



The ***New Normal*** to reach Digital Audience

The ***No.1 OTT*** in Hong Kong

Audience Solution

Addressable First-Party Data for Activation & Insights

GRANULAR DATA

AUDIENCE DATA PLATFORM

PROGRAMME
CONSUMPTION BEHAVIOR

VIEWING PATTERN

SOCIO-DEMOGRAPHIC

AFFINITY

CONSUMER PROPENSITY

INTENT & INTEREST

LOCATION

MULTIPLE DATA SOURCE

PROGRAMME

ADVERTISING

SUBSCRIPTION

SURVEY

E-COMMERCE

TVB's **digital & OTT audience data platform** -
empowered by **TVB group-level data enrichment**.

From myTV SUPER proprietary & granular data signals to
activatable audience dimensions & segments.

CONNECTED DEVICES



60%

Weekly Reach*

4days

Weekly Visit Days*

64mins

Daily Time Spent per User*

2.7m

MAU
(Connected TV | App | Web)

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

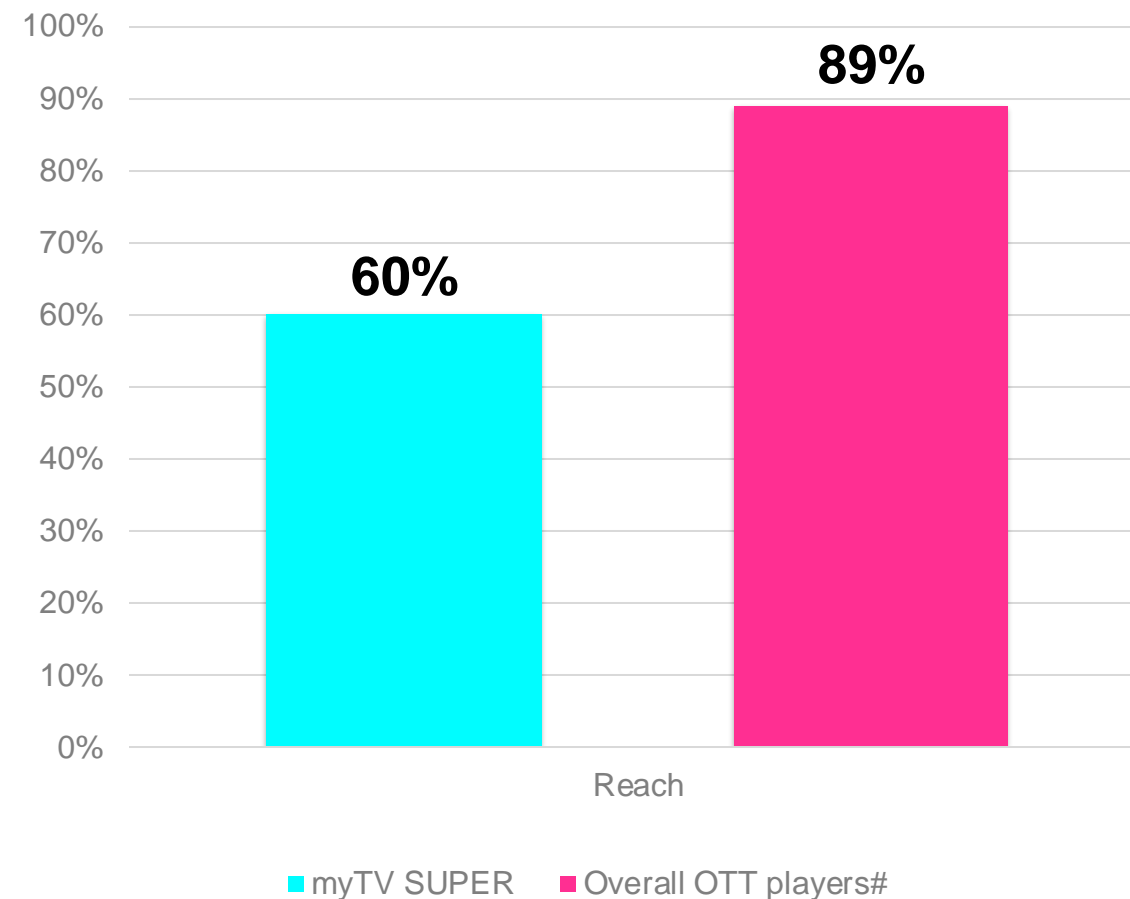
*Data Source: myTV SUPER User Analytics
Data Period: Sep 2023



The OTT Market Continues to Expand Becoming the new normal in HK

2/3 OTT viewers
*watched myTV SUPER P7D**

Watched OTT (P7D) *



*Source: 2023 Video Consumption Landscape Survey, Nielsen

Base: All respondents (n=1,000)

#Overall OTT Players: myTV SUPER, ViuTV (APP + Web), Viu, Netflix, Disney+, Now E, HBO GO, iQiyi, Tencent Video, Youku, Qianxun, Bilibili, HOYTV (APP + Web), RTHK (APP + Web), Apple TV

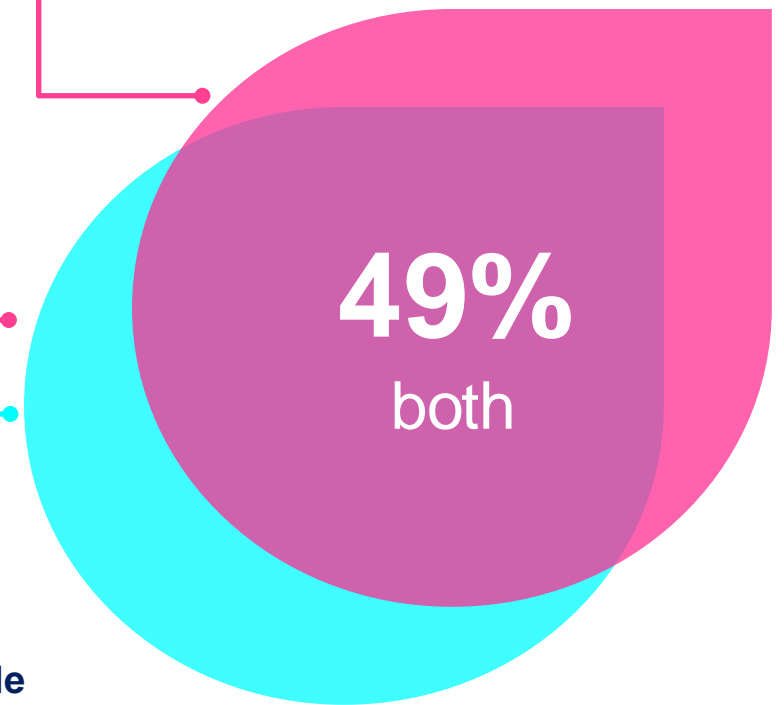
Remarks: OTT Players definition is kept consistent as 2022 for comparison purposes, have not included

myTV SUPER and TVB Jade Together Enhanced the Total Reach to 84%

myTV SUPER **60%**
Weekly Reach

myTV SUPER
+
翡翠台 **84%**
Weekly Reach

15% Incremental Reach
vs. only on Jade



Definition : myTV SUPER – Connected TV / App/Web; TVB Linear – TVB Jade

Total reach – 11% + 49% + 24% = 84%

Incremental of additional channel to base channel:

myTV SUPER to TVB Jade: 11 %/ 73% = 15%

Base: HK citizens aged 15-64 who watched any online or offline video in past 7 days (n=1,000)

Source: 2023 Video Consumption Landscape Survey, Nielsen

myTV SUPER Audiences are.....

Gender



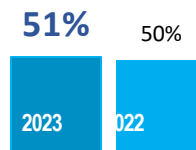
46% vs 54%
(+1pt) (-1pt)

Age

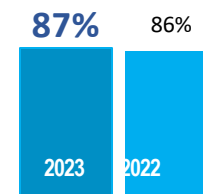


11% A15-24 (+3pts)
16% A25-34 (-2pts)
21% A35-44 (same)
24% A45-54 (+1pt)
29% A55-64 (-2pts)

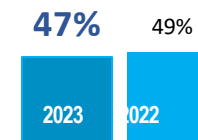
University



Working



PMEB



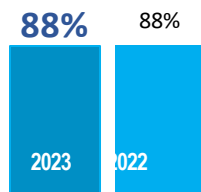
Married



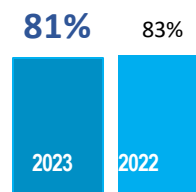
75% Married

9 out of 10
have Kids

Grocery Shoppers



Head of Household



Household Monthly Income



55% HK\$60k+

2022 (52%)

Median of HK Household:
HK\$30,000*

Personal Monthly Income



57% HK\$30k+

2022 (53%)

Median of Personal Income:
HK\$19,100*

Source: 2023 Video Consumption Landscape Survey (n=1,000) Aged 15-64 HK Citizen who watched any online or offline video in the past 7 days)

Base: All viewers who have watched myTV SUPER content (Box/App/Web/ Smart TV) in the past 7 days; 2023 (N=599); 2022 (N=1,423)

* Source: HK Census and Statistics Department

Core Audience Targeting



FAMILY

MINISTERS OF EDUCATION
FAMILIES WITH KIDS
FAMILY-FIRST
HOUSEHOLD AUDIENCE



AFFINITY PERSONAS

FOODIES
AVID NEWS READERS
COOKING ENTHUSIASTS
GROCERY BARGAIN HUNTERS
BEAUTY EXPERTS
SHOPPING DECISION MAKERS
PET LOVERS
LUXURY SHOPPERS
FASHIONISTAS
SPORTS FANS
GAMERS

TECHNOPHILES & GADGET MAVENS
MOVIE LOVERS
VACATIONERS & TRAVELERS
MUSIC LOVERS
AUTO ENTHUSIASTS
HEALTH WATCHERS
CHARITY SUPPORTERS
LIFESTYLE ENTHUSIASTS
AFFLUENT INDIVIDUALS
LIFELONG LEARNERS



BUSINESS & FINANCE

BANKING & FINANCE
SMART PAN BORROWERS
PROPERTY INVESTORS
INSURANCE PROSPECTS
SME



VIEWERSHIP

TVB PRIME TIME DRAMA FANS
DOCUMENTARY FANS
VARIETY FANS
ASIAN FILM / DRAMA FANS
DRAMA FANS
HORSE RACING REGULARS
ADULT AUDIENCES

Core Audience follows the segmentation methodology to connect **myTV SUPER viewership & intent-based signals** from TVB audience data platform.

Enable **relevant, activatable & scalable** audience targeting – **across connected TV, app & web.**

Ecommerce Audience Categories



Pets

CAT SUPPLIES, DOG SUPPLIES, FOODS, TREATS, TOYS & SUPPLIES FOR DOGS, CATS & PETS



Grocery

EVERYDAY MEALS, BAKING NEEDS, RICE, QUINOA & GRAIN, CONDIMENTS, BREAKFAST & CEREAL, PRESERVED FOOD & DRIED FOOD



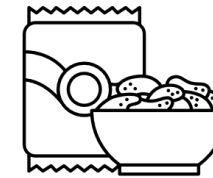
Parenting & Baby

MAMA CARE, BABY CARE, DIAPERS & PANTS, MILK FORMULA & FOOD, BOOKS, TOYS



Electronics

TV, VIDEO, HOME & PORTABLE AUDIO, CELL PHONES, TABLETS, ACCESSORIES & WEARABLE TECH, COMPUTERS, LAPTOPS & ACCESSORIES



Snacks

SNACK NUTS, COOKIES, GRANOLA & ENERGY BARS, CHIPS, CHOCOLATES, CANDY



Beverages

SODA POP & SOFT DRINKS, WATER, MILK, TEA, COFFEE, SPORTS DRINKS, JUICES



Health & Wellness

COUGH, COLD, FLU & PAIN RELIEVERS, KIDNEY & LIVER, CHINESE SUPPLEMENTS, VITAMINS, STRESS, INSOMNIA & FATIGUE, BRAIN HEALTH, EYE CARE, PROBIOTICS & GUT CARE



Alcohol & Wine

CHAMPAGNE, ROSÉ & SPARKLING WINE, SPIRITS, RED WINE, BEER & STOUT, WHITE WINE



Home, Appliances & Household Supplies

KITCHEN & DINING, HOUSEHOLD CLEANERS, BATH, LAUNDRY, MATTRESSES & ACCESSORIES, TOILET ROLLS & TISSUE,



Personal Care

SKINCARE, ORAL CARE, HAIR CARE, FEMININE CARE, SUNSCREEN, BATH & BODY, FRAGRANCE, NAIL CARE



Beauty

MAKEUP, EYES, LIPS, FACE, BRUSHES, TOOLS & ACCESSORIES



Clothing, Shoes & Accessories

CASUAL WEAR, SHIRTS, ACTIVEWEAR, UNDERWEAR & LINGERIE, BAGS, ACCESSORIES

Diversity of target filtering for selection

Content Category

Device

Frequency Cap

Gender

Mobile Carrier

Position

Time & Day

Viewing Behavior

Age

Geographic

Usual Location

**Socioeconomic
Status**

YOUR SUPER MULTI-SCREENS SOLUTION



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