



# 《大理寺少卿游》

Title Sponsorship

YOUR ONE STOP MULTI-SCREENS SOLUTION

Apr 18, 2024

2024年古裝華話劇

# 《大理寺少卿游》

共36集

上架日期：2024年5月6日

演員：丁禹兮、周奇

《大理寺少卿游》改編自R·C漫畫《大理寺日誌》，由丁禹兮領銜主演，周奇友情主演，講述一個在唐朝女皇統治之神都的故事。李餅（丁禹兮飾）深受女皇賞識而被任命為大理寺少卿，他帶著大理寺明鏡堂中的陳拾、王七、阿里巴巴、崔倍和孫豹在危機重重的大唐探詢事實真相、匡扶內心正義。





## Package Details 套裝明細

Entitlement 客戶所得		
Package period 日期: 2024年5月 (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)

**\*2.6M**

Monthly Active Audience  
每月活躍觀眾

**60%**

Reach/Wk  
每星期觸及率

**4 Days**

Visit/Wk  
每星期探訪日數



myTV SUPER  
#1香港OTT 串流媒體平台



Source: 2023 Video Consumption Landscape Survey, NielsenIQ  
Base: HK citizens aged 16-64 who watched any online or offline video in the past 7 days (n=1,000)  
Fieldwork period: 2 – 10 Aug 2023

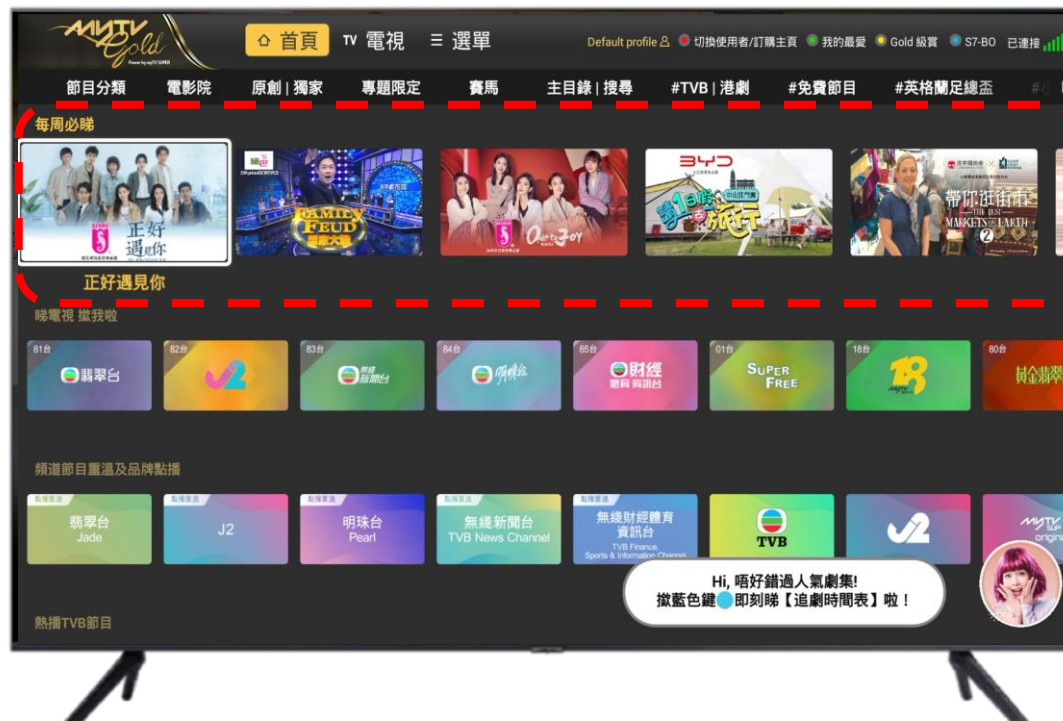
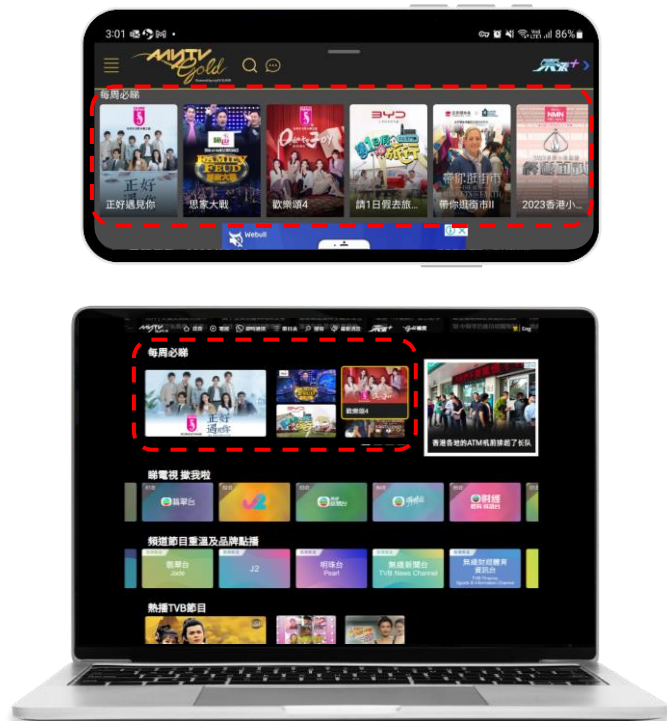
\*Data Source: myTV SUPER User Analytics  
Data Period: Sep 2023

## 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