



巨星撐場 2022



- 電視是覆蓋最廣泛、接觸率最高的媒體，而TVB擁有強大的觀眾群，更有強勢的星級魅力，以及強勁的製作力量。
- TVB **『巨星撐場』廣告套裝**，多位「吸睛」巨星助客戶「吸生意」，由度橋、拍片以至安排播放，皆由TVB一手包辦！客戶能以相宜價格獲取「星」級服務，令宣傳推廣更見效、更具成本效益！
- TVB巨星撐場，與客戶一同迎難而上！

『巨星撐場』廣告套裝 is a highly impactful advertising solution combining the power of TV and the extensive resources of TVB's ensemble artistes and professional production.

From creatives, talent lineup, production to spot placements, TVB offers you high impact, super value and inconvenience.

Be quick to take this super advantage for boosting your business.



一條龍服務

One-stop Service

星級陣容

Star Artistes

+

拍攝製作

Effective Production

+

播放安排

Telecast Arrangement

輕鬆！無慮！

Hassle-free



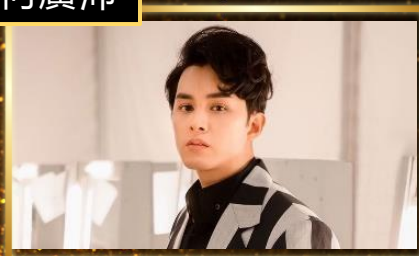
強勁『星』勢

Star Artistes

馬國明



何廣沛



袁文傑



袁偉豪



曹永廉



陳展鵬



黃智賢



蕭正楠



譚俊彥





強勁『星』勢

Star Artistes

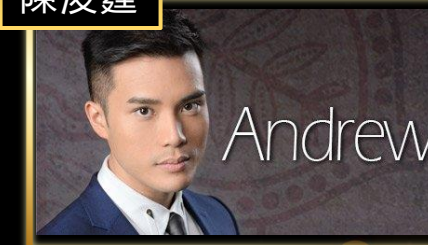
曾展望



胡諾言



陳浚霆



關楚耀



張景淳



林正峰



張振朗



黃嘉樂



孔德賢





強勁『星』勢

Star Artistes

黃凱儀 (黃靖靈)



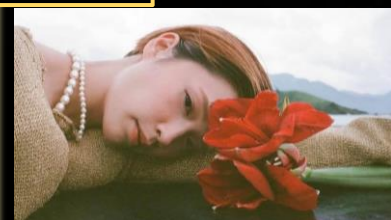
朱晨麗



江嘉敏



蔣祖曼



鄺潔楹



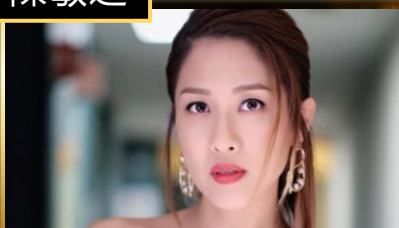
唐詩詠



賴慰玲



陳敏之



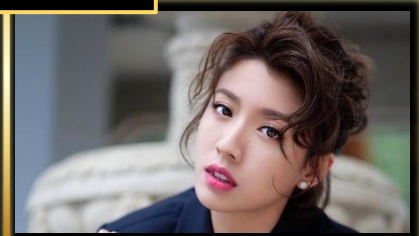
陳煒



黃智雯



蔡思貝



黃嘉雯





強勁『星』勢

Star Artistes

張寶兒



蘇韻姿



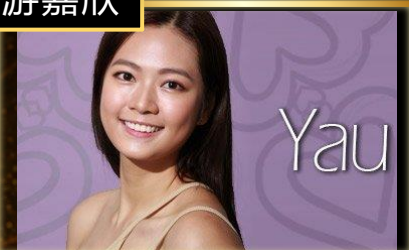
馮盈盈



劉穎璇



游嘉欣



譚凱琪



林穎彤



伍樂怡



樊亦敏



林凱恩





無可抗拒的廣告套裝 Irresistible Offer



一位
TVB藝人

A Star Artiste

一條
廣告片製作

Production of one TVC

跨頻道播放

Cross-channel Exposure



折扣低至 **2** 折

Discount up to **80%**

Starting from **HK\$338,000** *起

*只適用於受54A價目表廣告預定計劃MU價格保障的客戶
Applicable to RC54A MU Advertisers only



- 廣告片只包一位指定TVB藝人參與拍攝 One TVB artiste for one TVC
- TVB會按產品形象及類別擬定參演藝人，客戶亦可提供建議參演藝人名單
TVB will propose the artiste for the consideration of Advertisers
- TVB藝員部保留最終選定藝人之權利 TVB reserves the right of the final decision of artiste selection
- 此廣告套裝不包括產品專屬權，藝人可接拍同類型產品之廣告
The artistes selected may also promote other products in the same category
- 廣告片只限於TVB五條電視頻道播放 The TVC can only be telecast on TVB's 5 TV channels
- 廣告片需於2021年內播出，播放期為**首播當日起計的三個月**
The TVC can only be telecast in the year 2021, within 3 consecutive months from the first telecast day
- 如欲延長廣告片的播放期，客戶需繳付額外費用，所需費用將另行報價
Separate quote will be provided for extending the 3-month telecast period
- 如有任何爭議，TVB保留最終決定權 TVB reserves the right of final decision in case of disputes



巨星撐場

廣告套裝2022

星級魅力

26位當家
小生花旦

Ensemble Stars
26 TVB Artistes

跨頻道宣傳

有效接觸
廣泛觀眾群

Cross-channel
Exposure

Extensive reach to
target audience

一站式服務

製作、播放
一條龍服務

One-stop Service
Production and telecast
arrangement inclusive

折扣低至**2**折 Discount up to 80%

入門價格相宜

Budget Friendly
Starting from

HK\$338,000起



巨星撐場

廣告套裝2022

Booking Deadline 截止購買日

2022/11/30

RC54A-MU ^①	RC54A-SU/SUN ^②	RC54A-OC ^③	RC55 ^④
\$338,000	\$348,400	\$426,300	\$436,700

Remarks 註:

- ① For Advertisers who have participated in Rate Card No. 54A Mega-Upfront (MU) Booking Scheme.
只適用於受54A價目表廣告預定計劃MU價格保障的客戶。
- ② For Advertisers who have participated in Rate Card No. 54A Super-Upfront (SU) or Super-Upfront for New-Business Advertiser (SU-N) Booking Scheme.
只適用於受54A 價目表廣告預定計劃SU及SU-N價格保障的客戶。
- ③ For Advertisers who have participated in in Rate Card No. 54A Open Contract (OC) Booking Scheme.
只適用於受54A價目表廣告預定計劃OC價格保障的客戶。
- ④ Applicable to all advertisers.
適用於所有廣告客戶。



Entitlement 客戶所得

1) TV Platforms 電視					
TV Channel 電視頻道	DURATION 秒數 :	10"	15"	20"	30"
Jade 翡翠台		30	20	15	10
J2 J2台		75	50	39	25
TVB Finance & Information Channel 無綫財經·資訊台		75	50	39	25
Grand Total No. of Spots 總播放次數 :		180	120	93	60
2) TV Commercial Production (Respective duration of TVC) 電視廣告製作 (相對秒數)		10"	15"	20"	30"



Jade Spots Breakdown 翡翠台播放次數分佈

		DURATION 秒數 :		10"	15"	20"	30"
TV Channel 電視頻道	Time Class 時段	Rate 級別					
	J7 Mon-Fri 1855-2255	FB	9	6	4	3	
	J6 Sat-Sun 1855-2225	FB	3	2	2	1	
	J5 Mon-Fri 1745-1845 & 2305-2355 Sat-Sun 2235-2255	FB	3	2	1	1	
	J4 Mon-Fri 2405-2435 Sat-Sun 1745-1845 & 2305-2435	FB	3	2	2	1	
	J3 Mon-Fri 2445-2515 Mon-Sun 1230-1435	FB	3	2	1	1	
	J2 Mon-Fri 2525-2605 Mon-Sun 0700-1220 & 1445-1735 Sat-Sun 2445-2605	FB	9	6	5	3	
Total No. of Spots 播放次數 :			30	20	15	10	



J2 Spots Breakdown J2台播放次數分佈

	DURATION 秒數 :		10"	15"	20"	30"
TV Channel 電視頻道	Time Class 時段	Rate 級別				
	B7 Mon-Sun 1855-2355	RB	12	8	6	4
	B5 Mon-Sun 1705-1845 & 2405-2455	RB	9	6	5	3
	B4 Mon-Sun 1005-1655	RB	18	12	9	6
	B2 Mon-Sun 2505-2635	RB	9	6	5	3
	B1 Mon-Sun Station Opens to 0955 & 2645 to Stations Closedown	RB	27	18	14	9
Total No. of Spots 播放次數 :			75	50	39	25



巨星撐場

廣告套裝2022


TVB Finance & Information Channel Spots Breakdown 無綫財經·資訊台播放次數分佈

	DURATION 秒數 :		10"	15"	20"	30"
TV Channel 電視頻道	Time Class 時段	Rate 級別				
	A5 Mon-Sun 1855-2355	RB	12	8	6	4
	A4 Mon-Sun 2405-2515	RB	9	6	5	3
	A3 Mon-Sun 1705-1845 & 2525-2605	RB	9	6	5	3
	A2 Mon-Sun 0855-1655	RB	18	12	9	6
	A1 Mon-Sun Station Opens to 0845 & 2615 to Station Closedown	RB	27	18	14	9
Total No. of Spots 播放次數 :			75	50	39	25



myTV SUPER In-Stream (Mid Roll) Impression

30 秒視頻廣告曝光次數

myTV SUPER Entitlement 客戶所得	Platform 平台	Ad format 廣告型式	myTV SUPER (Commitment / Non-Commitment)	# of Impression 曝光次數
	STB, Web & Apps 電視機頂盒, 網頁版及 手機應用程式	In-Stream (Mid-roll) (Max 30 Sec) 30 秒視頻廣告	Commitment Client	420,000
			Non-Commitment Client	310,000



Sales Conditions 銷售條款

Please observe the following notes in addition to our General Terms & Conditions contained in Rate Card Nos. 54A/55 :-
除54A/55價目表內之一般條款外，客戶仍須遵照以下細則：

1. Booking will be accepted on a first-come-first-served basis. However, acceptance of bookings will be subject to airtime availability and at the absolute discretion of the Station.
廣告訂位以先到先得形式決定。TVB保留接受此廣告訂位之權利。
2. All spots in the package must be utilized on or before 31 December 2021.
客戶訂購之廣告套裝，所有廣告必須安排在2021年12月31日或以前播出。
3. Spots in these packages are subject to pre-emption by spots booked at higher rate class.
價格級別較高的廣告可優先佔用此套裝之廣告時間。
4. Bonus spots cannot be converted to purchase this package.
此廣告套裝不能以優惠獎賞額購買。
5. Whilst these packages are not eligible for volume rebates, the total cost of such packages will be taken into account by the Station when calculating volume rebate available to the Advertiser under the prevailing Rate Card.
購買以上廣告套裝的客戶將不獲大額回扣，唯此費用可撥入客戶現時沿用價目表之總廣告支出，以便計算同年度價目表大額回扣之用。
6. TVB reserves the right to withdraw this package without any prior notice.
TVB保留取消此廣告套裝之權利。



TV Commercial Production Notes 電視廣告製作細則

1. TV Commercial production under this standard package includes the following items:
此基本套裝中的電視廣告製作服務包括以下項目：
 - a. One creative (provide AV script only)
廣告意念構思一次（只提供畫面描述及對白之文字稿）
 - b. Not more than 4 hours of on-location shooting, one time production meeting or location survey
實景拍攝4小時（只限香港地區內），包括一次製作會議或場地考察
 - c. 1 assigned TVB artiste (without product category protection)
一位指定TVB藝員（不包括產品專屬權，藝員可接拍同類型產品之廣告拍攝）
 - d. Script writing and censorship handling
稿件撰寫及電檢安排
 - e. Background music (one cut) at the discretion of TVB producer
TVB選定背景音樂一首
 - f. Simple panel effects (all artworks to be provided by the advertiser/advertising agency)
簡單後期效果製作（所有商標、相片及美術原圖由廣告代理 / 客戶提供）
 - g. Material submission for station broadcast
廣告片上台服務
2. The commercial should be of a simple nature and TVB may appoint a production house to produce at its discretion. Should there be additional requirements, TVB reserves the right to levy additional charges.
廣告應屬簡單內容及製作，而本公司可自行決定委任製作公司。如果有其他要求，本公司保留收取額外費用的權利。
3. Any permits and/or documents needed for the shooting shall be prepared and obtained by the advertiser/advertising agency.
拍攝所需的任何許可或文件應由廣告代理 / 客戶準備和確認。
4. The location should be provided by the advertiser/advertising agency. It should be within a reasonable distance or in urban areas. Otherwise, additional rental cost will be charged.
實景拍攝4小時（只限香港市區內或合理之交通距離），場地由客戶提供，若由本公司代為安排，另需額外費用。



TV Commercial Production Notes 電視廣告製作細則

5. A separate quotation will be prepared for and paid by the advertiser/advertising agency for any on-location shooting outside Hong Kong.
若拍攝場地為香港以外地區，所需額外費將另行報價，並由廣告代理 / 客戶承擔。
6. The artiste/V.O. talent will be appointed by TVB and subject to the availability, imaging & product category protection of artiste.
Advertiser/advertising agency could provide a wish list for consideration. Additional cost would apply for any dedicated choice of artiste/V.O. talent. TVB artiste management reserves the right of final decision on artiste appointment.
本公司將按產品形象及類別擬定參演藝員或旁白，客戶亦可提供建議參演藝員名單。如需指定藝員或廣告模特及旁白，將有額外費用。TVB藝員部保留最終選定藝員之權利。
7. The shooting hours should be within the period of 8:00am to 8:00pm. Shooting day should be agreed by TVB and the advertiser/advertising agency.
拍攝時間需於上午8:00至晚上8:00，拍攝日子由TVB及廣告代理 / 客戶雙方共同協定。
8. All additional expenses incurred for the TV Commercial Production (i.e. items other than those included in Clause 1 above) shall be borne by the advertiser/advertising agency.
本廣告製作服務所列出之項目以外而產生的所有額外費用，應由廣告代理 / 客戶承擔。
9. Specific costumes and props are not included.
不包括特定的服裝和道具。
10. On-site direction and post-production will be handled entirely by TVB appointed production staff.
現場指導和後期製作將由本公司指定的製作人員完全負責。
11. Specific logos/artworks/photos should be provided by the advertiser/advertising agency. All rights should be cleared by the advertiser/advertising agency.
商標 / 美術原圖 / 照片應由廣告代理 / 客戶提供。所有應用之版權需由廣告代理 / 客戶負責及確認。
12. A preview file will be provided and one time minor revision is allowed.
製作中會提供預覽供客戶參考，並包括一次畫面修訂。



TV Commercial Production Notes 電視廣告製作細則

13. Subjective revision of the finished commercial will be charged at an extra cost of HK\$5,000 up and subject to the availability of TVB production facilities.
如對完成之廣告片提出主觀修改意見，將收取HK\$5,000或以上之額外費用，並視乎本公司設施情況而定。
14. Without prejudice to the generality of the foregoing provisions, TVB reserves the right to levy additional charges for:
對本免費廣告製作服務項目以外之要求，本公司保留權利就以下事項徵收額外費用：
 - a. Shooting outside the period of 8:00am to 8:00pm
拍攝時間於上午8:00至晚上8:00以外
 - b. Stories / scripts not of simple nature
故事 / 劇本非基本製作內容
 - c. Sophisticated post-production
需配合精細複雜的後期製作
 - d. On-location over-time shooting
現場超時拍攝
15. All materials produced by or for TVB will not be returned to the advertiser/advertising agency, and shall at all times remain as the properties of TVB. The materials shall not be utilized on any other television stations/media.
由電視廣播有限公司市場及營業部製作或廣告代理 / 客戶提供之所有製作資料均不會退還，廣告片之創作及製作版權均為電視廣播有限公司所有。在未取得電視廣播有限公司的授權下，該資料不得用於任何其他電視台 / 媒體。
16. TV commercial could be broadcast on the 5 terrestrial free-to-air channels operated by TVB only.
電視廣告只限於TVB五條電視頻道播放。
17. The TVC can be telecast within a 3-month period from the first on-air day, and must not be telecast after 31 December 2021.
電視廣告的使用期為首播起3個月，且於2021年12月31日後不可使用。
18. A separate quotation will be prepared for and paid by the advertiser/advertising agency for extension of the broadcasting period.
如欲延長廣告片的播放期，客戶需繳付額外費用，所需費用將另行報價。
19. In case of any dispute, the decision of TVB should be final.
如有任何爭議，本公司保留一切最終決定權。



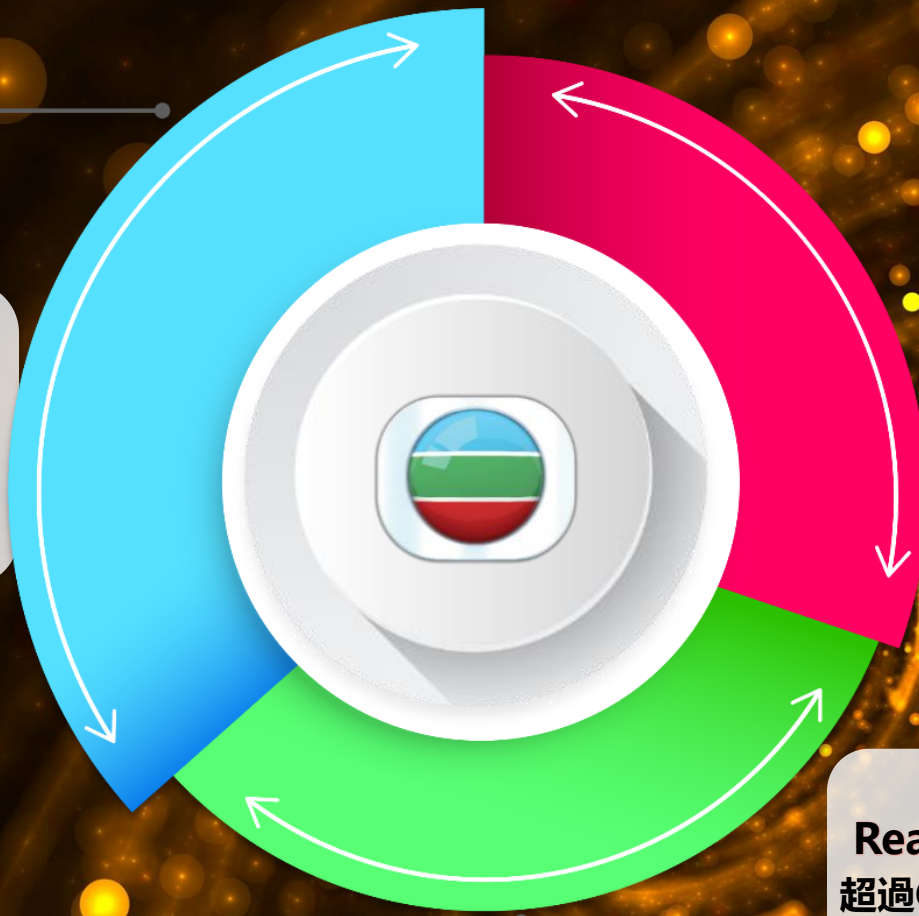
myTV SUPER Terms & Condition 條款和條件

1. All bookings are non-cancellable.
所有預訂均不可取消。
2. Bookings will be accepted on a first-come-first served basis. Acceptance of bookings shall be at the entire discretion of myTV SUPER.
將按照先到先得的原則接受預訂。是否接受預訂由 myTV SUPER 全權決定。
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. <https://ad.mytvsuper.com/category/advertise/terms-conditions/>
上述優惠和預訂在被 myTV SUPER 接受後，須遵守價目表的一般條款和條件：myTV SUPER 2022。
4. Full payment must be settled in the first broadcast month end.
全額付款必須在播出第一個廣播月末結清。
5. All inventory must be utilized on or before 31 December 2022.
所有廣告必須安排在2022年12月31日或以前播出。



TVB無綫電視：最強平台 The Strongest Platform

接觸全港最多觀眾的平台
TVB 盡攬全港首100個最高收視節目[^]
The Most Watched TV Station
with HK's Top 100 Highest Rated Programmes[^]



額外接觸大灣區觀眾
Reaching the Audience in the
Greater Bay Area

接觸 myTV SUPER 觀眾
Reaching the Audience of myTV SUPER
超過Over 10,000,000 註冊用戶 Registered Users

2021/01/01-2021/12/31

基礎 Base: 4+ (6,554,000)

[^] 電視節目以香港所有免費電視頻道直播收視排序，並不包括5分鐘以下之電視節目
ranked by the Live Ratings of all TV programmes (over 5 minutes) on HK free TV channels

數據來源 Source: CSM Media Research



Mass Reach, 24/7 Available,
Multiple Touchpoints via Connected TV, Web & Mobile
myTV SUPER 接觸層面最廣泛，任何時間適用，眾多接觸點(聯網電視、網頁和手機應用程式)



10.1M

Total Subscribers
總訂閱人數

***2.1M**

Monthly Active User
每月活躍用戶

55%

Reach/Wk
每星期觸及率

3.8 Days

Visit/Wk
每星期探訪日數

91 Mins

Daily Time Spent/User
每日觀看時間/用戶

myTV SUPER
#1香港OTT 串流媒體平台



Source: 2021 Video Consumption Landscape Survey
(n=2,556 Aged 15-64 General Video User for HK local
population in the past 7 days)

*Adobe Analytics

Fieldwork period: Jun 21 – Aug 8, 2021

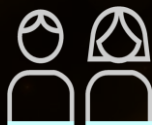


精準投放，配合第一方大數據，更能針對目標客群播放，對品牌曝光，效果更顯著



Audience Profile

性別 Gender
48% vs 52%



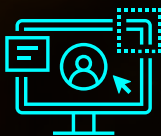
年齡 # Age
11% A15-24
17% A25-34
20% A35-44
24% A45-54
28% A55-64



每月家庭收入 Household Monthly income:

HK\$69,985

Median of HK Household:
香港每月家庭收入中位數
HK\$26,500*



- ✓ Clickable Ad for all devices (STB/Web/APP):
Click "OK" for STB
可點擊廣告，大電視也可點擊廣告去到廣告詳細頁面



- ✓ Trackable report for advertising result
詳細播放及投放客群表現報告 (包括大電視播放數據)



- ✓ myTV SUPER adopted first-party data, able to retarget/target over 30+ different audience segments such as age, gender, location, content viewing interest, shopping behaviors etc.

myTV SUPER 擁有第一方大數據龐大 DMP, 能針對目標客群播放精準投放廣告, 超過30個選項, 對品牌曝光, 效果更顯著!) 如年齡、性別、地區、瀏覽節目興趣、觀眾活躍時段、網上購物行為等等