



TVB 56週年台慶作品選

Program Stunt Campaign

Title Sponsorship

YOUR ONE STOP MULTI-SCREENS SOLUTION

Oct 26, 2023

#一齊台慶



#一齊台慶

日期：2023年11月1日至12月20日

11月19日係TVB 56歲生日，myTV SUPER同大家#一齊台慶！myTV SUPER 整合多套歷代深受歡迎的經典TVB台慶劇及台慶得獎綜藝節目，包括周星馳主演的《他來自江湖》，和方東昇擔任主持的《尋人記2》等高收視節目，與觀眾一齊重溫，#一齊台慶！

客戶可用至優惠套裝價格，在上述期間冠名贊助#一齊台慶專區，於節目海報（不包括《他來自江湖》）及宣傳廣告等地方呈現客戶品牌，在myTV SUPER及免費電視頻道跨平台宣傳！

11套經典節目



Entitlement 客戶所得

Package period 日期: Nov 1 – Dec 20, 2023

Platform 平台	Ad Format 廣告型式	Total Impression 曝光次數#
myTV SUPER Connected TV, Web & Apps 聯網電視, 網頁版及手機應用程式	Sponsor logo of 「一齊台慶」Programme Zone* 「一齊台慶」專區客戶商標	100%
	Dedicated Poster (displaying on 「一齊台慶」Programme Zone with client's logo)* ("他來自江湖" is not included) 海報冠名贊助 (帶有客戶標誌並於「一齊台慶」專區展示) (不包括《他來自江湖》)	100%
	Super-imposition of sponsor title inside 《他來自江湖》live streaming* 《他來自江湖》直播時出現冠名掛角	1 time次/episode集
	In-Stream (Mid-roll) (max 30-sec) ROS 視頻廣告	2,000,000
Extra Offer (Free) 額外贈送		
TV Platform 電視頻道	myTV SUPER Programme Promo at TV Commercial break* myTV SUPER 節目宣傳 - 電視廣告時段	
myTV SUPER Connected TV, Web & Apps 聯網電視, 網頁版及手機應用程式	Programme Promo In-stream (Mid-roll)/ Inverted L-Shape Banner (with client's logo)* 節目宣傳視頻廣告或倒L形廣告 (帶有客戶標誌)	

*Brand logo exposure timeframe varies with the on-shelf time of specific programmes.
客戶商標曝光時間將取決於個別節目上架時間。

Total Package Cost: \$ 288,000 (Gross)

Massive Active Audience Base 龐大活躍觀眾群

DATA SOURCE: ADOBE ANALYTICS
*MONTHLY ACTIVE USERS DATA PERIOD: JUL 2023
TOTAL SUBSCRIBERS DATA PERIOD: AS OF MAY 4, 2023



* **2.7M**

MONTHLY ACTIVE AUDIENCE
每月活躍觀眾

56%

REACH/WEEK
每週觸及率

4.3 DAYS

VISIT/WEEK
每週瀏覽日數

170K+

TOTAL SUBSCRIBERS
總訂閱人數



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

#1 HK OTT Media Platform

全港第一OTT串流媒體平台

Mass Reach, 24/7 Available

最廣泛接觸觀眾，
全天候連接

Multiple Touchpoints Via
Connected Tv, Web & Mobile

眾多接觸點
(聯網電視、網頁和手機應用程式)

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.
5. Bonus value cannot be converted to purchase of this package.

The background is a solid gold color. It features several abstract geometric patterns. On the left, there is a network of thin gold lines connecting various colored dots (red, blue, yellow, purple, pink, cyan). In the center, there is a large circle composed of many small white dots. To the right of this circle is a smaller circle with concentric orange lines. Further right, there is a faint, larger circle made of small gold dots. The overall design is modern and celebratory.

謝謝

THANK YOU