



《神探伽利略系列》

10月份

神探伽利略 1
+
神探伽利略之天才現身

EVERY MON.
9:00 P.M. START

11月份

神探伽利略 2
+
神探伽利略XX:
內海薰終極調查

卒業天才2013
伽利略

神探伽利略系列 1 + 2 (廣東話配音版)

ALL IN ONE Title sponsorship
YOUR ONE STOP MULTI-SCREENS SOLUTION
SEP 26, 2022

日劇 | 懸疑 | 動作 | 刑偵 | 犯罪

《神探伽利略系列》

10集 + 12集 = 共 22 集

上架日期：Oct 3, 2022 – Nov, 2022 (TBC)

是日本富士電視台的推理電視劇系列，改編自東野圭吾的「伽利略系列」推理小說。

由福山雅治主演，劇中物理學家湯川學與刑警運用科學原理來偵破各種看似超自然現象的案件。

故事大綱：

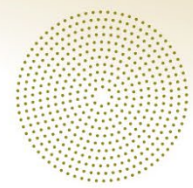
帝都大學理工物理學教授 - 湯川學（福山雅治飾）是一名不折不扣的物理學怪才，思維異於常人，人稱怪人伽利略。湯川學本來對案子什麼的沒興趣，不想惹麻煩上身，後來因經不起內海薰的糾纏，終於答應和她攜手破案。在經過一系列取證後，湯川學運用他精深的物理學知識，終於揭破了罪犯的犯罪手法，幫助警方順利破案

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



Latest classic detective drama reissue in myTV Gold



Program: 金田一少年之事件簿

加入"我的最愛"

從集數播放

第1集

不動高中學校即將舉行校園園遊會，可是校長卻不斷收到「放學後的魔術師」發送的恐嚇信並威脅他們立刻停止拆卸舊校舍。由於恐嚇信與圍繞舊校舍的七不思議傳說有關，因此校內的推理研究會打算調查這些傳說，尋找真相。

01:25:49

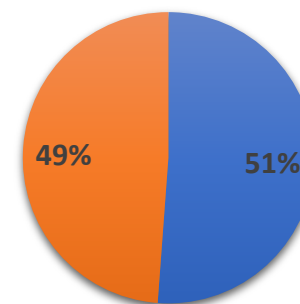
金田一少年之事件簿 學園七不思議殺人事件

日劇 | 懸疑 | 動作 | 刑偵 | 犯罪

myTV Gold Users performance (Data Period: Jul 01– Sep 26, 2022)

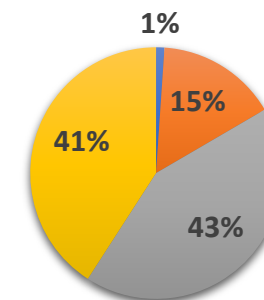
Total Stream View	Over 80K+
Total Unique Visitor	Over 15K +

my TV Gold UU By Gender



Male Female

my TV Gold UU By Age



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

Outstanding Japanese crime drama in 2022 Apr



Program: 救參家族

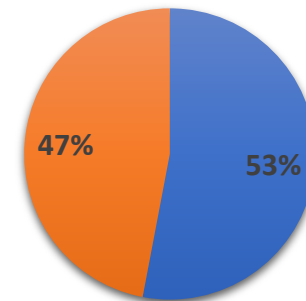


日劇 | 懸疑 | 動作 | 刑偵 | 犯罪

myTV Gold Users performance (Data Period: Apr 01, 2021 – Sep 26, 2022)

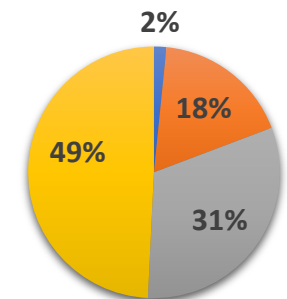
Total Stream View	Over 170K+
Total Unique Visitor	Over 27K +

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 detective drama in 2022 available in myTV Gold



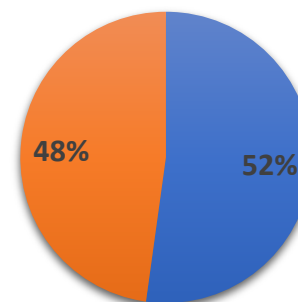
Program: INVISIBLE: 懸案未決



日劇 | 懸疑 | 動作 | 刑偵 | 犯罪

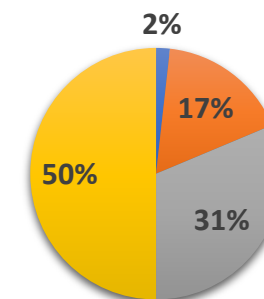
myTV Gold Users performance (Data Period: Jan 01 2022 – Aug 24, 2022)	
Total Stream View	Over 150K+
Total Unique Visitor	Over 24K +

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