



MYTV
SUPER

一條麻甩在廣州



Title sponsorship
YOUR ONE STOP MULTI-SCREENS SOLUTION

Sep 20, 2022

《一條麻甩在廣州》



myTV SUPER Original

共 13 集

上架日期：Sept, 2022 (TBC)

主持人：麥長青

識人好過識字，識食就要識個麻甩佬。

食到一個地方最正宗的美食，必定要「麻甩」帶路。正所謂「有食唔食，罪大惡極」，駐扎在廣州成一年的麻甩佬麥包，已經成為當地街知巷聞的「搵食家」，簡直是人形Open rice。

麥包將會帶著鏡頭，和大家分享最市井、最貼地、最麻甩的廣州美食，保證觀眾流曬口水。當然，除了大飽眼福之外，麥包也會和本地麻甩佬們深度交流，挖掘每道菜色、每家小店、每條巷仔背後的故事，務求成為史上最「麻甩」的美食旅遊節目。





一條麻甩在廣州



Cost Analysis:

| | |
|----------------------------|-----------------|
| Ad Value (Gross): | \$138,000 |
| Name Right : | Free |
| Package Cost (Gross) HKD : | \$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 9 weeks (same campaign period)

Inverted L-shape Banner



Half Page



In Stream



Double Banner

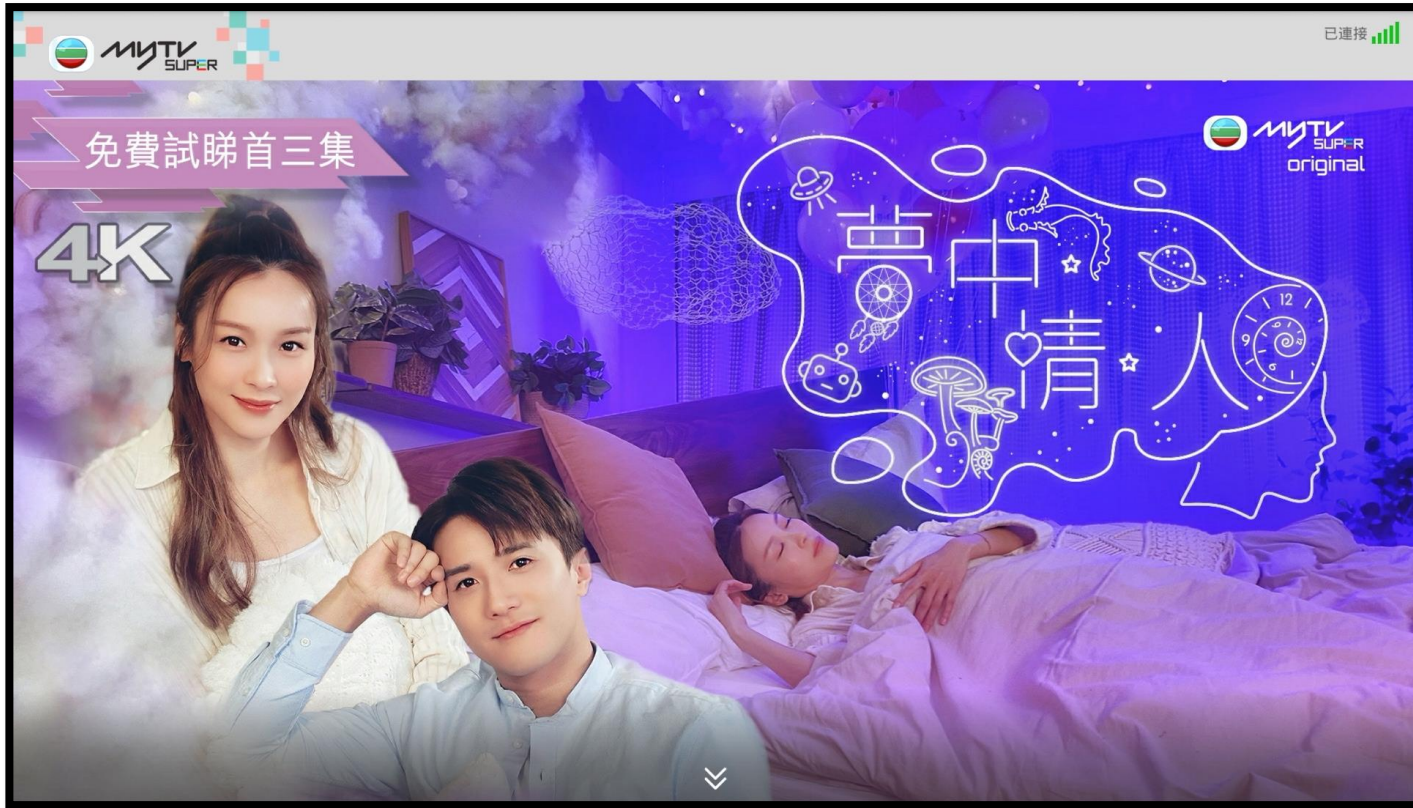


myTV SUPER Original



Program: 夢中·情·人

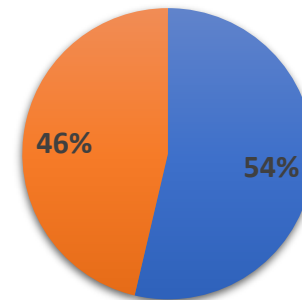
Program: Period: May 28 – Aug 12, 2022



Users performance (Data Period: May 28 – Aug 12, 2022)

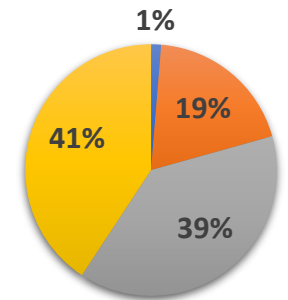
| | |
|----------------------|-----------|
| Total Stream View | Over 84K+ |
| Total Unique Visitor | Over 43K+ |

my TV Gold UU By Gender



Male Female

my TV Gold UU By Age



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

myTV SUPER Original



Program: Gi 味俱全 3

Program: Period: Nov 4, 2021 – Feb 23, 2022

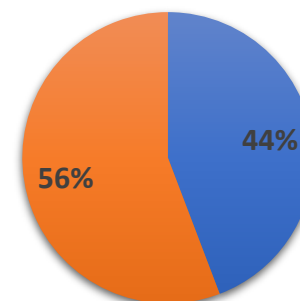


Users performance

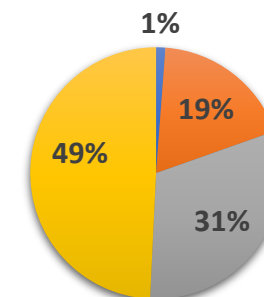
(Data Period: Nov 4, 2021 – Feb 23, 2022)

| | |
|----------------------|------------|
| Total Stream View | Over 322K+ |
| Total Unique Visitor | Over 52K + |

my TV Gold UU By Gender



my TV Gold UU By Age



■ Male ■ Female

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

Hottest Chinese Drama available in myTV Gold



Program: 夢華錄

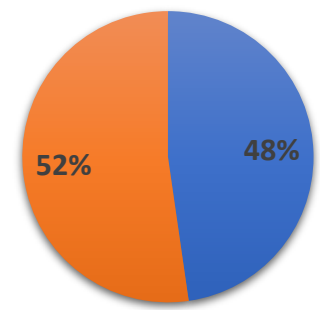
Program: Period: Jun 9 – Jul 3, 2022



myTV Gold Users performance (Data Period: Jun 9 – Aug 3, 2022)

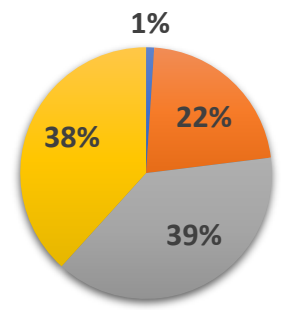
| | |
|----------------------|------------|
| Total Stream View | Over 720K+ |
| Total Unique Visitor | Over 25K + |

my TV Gold UU By Gender



Male Female

my TV Gold UU By Age



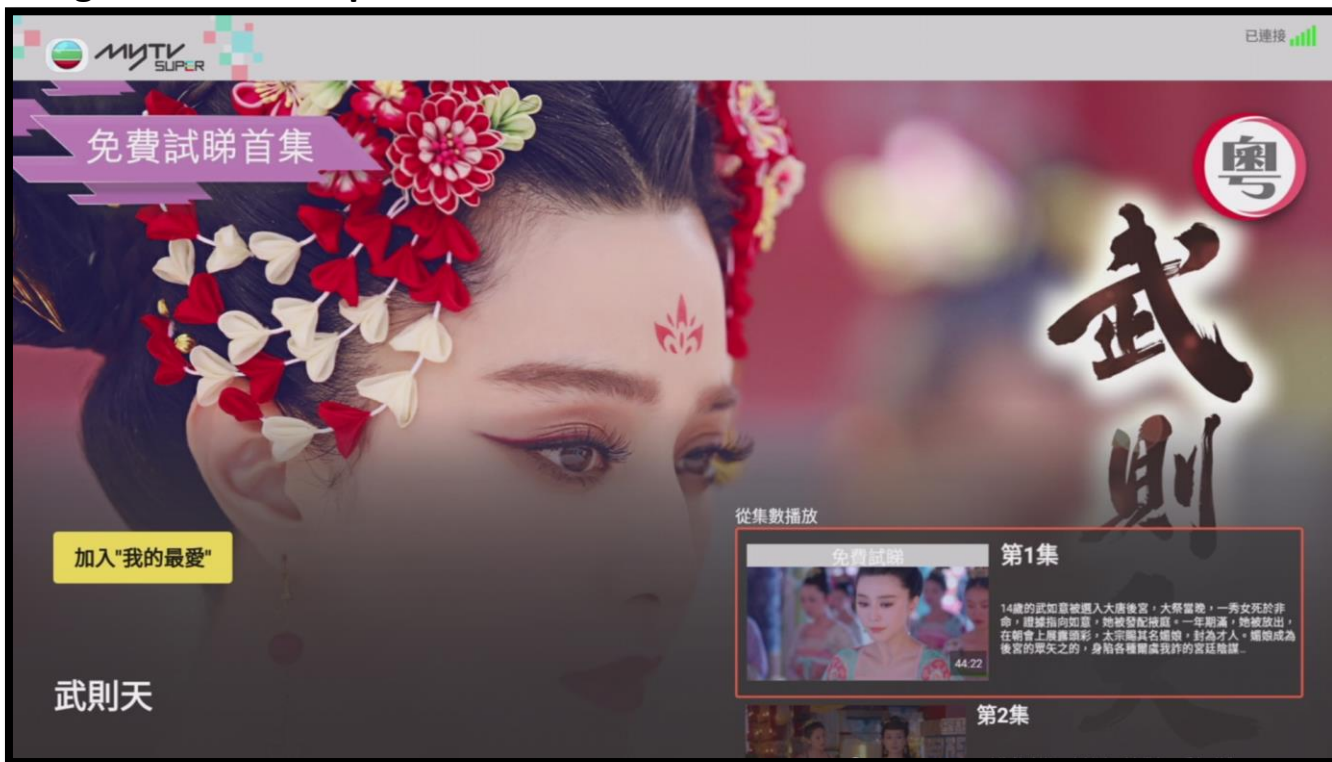
18 or below 19-34 35-49 50 or above

All time myTV Gold favorite Chinese Drama



Program: 武則天 (Reissue)

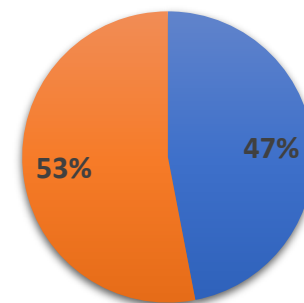
Program: Period: Apr 15 - TBC



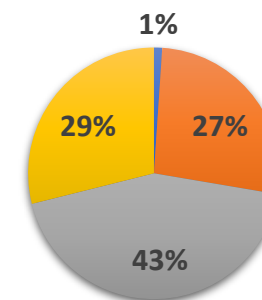
myTV Gold Users performance (Data Period: Apr 15 – Aug 5, 2022)

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

my TV Gold UU By Gender



my TV Gold UU By Age



■ Male ■ Female

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

Top trending myTV Gold Chinese Drama outstanding performance



Program: 嫣語賦

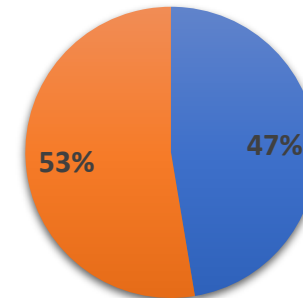
Program: Period: Jun 12 – Jul 24, 2022



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

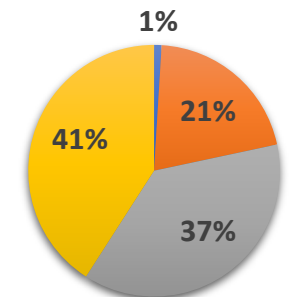
| | |
|----------------------|------------|
| Total Stream View | Over 299K+ |
| Total Unique Visitor | Over 13K + |

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)#



1.4M OTT
Devices

8.8M WEB + APP registers

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*