



Spy X Family Season 2

Title sponsorship

YOUR ONE STOP MULTI-SCREENS SOLUTION

Aug 29, 2022

《Spy X Family Season 2 原聲版》

共 13 集

上架日期：Oct 1, 2022 – Dec 24, 2022

SPYxFAMILY 間諜家家酒 由著名日本漫畫家遠藤達哉所創作，期後找來了曾製作過《進擊的巨人》、《國王排名》被譽為霸權社的 WIT STUDIO 和 CloverWorks 聯手操刀 並於2022年4月推出第一季，第一季完結後獲得廣大迴響與討論，熱潮絲毫不減。不小觀眾更熱切期待著第二季的來臨。

終於在6月供報會於2022年10月推出第二季，並準備超越《咒術迴戰》成為《鬼滅之刃》接班人。

故事大綱：

在第一季第11集的尾聲中，預告了將會在第二季現身的關鍵角色 狗狗「彭德」。更講述黃昏一家人如何阻止第二季的主要反派 - 炸彈客，維護兩國之間的和平。

Spy X Family Season 2 Trailer:

<https://www.youtube.com/watch?v=Oqd2C3oZkBU>



SPY×FAMILY

スパイファミリー



©TE/S, SFP

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) | 13 | - |
| STB, Web & App | In-Stream (Pre-roll) | 13 | 200,000 |
| | (max 30-sec) – inside prog | | |
| STB, Web & App | In-Stream (Mid-roll) | 13 | 200,000 |
| | (max 30-sec) – ROS | | |
| STB & App | Inverted L-Shape Banner | 13 | 400,000 |
| Web | Half Page - ROS | 13 | 400,000 |
| Apps | Double Banner - ROS | 13 | 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

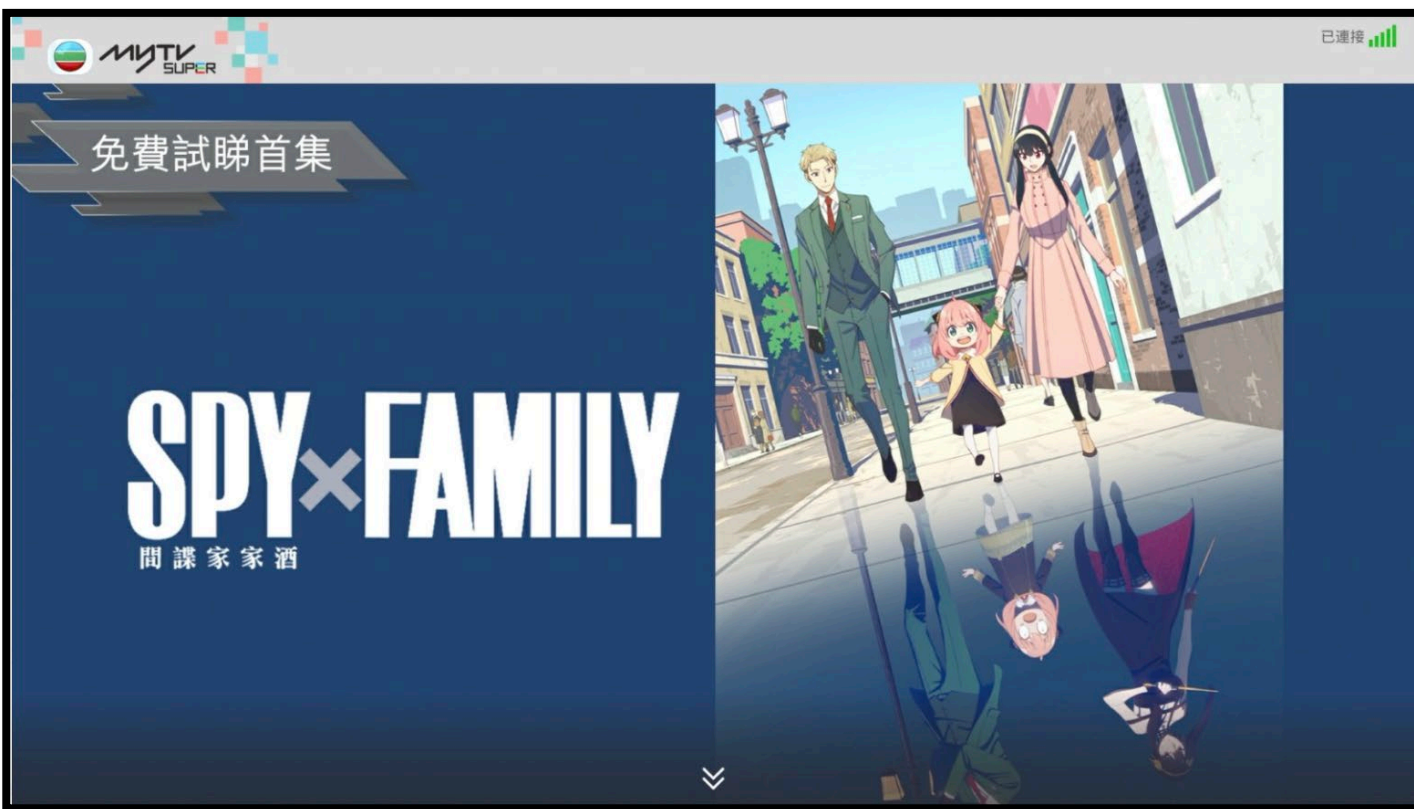


SPY x Family reputation drives significant stream view in three months time



Program: SPYxFAMILY 間諜家家酒 S1 (原聲版 + 雙語版)

Program period: May 18 – Jul 27, 2022



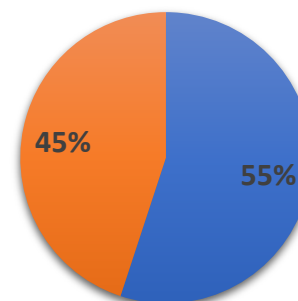
myTV GOLD Users performance

(Data Period: May 18 – Jul 27, 2022)



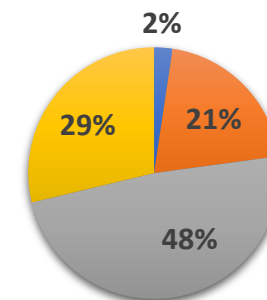
| | |
|----------------------|------------|
| Total Stream View | Over 100K+ |
| Total Unique Visitor | Over 13K + |

my TV GOLD UU By Gender



■ Male ■ Female

my TV GOLD UU By Age



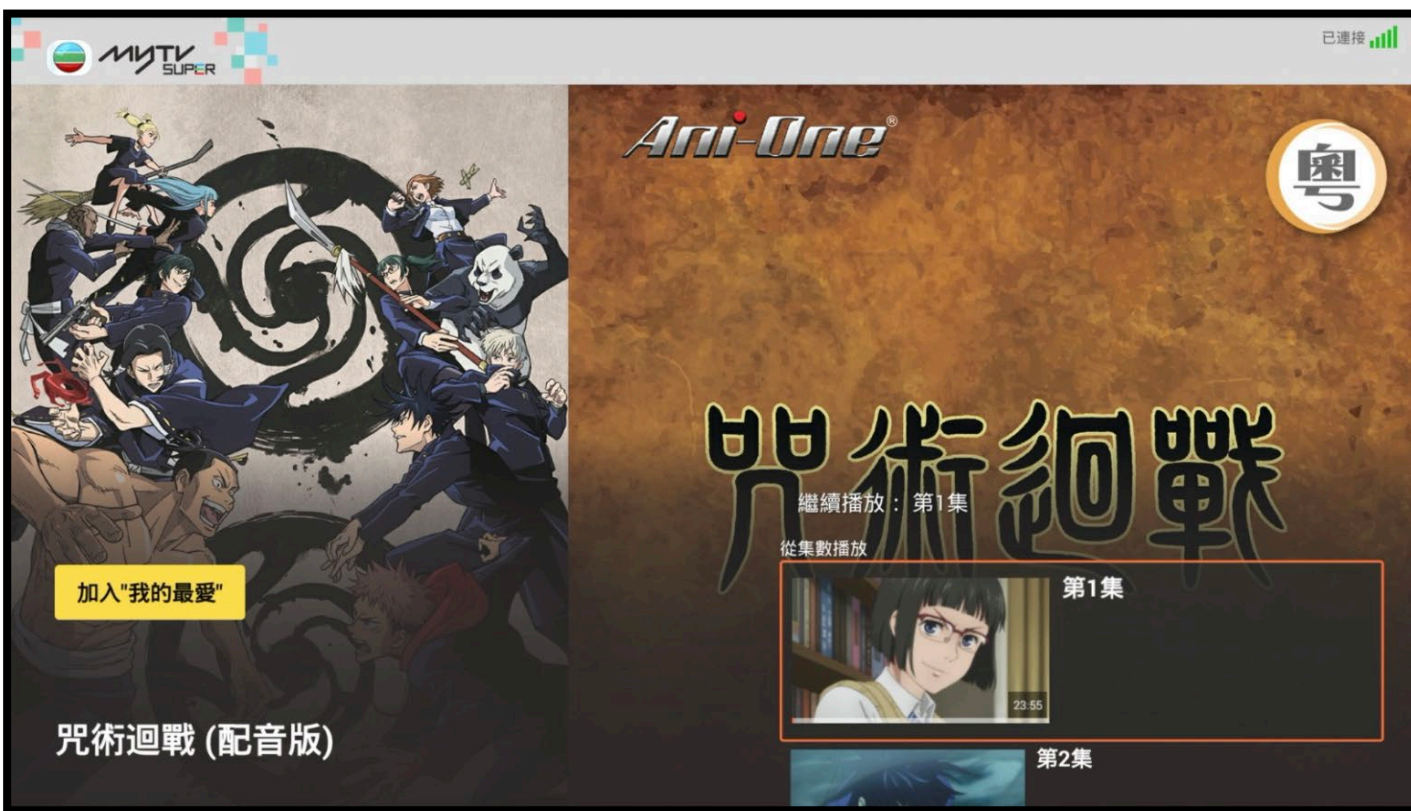
■ 18 or below ■ 19 - 34 ■ 35-49 ■ 50 or above

Top trending anime 2022 available in myTV SUPER



Program:咒術迴戰 (原聲版 + 配音版)

Program Start date: Mar 1, 2022



myTV GOLD Users performance

(Data Period: Mar 01, 2022 – Aug 24, 2022)



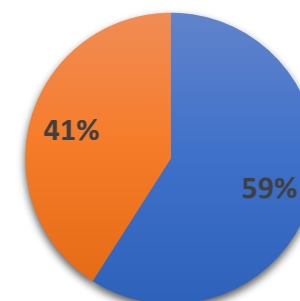
Total Stream View

Over 190K+

Total Unique Visitor

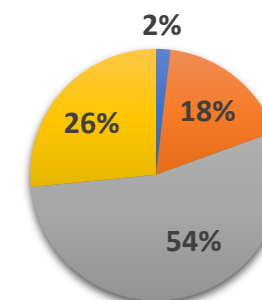
Over 8K +

my TV Gold UU By Gender



■ Male ■ Female

my TV Gold UU By Age

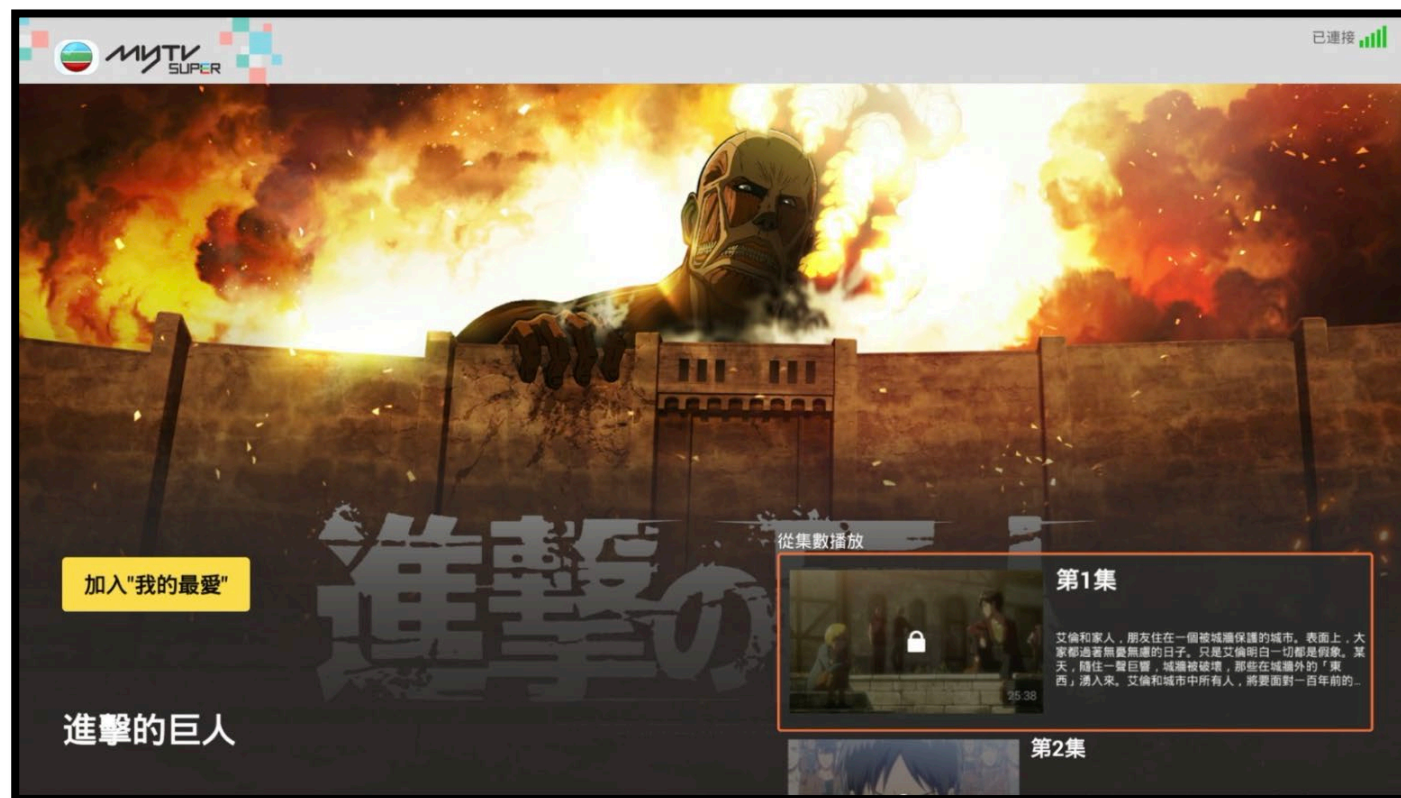


■ 18 or below ■ 19 - 34 ■ 35-49 ■ 50 or above

Significant Stream View and Unique Visitors for all time favorite anime



Program: 進擊的巨人 S1 - The Final Season (原聲版 + 雙語版)



myTV SUPER Users performance

(Data Period: Jan 01, 2021 – Aug 24, 2022)

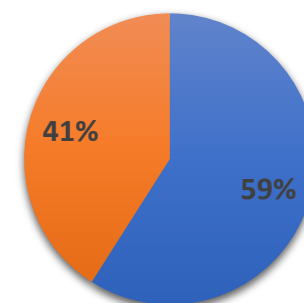
Total Stream View

Over 950K+

Total Unique Visitor

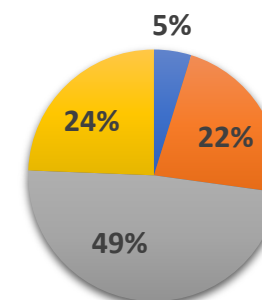
Over 40K +

my TV SUPER UU By Gender



Male Female

my TV SUPER UU By Age



18 or below 18 - 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 10.3 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)[#]

