



《歡樂頌 4》

Title sponsorship

YOUR ONE STOP MULTI-SCREENS SOLUTION

May 4, 2023

歡樂頌 4

共37集

上架日期：Jun 19, 2023

演員：江疏影、楊采鈺、張佳寧、張慧雯、李浩菲、竇驍、王安宇、經超、曲哲明

該劇根據阿耐的同名小說改編，將延續第三季未完的故事，描繪葉蓁蓁、方芷衡、朱喆、何憫鴻、餘初暉的人生曲線，記錄她們在鋼筋水泥叢林中的野蠻生長。講述五位性格各異的姑娘因同住歡樂頌小區22層結緣繼而發生的一系列故事。



myTV SUPER Entitlements

客戶所得



Total Package Cost: \$ 98,000.00 (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)	4	100%
	In-Stream (Pre-roll) (max 30-sec) 視頻廣告	4	114,000
	In-Stream (Mid-roll) (max 30-sec) 視頻廣告	4	112,000
Connected TV & App 聯網電視及手機應用程式	Inverted L-Shape Banner 倒L形廣告	4	411,000
Apps 手機應用程式	Triple Banner 大型橫額廣告	4	756,000
Additional 「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	
Special Offer (Free) 額外贈送			
Connected TV & App 聯網電視及手機應用程式	Program Promo Inverted L-Shape Banner (with client's logo) 節目宣傳倒L形廣告 (帶有客戶標誌)	4	100,000

myTV SUPER AD Reference



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



Program Promo Inverted L-shape Banner

倒L形廣告

(Device: Connected TV, App)



Triple Banner

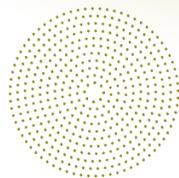
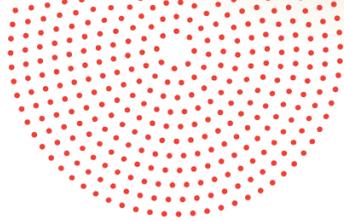
大型橫額廣告

(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

「東張+」

Monthly Active User : 710,000+

Data Period : March 2023



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.



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

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

#170k+

Total Subscribers
總訂閱人數

***3.66M**

Monthly Active Audience
每月活躍觀眾

56%

Reach/Wk
每星期觸及率

4.3Days

Visit/Wk
每星期探訪日數



myTV SUPER

#1香港OTT 串流媒體平台



Source: 2022 Video Consumption Landscape Survey, Nielsen
Base: HK citizens aged 15-64 who watched any online or offline video in past 7 days (n=2,538)
Fieldwork period: 12 Jul – 5 Aug 2022

Data Source: Adobe Analytics
*Monthly Active Users data period: Apr 2023
Total Subscribers data period: As of May 4, 2023





Appendix

myTV SUPER Chinese Drama Stream view & Unique Visitor

2022年度最具話題性華語劇

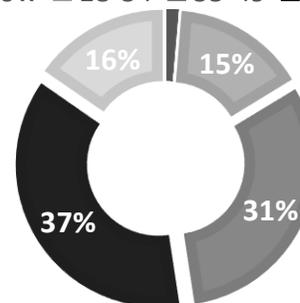
2022 Top Trending Chinese Drama



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

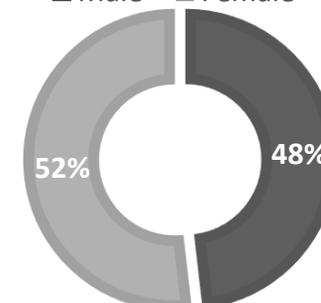
AGE

■ 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

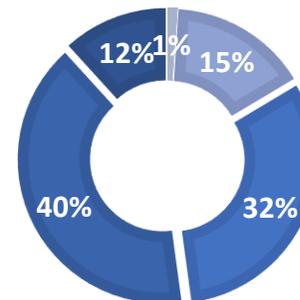
1M+

Total Unique Visitor

140K+

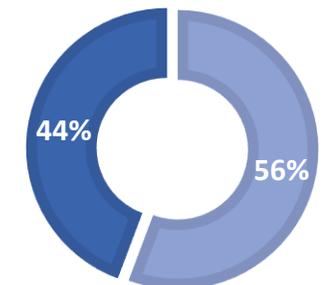
AGE

■ 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

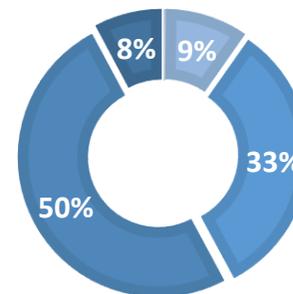
320k+

Total Unique Visitor

62k+

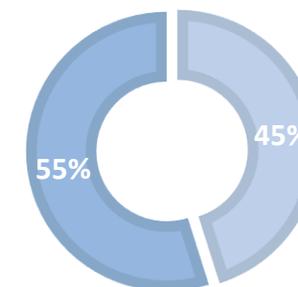
AGE

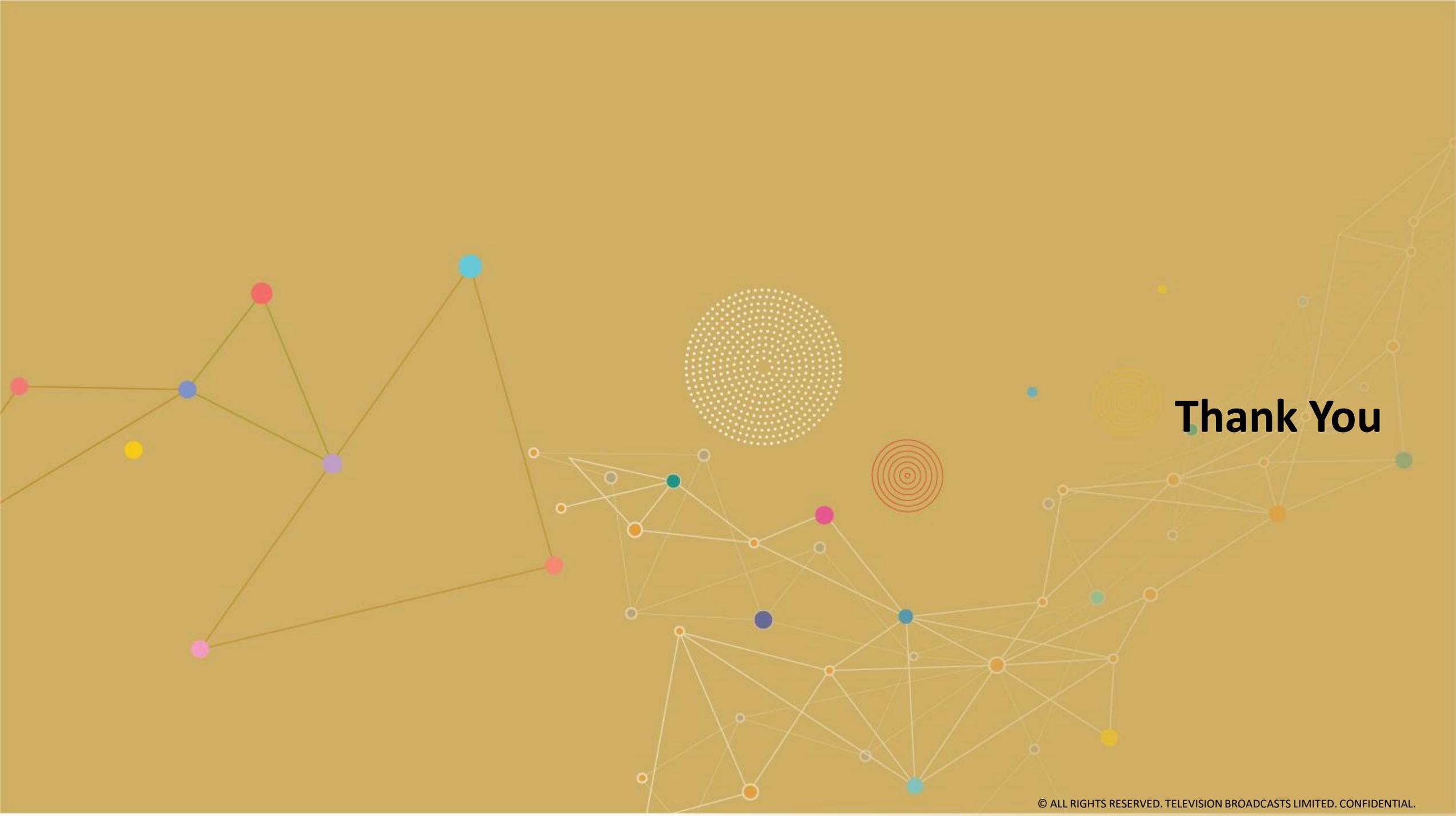
■ 17 or below ■ 18-34 ■ 35-49 ■ 50-64 ■ 65+



GENDER

■ Male ■ Female





Thank You