



《輸贏》

華語劇

Title Sponsorship

YOUR ONE STOP MULTI-SCREENS SOLUTION

Feb 9, 2024

《輸贏》

共40集

上架日期：2024-03-18

演員：陳坤、辛芷蕾

《輸贏》改編自同名小說，講述在萬物互聯的新時代下，身處兩大陣營的“南周銳、北駱伽”在南海中狹路相逢，不打不相識，一個是個性張揚的技術男，一個是外冷內熱的銷售女王，在一次次商業交鋒中，兩人從對手變成愛人，從愛人變為戰友，最終共同實現理想的故事。



Package Details 套裝明細

Entitlement 客戶所得		
Package period 日期: From Mar 18, 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

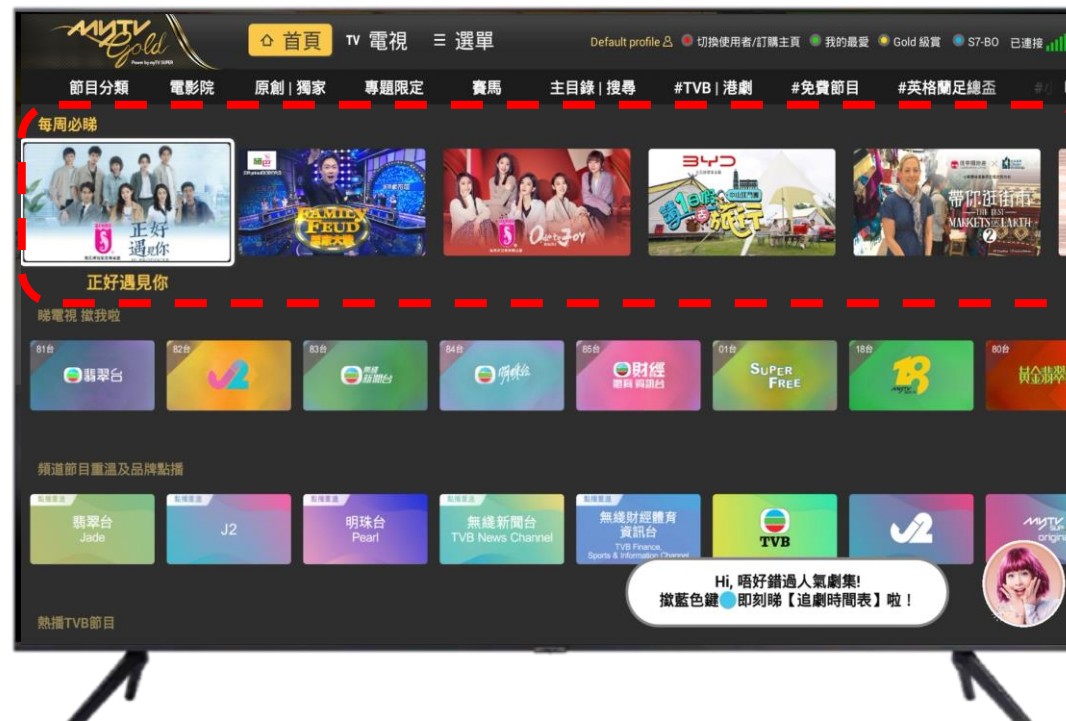
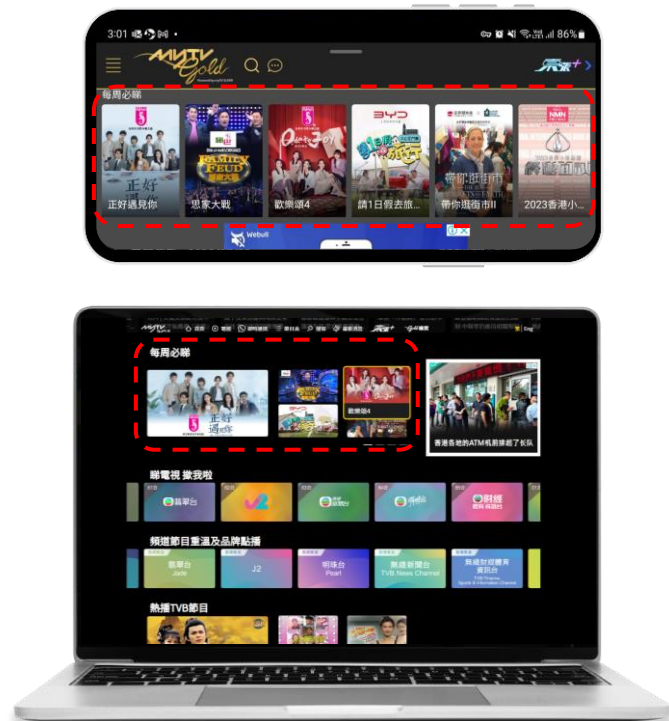
*Data Source: myTV SUPER User Analytics
Data Period: Sep 2023

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

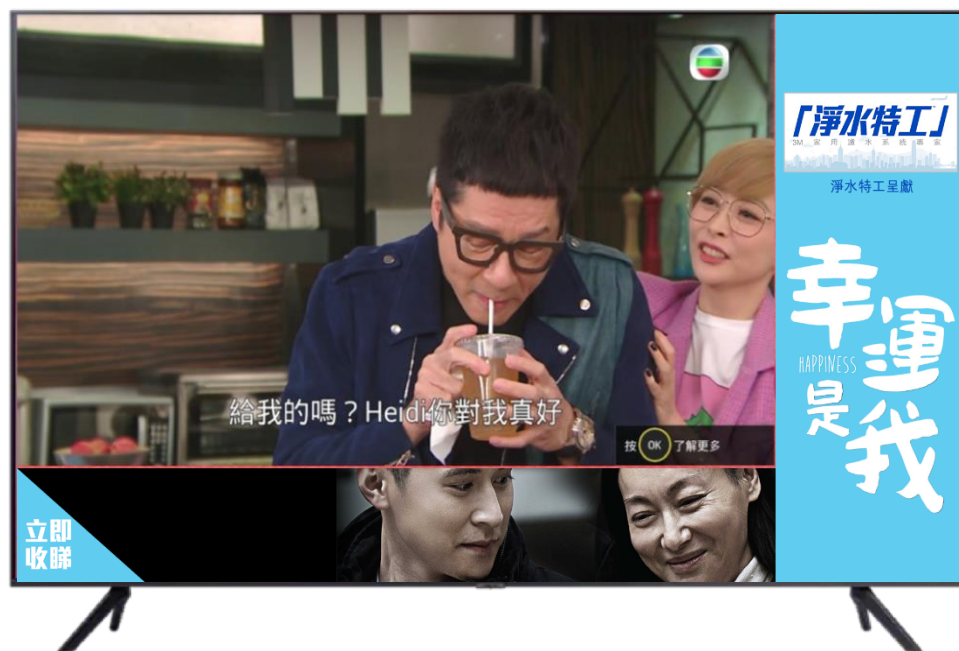
(Device: Connected TV, Web, App)



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