



# YOUR SUPER MULTI-SCREEN SOLUTIONS

Effective from 01 January 2024

AD format	Device	Unit	2024 Rate Card Rate (HK\$ Gross)
Non-skippable In-stream Ads   ≤30sec   Mid-roll	Connected TV+APP+WEB	CPM	233
Non-skippable In-stream Ads   ≤15sec   Pre-roll	Connected TV+APP+WEB	CPM	326
Skippable In-stream Ads   ≤30sec   Mid-roll	Connected TV+APP+WEB	CPM	233
Skippable In-stream Ads   ≤30sec   Pre-roll	Connected TV+APP+WEB	CPM	326
Non-skippable In-stream Ads   ≤15sec   Mid-roll	Connected TV+APP+WEB	CPM	117
Non-skippable In-stream Ads   ≤15sec   Pre-roll	Connected TV+APP+WEB	CPM	163
In-stream L-shaped Banner   15 sec	Connected TV+APP+WEB	CPM	41
Pop up	APP	CPM	140
Video Pop-up	APP	CPM	170
Vertical Video Pop-up	APP	CPM	170
Double Banner	APP	CPM	29
Triple Banner	APP	CPM	46
Mobile LREC	APP	CPM	53
Super Mobile LREC	APP	CPM	93
Mobile Video Banner	APP	CPM	56
Super Banner	Connected TV+WEB	CPM	111
LREC	WEB	CPM	53
Half Page	WEB	CPM	99
Skyscraper	WEB	CPM	53

### Audience & Targeting:

- Core Audience
- Ecommerce Audience
- Age
- Content Category
- Frequency Cap
- Mobile Carrier
- Position
- Time & Day
- Device
- Gender
- Geographic
- Usual Location
- Socioeconomic Status

Custom targeting is available on request and negotiable, please contact our sales department for details.

\*20% loading will be applied to each targeting layer

**Surcharge of HTML5 format: 20%**

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