

#1 OTT PLATFORM IN HONG KONG

MASSIVE REACH TO AFFLUENT AUDIENCE

COMPREHENSIVE **AUDIENCE DATA POINTS &** **TARGETING SEGMENTS**

ADDITIONAL TARGETING



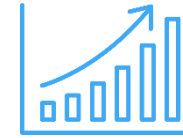
FAMILY

MINISTERS OF EDUCATION
FAMILIES WITH KIDS
FAMILY-FIRST
HOUSEHOLD AUDIENCE



AFFINITY PERSONAS

FOODIES	TECHNOPHILES & GADGET MAVENS
AVID NEWS READERS	MOVIE LOVERS
COOKING ENTHUSIASTS	VACATIONERS & TRAVELERS
GROCERY BARGAIN HUNTERS	MUSIC LOVERS
BEAUTY EXPERTS	AUTO ENTHUSIASTS
SHOPPING DECISION MAKERS	HEALTH WATCHERS
PET LOVERS	CHARITY SUPPORTERS
LUXURY SHOPPERS	LIFESTYLE ENTHUSIASTS
FASHIONISTAS	AFFLUENT INDIVIDUALS
SPORTS FANS	LIFELONG LEARNERS
GAMERS	



BUSINESS & FINANCE

BANKING & FINANCE
SMART PAN BORROWERS
PROPERTY INVESTORS
INSURANCE PROSPECTS
SME



VIEWERSHIP

TVB PRIME TIME DRAMA FANS
DOCUMENTARY FANS
VARIETY FANS
ASIAN FILM / DRAMA FANS
DRAMA FANS
HORSE RACING REGULARS
ADULT AUDIENCES

CONNECTED DEVICES



MULTIPLE DATA SOURCE

PROGRAMME

ADVERTISING

SUBSCRIPTION

SURVEY

E-COMMERCE

GRANULAR DATA

PROGRAMME CONSUMPTION
BEHAVIOR

VIEWING PATTERN

SOCIO-DEMOGRAPHIC

AFFINITY

CONSUMER PROPENSITY

INTENT & INTEREST

LOCATION

AUDIENCE DATA PLATFORM

MOST SOPHISTICATED OTT PLATFORM IN HK

DAILY TIME SPENT **87** MINS

WEEKLY VISIT **4.3** DAYS

MONTHLY ACTIVE AUDIENCE **2.8M**



CONNECTED TV PRECISION WITH BIG IMPACT

