



東張+

Scoop+ Advertorial & Social Buzz Package Q2

「東張+」廣告軟文及社媒熱度套裝 Q2

Date: Mar 22, 2024

城中大小事

- 超越電視節目界限 -



星期一至日 19:30 - 20:00

Monday - Sunday 19:30-20:00

只限電視廣播或
myTV SUPER 重溫
TV or myTV SUPER VOD only



24/7無間斷更新

24/7 Consistent Update

多元化內容種類

Diverse Types of Content

線上內容，隨時收看

Online Content, View Anywhere



每集單元主題

Episode Themes



東張焦點
聚焦東張西望



城中熱話
民生大小事



健康醫美
健康美麗專區



生活
飲食, 旅游, 親子



即時新聞



短片



娛樂



東張西望



體育



好去處

更多
專區



結合OTT與城中即時資訊平台 為香港觀眾提供電視+媒體一體化的用戶體驗



核心活躍觀眾 Core Active Audience



網頁版
Web



手機應用程式
APP

每月活躍觀眾
高達 **140萬**

Monthly Active Audience
Up to **1.4M**

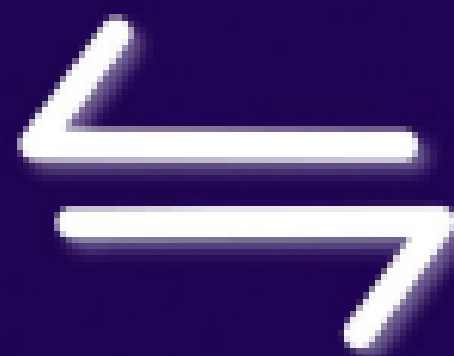


聯網電視
Connect TV

每月活躍觀眾
高達 **110萬***

Monthly Active Audience
Up to **1.1M***

Source: Adobe Analytics
Data Period: Nov 1-31, 2023
*Media co-viewing factor (2.4) is taken into consideration
(source: 2023 Video Consumption Landscape Survey, NielsenIQ)



24/7無間斷資訊平台 Consistent Info Platform



網頁版
Web



手機應用程式
APP

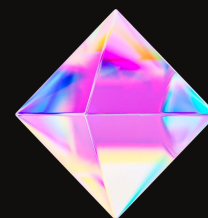
每月活躍用戶
高達 **70萬**

Monthly Active Audience
Up to **0.7M**



每月頁面
瀏覽次數
高達 **930萬***
Monthly Page View
Up to **9.3M***

Source: Adobe Analytics
Data Period: Apr, 2023 - Oct, 2023



Scoop+ Advertorial & Social Buzz Package

「東張+」廣告軟文及社媒熱度套裝

Overview 概覽

- **Scoop+ Advertorial & Social Buzz Package** offers a **feature advertorial on Scoop+ platform & additional social engagement** of myTV SUPER social media fanbase in association with the advertiser' s branding/ product messaging
- 「東張+」廣告軟文及社媒熱度套裝包括了1篇在「東張+」平台上的廣告軟文，亦為**品牌/產品提供了與myTV SUPER 社交媒體活躍用戶的額外互動機會**
- The advertorial format achieves great **synergy between the Scoop branding & soft-sell approach of the advertiser' s brand & product**
- 透過活用廣告軟文的行銷模式，**實現了「東張西望」節目品牌和客戶品牌/產品的軟性推銷之間的協同效應**
- The social feature post on myTV SUPER furthers the advertorial messaging to the core and engaging fanbase and beyond
- 而myTV SUPER社交媒體上的社交帖文更能進一步擴大廣告軟文與品牌/產品信息的觸及



Advertorial Meets Social Buzz

廣告軟文與社媒熱度



Advertorial (Feature Article) 廣告軟文

- ◆ Scoop+ content team write-up service (max. 1,000 Chinese characters) 「東張+」內容製作團隊撰稿服務（最多1000字）
- ◆ The advertorial will be hosted under a relevant Scoop+ category 廣告軟文將在相關的「東張+」分類中上架
- ◆ Video/ key visual provided by the advertiser 使用廣告商提供的視頻/主視覺 (KV)
- ◆ Two rounds of feedback and amendment 合共2輪的反饋和修改
- ◆ A mobile push from Scoop+ 一次「東張+」推送



Advertorial Meets Social Buzz

廣告軟文與社媒熱度



Advertorial-Featured Facebook Post 刊登廣告軟文的 Facebook 社交帖文

- ◆ A social post featuring the advertorial
1篇刊登「東張+」中廣告軟文的社交帖文
- ◆ Standard write-up post copy by Scoop+ content team
「東張+」內容製作團隊的標準帖文撰稿
- ◆ Max. 3x brand/ product-related hashtag
最多3個與品牌/產品相關的主題標籤
- ◆ Paid promotion to extend social buzz and reach to
engaging & relevant brand-/ product-related social
audience (7 days)
加強推廣帖文(7天), 擴大社媒熱度, 提升品牌觸及





Entitlement Summary

客戶所得



Platforms	Description	\$ Total Cost
Scoop+ (myTV SUPER) 東張+ (myTV SUPER)	Advertorial (Feature Article) 廣告軟文 Mobile Push 1次手機推送通知	\$30,000
TVB Social Media (myTV SUPER) TVB 社交媒體 (myTV SUPER)	Advertorial-Featured Facebook Post 1篇刊登廣告軟文的社交帖文	

Advertorial (Feature Article)
廣告軟文



Advertorial-Featured Facebook Post
Facebook 社交帖文



Total Package Cost : \$30,000 (Gross, applicable to all rate card advertisers)

Applicable Period : 1 Apr to 30 Jun, 2024

Terms & Condition

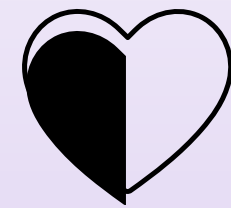
條款及細則



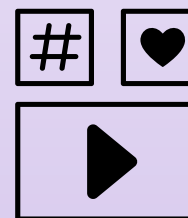
- All bookings are non-cancellable. 所有預訂均不可取消。
- Bookings will be accepted on a first-come-first served basis. Acceptance of bookings shall be at the entire discretion of myTV SUPER. 將按照先到先得的原則接受預訂。是否接受預訂由 myTV SUPER 全權決定。
- Above offers and bookings shall, upon acceptance by myTV SUPER, be subject to the General Terms and Conditions of Rate card : myTV SUPER 2024. <https://ad.mytvsuper.com/category/advertise/terms-conditions/> 上述優惠和預訂在被 myTV SUPER 接受後，須遵守價目表的一般條款和條件：myTV SUPER 2024。
- All inventory must be utilized on or before 30 June, 2024. 所有廣告必須安排在2024年第二季度結束前完成。
- Client should submit the booking request at least 21 working days before the event date; TVB will not accept any late application except for feature advertorial with time constraint, and it will be subject to the discretion of myTV SUPER Limited. 客戶應在活動日期至少21個工作日前提交預訂申請；TVB 將不接受任何逾期申請。除有時間限制的廣告軟文將交由 myTV SUPER Limited 酌情決定。
- The Scoop+ content team reserves the right to finalize the content of the advertorial and social post and categorize the advertorial under a specific section. 「東張+」內容製作團隊保留對廣告軟文和社交媒體帖文內容，及將廣告軟文分類到特定頁面的最終決定權。

Scoop+ Advertorial Volume Package

Scoop+ 廣告軟文數量折扣套裝



Consistently showcasing brands & products to nurture potential customers
持續展示品牌與產品, 培養潛在客戶



Reach out to audience via long-form multimedia content
通過多媒體文章內容觸及受眾



Maximize cost-effectiveness with advertorials at scale
大規模的廣告軟文, 實現成本效益最大化

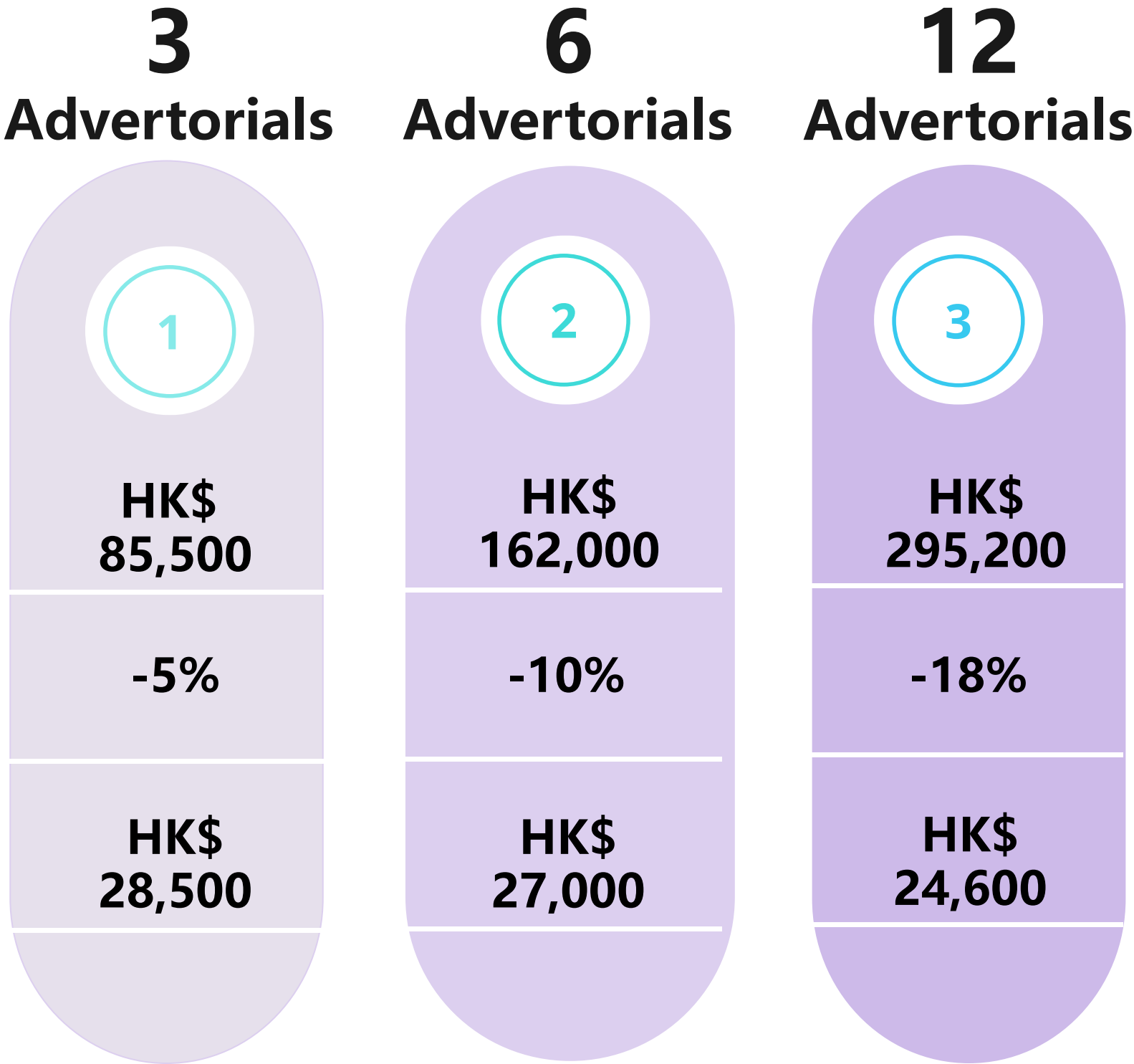
Scoop+ Advertorial Volume Package

Scoop+廣告軟文數量折扣套裝



Volume Incentive Tier

- Package Total (Gross)
- Discount
- Per Advertorial (Gross)
(+Social Coverage & Mobile Push)



The volume package is on an advance booking basis for 2024 full year at the package rate, while the quarterly rate of single booking may subject to change.
The full commitment of the volume tier shall be honoured, even in the case of unutilised entitlements.



Contact Us

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