



《長風渡》

内地同步播放

Title sponsorship

YOUR ONE STOP MULTI-SCREENS SOLUTION

July 7, 2023

2023年6月份微博**热搜, 文娱榜第一**

2023上半年陸劇「有效播放量」**總榜TOP10!**

《長風渡》



共40集 (TBC)

上架日期: Early Aug (TBC) 內地同步播放

演員: 白敬亭, 宋軼

《長風渡》是由尹濤執導，白敬亭、宋軼領銜主演，劉學義特別主演，張昊唯特邀主演，張睿、趙子琪特別出演的古裝劇。

該劇根據墨書白的同名小說改編，講述了自小受盡磨礪的揚州布商之女柳玉茹與當地著名纨绔顧九思陰差陽錯結為夫妻，性格迥異的兩人在錯位婚姻裏，從相互抵觸到相互扶持、相互治癒的暖心故事

Trailer:

<https://www.youtube.com/watch?v=4bl7ktHDOLk>

領銜主演 「最強CP」

白敬亭

2020年福布斯中國名人榜排名第100位
2022年第13屆澳門國際電視節 最佳男主角獎
2022年愛奇藝尖叫之夜年度會員影響力男演員



代表作品:
匆匆那年, 誰的青春不迷茫

宋軼

2021 年第32屆華鼎獎
2022 年時尚先生25週年先生之夜年度風尚藝人
2022年 微博之夜微博年度飛躍演員



代表作品:
偽裝者, 慶餘年, 贅婿

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)	TBC	100%
	In-Stream (Pre-roll) (max 30-sec) 視頻廣告	TBC	114,000
	In-Stream (Mid-roll) (max 30-sec) 視頻廣告	TBC	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	TBC	411,000
Apps 手機應用程式	Triple Banner 大型橫額廣告	TBC	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)	TBC	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, Web)



myTV SUPER AD Reference



Program Promo Inverted L-shape Banner

倒L形廣告

(Device: Connected TV, App, Web)



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 : 880,000+

Data Period : June, 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)



myTV SUPER

#1香港OTT 串流媒體平台

#170k+
Total Subscribers
總訂閱人數



*2.9M
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



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: May 2023
Total Subscribers data period: As of May 4, 2023

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 colored dots scattered across the lower half of the image, connected by a network of thin white lines.

Thank You