



## Title Sponsorship

YOUR ONE STOP MULTI-SCREENS SOLUTION

Feb 1, 2024

# 《我的鄰居睡不著》

華語劇

# 《我的鄰居睡不著》——甜寵

共24集

上架日期：2024-02-12

演員：陳怡馨、王子鑫

誓要成為言情天后的母胎單身女孩宋米哆，在高中畢業的暑假遇到了少年成名的鋼琴家席頌。席頌因壓力過大飽受失眠痛苦，卻在宋米哆身邊能安然入睡。而宋米哆決心以席頌為原型，創作出蘇爆全宇宙的言情小說。兩人達成友好互惠條件，開啟了同床共眠的“抱枕計畫”。當元氣少女遇上暖喪男神，互相按下愛的開關，兩人並肩前行，收穫的不僅是愛情，還有夢想的結晶。



## Package Details 套裝明細

Entitlement 客戶所得		
Package period 日期: From Feb 12, 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