



《少年歌行》

Title sponsorship

YOUR ONE STOP MULTI-SCREENS SOLUTION

Jan 17, 2023



《少年歌行》

共40集

上架日期：Feb 10 – Mar 25, 2023 (TBC)

演員：李宏毅, 劉學義, 林博洋, 李欣澤

《少年歌行》是由優酷、晨星盛世、中影年年聯合出品

該劇改編自同名小說《少年歌行》。講述了初出茅廬的少年俠客雷無桀，慕名前往江湖第一大城雪月城的途中誤入雪落山莊，陰差陽錯地捲入一場聲勢浩大的江湖事件更捲入埋藏多年的皇室秘辛。幾位少年俠客，一路相伴一路糾葛，殺出重圍，創做出江湖新時代。

Trailer:

<https://www.youtube.com/watch?v=qx6R3UaeuE8>

領銜主演

李宏毅

2016年最具粉絲影響力明星頒獎盛典年度粉絲
2017年騰訊視頻星光大賞年度潛力電視男演員



代表作品：
時間倒數遇見你, 青囊傳

劉學義

2015年中國藝術星光雜誌「最佳新星獎」
2015年全國推新人大賽 優秀選手



代表作品：
青雲志, 秋蟬

林博洋

2018年中央戲劇學院音樂劇表演專業全國第二名
2017
2018年 北京電影學院表演專業全國第九名



代表作品：
張藝謀電影：狙擊手, 堅如磐石

myTV SUPER Entitlements 客戶所得



Total Package Cost: \$ 88,000.00 (Gross)

Entitlement			
Platform 平台	Ad Format 廣告型式	No. of weeks 展示時間	Total Impression 曝光次數#
Connected TV, Web & Apps (聯網電視, 網頁版及手機應用程式)	Dedicated Poster with naming right (with client's logo) 海報冠名贊助 (帶有客戶標誌)	TBC	100%
	In-Stream (Pre-roll) (max 30-sec) 視頻廣告	TBC	85,000
	In-Stream (Mid-roll) (max 30-sec) 視頻廣告	TBC	110,000
Connected TV & App 聯網電視及手機應用程式	Inverted L-Shape Banner 倒L形廣告	TBC	567,000
Web 網頁版	Half Page 半頁廣告	TBC	158,000
Apps 手機應用程式	Triple Banner 大型橫額廣告	TBC	352,000
Additional - Scoop+ Advertorial & Social Buzz 「東張+」廣告軟文及社媒熱度			
Scoop Plus 東張+	Advertorial (Feature article) 廣告軟文	Advertorial-Featured Facebook Post 刊登廣告軟文的 Facebook 社交帖文	

myTV SUPER AD Reference 廣告範本

In Stream (Pre, Mid Roll)

視頻廣告

(Device: Connected TV, Web, App)

Inverted L-shape Banner

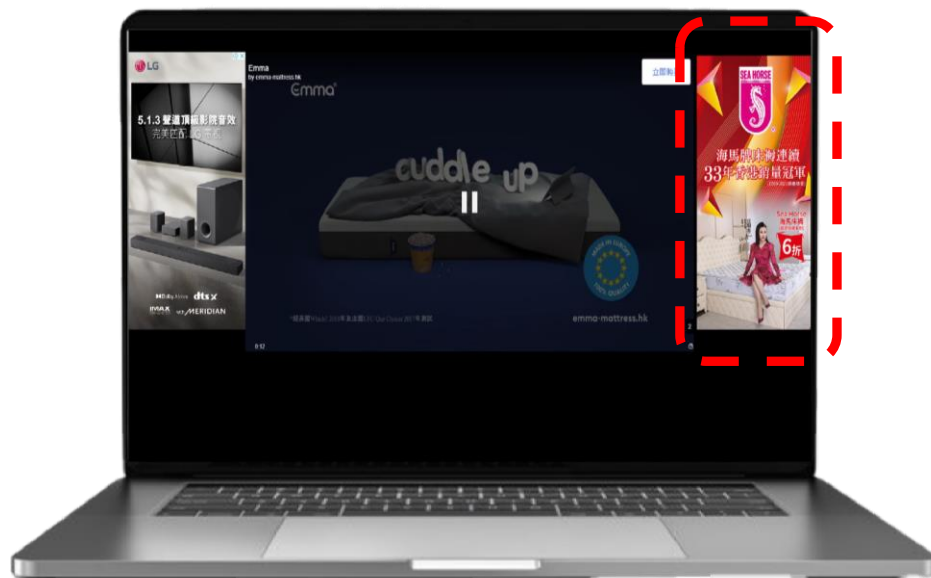
倒L形廣告

(Device: Connected TV, App)



myTV SUPER AD Reference 廣告範本

Half Page 半頁廣告 (Device: Web)

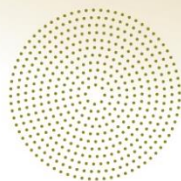
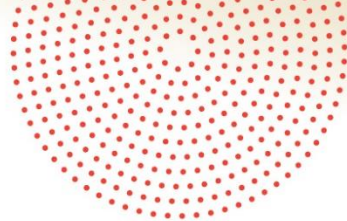


Triple Banner 大型橫額廣告 (Device: App)





Scoop+ Advertorial & Social Buzz
「東張+」廣告軟文及社媒熱度



Scoop+ Advertorial & Social Buzz Package

「東張+」廣告軟文及社媒熱度套裝

Overview 概覽

- **Scoop+ Advertorial & Social Buzz Package** offers a **feature advertorial on Scoop+ platform & additional social engagement** of myTV SUPER social media fanbase in association with the advertiser' s branding/ product messaging
- 「東張+」廣告軟文及社媒熱度套裝包括了1篇在「東張+」平台上的廣告軟文，亦為**品牌/產品提供了與myTV SUPER 社交媒體活躍用戶的額外互動機會**
- The advertorial format achieves great **synergy between the Scoop branding & soft-sell approach of the advertiser' s brand & product**
- 透過活用廣告軟文的行銷模式，**實現了「東張西望」節目品牌和客戶品牌/產品的軟性推銷之間的協同效應**
- The social feature post on myTV SUPER furthers the advertorial messaging to the core and engaging fanbase and beyond
- 而myTV SUPER社交媒體上的社交帖文更能進一步擴大廣告軟文與品牌/產品信息的觸及



Advertorial Meets Social Buzz

廣告軟文與社媒熱度



Advertorial (Feature Article) 廣告軟文

- ◆ Scoop+ content team write-up service (max. 1,000 Chinese characters) 「東張+」內容製作團隊撰稿服務 (最多1000字)
- ◆ The advertorial will be hosted under a relevant Scoop+ category 廣告軟文將在相關的「東張+」分類中上架
- ◆ Video/ key visual provided by the advertiser 使用廣告商提供的視頻/主視覺 (KV)
- ◆ Two rounds of feedback and amendment 合共2輪的反饋和修改



Advertorial Meets Social Buzz

廣告軟文與社媒熱度



Advertorial-Featured Facebook Post 刊登廣告軟文的 Facebook 社交帖文

- ◆ A social post featuring the advertorial
1篇刊登「東張+」中廣告軟文的社交帖文
- ◆ Standard write-up post copy by Scoop+ content team
「東張+」內容製作團隊的標準帖文撰稿
- ◆ Max. 3x brand/ product-related hashtag
最多3個與品牌/產品相關的主題標籤
- ◆ Paid promotion to extend social buzz and reach to engaging & relevant brand-/ product-related social audience (7 days)
加強推廣帖文(7天), 擴大社媒熱度, 提升品牌觸及



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 2023.
4. Full payment must be settled in the first broadcast month end.


myTV SUPER - #1 OTT in Hong Kong



myTV SUPER Monthly active Users over **2.8 Million** (Nov 2022)#



#Source : Adobe Analytics
Period : Nov 2022



Appendix

myTV SUPER Chinese Drama Stream view & Unique Visitor

2022年度最具話題性華語劇

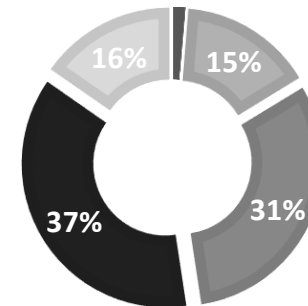
2022 Top Trending Chinese Drama



Program Name :請君	
Period: Oct 19 - Dec 20, 2022	
Total Stream View	460K+
Total Unique Visitor	41K+

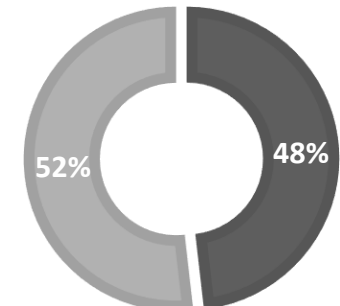
AGE

■ 17 or below ■ 18-34 ■ 35-49 ■ 50-64 ■ 65+



GENDER

■ Male ■ Female



2023年初重磅華語劇

Top recommended Chinese Drama in early 2023



Program Name : 飛狐外傳
Period: Jan 9 – Feb 26, 2023

Total Stream View

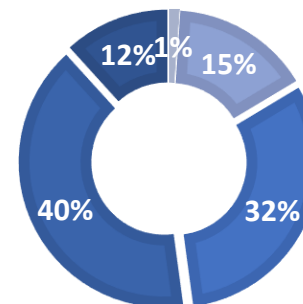
1M+

Total Unique Visitor

140K+

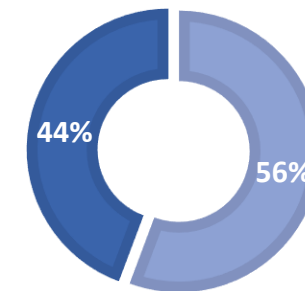
AGE

■ 17 or below ■ 18-34 ■ 35-49 ■ 50-64 ■ 65+



GENDER

■ Male ■ Female



2022-2023 最強華語劇陣容

2022-2023 Strongest Cast in Chinese Drama



免費試睇首集



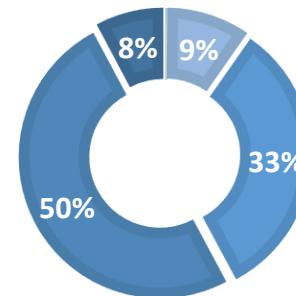
海馬牌冠軍床褥呈獻

Program Name : 女法醫JD
 Period: Dec 15, 2022 - Feb 8, 2023

Total Stream View	320k+
Total Unique Visitor	62k+

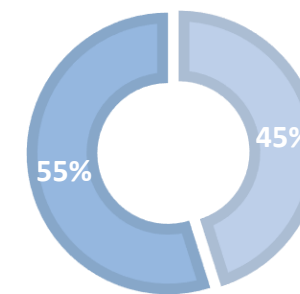
AGE

■ 17 or below ■ 18-34 ■ 35-49 ■ 50-64 ■ 65+



GENDER

■ Male ■ Female





Thank You