myTV SUPER Q3 2024 Special Package

Jun 24, 2024 (R1)

Video Ads Special Package

For single I/O booking of video ads ≥ HK$ 48,000

Format	Commitment Client		Non-Commitment Client	
	Mid-roll	**Pre-roll**	**Mid-roll**	**Pre-roll**
30-sec CPM (Gross)	$113	$141	$142	$183
Estimated Impressions	425,000	340,500	338,000	263,000
Special Package	**$48,000**			
Discount	**20%**			

Option to select 15-sec in-stream ads is available – with 2x impressions

Volume Incentive >2 Shares: Extra -10% Discount

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 Sep 30, 2024.**
- **This package booking is entitled to 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.

Display Ads Special Package

For single I/O booking of display ads ≥ HK$ 48,000

Format	In-stream L-shaped Banner	Pop-up	Triple Banner	LREC
Commitment Client				
CPM (Gross)	$23	$80	$17	$29
Discount	-11%	-11%	-10%	-10%
Non-Commitment Client				
CPM (Gross)	$33	$106	$20	$37
Discount	-10%	-10%	-11%	-10%
Special Package	$48,000			

Option to select 15-sec in-stream ads is available – with 2x impressions

Volume Incentive >2 Shares: Extra -10% Discount

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 <u>1 month</u> on or before Sep 30, 2024.**
- **This package booking is entitled to <u>one free targeting layer.</u>**

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.
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myTV SUPER AD Reference

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)

myTV SUPER AD Reference

Pop-up Banner
全頁彈出廣告
(Device: App)

Triple Banner
大型橫幅廣告
(Device: App)

LREC
矩形橫幅廣告
(Device: App | Web)

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 DEVISES

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) *

60% — myTV SUPER

89% — Overall OTT players#

Reach

■ myTV SUPER   ■ Overall OTT players#

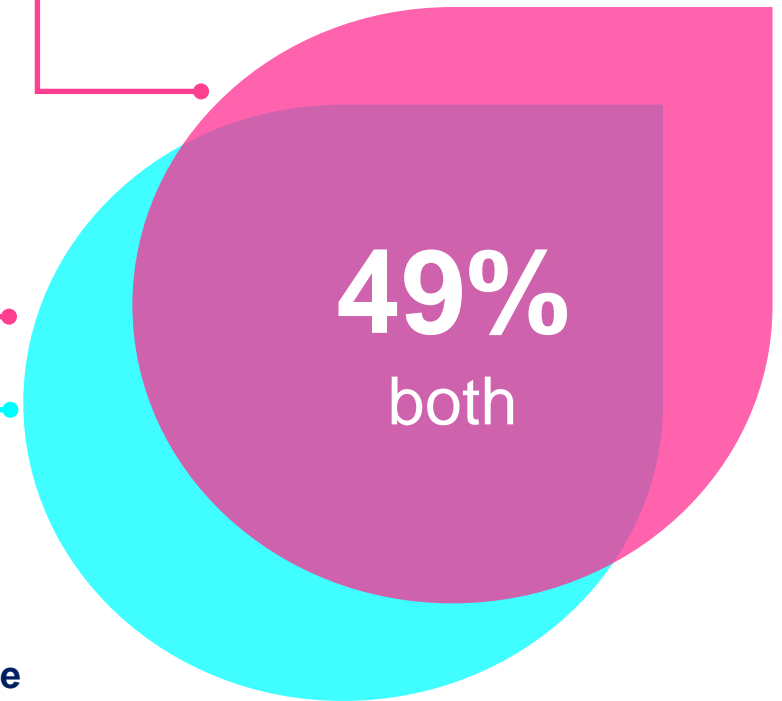# myTV SUPER and TVB Jade Together Enhanced the Total Reach to 84%

myTV SUPER **60%**
Weekly Reach

myTV SUPER
+
翡翠台 **84%**
Weekly Reach

49%
both

15% Incremental Reach
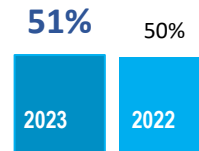**vs. only on Jade**

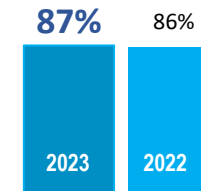# myTV SUPER Audiences are......

Gender

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

Age

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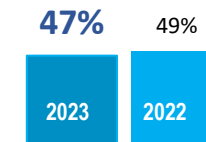21% A35-44 (same)
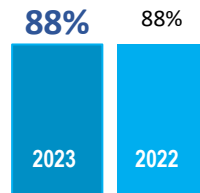24% A45-54 (+1pt)
29% A55-64 (-2pts)

University

51%   50%
2023   2022

Working

87%   86%
2023   2022

PMEB

47%   49%
2023   2022

Married

75% Married
↓
9 out of 10 have Kids

Grocery Shoppers

88%   88%
2023   2022

Head of Household

81%   83%
2023   2022
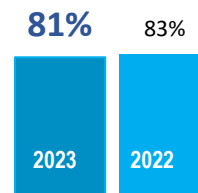
Household Monthly Income

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*

Ad Targeting

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
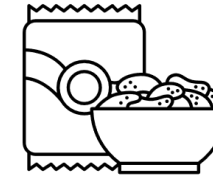
Parenting & Baby

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