



# YOUR SUPER MULTI-SCREEN SOLUTIONS

**Effective from Sep 11, 2023**

Ad format	Device	Unit	2023 Rate Card Rate (HK\$ Gross)
Non-skippable In-stream Ads   ≤30-sec   Mid-roll	Connected TV+APP+WEB	CPM	216
Non-skippable In-stream Ads   ≤30-sec   Pre-roll	Connected TV+APP+WEB	CPM	302
Skippable In-stream Ads   >30-sec   Mid-roll	Connected TV+APP+WEB	CPM	216
Skippable In-stream Ads   >30-sec   Pre-roll	Connected TV+APP+WEB	CPM	302
Non-skippable In-stream Ads   ≤15-sec   Mid-roll	Connected TV+APP+WEB	CPM	108
Non-skippable In-stream Ads   ≤15-sec   Pre-roll	Connected TV+APP+WEB	CPM	151
Pop-up	myTV SUPER APP	CPM	130
Video Pop-up	myTV SUPER APP	CPM	157
Vertical Video Pop-up	myTV SUPER APP	CPM	157
Double Banner	APP	CPM	27
Triple Banner	APP	CPM	43
Mobile LREC	APP	CPM	49
Super Mobile LREC	APP	CPM	86
2-in-1 Super Video LREC	myTV SUPER APP	CPM	86
Mobile Video Banner	myTV SUPER APP	CPM	52
Inverted L-Shape	Connected TV+APP+WEB	CPM	38
LREC	WEB	CPM	49
Super Banner	WEB	CPM	103
Skyscraper	WEB	CPM	49
Half Page	WEB	CPM	92

Other format	Device	Unit	2023 Rate Card Rate (HK\$ Gross)
Native	Connected TV+APP+WEB	1 week	72,360

myTV SUPER offers precision targeting by using our 1<sup>st</sup> party data

**Basic filters :**

**Age, Content Category, Frequency Cap, Mobile Carrier, Position, Time Range Specific, Viewing Behavior, Device, Gender, Geographic, Usual Location, Socioeconomic Status**

20% loadings will be applied to each target filtering

Special filtering is available on request and negotiable, please contact our sales department for details.

**Surcharge of HTML5 format : 20%**

**Remarks : No back to back ads will be accepted on myTV SUPER platform.**