

myTV
SUPER

迷航崑崙墟

Title sponsorship

YOUR ONE STOP MULTI-SCREENS SOLUTION

Aug 03, 2022

《迷航崑崙墟》

共 36 集

上架日期：9月16日 - 12月13日 (TBC)

主演：許凱、鍾楚曦、王陽、阮巨、張晨光

此劇改編自天下霸唱同名小說，由愛奇藝出名，著名內地電視劇導演林楠執導。此劇更由中國流量男神許凱主演。另外銀潤集團投資超過10億買斷「迷航崑崙墟」電影、電視劇、網絡遊戲等的全部IP版權，可見「迷航崑崙墟」有極高商業潛力。

故事大綱：

《迷航崑崙墟》講述民國時期以天官為首的五門之間糾葛，作為崑崙墟寶藏的唯一傳承人丁雲齊（許凱飾）在上海成為多方勢力關注的焦點，殺機四伏，為踏上探尋崑崙墟寶藏之路與青梅竹馬無雙（鍾楚曦飾）一起踏上未知的尋寶路

迷航崑崙墟 Trailer:

<https://www.youtube.com/watch?v=U2lyrGTho8U>





Cost Analysis:

Ad Value (Gross):	\$138,000
Name Right :	Free
Package Cost (Gross) :	\$78,000
Discount :	43.5%



Lower Entry
Cost



Cost Effective
CPM Rate

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.

Entitlement			
Platform	Ad Product	No. of weeks	Total Impression
STB, Web & Apps	Dedicated Poster with naming right (with client's logo)	9	-
STB, Web & App	In-Stream (Pre-roll) (Max 30-sec) – Inside Program	9	200,000
STB, Web & App	In-Stream (Mid-roll) (Max 30-sec) – ROS	9	200,000
STB & App	Inverted L-Shape Banner	9	400,000
Web	Half Page - ROS	9	400,000
Apps	Double Banner - ROS	9	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 6 weeks (same campaign period)

Inverted L-shape Banner



In Stream



Half Page



Double Banner



Hottest Chinese Drama available in myTV Gold



Program: 夢華錄

Program: Period: Jun 9 – Jul 3, 2022

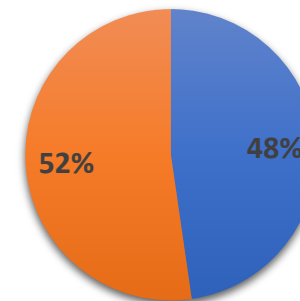


Source: Adobe Analytics



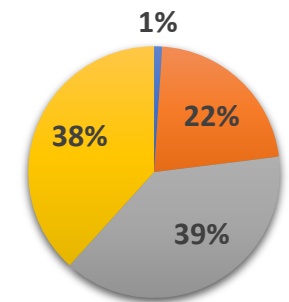
Total Stream View	Over 720K+
Total Unique Visitor	Over 25K +

my TV Gold UU By Gender



Male Female

my TV Gold UU By Age



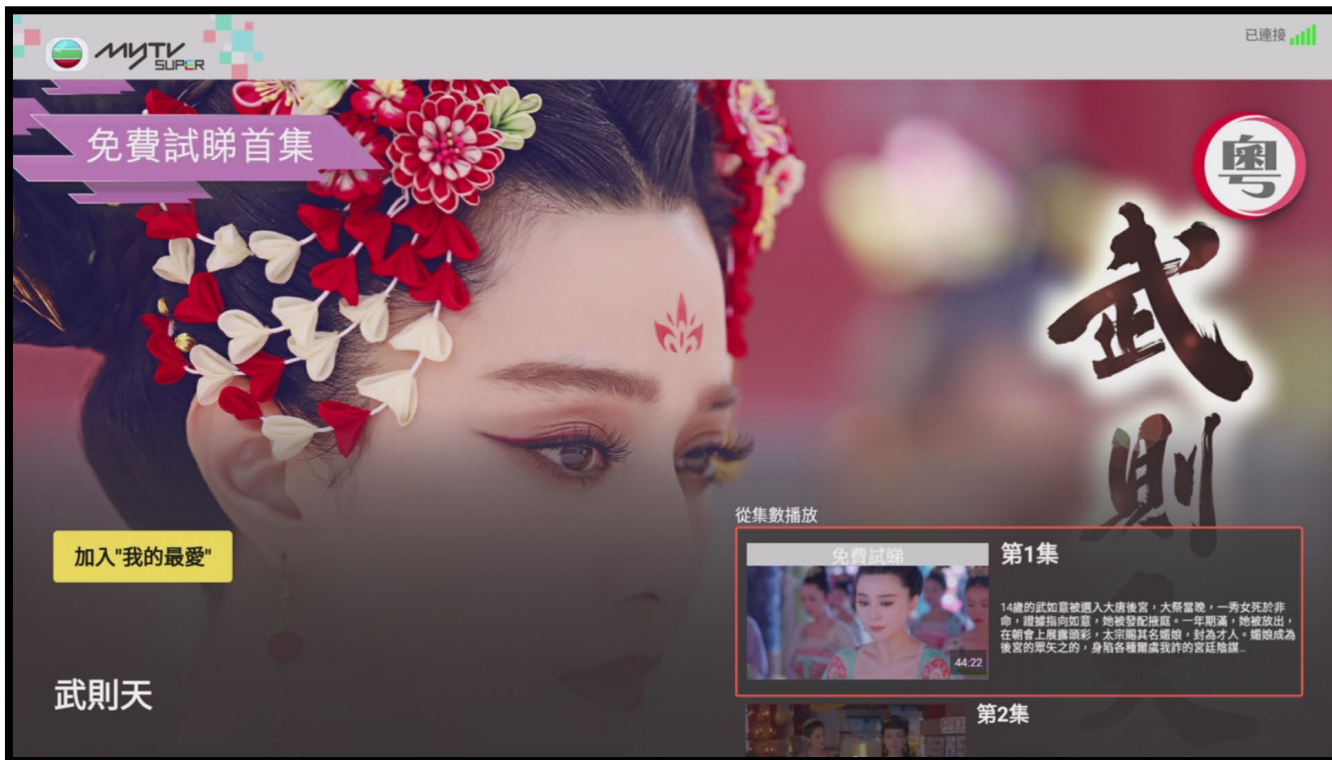
18 or below 25-39 40-54 55 or above

All time myTV Gold Favorite Chinese Drama



Program: 武則天 (Reissue)

Program: Period: Apr 15 - TBC

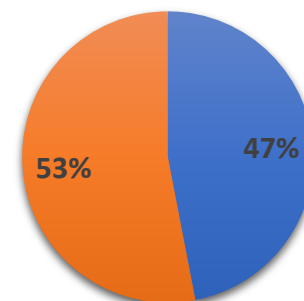


Source: Adobe Analytics



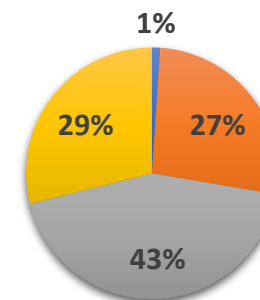
Total Stream View	Over 950K+
Total Unique Visitor	Over 20K +

my TV Gold UU By Gender



Male Female

my TV Gold UU By Age



18 or below 25-39 40-54 55 or above

Top trending myTV Gold Chinese Drama outstanding performance



Program: 嫣語賦

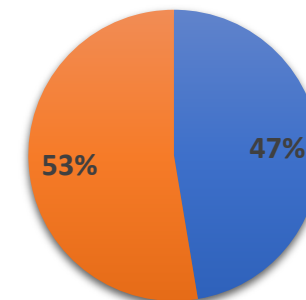
Program Period: Jun 12 – Jul 24, 2022



Source: Adobe Analytics

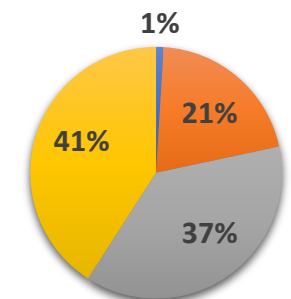
myTV Gold Users performance (Data Period: Jun 12 – Aug 3, 2022)	
Total Stream View	Over 299K+
Total Unique Visitor	Over 13K +

my TV Gold UU By Gender



Male Female

my TV Gold UU By Age



18 or below 25-39 40-54 55 or above

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 10.3 million across three respective service platform including near 1,400,000 on Set-top-box, over 8,800,000 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 **10.3 Million** (Jul 31, 2022)[#]

