



Masthead & Hosting Ads

Homepage Prominent Position Across All Devices
Deliver Massive Awareness & OTT-Native Viewer Engagement





Masthead & Hosting Ads

Entitlements & Specifications



Dedicated Poster Coverage
in 每周必睇



Masthead Ads
in *myTV SUPER* 介紹番



Content Hosting
(1 Week)

01 Entitlements

Ad Entitlement	Buy Type Period
Masthead Ads in <i>myTV SUPER</i> 介紹番	Cost-per-day (100% SOV) 1 day
Dedicated Poster Coverage in 每周必睇	Cost-per-7-day (coverage) 7 days
Content Hosting	Cost-per-7-day (hosting) 7 days

03 Terms & Conditions

- myTV SUPER assigns the position of Masthead Ads (one of the three positions). No guarantee of the specific ad position.
- Daily homepage visits fluctuate due to a number of factors. Masthead & Hosting Ads is on cost-per-day buy type.
- myTV SUPER reserves the right to censor and decide the hosting content.

02 Specifications

Materials	Provided by
Poster Creation - Banner & Background (Advertiser to provide key visuals for production)	Advertiser & myTV SUPER
Video Content (CTV-suitable resolution)	Advertiser
Content Titles & Synopses - Programme & Videos (max. 200 Chinese characters) (Chinese & English)	Advertiser

04 Pricing

HKD 67,000.00 (Gross)



Positioning

Massive Reach To All Viewers

Drive massive awareness to all myTV SUPER viewers.

At full scale.

Across all devices.

Prominent Homepage Position

Capture viewer attention with ad position between myTV SUPER hero programme features.

Top on the homepage.

OTT-Native Engagement

Allow the viewers to navigate through the hosted commercial videos selected by advertisers.

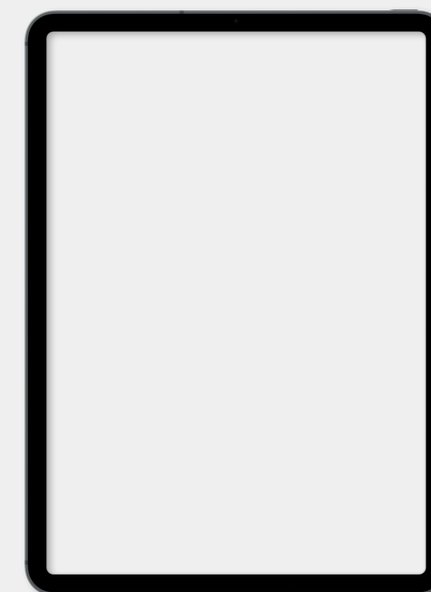
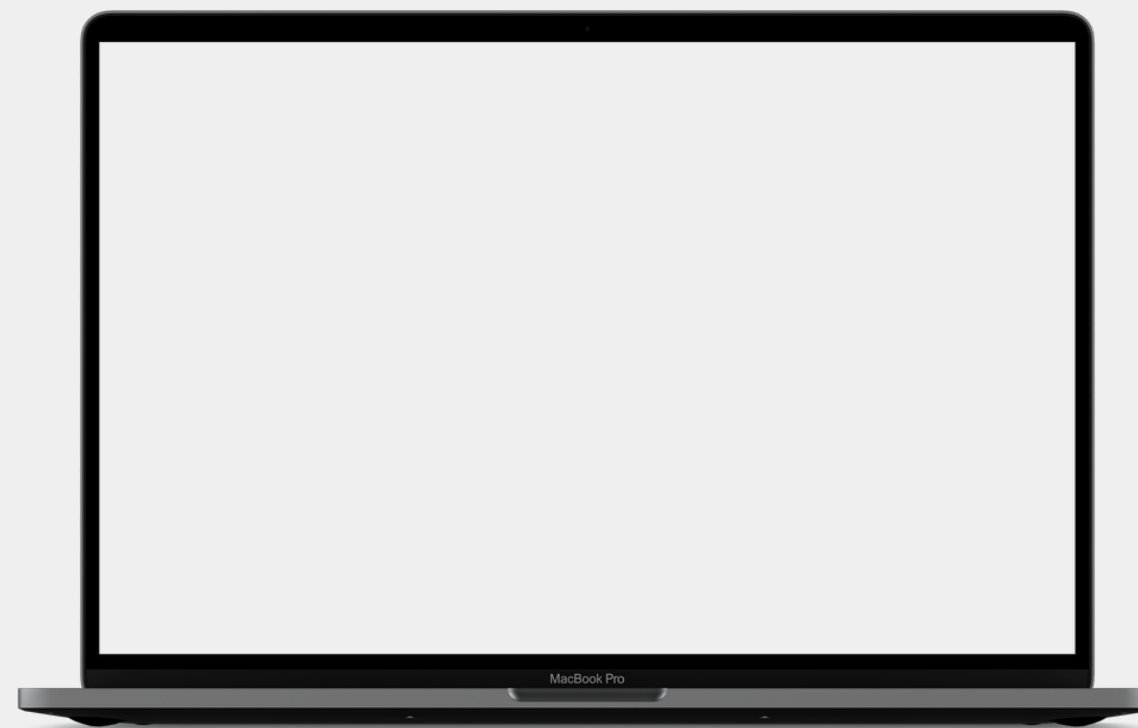
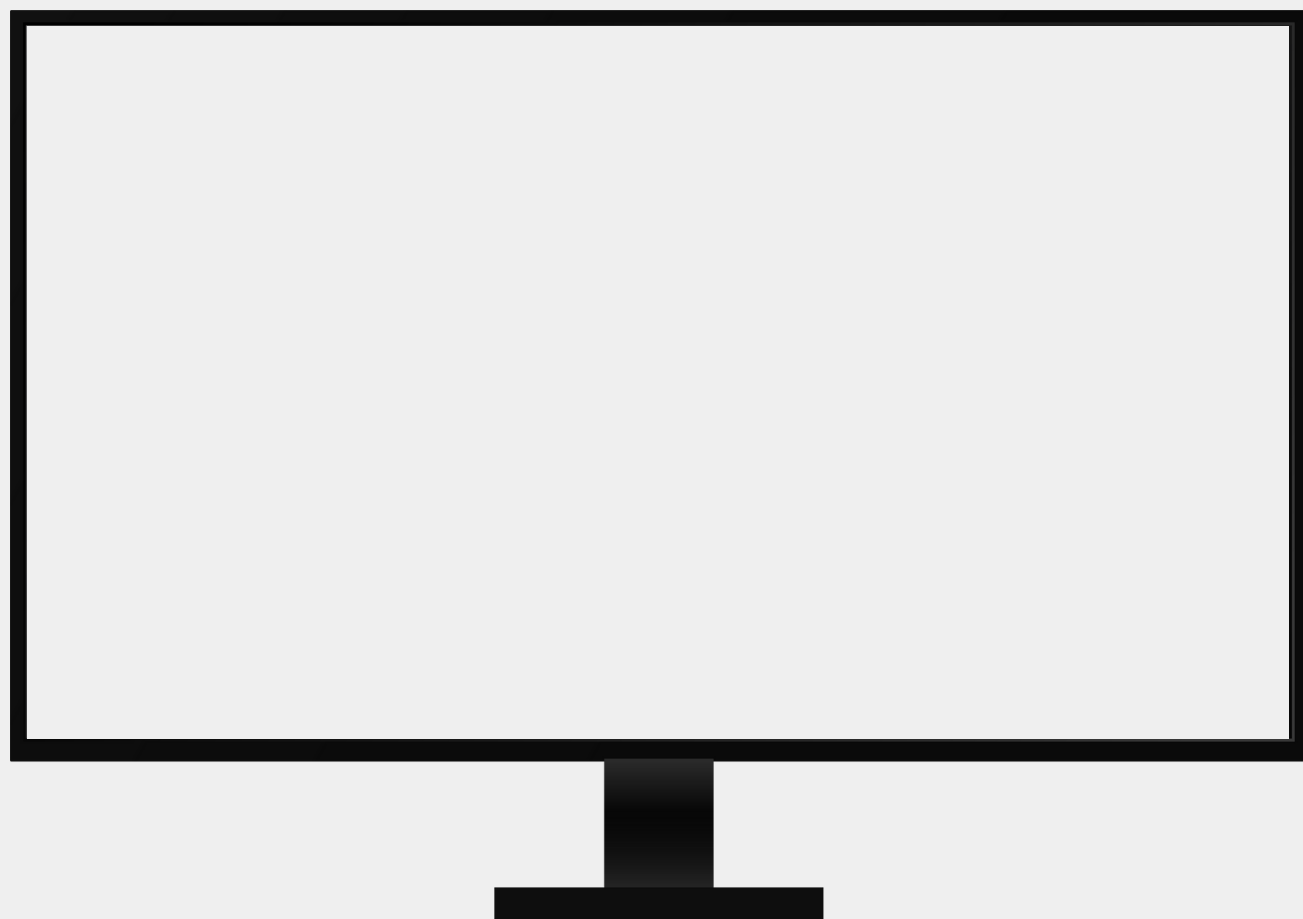
Impressions to engaging views.





Mass Awareness

Over 1M Homepage Visits Daily*
At full scale. Across CTV, App & Web.



*Daily homepage visits fluctuate due to a number of factors. Masthead & Hosting Ads is on cost-per-day buy type.



Masthead On Homepage

Capture viewer attention with ad position between myTV SUPER hero programme features.

01 Show off your ad message at **one** of the three top positions*.

02 Clickable ads leading the viewers to the **programme hosting** page.



03 **Cost-per-day (CPD)**.
100% share-of-voice (SOV) of impressions of the Masthead ad unit during the day.



*myTV SUPER assigns the position. No guarantee of the specific ad position.

OTT-Native Engagement

Navigate through the hosted commercial videos selected by advertisers.

01 Host your brand, product, or message in a native programme ad format*.



02 Storytelling
You can arrange the selection of a content mix - fulfilling your promotional objective.



Content Hosting Best Practice

01 Make the most of the OTT & **CTV** nature to bring high-resolution & stunning visuals.

02 Turn impression into interest by designing the creative as native to OTT environment.

03 Curate a viewer navigation journey.

Prioritise intriguing and interactive video content over commercials.

