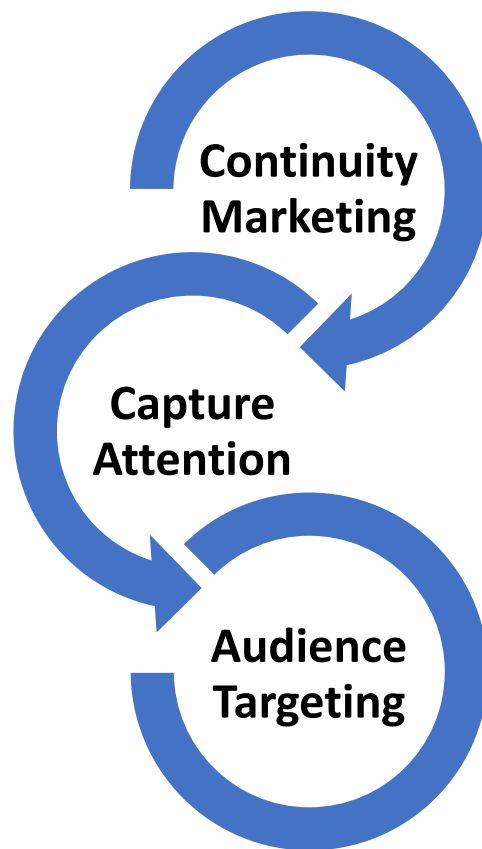




2023 myTV SUPER Always-On Package (Jun - Dec)

May 25, 2023

Cultivating a captive audience



**Continuity
Marketing**

Deliver a consistent message to connect with your potential customer

**Capture
Attention**

Embrace the power of exposure and foster your customers' consideration

**Audience
Targeting**

Making sure to create right messages that speak to your right customers

Special Rate package with 13 weeks campaign period

Portals	Platform	Ad Format	Est. Impression	CPM (Gross)	Amount (Gross)
myTV SUPER	Mobile, Web & CTV	Inverted L-Shape*	2,800,000	\$ 38	\$ 106,400
	App	Triple Banner*	4,500,000	\$ 43	\$ 193,500

Total of Impression : 7,300,000

~~Original Package : \$299,900 (Gross)~~
Special Package : \$155,500 (Gross)

**48.1%
off**

Remarks :

- ***Specific device targeting is not applicable to this special package with additional targeting filters.**
- 20% loadings will be applied to each target filtering
- Special Rate package can be only used on campaign with consecutive 13 weeks on or before December 31, 2023

Inverted L-shape Banner

倒L形廣告

(Device: Connected TV, Web, App)



- It happens on 5 minutes after every AD-Break end
- Apply to all free TVB Channels (i.e. 81 to 85 except 84) thematic channel (86-94 & 200 & 700, except 97, 98) + VOD programmes

Triple Banner

大型橫額廣告

(Device: App)



Audience Solution

Addressable First-Party Data for Activation & Insights

GRANULAR DATA

AUDIENCE DATA PLATFORM

PROGRAMME
CONSUMPTION BEHAVIOR

VIEWING PATTERN

SOCIO-DEMOGRAPHIC

AFFINITY

CONSUMER PROPENSITY

INTENT & INTEREST

LOCATION

MULTIPLE DATA SOURCE

PROGRAMME

ADVERTISING

SUBSCRIPTION

SURVEY

E-COMMERCE

TVB's **digital & OTT audience data platform** -
empowered by **TVB group-level data enrichment**.

From myTV SUPER proprietary & granular data signals to
activatable audience dimensions & segments.

CONNECTED DEVICES



56%

Weekly Reach*

4.3days

Weekly Visit Days*

87mins

Daily Time Spent per User*

***3.66m**

MAU
(Connected TV | App | Web)

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



myTV SUPER Audiences Tends to be Well Educated and in PMEB Working Status with Spending Power



Gender



45% vs 55%

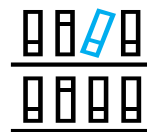
Age



8% A15-24
21% A35-44
31% A55-64

18% A25-34
23% A45-54

University



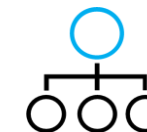
2022 50%
2021 48%
2020 50%

Working



2022 86%
2021 85%
2020 79%

PMEB



2022 49%
2021 46%
2020 41%

Married



70%

9 out of 10 have Kids and 24% sending kids to tutor class

Grocery Shoppers



88%

HK\$2,288 monthly average spending on grocery

Wealth Management



79%

Owned Premium banking account, investment account, private banking, wealth management acct

Healthy & Supplement



56%

HK\$1,579 monthly average spending on healthy products

Private Property



40%

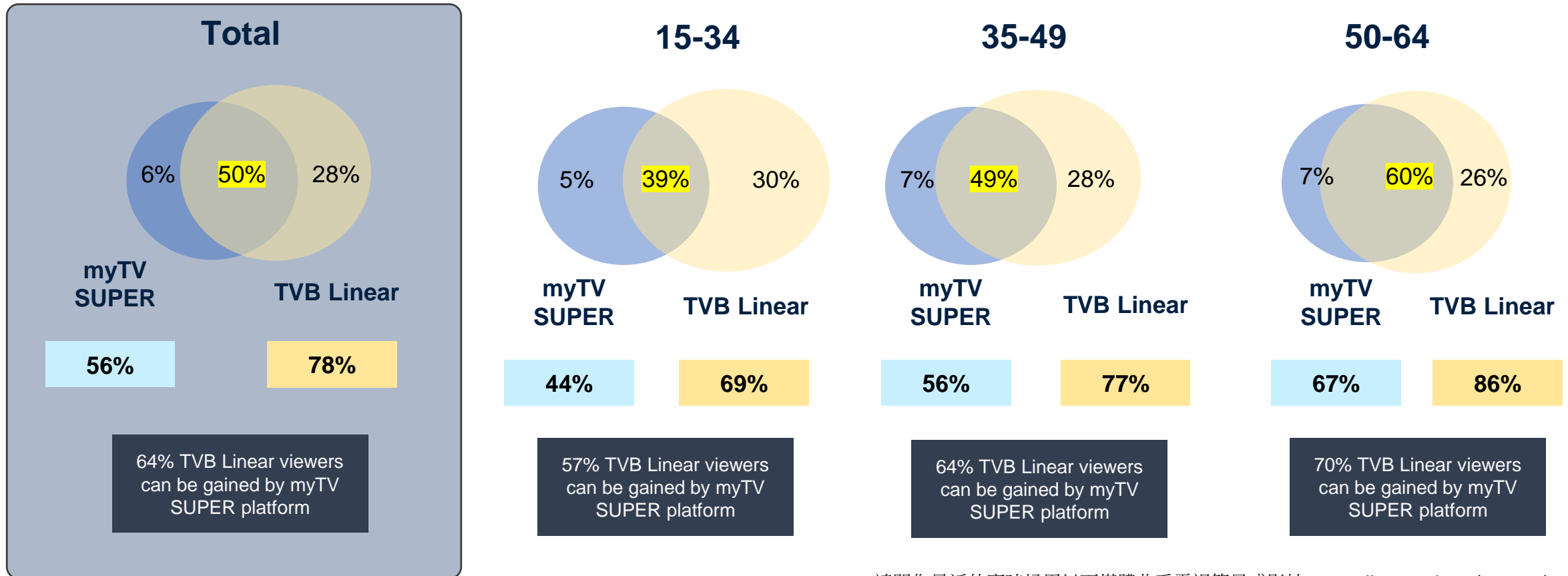
with liquid assets HK\$890k excluding the property owned

Audience Duplication among myTV SUPER and TVB Linear (By Age)

64% of TVB linear viewers can be gained by myTV SUPER platforms



Viewership of Past 7 Days (myTV SUPER v.s TVB Linear)



Q9. 請問你最近什麼時候用以下媒體收看電視節目或影片 *Base: All respondents (n=2,538)*

myTV SUPER: OTT + APP + Web | TVB Linear: Ch.81/82/83/84/85 Free-to-Air channels



Ad Targeting



Diversity of target filtering for selection

Content Category

Drama, News & Finance,
Variety, Documentary

Device

CTV, Web, App (IOS, Android)

Frequency Cap

Daily / Lifetime

Placement

Scene targeting,
myTV SUPER Placement targeting

Time Range Specific

Time & Date

Viewing Behavior

37 Audience targeting

Geographic

Hong Kong 18 District

Socioeconomic Status

Household income group

Age

Age group 17-64 or above

Ecommerce

Base on purchase history,
browsing history

PBM

Past campaign clicks

Targeting Suggestions For Specified Category

#	Category	Suggest Targeting	#	Category	Suggest Targeting
1	GOV / Quasi Gov't / NGO	i) Charity Supporters / Family-First / Drama Fans (Audience Segment) ii) Location	10	Food & Dining / Beverage	i) Foodies / Cooking Enthusiasts / Shopping Decision Makers / Grocery Bargain Hunters (Audience Segment)
2	Pharm & Healthcare	i) Health Watchers (Audience Segment) OR ii) Female & Age Group	11	Milk Powder	i) Families with Kids / Grocery Bargain Hunters / Shopping Decision Makers (Audience Segment) OR ii) Female & Age group
3	Banking & Finance	i) Banking & Finance / Smart Loan Borrowers / SME (Audience Segment) ii) Age Group	12	Fashion & Accessories / Watch & Jewellery	i) Fashionistas / Luxury Shoppers / Sports Fans Lifestyle Enthusiasts (Audience Segment)
4	Insurance	i) Insurance Prospects / Health Watchers (Audience Segment) ii) Age Group	13	Education & Training	i) Family Audience
5	Property	i) Property Investors (Audience Segment) ii) Location	14	Entertainment	i) Gamers/ Movie Lovers / Music Lovers (Audience Segment)
6	Electrical Appliance / Household	i) Household & Living / Family with kids / Shopping Decision Makers / TVB Programme (Audience Segment)	15	Telecommunication	i) Gamers / Drama Fans / Fashionistas / Technophiles & Gadget Mavens (Audience Segment) ii) Mobile Carrier
7	Travel & Tourism	i) Vacationers & Travelers / Foodies (Audience Segment)	16	Automobile	i) Technophiles & Gadget Mavens / Auto Enthusiasts (Audience Segment) OR ii) Male & Age Group
8	Personal Care & Beauty	i) Beauty Experts / Fashionistas / Health Watchers (Audience Segment) ii) Female	17	Computer & Internet	i) Technophiles & Gadget Mavens OR ii) Male & Age Group
9	Pet Care	i) Pet Lovers / Shopping Decision Makers (Audience Segment)	18	Logistics / Transportation / Retail	i) Location OR ROS

Core Audience Targeting



AFFINITY PERSONAS

FOODIES
AVID NEWS READERS
COOKING ENTHUSIASTS
GROCERY BARGAIN HUNTERS
BEAUTY EXPERTS
SHOPPING DECISION MAKERS
PET LOVERS
LUXURY SHOPPERS
FASHIONISTAS
SPORTS FANS
GAMERS

TECHNOPHILES & GADGET MAVENS
MOVIE LOVERS
VACATIONERS & TRAVELERS
MUSIC LOVERS
AUTO ENTHUSIASTS
HEALTH WATCHERS
CHARITY SUPPORTERS
LIFESTYLE ENTHUSIASTS
AFFLUENT INDIVIDUALS
LIFELONG LEARNERS

Core Audience follows the segmentation methodology to connect myTV SUPER viewership & intent-based signals from TVB audience data platform.

Enable relevant, activatable & scalable audience targeting – across connected TV, app & web.



BUSINESS & FINANCE

BANKING & FINANCE
SMART PAN BORROWERS
PROPERTY INVESTORS
INSURANCE PROSPECTS
SME



ECOMMERCE

HOME COOK
DRINKS & SNACKS
ANTI-EPIDEMIC PRODUCT
WATER
BEER
HEALTH CARE
GOURMET LOVER
BABY CARE PRODUCTS



VIEWERSHIP

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



FAMILY

MINISTERS OF EDUCATION
FAMILIES WITH KIDS
FAMILY-FIRST
HOUSEHOLD AUDIENCE



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.

The background is a solid tan color. It features several abstract geometric elements: a network of thin brown lines connecting various colored dots (pink, blue, yellow, purple, cyan) on the left; a large, dense circle of small white dots in the upper center; a series of concentric red circles in the center; and a series of concentric yellow circles on the right. Additionally, there are several other scattered dots in various colors (pink, blue, yellow, orange, teal) and a complex network of thin white lines connecting small dots in the lower right.

Thank You