



Title Sponsorship

YOUR ONE STOP MULTI-SCREENS SOLUTION

Jan 25, 2024

《公子不可求》

華語古裝劇

《公子不可求》——甜寵劇

共24集

上架日期：2024-02-05

演員：劉奕暢、徐若晗

這是一個年輕女實習醫生通過遊戲收穫愛情、實現職業理想的故事。

實習醫生陸冉冉（徐若晗飾）機緣巧合下來到了一個名為「新明」的古風遊戲世界，為了回到現實，陸冉冉經歷了一系列考驗，不僅拜師成功繼續精研醫術，還結識了外表風流實則心有盤算的四皇子趙辰逸（劉奕暢飾），經歷種種生死考驗，兩人產生了真摯的愛情。



Package Details 套裝明細

Entitlement 客戶所得		
Package period 日期: From Feb 5, 2024 (TBC)		
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 (Mid-roll) (max 30-sec) ROS 視頻廣告	460,000
	Inverted L-Shape Banner ROS 倒L形廣告	600,000
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)

***2.7M**
Monthly Active Audience
每月活躍觀眾

60%
Reach/Wk
每星期觸及率

4Days
Visit/Wk
每星期探訪日數



myTV SUPER
#1香港OTT 串流媒體平台



Media co-viewing factor (2.4) is taken into consideration (source: 2023 Video Consumption Landscape Survey, NielsenIQ)
Base: HK citizens aged 15-64 who watched any online or offline video in past 7 days (n=1,000)
Fieldwork period: 2 – 10 Aug 2023

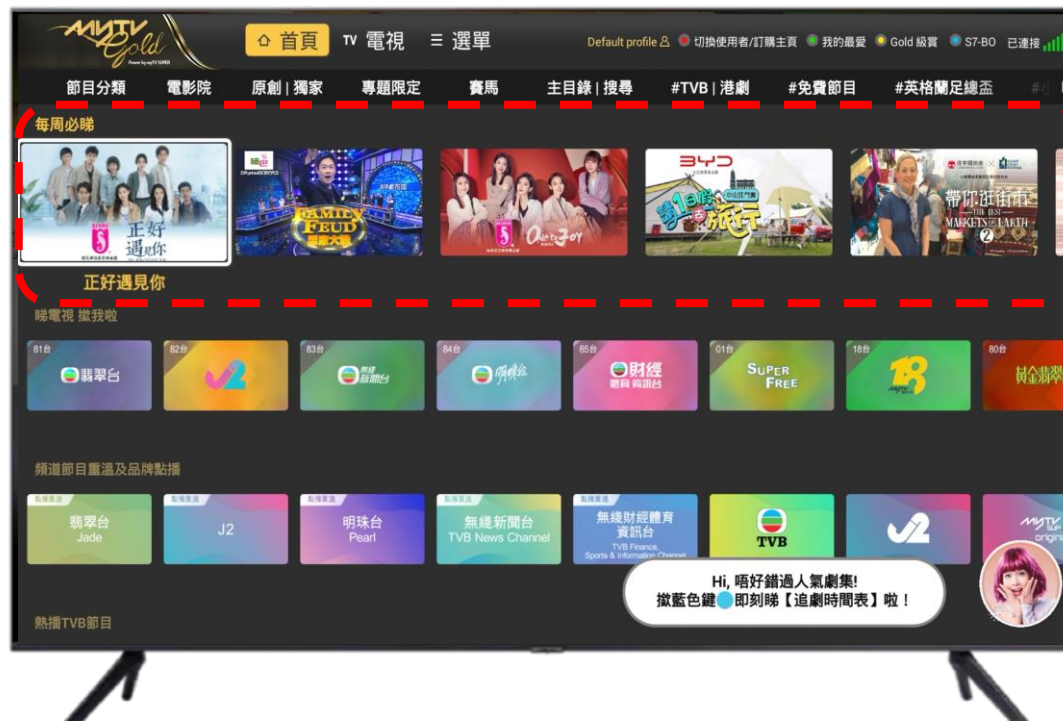
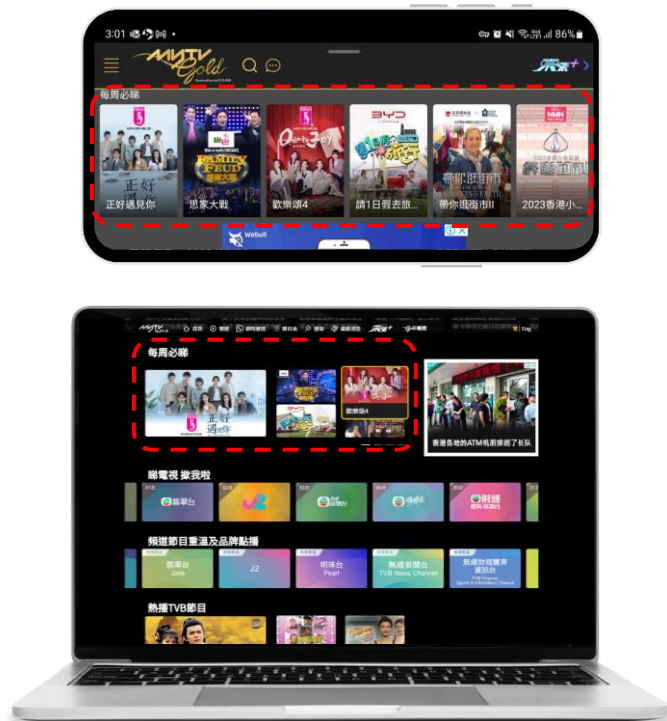
*Data Source: myTV SUPER User Analytics
Data Period: Sep 2023

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 (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)



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 2024.
4. Full payment must be settled in the first broadcast month end.

THANK
YOU