Always On Scene Targeting Advertising Campaign

![myTV SUPER logo]

Mass Reach

60% Reach /Week*

4 Days Visits /Week*

64mins Daily Time Spent /User*

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

Connected TV (CTV)

Desktops Laptops | Phones Tablets | SmartTVs — Set-Top-Box

Monthly Active Audience	2.7M
Connected TV	1.2M*
App	1.0M
Web	0.5M

What is Scene Targeting on myTV SUPER?

Since Jan 2018, myTV SUPER launched the **content related connection format – Scene targeting.**

Nowadays, a Scene Targeting **Inverted L-shape Banner** will appear as programs transmitted and synchronize with scene on **Connected TV, App & Web**.

Scene targeting available to create **"Connection"** between the scene and the product.

myTV SUPER will assign the relevant program content which is suitable to advertisers' product nature.
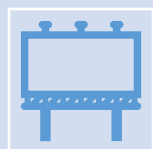
Benefits of targeting content on myTV SUPER

Benefit 1 : **Content is transparent**

See the correlation between ads and the placements.

Benefit 2 : **Content is relevant**

Advertise your brands on relevant content creating a safe way to reach customers that will not be perceived as obnoxious or desperate for attention.

Benefit 3 : **Content is resourceful**

Audience find your ads to be meaningful and deliver higher conversion, it will be helpful and possibly influenced a new customer

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**PERFORMANCE OPTIMIZATION, PROGRAMMATIC, BIG DATA**

Entitlements :

Device	Ad Format	Programme (Channel 81)	Est. Impression	No. of Week	Package Cost (Nett)
CTV, App & Web	Inverted L-Shape Banner	1) Sit-com 2) 1st-line Drama 3) 2nd – line Drama	3,000,000	13 weeks	$ 180,000
			7,200,000	26 weeks	$ 360,000

Remarks : Given incidences can be utilized on run-of-site if not able to deliver specified scene targeting

Scene Targeting Showcase

Scene : Active Props (PS)
(Programme : 中年好聲音2)
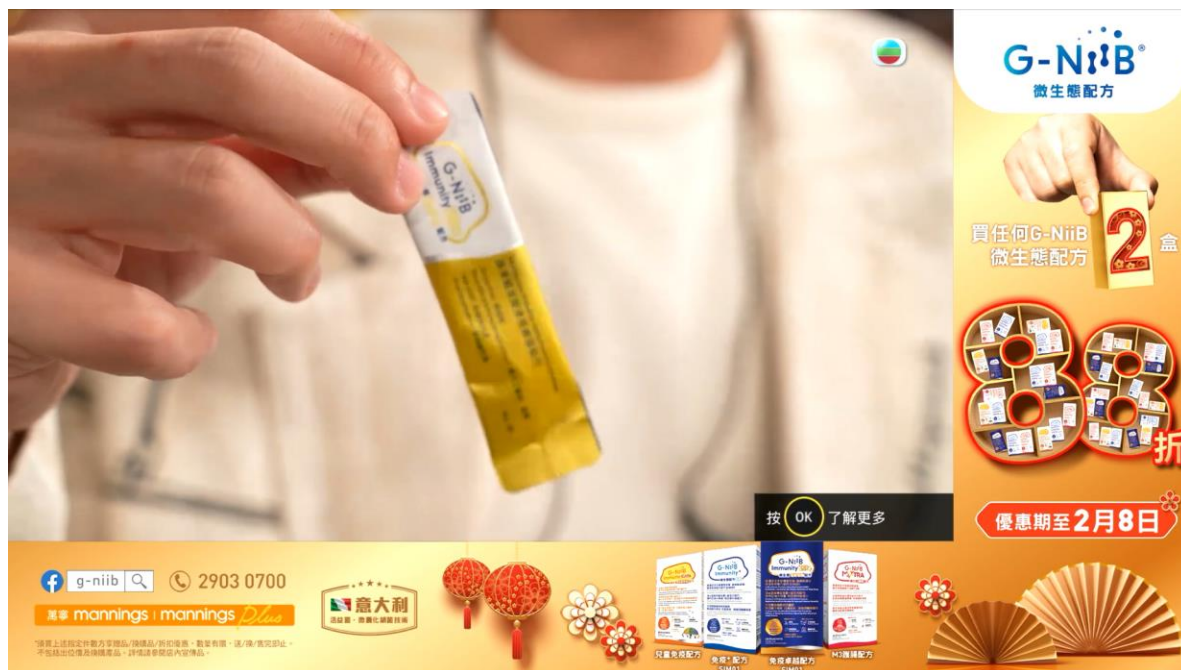
Scene : Display Settings (PS)
(Programme : 中年好聲音2)

Scene Suggestions

#	Category	Suggested Scene
1	**Automobile**	Fuel Station, Travel, Suburban, Family
2	**Banking & Finance**	Travel, Shopping, Restaurnat, Dinning
3	**Computer & Internet**	Office, Mobile
4	**Electrical Appliance / Household**	Shopping Mall, Kitchen, Washroom, Living Room, Bedroom
5	**Fashion & Accessories / Watch & Jewellery**	Romance Moment, Sports Event
6	**Food & Dining / Beverage**	Restaurant, Dinning, Kitchen, Cooking, Sports Event
7	**Insurance**	Hospital, Family, Doctors, Pets
8	**Milk Powder**	Baby or Kids, Senior, Supermarket
9	**Personal Care & Beauty**	Shopping Mall, Supermarket, Washroom, Bedroom, Dinning
10	**Pharm & Healthcare**	Restaurant, Dinning, Hospital, Office, Doctors
11	**Travel & Tourism**	Travel, Shopping, Restaurant, Dinning

Previous Showcase

Scene : Shopping

Scene : Hair Related

Scene : Toilet / Washroom

Scene : with Product Placement

Scene : Romance Moment

Scene : with Product Placement