



Title Sponsorship

YOUR ONE STOP MULTI-SCREENS SOLUTION

Nov 20, 2023

《燼相思》

愛情古裝劇

《燼相思》

共24集

上架日期：2023-11-24

演員：宋伊人、王佑碩

《燼相思》由李小江執導，宋伊人、王佑碩領銜主演，古麗米熱、高旭陽、劉劍羽、張皓倫等主演的古裝甜寵劇。講述了對古靈精怪的將軍之女賀九靈一見鍾情的占星天才容鈺，在被心上人「小施捉弄」意外變成傻瓜后，依舊痴痴追妻，最終二人心心相印、深情不悔的愛情故事。



宋伊人

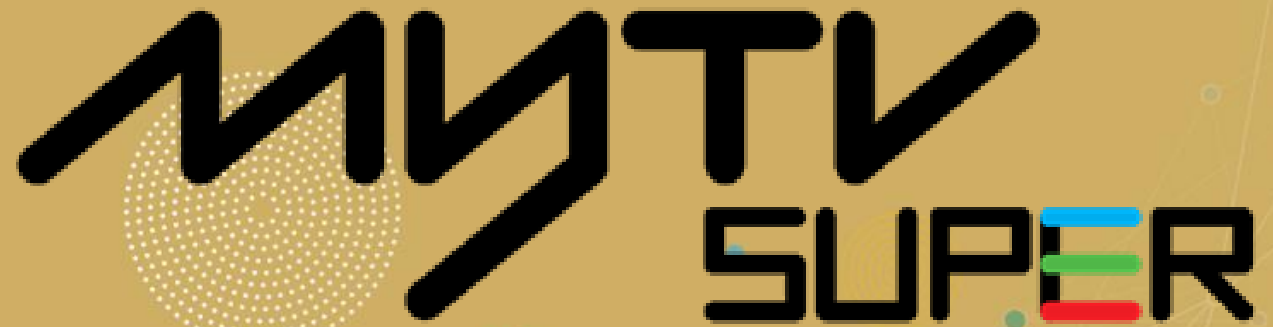
王佑碩



Package Details 套裝明細

Entitlement 客戶所得		
Package period 日期: Nov 24 – Dec 31, 2023		
Platform 平台	Ad Format 廣告型式	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 (displaying on 「Weekly Special」 with client's logo) 海報冠名贊助 (帶有客戶標誌並於「每週必睇」展示)	100%
	In-Stream (Pre-roll) (max 30-sec) ROS 視頻廣告	200,000
	In-Stream (Mid-roll) (max 30-sec) ROS 視頻廣告	200,000
	Inverted L-Shape Banner ROS 倒L形廣告	400,000
Apps 手機應用程式	Triple Banner 大型橫額廣告	428,000
Special Offer (Free) 額外贈送		
Connected TV, Web & Apps 聯網電視, 網頁版及手機應用程式	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)	100,000

Total Package Cost: \$ 88,000.00 (Gross)



myTV SUPER In-stream & Display Advertisement
myTV SUPER 視頻及橫額廣告

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)

***2.6M**

Monthly Active Audience
每月活躍觀眾

60%

Reach/Wk
每星期觸及率

4 Days

Visit/Wk
每星期探訪日數



myTV SUPER
#1香港OTT 串流媒體平台

Source: 2023 Video Consumption Landscape Survey, NielsenIQ
Base: HK citizens aged 16-64 who watched any online or offline
video in the past 7 days (n=1,000)
Fieldwork period: 2 – 10 Aug 2023

*Data Source: myTV SUPER User Analytics
Data Period: Sep 2023

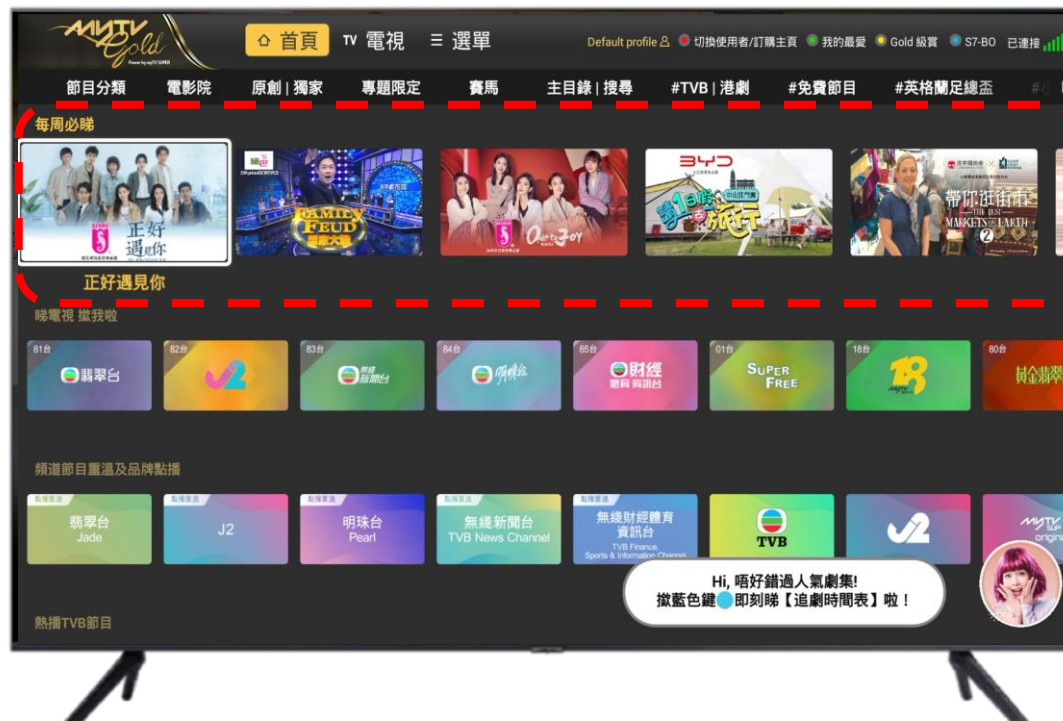
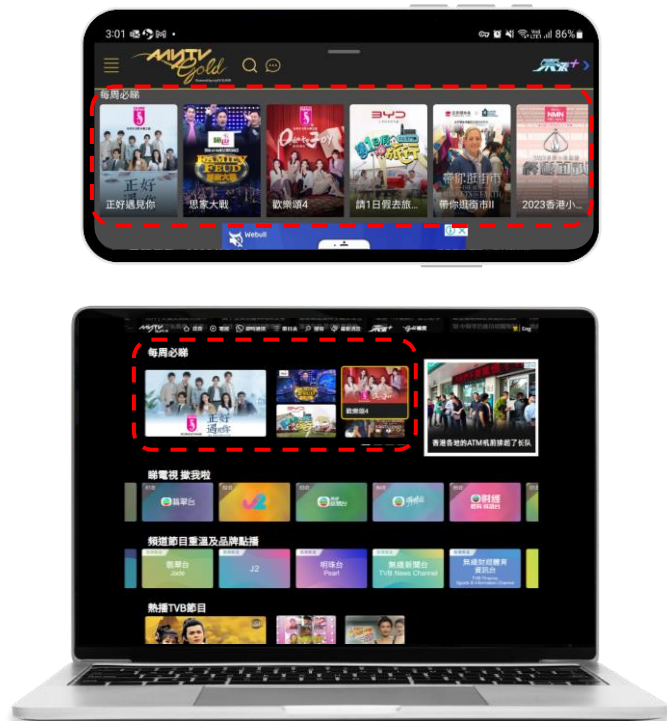


myTVSUPER AD Format 廣告格式

Dedicated Poster with Your Logo 客戶冠名節目海報

(Displaying on "Weekly Special" with client's logo 帶有客戶標誌並於「每週必睇」展示)

(Device: Connected TV, Web, App)



myTVSUPER AD Format 廣告格式

In Stream (Pre, Mid Roll) 視頻廣告

(Device: Connected TV, Web, App)



Inverted L-shape Banner 倒L形廣告

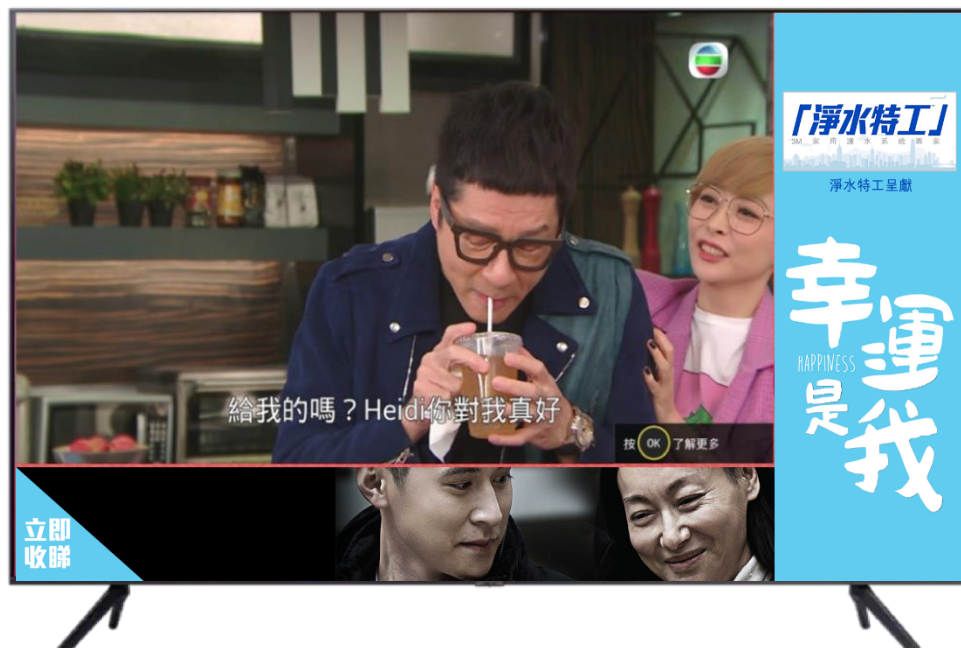
(Device: Connected TV, Web, App)



myTVSUPER AD Format 廣告格式

Program Promo Inverted L-shape Banner 倒L形廣告

(Device: Connected TV, Web, App)



Triple Banner 大型橫額廣告

(Device: App)



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.

謝謝

THANK YOU