



— 王祖藍



# 《一條麻甩在東莞》

Title Sponsorship

YOUR ONE STOP MULTI-SCREENS SOLUTION

Jan 30, 2024

原創 | 獨家

myTV SUPER Original

# 《一條麻甩在東莞》 — 王祖藍

共13集

上架日期：2024-02-24

主持：王祖藍

廣東遍地是美食，而這次目的地是**東莞**！東莞菜極具嶺南地方特色，甚至各個鎮都有代表美食，幸好本次旅程有王祖藍這個地道東莞人帶路，帶大家尋找最正宗的東莞美食。除了美食之外，祖藍還帶大家在東莞吃喝玩樂，深入體驗東莞的方方面面，包括東莞最「潮」的一面、珍貴的非遺文化、獨一無二的風俗習慣等等。





## Package Details 套裝明細

Entitlement 客戶所得		
Package period 日期: From Feb 24, 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	1,728,000
	Inverted L-Shape Banner ROS 倒L形廣告	1,771,000
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)	300,000

**Total Package Cost: \$ 250,000.00 (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

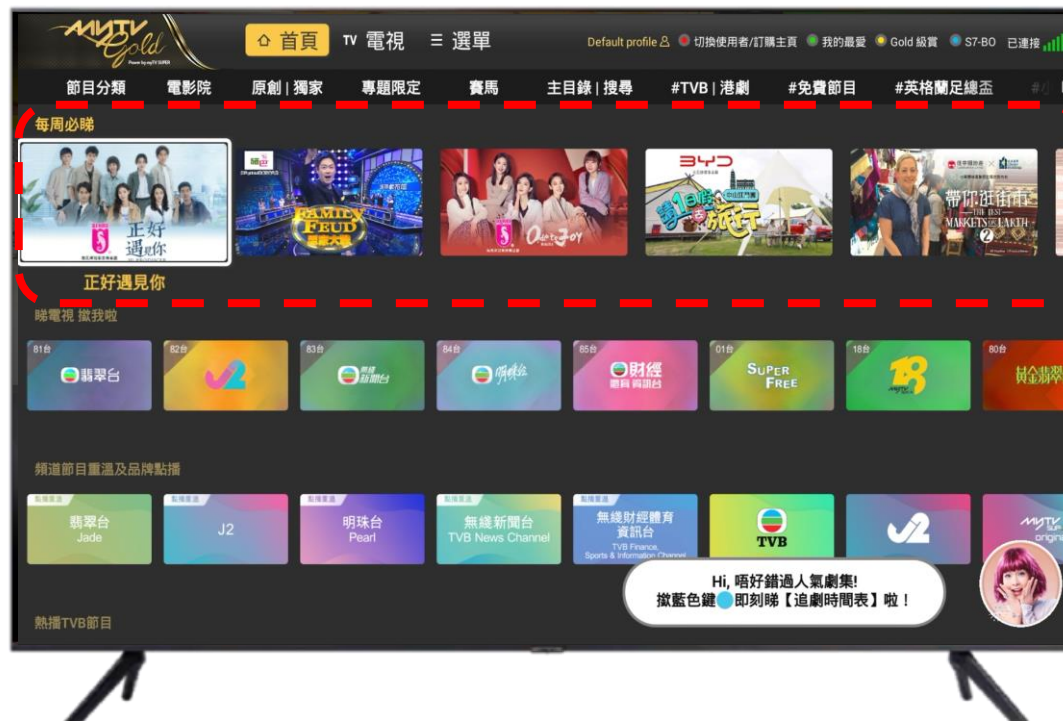
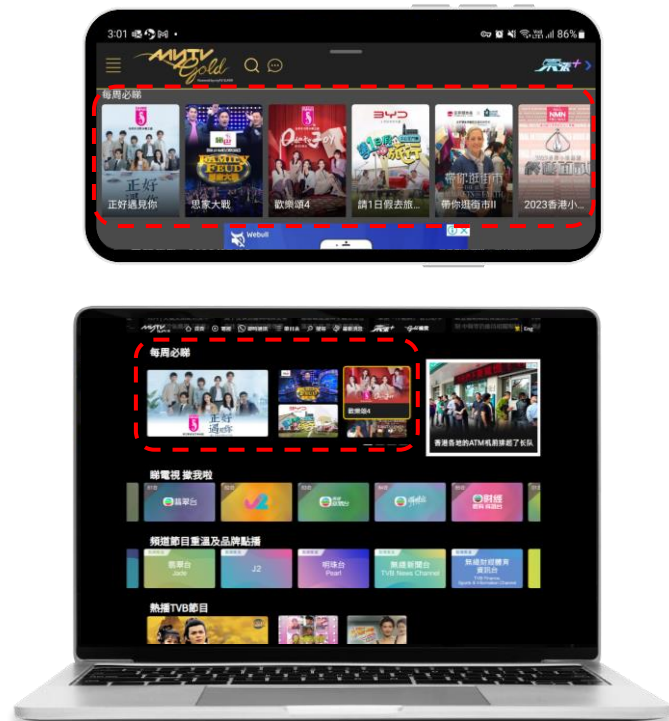
\*Data Source: myTV SUPER User Analytics  
Data Period: Sep 2023

## 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