



免費試睇首集



中國好聲音 2022

Title sponsorship

YOUR ONE STOP MULTI-SCREENS SOLUTION

Aug 24, 2022

《中國好聲音 2022》

共 13 集

上架日期：2022年8月5日－2022年10月28日 (tbc)

演員：廖昌永、梁靜茹、李克勤、李榮浩

<中國好聲音2022>有四位導師廖昌永、梁靜茹、李克勤、李榮浩重磅加盟，用音樂的力量陪大家度過這個夏天！

<中國好聲音>是中國大陸的一個極受歡迎的音樂選秀電視節目，已播出數載，過往有多名巨星如那英、周杰倫等作導師，透過該節目，捧紅多個歌星和發掘更多優秀的新力軍，承接最新一季2022，請來殿堂級導師有廖昌永、梁靜茹、李克勤、李榮浩重磅加盟，更邀請劉德華擔任「好聲音見證人」在開場獻唱，隔空見證。

本年度節目的前五期為盲選賽，延續上季的規則，每個戰隊只有6個晉級席位。學員在盲選賽中依次上台接受考核，如果導師決定邀請學員加入自己的戰隊，即會拍下面前的紅色按鈕，其椅子就會轉身面向學員。節目緊湊刺激，參賽者質素一向備受好評，收視保證，多年也受國內海外觀眾喜愛。



Cost Analysis:

Ad Value (Gross):	\$90,000
Name Right :	Free
Package Cost (Gross) HKD :	\$50,000
Discount :	45.5%



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)	10	-
STB, Web & App	In-Stream (Pre-roll)	10	128,000
	(max 30-sec) – inside prog		
STB, Web & App	In-Stream (Mid-roll)	10	128,000
	(max 30-sec) – ROS		
STB & App	Inverted L-Shape Banner	10	256,000
Web	Half Page - ROS	10	256,000
Apps	Double Banner - ROS	10	256,000
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 10 weeks (same campaign period)

Inverted L-shape Banner



Half Page



In Stream



Double Banner

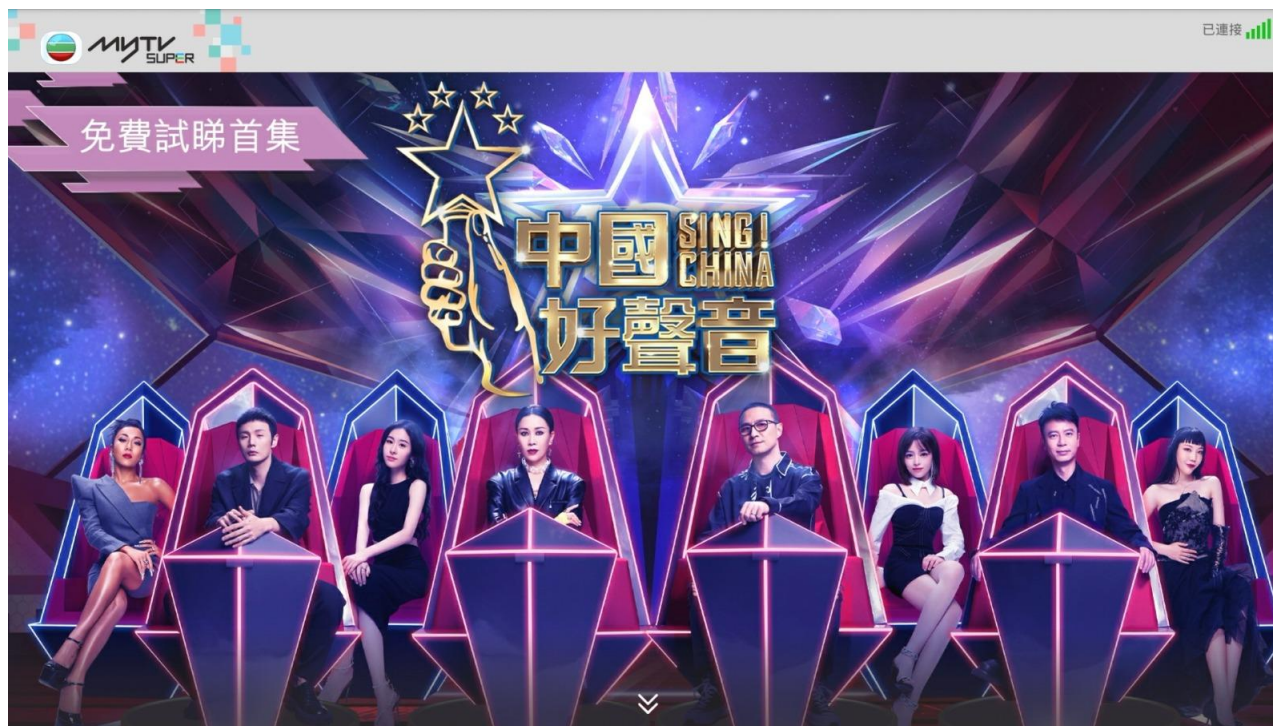


Hottest Chinese Variety in myTV SUPER



Program: 2021 中國好聲音

Program Period: 30 Jul 2021- 15 Oct 2021



All Users performance*

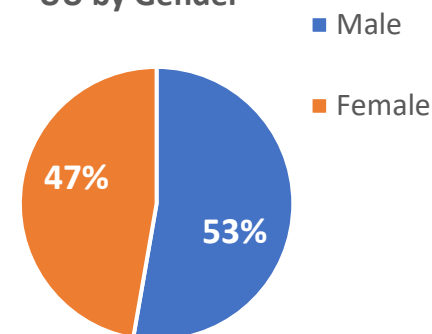
Total Stream View

Over 498K+

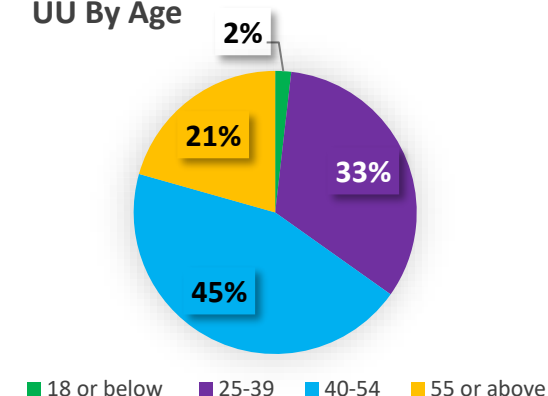
Total Unique Visitor

Over 96K +

UU by Gender



UU By Age



*Data source from Adobe Analytics Data Period: Jul 2021– Aug 2022) © ALL RIGHTS RESERVED. TELEVISION BROADCASTS LIMITED. CONFIDENTIAL.

Hottest Chinese Drama available in myTV Gold



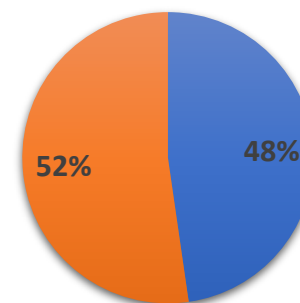
Program: 夢華錄

Program: Period: Jun 9 – Jul 3, 2022



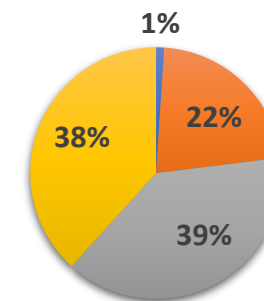
Total Stream View	Over 720K+
Total Unique Visitor	Over 25K +

my TV Gold UU By Gender



Male Female

my TV Gold UU By Age



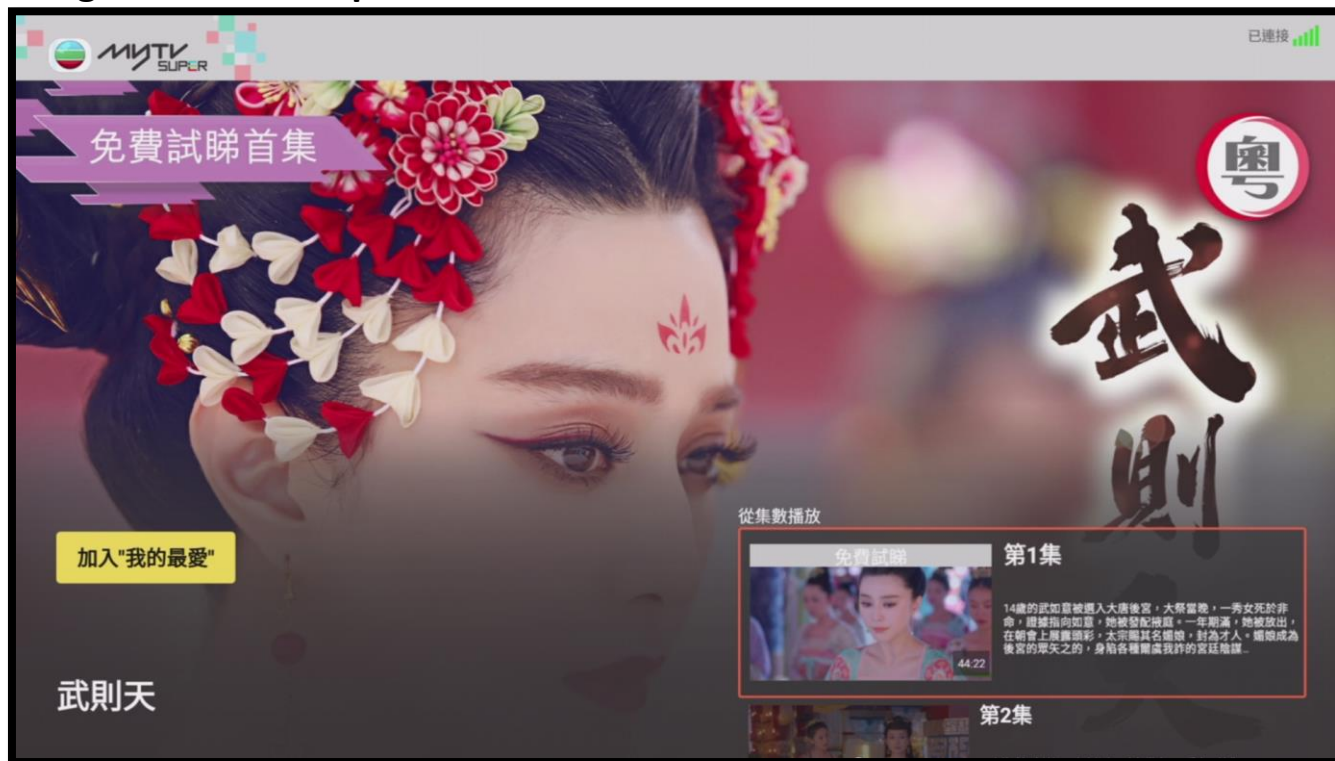
18 or below 25-39 40-54 55 or above

All time myTV Gold favorite Chinese Drama



Program: 武則天 (Reissue)

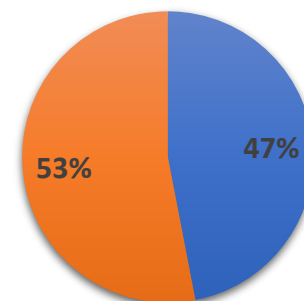
Program: Period: Apr 15 - TBC



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

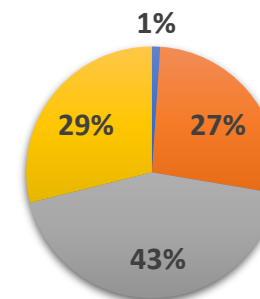
Total Stream View	Over 950K+
Total Unique Visitor	Over 20K +

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

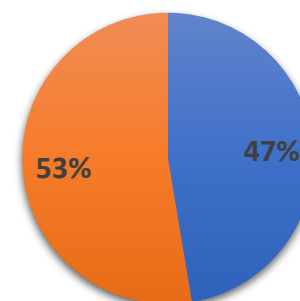
Program: 嫣語賦

Program Period: Jun 12 – Jul 24, 2022



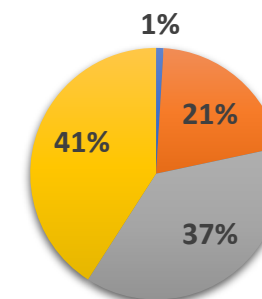
myTV Gold Users performance (Data Period: Jun 12 – Aug 3, 2022)	
Total Stream View	Over 299K+
Total Unique Visitor	Over 13K +

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)[#]





Want to get more details for your promotion strategy ?

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