 30, 2022



Terms & Conditions :

1. All bookings are non-cancellable.
2. All inventories must be fully utilized during Jul 1, 2022 - Sept 30, 2022
3. Bookings will be accepted on a first-come-first served basis. Acceptance of bookings shall be at the entire discretion of myTV SUPER.
4. Above offers and bookings shall, upon acceptance by myTV SUPER, be subject to the General Terms and Conditions of Rate card : myTV SUPER 2022.
5. For Commitment Client can enjoy free 2 x targeting filters only in this package. Other free targeting filters from commitment plan is not applicable in the same time.
6. Above offers and bookings shall, upon acceptance by myTV SUPER, be subject to the General Terms and Conditions of Rate card : myTV SUPER 2022. myTV SUPER <https://ad.mytvsuper.com/category/advertise/terms-conditions/>

Remarks: *Applied for both Set-Top-Box & App Device in a combination, not accept to take out either one for this special package
#Applied for both Set-Top-Box, ,App & Web Device in a combination, not accept to take out either one for this special package.
Ad Specification details : kindly refer to <https://ad.mytvsuper.com/category/ad-specifications/>



Mass Reach, 24/7 Available,
Multiple Touchpoints via Connected TV, Web & Mobile
myTV SUPER 接觸層面最廣泛，任何時間適用，眾多接觸點
(聯網電視、網頁和手機應用程式)

***2.1M**

Monthly Active User
每月活躍用戶

55%

Reach/Wk
每星期觸及率

3.8 Days

Visit/Wk
每星期探訪日數

91 Mins

Daily Time Spent/User
每日觀看時間/用戶



myTV SUPER

#1 香港OTT 串流媒體平台

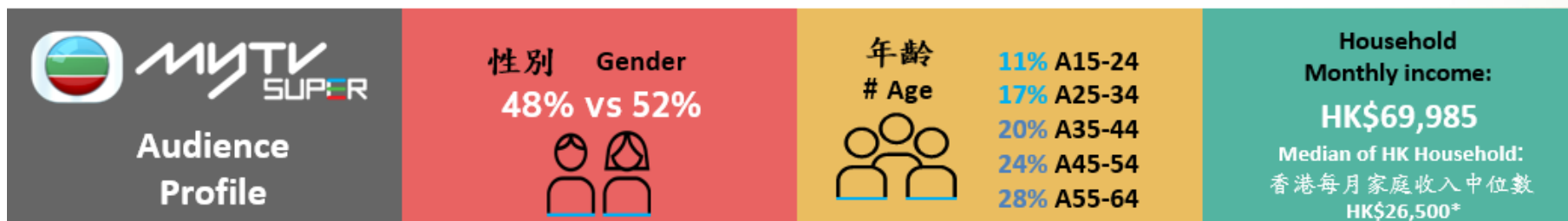


Source: 2021 Video Consumption Landscape Survey
(n=2,556 Aged 15-64 General Video User for HK local
population in the past 7 days)

*Adobe Analytics

Fieldwork period: Jun 21 – Aug 8, 2021

精準投放，配合第一方大數據，更能針對目標客群播放，對品牌曝光，效果更顯著



- ✓ Clickable Ad for all devices (STB/Web/APP):
Click "OK" for STB
可點擊廣告，大電視也可點擊廣告去到廣告詳細頁面



- ✓ Trackable report for advertising result
詳細播放及投放客群表現報告（包括大電視播放數據）



- ✓ myTV SUPER adopted first-party data, able to retarget/target over 30+ different audience segments such as age, gender, location, content viewing interest, shopping behaviors etc.

myTV SUPER 擁有第一方大數據龐大 DMP，能針對目標客群播放精準投放廣告，超過30個選項，對品牌曝光，效果更顯著！) 如年齡、性別、地區、瀏覽節目興趣、觀眾活躍時段、網上購物行為等等



Want to get more details for your promotion strategy ?

Please contact the related myTV SUPER sales representative or our advertising hotline at [2805-7772](tel:2805-7772) / email : sales@tvb.com for more information