



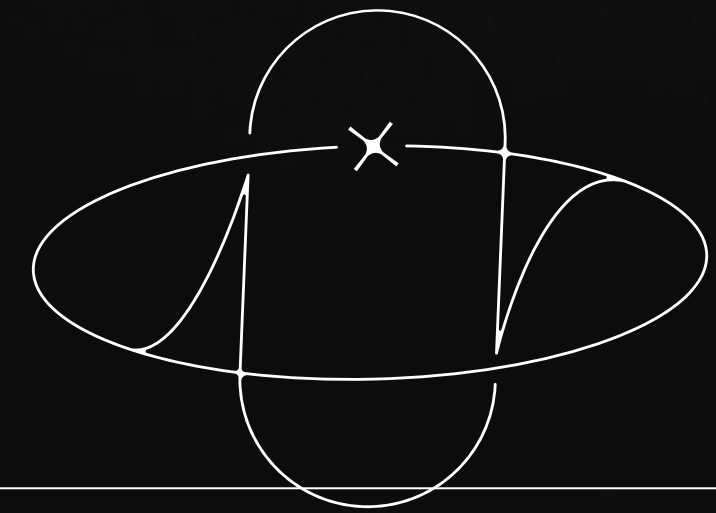
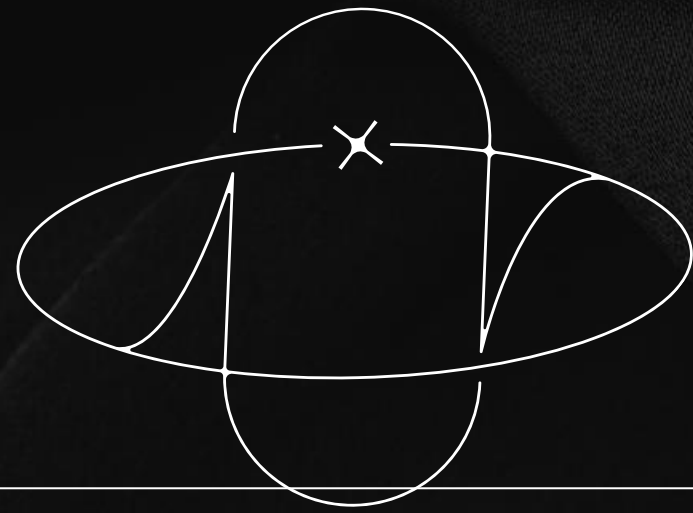
HOMEPAGE

CANVAS

16 Jul, 2024 (R4)



UNRIVALLED VISIBILITY



MASSIVE REACH

Reach a massive and engaged audience
Substantial homepage views on set-top boxes

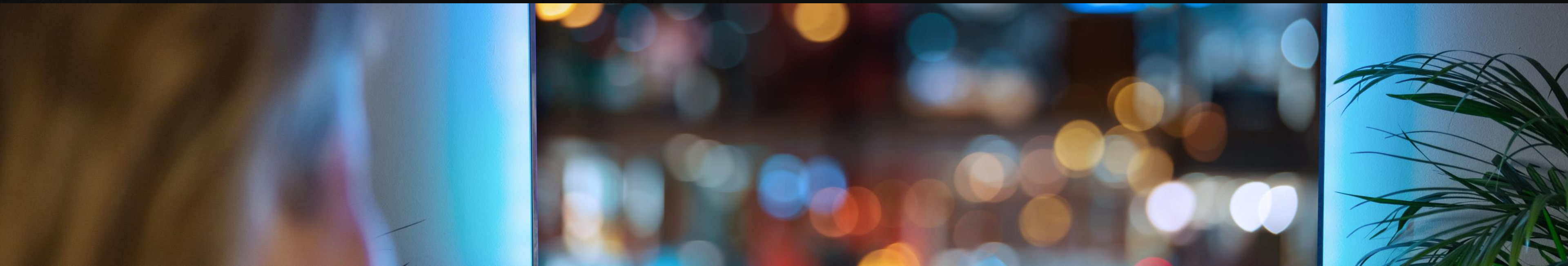
*Avg. 400,000+ daily homepage views on set-top boxes (May 2024)

100% SOV VIDEO CANVAS

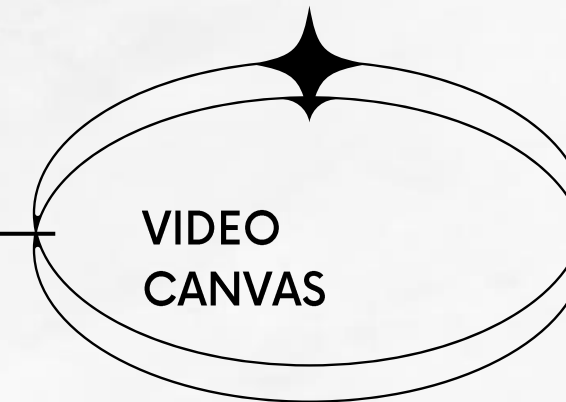
Captivating and memorable brand
showcase through our homepage
video canvas

BIG SCREEN DOMINATION

Brand dominance amplified
by the big screen impact on
set-top boxes



MYTV SUPER HOMEPAGE CANVAS



SPECIFICATION

DEVICE: SET-TOP BOX

VIDEO CANVAS

1920 x 496

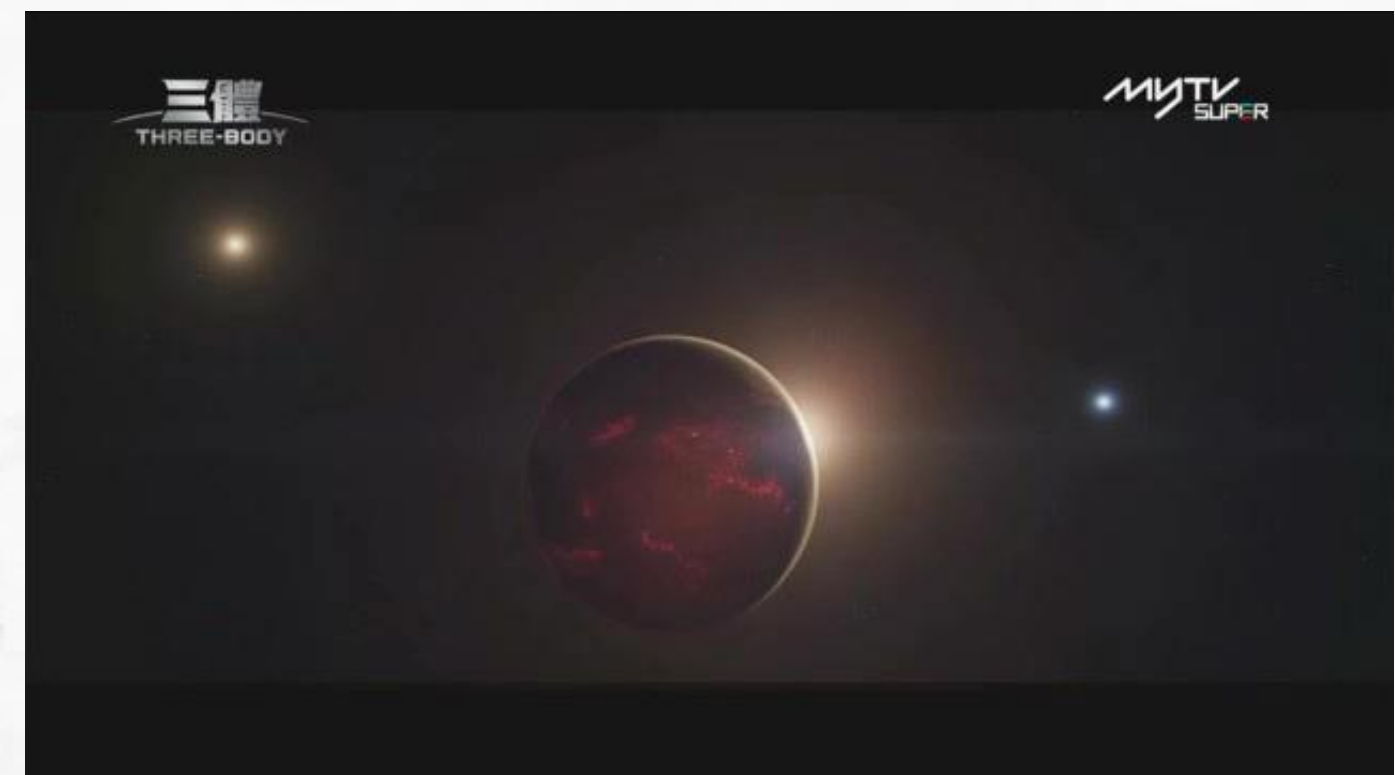
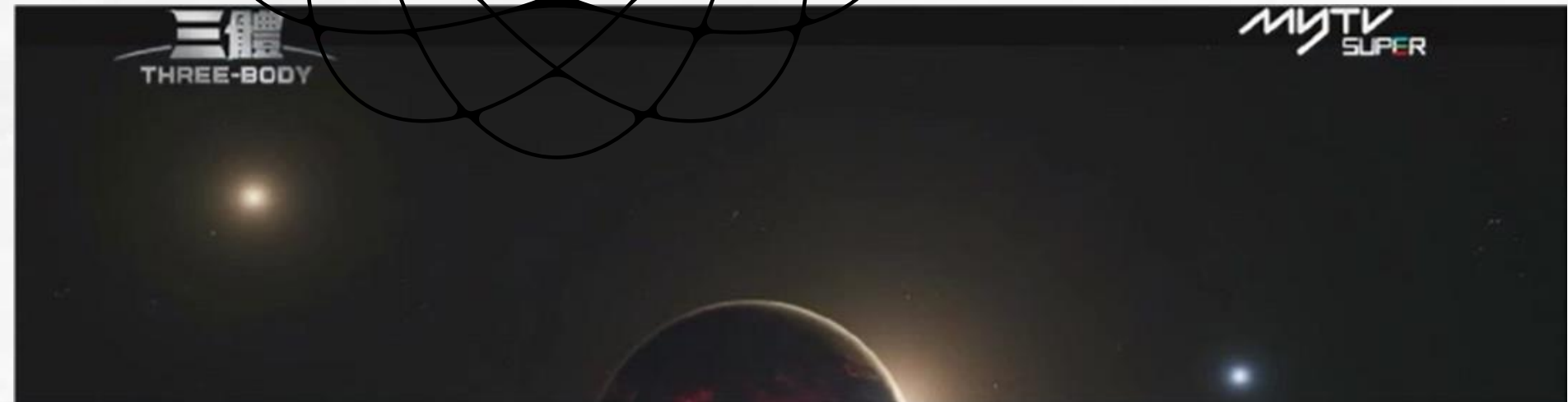
Max. 30-sec video length

*A blank background is not accepted for a misfit creative ratio
(refer to the creative guideline)

EXPANDED FULL VERSION

1920 x 1080

Support long-form video



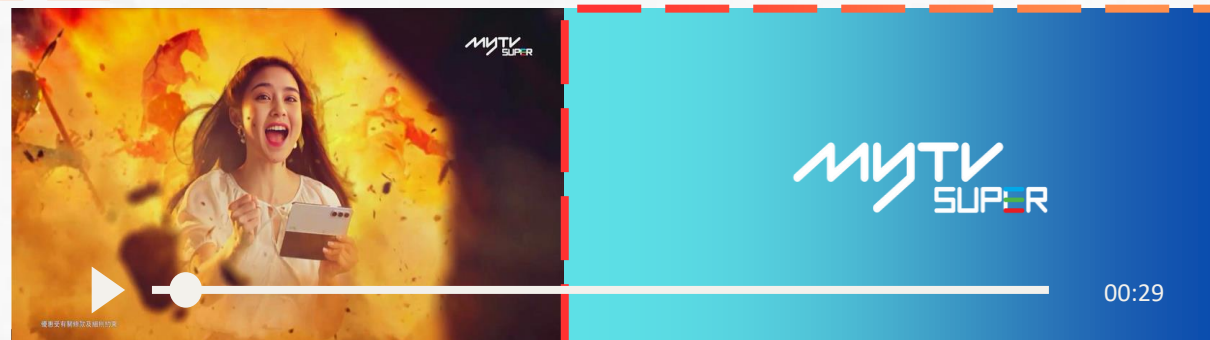
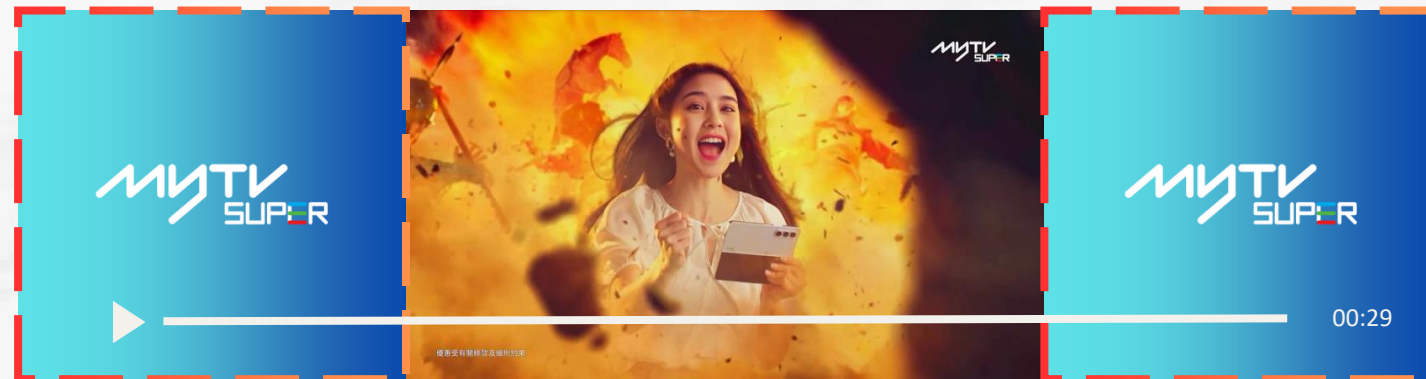
CREATIVE GUIDELINE OF VIDEO CANVAS



1920 x 496 FULL VIDEO BANNER
- Max. 30-sec video length



1920 X 496 COMPOSED VIDEO BANNER
- Max. 30-sec video length



NOT ACCEPTABLE

SEPARATE FILES of video & banner



STANDARD PRICE

HK\$ 58,800 (GROSS)

HOMEPAGE CANVAS
FOR 2 DAYS

SPECIAL OFFER

HK\$60,000 (GROSS)

- 2 DAYS HOMEPAGE CANVAS
- 550,000 IMPRESSION
INSTREAM VIDEO AD
(15-SEC IN-STREAM MID-ROLL)

Applicable to Commitment and Non-Commitment Client

AVAILABLE PERIOD : TILL 30 SEP 2024