



YOUR SUPER MULTI-SCREEN SOLUTIONS

Effective from Jan 1, 2023

Ad format	Device	Unit	2023 Rate Card Rate (HK\$ Gross)
≤30-sec In-stream (mid-roll)	Connected TV+APP+WEB	CPM	216
≤30-sec In-stream (pre-roll)	Connected TV+APP+WEB	CPM	302
30-sec Skippable In-stream (mid-roll)	Connected TV+APP+WEB	CPM	216
30-sec Skippable In-stream (pre-roll)	Connected TV+APP+WEB	CPM	302
Pop-up	myTV SUPER APP	CPM	130
Video Pop-up	myTV SUPER APP	CPM	157
Vertical Video Pop-up	myTV SUPER APP	CPM	157
Double Banner	APP	CPM	27
Triple Banner	APP	CPM	43
Mobile LREC	APP	CPM	49
Super Mobile LREC	APP	CPM	86
2-in-1 Super Video LREC	myTV SUPER APP	CPM	86
Mobile Video Banner	myTV SUPER APP	CPM	52
Inverted L-Shape	Connected TV+myTV SUPER APP	CPM	38
LREC	WEB	CPM	49
Super Banner	WEB	CPM	103
Skyscraper	WEB	CPM	49
Half Page	WEB	CPM	92

Other format	Device	Unit	2023 Rate Card Rate (HK\$ Gross)
Native	Connected TV+APP+WEB	1 week	72,360

myTV SUPER offers precision targeting by using our 1st party data

Basic filters :

Age, Content Category, Frequency Cap, Mobile Carrier, Position, Time Range Specific, Viewing Behavior, Device, Gender, Geographic, Usual Location, Socioeconomic Status

20% loadings will be applied to each target filtering

Special filtering is available on request and negotiable, please contact our sales department for details.

Surcharge of HTML5 format : 20%

Remarks : No back to back ads will be accepted on myTV SUPER platform.