



免費試睇首集



# 飛狐外傳

Title sponsorship

YOUR ONE STOP MULTI-SCREENS SOLUTION

Sept 2, 2022

# 《飛狐外傳》

共 40 集

上架日期: 9月1日- 10月22日

演員: 秦俊傑、梁潔、邢菲領銜主演，林雨申、何潤東、葉項明、黃夢瑩、劉瑜峰、海鈴等主演。

該劇為中國大陸武俠網絡劇，改編自金庸同名小說《飛狐外傳》。由連奕名執導，多名新一代年輕潛質演員擔任。2022年8月31日在騰訊視頻和WeTV首播。

## 故事大綱：

該劇改編自金庸同名小說，講述主人公胡斐為父報仇而踏入江湖，從有勇無謀的莽撞少年，成長為心繫蒼生、為國為民的一代大俠的故事。在尋仇的路上，胡斐因為抱不平得罪了惡霸鳳天南，並與鳳天南的女兒天山派女俠袁紫衣產生了一段相愛相殺的悽美愛情。

Trailer:

<https://www.youtube.com/watch?v=KkLKvvv2ECI>







## Cost Analysis:

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



**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	128,000
	(max 30-sec) – inside prog		
STB, Web & App	In-Stream (Mid-roll)	9	128,000
	(max 30-sec) – ROS		
STB & App	Inverted L-Shape Banner	9	256,000
Web	Half Page - ROS	9	256,000
Apps	Double Banner - ROS	9	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 9 weeks (same campaign period)



## Inverted L-shape Banner



## Half Page



## In Stream



## Double Banner



# Hottest Chinese Drama available in myTV Gold



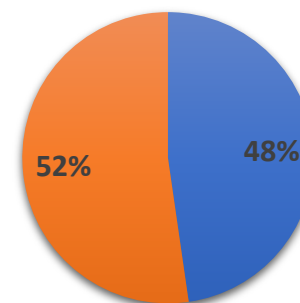
Program: 夢華錄

Program: Period: Jun 9 – Jul 3, 2022



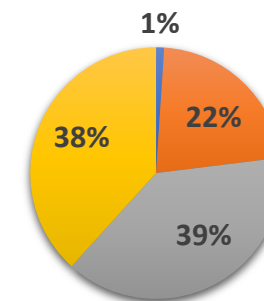
Total Stream View	Over 720K+
Total Unique Visitor	Over 25K +

my TV Gold UU By Gender



Male Female

my TV Gold UU By Age



18 or below 19-34 35-49 50 or above

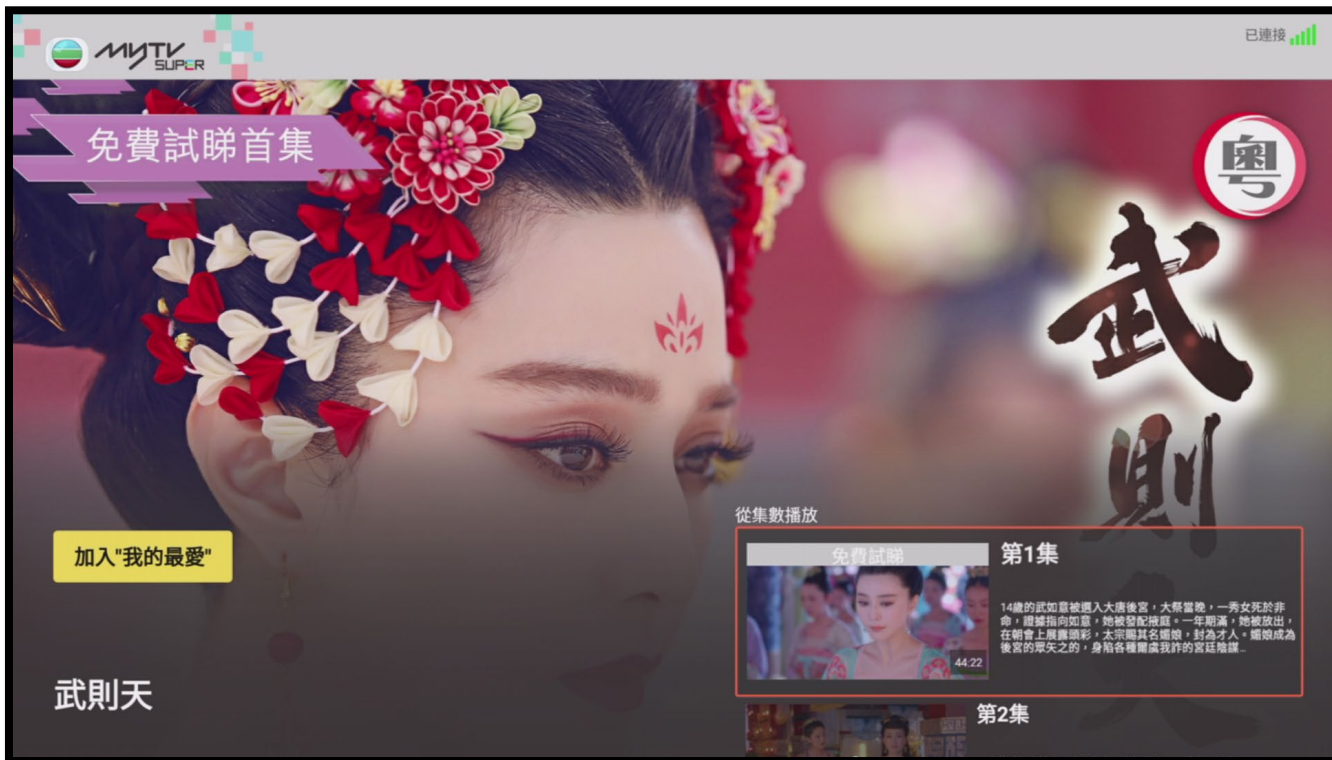


# All time myTV Gold favorite Chinese Drama



Program: 武則天 (Reissue)

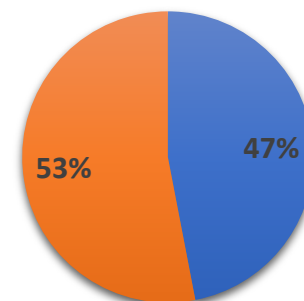
Program: Period: Apr 15 - TBC



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

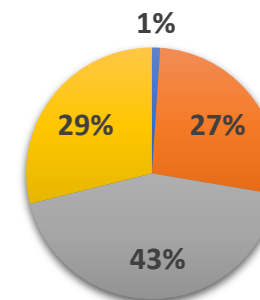
Total Stream View	Over 950K+
Total Unique Visitor	Over 20K +

my TV Gold UU By Gender



Male Female

my TV Gold UU By Age



18 or below 19-34 35-49 50 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)

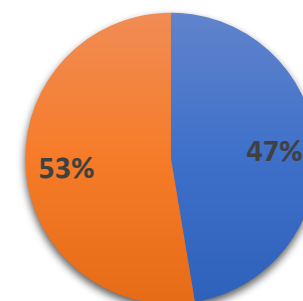
Total Stream View

Over 299K+

Total Unique Visitor

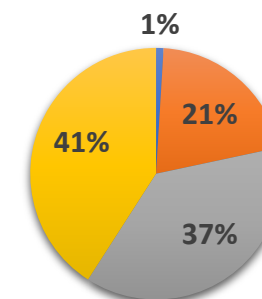
Over 13K +

my TV Gold UU By Gender



Male Female

my TV Gold UU By Age



18 or below 19-34 35-49 50 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)<sup>#</sup>







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](mailto:sales@tvb.com)** for more information*