

MYTV
SUPER

天才基本法

Title sponsorship

YOUR ONE STOP MULTI-SCREENS SOLUTION

Aug 05, 2022

敬请期待

《天才基本法》

共 34 集

上架日期：8月26日 – 10月21日 (TBC)

主演：雷佳音、張子楓、張新成

此劇改編自長洱同名小說，原著小說在豆瓣上更有高達8.8分，其後由愛奇藝、騰訊影業，並於2022年7月22日央視八套首播。

《天才基本法》首播後馬上成為暑期檔的熱點話題，首播收視率更穩居全國衛視黃金檔收視率第二。

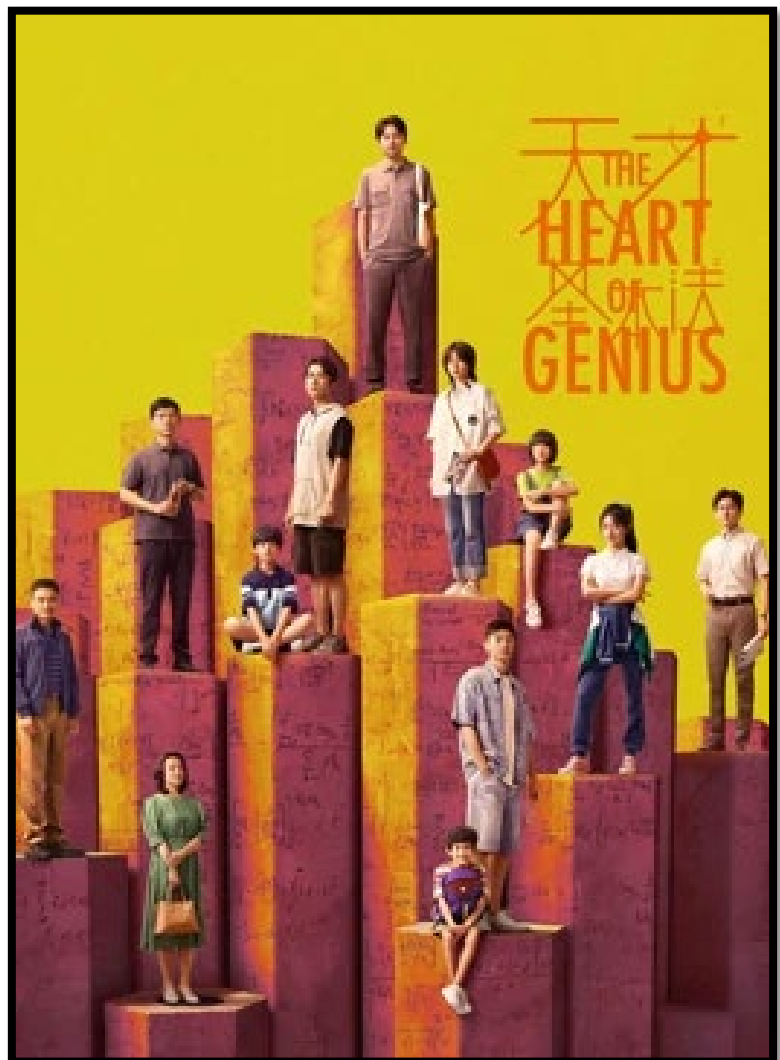
故事大綱：

《天才基本法》講述哲學系畢業生林朝夕 (張子楓飾) 經歷兩次平行時空之旅後迸發出超越想象的力量。第一次穿越林朝夕回到十二歲並再次受到父親老林 (雷佳音飾) 啟發立志成為數學家，更決定要對人生主動出擊。第二次穿越林朝夕跟初戀裴之 (張新成飾) 一同回到高三時代並努力研究數學。回到現實世界後，為幫助患有阿茲海默症的老林，並全心一意研究數學上最頂尖問題 $P=NP...$ 成為獨當一面的數學家。

天才基本法 Trailer:

https://www.youtube.com/watch?v=PEqU208eE_4





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)	9	200,000
	(max 30-sec) – inside prog		
STB, Web & App	In-Stream (Mid-roll)	9	200,000
	(max 30-sec) – ROS		
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



Half Page



In Stream



Double Banner



Hottest Chinese Drama available in myTV Gold



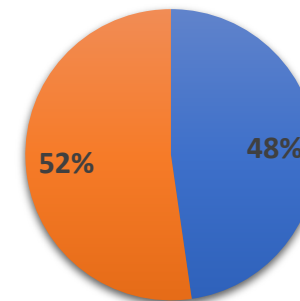
Program: 夢華錄

Program: Period: Jun 9 – Jul 3, 2022



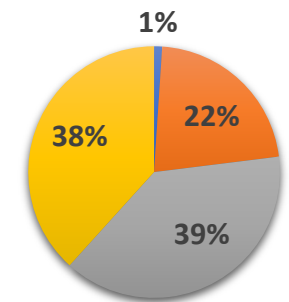
Total Stream View	Over 720K+
Total Unique Visitor	Over 25K +

my TV Gold UU By Gender



Male Female

my TV Gold UU By Age



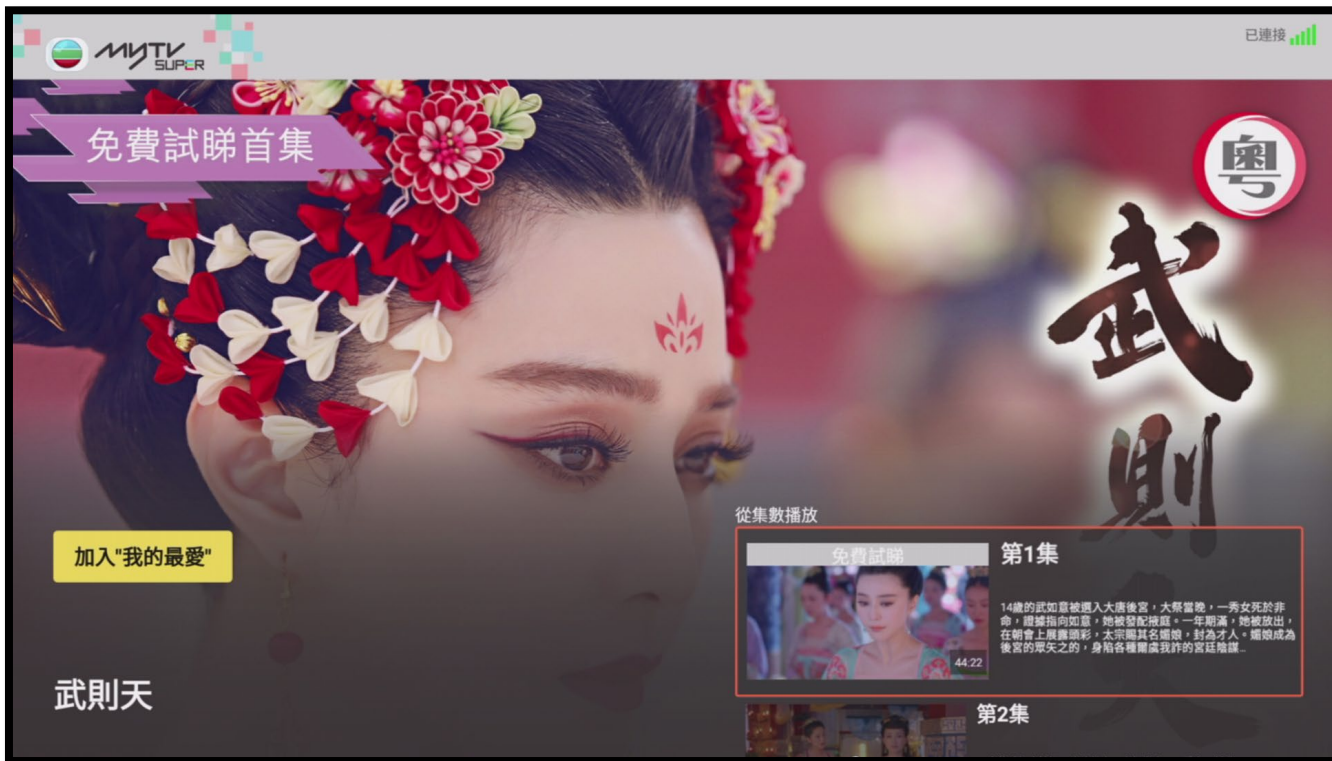
18 or below 25-39 40-54 55 or above

All time myTV Gold favorite Chinese Drama



Program: 武則天 (Reissue)

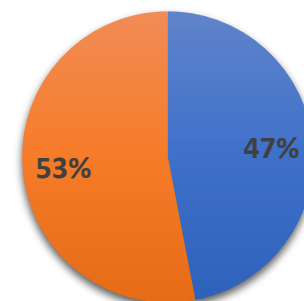
Program: Period: Apr 15 - TBC



myTV Gold Users performance (Data Period: Apr 15 – Aug 5, 2022)

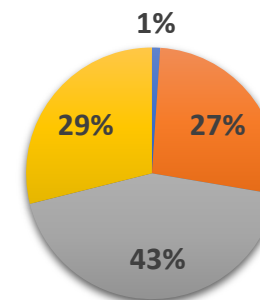
Total Stream View	Over 950K+
Total Unique Visitor	Over 20K +

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



myTV Gold Users performance
(Data Period: Jun 12 – Aug 3, 2022)

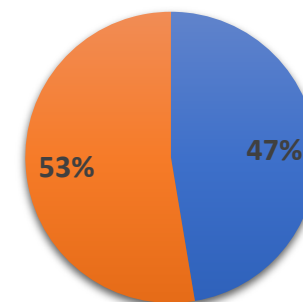
Total Stream View

Over 299K+

Total Unique Visitor

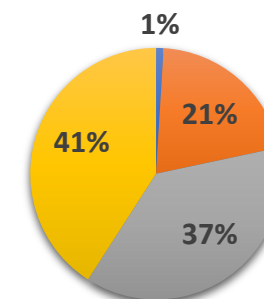
Over 13K +

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 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 **10.3 Million** (Jul 31, 2022)[#]

