



myTV SUPER Q2 2024 Special Package

Q2, 2024

In-Stream Ads 30-sec | Mid-roll & Pre-roll

Commitment Client (Mid-roll)	
CPM (Gross)	\$113
Discount vs. Commitment Rate	-20%
Est. Impressions	522,000
Freebies	1 x targeting layer

OR

Commitment Client (Pre-roll)	
CPM (Gross)	\$141
Discount vs. Commitment Rate	-20%
Est. Impressions	417,500
Freebies	1 x targeting layer

Non-Commitment Client (Mid-roll)	
CPM (Gross)	\$142
Discount vs. Non-Commitment Rate	-20%
Est. Impressions	416,000
Freebies	1 x targeting layer

OR

Non-Commitment Client (Pre-roll)	
CPM (Gross)	\$182.5
Discount vs. Non-Commitment Rate	-20%
Est. Impressions	323,500
Freebies	1 x targeting layer

Special Package : \$59,000 (Gross)

Remarks :

- ***Specific device targeting is not applicable to this special package with the entitled or additional targeting filters.**
- **All inventories must be fully utilized within 1 month on or before Jun 30, 2024**

Display Ads Special Package

For single I/O booking of display ads ≥ HK\$ 59,000

	In-stream L-shaped Banner	Pop-up	Triple Banner	Mobile LREC
Commitment Client				
CPM (Gross)	\$23	\$80	\$17	\$28.5
Discount vs. Commitment Rate	-11%	-11%	-10%	-10%
Non-Commitment Client				
CPM (Gross)	\$33	\$106	\$20	\$37
Discount vs. Non-Commitment Rate	-10%	-10%	-11%	-10%

Special Package : \$59,000 (Gross)

Remarks :

- ***Specific device targeting is not applicable to this special package with the entitled or additional targeting filters.**
- **All inventories must be fully utilized within 1 month on or before Jun 30, 2024.**
- **This package booking is entitled with one free targeting layer.**

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.

30s In Stream (Pre, 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)



Pop-up
Banner
全頁彈出廣告
(Device: App)



Triple
Banner
大型橫幅廣告
(Device: App)



Mobile
LREC
矩形橫幅廣告
(Device: App)



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

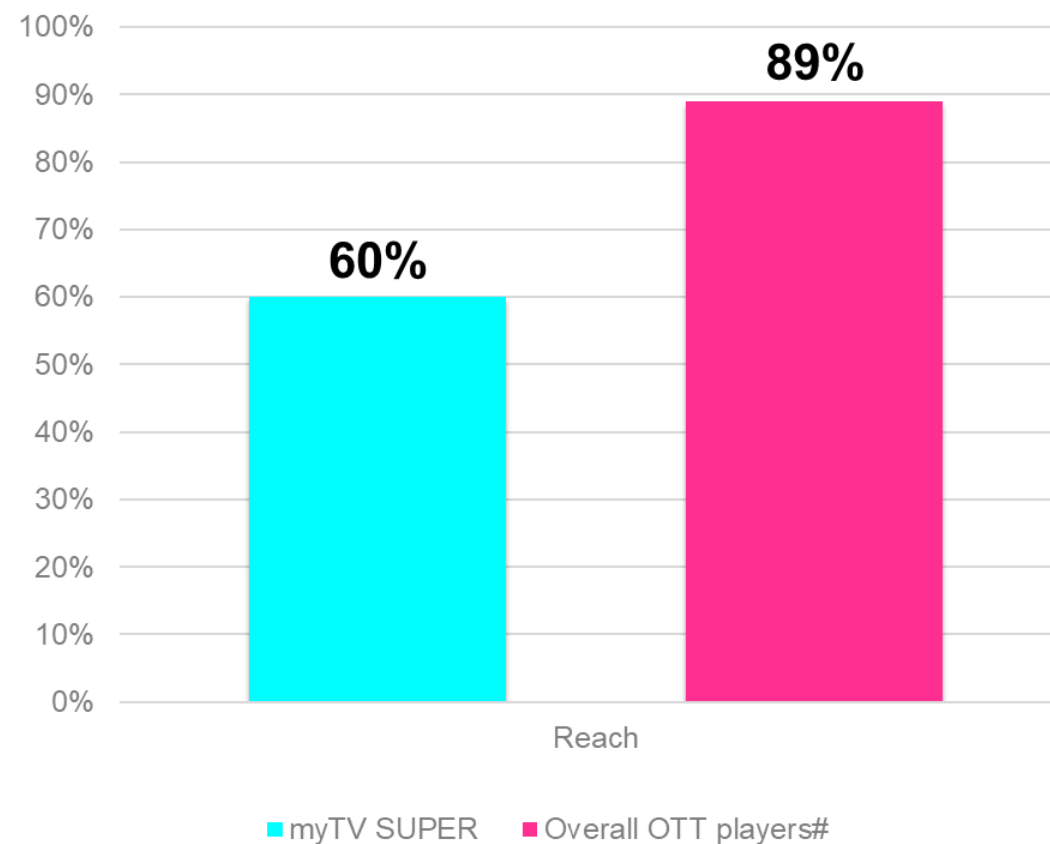
*Data Source: myTV SUPER User Analytics
Data Period: Sep 2023



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

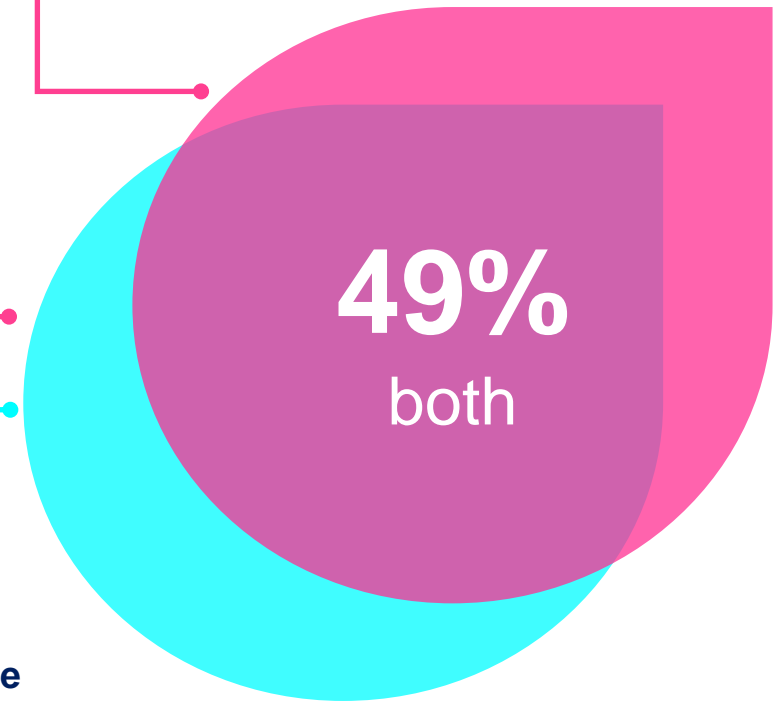
myTV SUPER and TVB Jade Together Enhanced the Total Reach to 84%



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



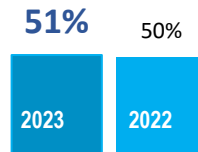
46% vs 54%
(+1pt) (-1pt)

Age

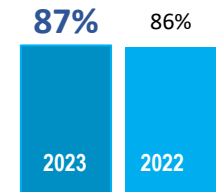


11% A15-24 (+3pts)
16% A25-34 (-2pts)
21% A35-44 (same)
24% A45-54 (+1pt)
29% A55-64 (-2pts)

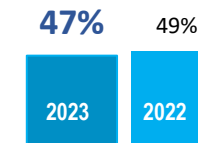
University



Working



PMEB



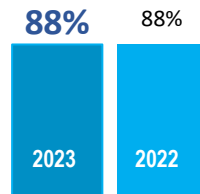
Married



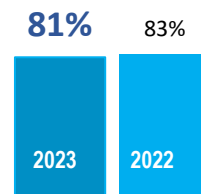
75% Married

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+

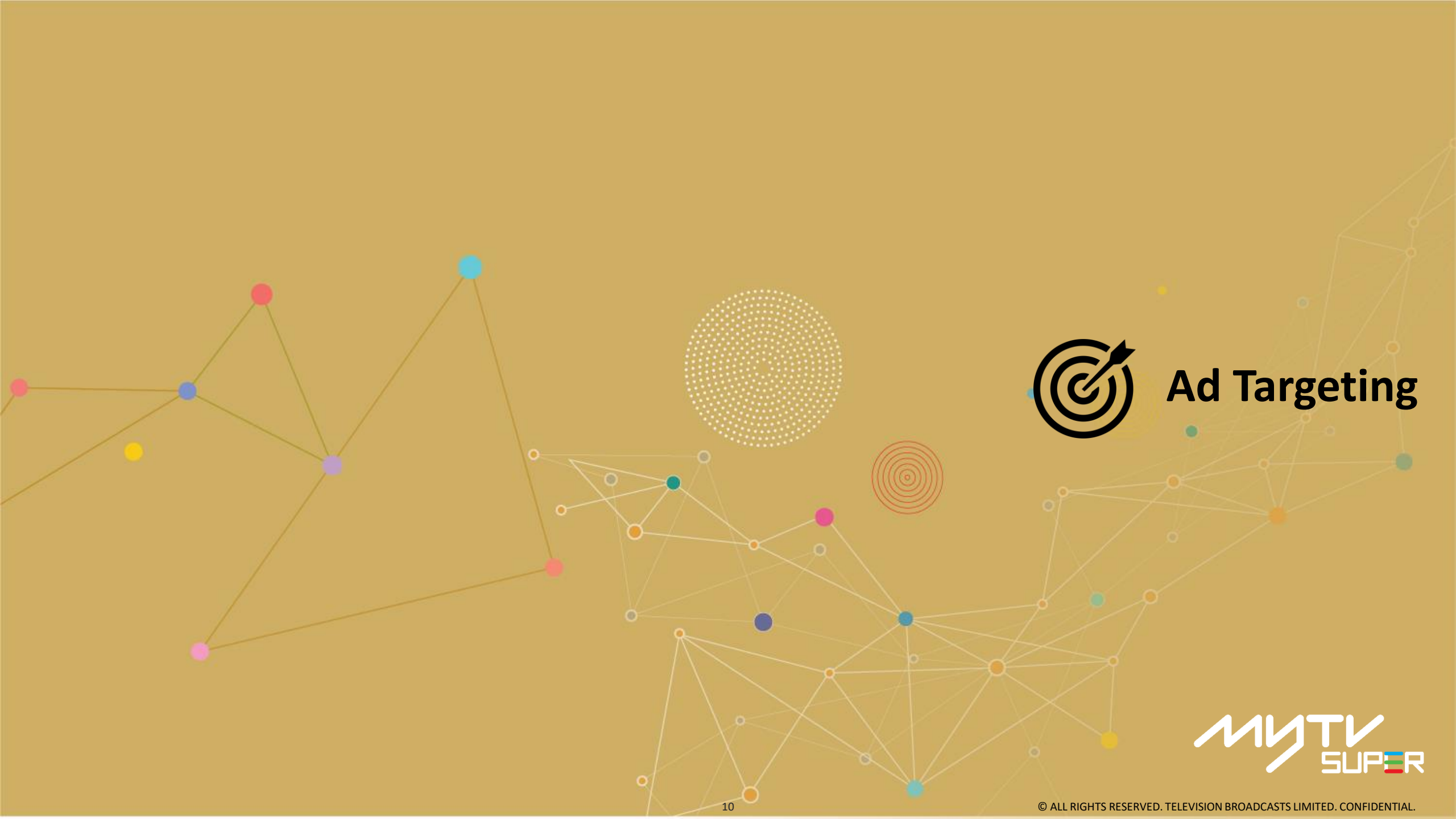
2022 (53%)
Median of Personal Income:
HK\$19,100*

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

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Ad Targeting



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**

Core Audience Targeting



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



FAMILY

MINISTERS OF EDUCATION
FAMILIES WITH KIDS
FAMILY-FIRST
HOUSEHOLD AUDIENCE

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



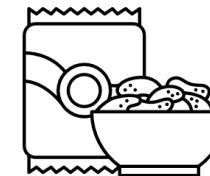
Parenting & Baby

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

Targeting Suggestions For Specified Category

#	Category	Suggest Targeting	#	Category	Suggest Targeting
1	GOV / Quasi Gov't / NGO	i) Charity Supporters / Family-First / Drama Fans (Audience Segment) ii) Location	10	Food & Dining / Beverage	i) Foodies / Cooking Enthusiasts / Shopping Decision Makers / Grocery Bargain Hunters (Audience Segment) / Home cook / Drinks & Snacks / Water / Beer / Gourmet Lover (E-Commerce Segment)
2	Pharm & Healthcare	i) Health Watchers (Audience Segment), Health Care / Anti-Epidemic Product (E-Commerce Segment) OR ii) Female & Age Group	11	Milk Powder	i) Families with Kids / Grocery Bargain Hunters / Shopping Decision Makers (Audience Segment) / Baby Care Products (E-Commerce Segment) OR ii) Female & Age group
3	Banking & Finance	i) Banking & Finance / Smart Loan Borrowers / SME (Audience Segment) ii) Age Group	12	Fashion & Accessories / Watch & Jewellery	i) Fashionistas / Luxury Shoppers / Sports Fans Lifestyle Enthusiasts (Audience Segment)
4	Insurance	i) Insurance Prospects / Health Watchers (Audience Segment) ii) Age Group	13	Education & Training	i) Family Audience
5	Property	i) Property Investors (Audience Segment) ii) Location	14	Entertainment	i) Gamers/ Movie Lovers / Music Lovers (Audience Segment)
6	Electrical Appliance / Household	i) Household & Living / Family with kids / Shopping Decision Makers / TVB Programme (Audience Segment) OR ii) Connected TV (specified device)	15	Telecommunication	i) Gamers / Drama Fans / Fashionistas / Technophiles & Gadget Mavens (Audience Segment) ii) Mobile Carrier
7	Travel & Tourism	i) Vacationers & Travelers / Foodies (Audience Segment)	16	Automobile	i) Technophiles & Gadget Mavens / Auto Enthusiasts (Audience Segment) OR ii) Male & Age Group
8	Personal Care & Beauty	i) Beauty Experts / Fashionistas / Health Watchers (Audience Segment) / Health Care / Anti-Epidemic Product (E-Commerce Segment) OR ii) Female	17	Computer & Internet	i) Technophiles & Gadget Mavens OR ii) Male & Age Group
9	Pet Care	i) Pet Lovers / Shopping Decision Makers (Audience Segment)	18	Logistics / Transportation / Retail	i) Location OR ROS

Thank You

