

TVB Talent Package

星「魅」廣告套裝

Apr 19, 2023



Pearl



無綫
新聞台



翡翠台



財經
體育 資訊台

MYTV
SUPER

- **TVB 星「魅」廣告套裝**，集合TVB 實力藝人全面為客戶提升品牌魅力!
- 由度橋、拍片以至安排播放，皆由TVB一手包辦！TVB專業拍片兼宣傳一站式服務，以優惠價格幫客戶省卻大量時間，更獲得專業跟進及宣傳策略服務。切合不同客戶要求，為客戶打造獨一無二的廣告，建立鮮明品牌形象！令宣傳效果極具魅力外，更符合成本效益！幫你拓展業務，邁向成功！
- **TVB Talent Package** offers comprehensive advertising solution by combining the power of TV and the extensive resources of TVB ensemble artistes and professional production.
- From creatives, talent lineup, production to spot placements, TVB has competitive, time-saving and cost-effective solutions, which are flexible to maximize your advertising impact.
- **TVB Talent Package** is best for brand building and business boosting.



實力陣容

Star Artistes

+

專業攝製

Effective
Production

+

跨平台播放

(包括 myTV SUPER
OTT串流媒體平台)

Telecast Arrangement

一條龍服務!

One-stop Service

輕鬆! 無慮!

Hassle-free



無可抗拒的廣告套裝 Irresistible Offer

一位
TVB藝人

A Star Artiste

一條
廣告片製作

Production of one TVC

跨平台播放

Cross-platform Exposure

Starting from **HK\$188,000***起

詳情細則 More details:

- 廣告片只包一位TVB指定藝人參與拍攝 One TVB artiste for one TVC
- 此套餐價格為TVB推薦藝員，不包括指定藝員。若客戶有指定藝員或其他要求，需另行報價。
- This package quotation includes one TVB artiste (recommended by TVB) for one TVC. If there is special requirement for artiste, a separate quotation will be prepared.
- 此廣告套餐只包一天內完成之拍攝，拍攝時間約4小時（上午8:00至晚上8:00之內），包括製作一條15秒或30秒廣告片。
The shooting hours should be within one day, and not more than 4 hours within 8:00am to 8:00pm in the same day.
Video output : 1 x 15-sec or 30-sec TVC
- 若客戶選擇在明珠台播出廣告，TVB可另外提供含英文字幕之廣告片版本(作明珠台播出廣告)。
One more video output: 1 x 15-sec or 30-sec with English subtitles can be included if the client select to telecast on Pearl Channel .
- 明珠台非英語版本的廣告片的接受與否，視乎廣告訂位情況. Acceptance of non-English TVC on Pearl Channel is subject to airtime availability.
- TVB將按產品形象及類別擬定推薦藝人，客戶亦可提供建議其他藝人，惟需另行報價。
TVB will propose an artiste for the consideration of Advertisers. Advertisers may suggest their preferred artiste, and a separate quotation will be prepared.
- TVB藝員部保留最終所選藝人之權利 TVB reserves the right of the final decision of artiste selection.
- 此廣告套裝不包括產品類別之專屬權，藝人可接拍同類型產品之廣告。The artistes selected may also promote other products in the same category.
- 廣告片只限於TVB 5條電視頻道, TVB Social Media 及 myTV SUPER播放。The TVC can only be telecast on TVB TV channels, TVB Facebook & myTV SUPER.
- 廣告片需於2023年內播出，版權播放期則為首播當日起計的一年。The TVC can only be telecast in the year 2023, copyright of the TVC lasts for a year from the first telecast day.
- 如欲延長廣告片的播放期，客戶需繳付額外費用，所需費用將另行報價。 Separate quotation will be provided for extending the copyright usage.
- 如有任何爭議，TVB保留最終決定權。 TVB reserves the right of final decision in case of disputes

客戶所得 Entitlement

(1) TVB 平台 Platforms		No. of Spots播放次數 / Impression / No. of Posts 帖子數量 (客戶只能選擇一個15 秒或 30 秒廣告片版本) TVC Duration : 15-sec or 30-sec	
秒數 Duration:		15-sec	30-sec
翡翠台 Jade Channel		8	4
myTV SUPER		50,000	50,000
社交網絡 Social Media : TVB Facebook		1 post	1 post
並於以下4條頻道選取 2 條 and select two channels from the following 4 channels			
秒數 Duration :		15-sec	30-sec
J2 台 Channel		19	9
無綫新聞台 TVB News Channel		12	6
明珠台 Pearl Channel		10	5
無綫財經 體育 資訊台 TVB Finance, Sports & Information Channel		20	10
(2) 電視廣告製作 TVC Production		廣告製作 Video output: 一條15 秒或30 秒廣告片 1 x 15-sec or 30-sec TVC. 版權播放期為首播當日起計的一年。1 year copyright for telecasting on TVB platforms from the first telecast day	

客戶所得播放次數分佈 Entitlement Breakdown

(1) TVB 平台 Platforms		播放次數 No. of Spots							
Channel /Platform 頻道/平台	級別 Rate	秒數 Duration : 15-sec				共 Total	秒數 Duration : 30-sec		共 Total
翡翠台 Jade	RB	J7 x 1	J6 x 1	J3 x 3	J2 x 3	8	J7 x 1	J2 x 3	4
myTV SUPER	聯網電視, 網頁版及手機應用程式 Connected TV, Web & Apps			30 秒視頻廣告 In-Stream (Mid-roll) (Max 30 Sec)			播放次數 Impression : 50,000		
TVB Facebook	1 x 影片帖子包內容創作, 3x hashtag and 1x page tag (包\$2000廣告費) 1x video post including content creation, 3x hashtag and 1x page tag. (including \$2000 Ad boosting)								

電視頻道 選取15 秒廣告

TV Channel 15-sec TVC

(2) 電視頻道 TV Channel

並於以下4條頻道選取 2 條 and select two channels from the following 4 channels

Channel /Platform 頻道/平台:	級別 Rate	播出時段 Time Class / 播放次數 No. of Spots (秒數 Duration : 15-sec)					共 Total
J2	RB	B7 x 3	B5 x 4	B4 x 4	B2 x 4	B1 x 4	19
無綫新聞台 TVB News Channel	RB	C4 x 2	C3 x 10				12
明珠台 Pearl	RB	P5 x 2	P4 x 8				10
無綫財經 體育 資訊台 TVB Finance, Sports & Information Channel	RB	A5 x 2	A4 x 2	A3 x 2	A2 x 8	A1 x 6	20

電視頻道 選取30 秒廣告

TV Channel 30-sec TVC

(2) 電視頻道 TV Channel

並於以下4條頻道選取 2 條 and select two channels from the following 4 channels

頻道/平台 Channel /Platform :	Rate 級別	播出時段 Time Class / 播放次數 No. of Spots (Duration 長度 : 30-sec)					Total 共
J2	RB	B7 x 2	B5 x 1	B4 x 2	B2 x 2	B1 x 2	9
無綫新聞台 TVB News Channel	RB	C4 x 1	C3 x 5				6
明珠台 Pearl	RB	P5 x 1	P4 x 4				5
無綫財經 體育 資訊台 TVB Finance, Sports & Information Channel	RB	A5 x 1	A4 x 1	A3 x 1	A2 x 4	A1 x 3	10

截止購買日Booking Deadline :
2023年9月29日
Sept 29, 2023

Starting from **HK\$188,0000**^①
(Gross)

① 適用於所有廣告客戶。Applicable to all advertisers.

銷售條款 Sales Conditions

除55/56/57價目表內之一般條款外，客戶仍須遵照以下細則：

Please observe the following notes in addition to our General Terms & Conditions contained in Rate Card Nos. 55/56/57 :

1. 廣告訂位以先到先得形式決定。TVB保留接受此廣告訂位之權利。
Booking will be accepted on a first-come-first-served basis. However, acceptance of bookings will be subject to airtime availability and at the absolute discretion of the Station.
2. 本台將以隨機方法安排廣告之播放次序。
The telecast of all package spots will be arranged on rotational basis.
3. 客戶訂購之廣告套裝，所有廣告必須安排在2023年12月31日或以前播出。
All spots in the package must be utilized on or before 31 December 2023.
4. 價格級別較高的廣告可優先佔用此套裝之廣告時間。
Spots in these packages are subject to pre-emption by spots booked at higher rate class.
5. 此廣告套裝不能以優惠獎賞額購買。
Bonus spots cannot be converted to purchase this package.
6. 購買以上廣告套裝的客戶將不獲大額回扣，唯此費用可撥入客戶現時沿用價目表之總廣告支出，以便計算同年度價目表大額回扣之用。
Whilst these packages are not eligible for volume rebates, the total cost of such packages will be taken into account by the Station when calculating volume rebate available to the Advertiser under the prevailing Rate Card.
7. TVB保留取消此廣告套裝之權利。
TVB reserves the right to withdraw this package without any prior notice.

電視廣告製作細則 TVC Production Notes

1. 此基本套裝中的電視廣告製作服務包括以下項目 TV Commercial production under this standard package includes the following items:
 - a. 一次廣告意念構思（只提供畫面描述及對白之文字稿）
One creative (provide AV script only)
 - b. 實景拍攝約4小時內（只限香港地區內），包括一次製作會議或場地考察
Not more than 4 hours of on-location shooting, one time production meeting/location survey
 - c. 一位TVB指定 TVB 藝人（不包括產品類別專屬權，藝人可接拍同類型產品之廣告拍攝）
One assigned TVB artiste (without product category protection)
 - d. 廣告稿撰寫及電檢安排
Script writing and censorship handling
 - e. 選定背景音樂一首
Background music (one cut) at the discretion of TVB producer TVB
 - f. 簡單後期效果製作（所有商標、相片及美術原圖由廣告代理 / 客戶提供）
Simple panel effects (all artworks to be provided by the advertiser/advertising agency)
 - g. 廣告片上台服務
Material submission for station broadcast
2. 廣告應屬簡單內容及製作，而本公司可自行決定委任製作公司。如果有其他要求，本公司保留收取額外費用的權利。
The commercial should be of a simple nature and TVB may appoint a production house to produce at its discretion. Should there be additional requirements, TVB reserves the right to levy additional charges.
3. 拍攝所需的任何許可或文件應由廣告代理 / 客戶準備和確認。
Any permits and/or documents needed for the shooting shall be prepared and obtained by the advertiser/advertising agency.
4. 實景拍攝約4小時內（只限香港市區內或合理之交通距離），場地由客戶提供，若由本公司代為安排，另需額外費用
Not more than 4 hours of on-location shooting The location should be provided by the advertiser/advertising agency. It should be within a reasonable distance or in urban areas. Otherwise, additional cost will be charged.

電視廣告製作細則 TVC Production Notes

5. 若拍攝場地為香港以外地區，所需額外費將另行報價，並由廣告代理 / 客戶承擔
A separate quotation will be prepared for and paid by the advertiser/advertising agency for any on-location shooting outside Hong Kong.
6. 本公司將按產品形象及類別擬定參演藝員或旁白，客戶亦可提供建議參演藝員名單。如需指定藝員或廣告模特及旁白，將有額外費用。TVB藝員部保留最終選定藝員之權利。
The artiste/V.O. talent will be appointed by TVB and subject to the availability, imaging & product category protection of the artiste/V.O. talent. Advertiser/advertising agency could suggest other artiste/ V.O. talent for consideration. Additional cost would apply for any other designated artiste/V.O. talent. TVB reserves the right of final decision on artiste.
7. 拍攝時間需於上午8:00至晚上8:00之內(需同一日內完成)，拍攝日子由TVB及廣告代理 / 客戶雙方共同協定。
Shooting hours should be within the period of 8:00am to 8:00pm in the same day. Shooting day should be agreed by TVB and the advertiser/advertising agency.
8. 本廣告製作服務所列出之項目以外而產生的所有額外費用，需由廣告代理 / 客戶承擔。
All additional expenses incurred for the TV Commercial Production (i.e. items other than those included in Clause 1 above) shall be borne by the advertiser/advertising agency.
9. 不包括特定的服裝和道具。
Specific costumes and props are not included.
10. 現場指導和後期製作將由本公司指定的製作人員完全負責。
On-site direction and post-production will be handled entirely by TVB appointed production staff.
11. 商標 / 美術原圖 / 照片應由廣告代理 / 客戶提供。所有應用之版權需由廣告代理 / 客戶負責及確認。
Specific logos/artworks/photos should be provided by the advertiser/advertising agency. All rights should be cleared by the advertiser/advertising agency.
12. 將會提供預覽供客戶參考，並包括一次畫面修訂。
A preview file will be provided and one-time minor revision is included.

電視廣告製作細則 TVC Production Notes

13. 如對完成之廣告片提出主觀修改要求，將收取不低於HK\$5,000之額外費用，並視乎本公司設施情況而定。
Subjective revision of the finished commercial will be charged at an minimum cost of HK\$5,000 and subject to the availability of TVB production facilities.
14. 對本廣告套裝製作服務項目以外之要求，本公司保留權利就以下事項徵收額外費用：
Without prejudice to the generality of the foregoing provisions, TVB reserves the right to levy additional charges for:
 - a. 拍攝時間於上午8:00至晚上8:00以外 Shooting outside the period of 8:00am to 8:00pm
 - b. 故事 / 劇本非基本製作內容 Stories / scripts not of simple nature
 - c. 需配合精細複雜的後期製作 Sophisticated post-production is required
 - d. 現場超時拍攝 On-location over-time shooting
15. 由電視廣播有限公司市場及營業部製作或廣告代理 / 客戶提供之所有製作資料均不會退還，廣告片之創作及製作版權均為電視廣播有限公司所有。在未取得電視廣播有限公司的授權下，該資料不得用於任何其他電視台 / 媒體
All materials produced by or for TVB will not be returned to the advertiser/advertising agency, and shall at all times remain as the properties of TVB. The materials shall not be utilized on any other television stations/media.
16. 電視廣告只限於TVB 5條電視頻道、TVB Facebook及 myTV SUPER 播放。
TV commercial could be broadcast on the 5 terrestrial free-to-air channels operated by TVB and TVB Facebook & myTV SUPER only.
17. 本套裝內之所有廣告必須在2023年12月31日或以前播出。所製作之廣告片的使用期為首播日起一年。
All entitlement must be utilized on or before 31 December 2023. Copyright of the TVC lasts for a year from the first telecast day.
18. 如欲延長廣告片的播放期，客戶需繳付額外費用，所需費用將另行報價。
A separate quotation will be prepared for the advertiser/advertising agency for extension of the copyright.
19. 如有任何爭議，本公司保留一切最終決定權。
In case of any dispute, the decision of TVB should be final.

myTV SUPER 條款和條件 Terms & Condition

1. 所有預訂均不可取消。
All bookings are non-cancellable.
2. 將按照先到先得的原則接受預訂。是否接受預訂由 myTV SUPER 全權決定。
Bookings will be accepted on a first-come-first-served basis. Acceptance of bookings shall be at the entire discretion of myTV SUPER.
3. 上述優惠和預訂在被 myTV SUPER 接受後，須遵守價目表的一般條款和條件：myTV SUPER 2022/2023。
Above offers and bookings shall, upon acceptance by myTV SUPER, be subject to the General Terms and Conditions of Rate card : myTV SUPER 2022/2023.
<https://ad.mytvsuper.com/category/advertise/terms-conditions/>
4. 所有廣告必須安排在2023年12月31日或以前播出。
All inventory must be utilized on or before 31 December 2023.

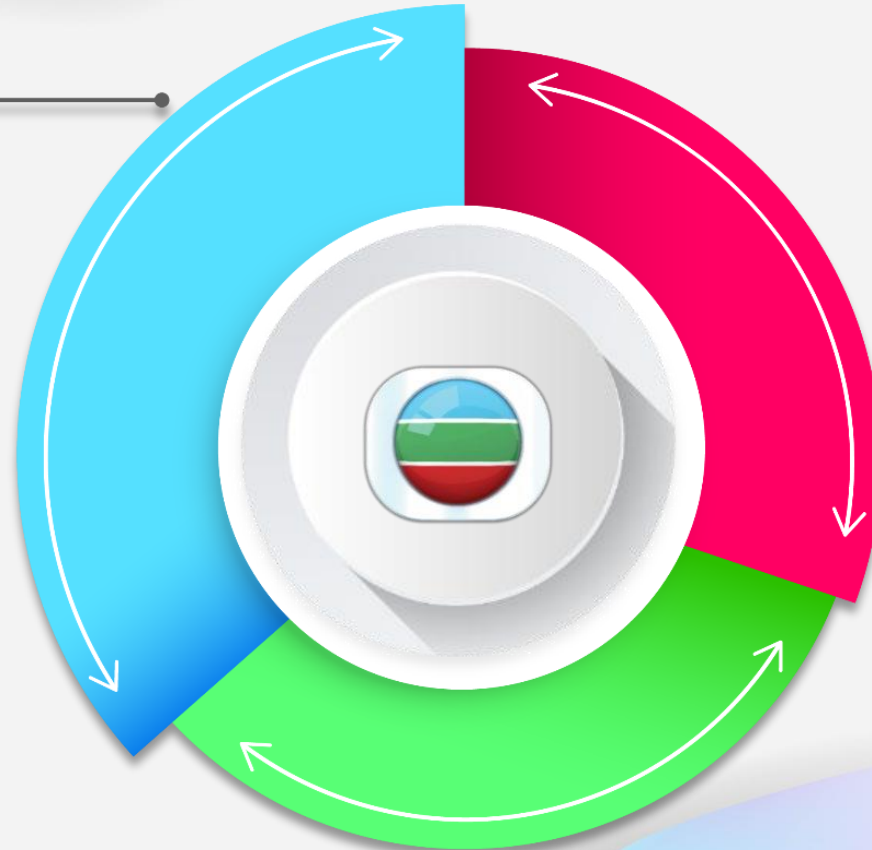


TVB無綫電視—最強平台

TVB - The Strongest Platform

**The Most Watched TV Station
capturing 83% of HK
Audiences[^]**

全港最多觀眾的平台
TVB吸引全港83%電視觀眾[^]



**額外接觸大灣區觀眾
Reaching the Audience in
the Greater Bay Area**

**Reaching 3.3 Million of myTV
SUPER Monthly Active Audience*
接觸 3.3 百萬個 myTV SUPER 每月活
躍觀眾***

2022/01/01-2022/12/31

Base 基礎: 4+ (6,497,000)

[^] Share is based on the total free TVs ratings (4+) during Weekday Primetime (Mon to Fri, 19:00 to 23:00)

百分比以香港免費電視頻道之平日黃金時段（星期一至五19:00至23:00整體4+收視計算

Source 數據來源: CSM Media Research

*Adobe Analytics

Fieldwork period: Feb, 2023



***3.3M**

每月活躍觀眾
Monthly Active Audience

56%

Reach/Wk
每星期觸及率

4.3Days

Visit/Wk
每星期探訪日數

87Mins

Daily Time Spent/User
每日觀看時間/用戶

#1香港OTT 串流媒體平台

**#1香港OTT
串流媒體平台**

**接觸層面最廣泛！
任何時間, 眾多接觸點！**
(聯網電視、網頁和手機應用程式)

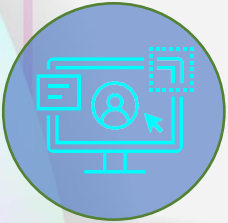
**Mass Reach!
24/7 Available!
Multiple Touchpoints!**
(via Connected TV, Web & Mobile)





配合第一方大數據, 精準投放!

更能針對目標客群播放! 更顯著品牌曝光效果!



- ✓ Clickable Ad for all devices (Connected TV/Web/APP):
Click "OK" for Connected TV

可點擊廣告, 聯網電視也可點擊廣告去到廣告詳細頁面



- ✓ Trackable report for advertising result

詳細播放及投放客群表現報告 (包括聯網電視播放數據)



- ✓ myTV SUPER adopted first-party data, able to retarget/target over 30+ different audience segments such as age, gender, location, content viewing interest, shopping behaviors etc.

myTV SUPER 擁有第一方大數據龐大 DMP, 能針對目標客群播放精準投放廣告, 超過30個選項, 對品牌曝光, 效果更顯著!) 如年齡、性別、地區、瀏覽節目興趣、觀眾活躍時段、網上購物行為等等

Audience Profile

性別 45% vs 55%
Gender Male vs Female

年齡 8% A15-24
Age 18% A25-34
21% A35-44
23% A45-54
31% A55-64

每月家庭收入

Household
Monthly income:

HK\$60K +

Median of HK Household: 香港每月家庭收入中位數 HK\$27,500*