



# myTV SUPER Q4 2024 Special Package

Jul 17, 2024

# Video Ads Special Package



Format	Commitment Client		Non-Commitment Client	
	CPM (Gross) With 20% discount	Estimated Impressions	CPM (Gross) With 20% discount	Estimated Impressions
30-sec Pre-roll	\$141	340,500	\$183	263,000
30-sec Mid-roll	\$113	425,000	\$142	338,000
15-sec Pre-roll	\$71	681,000	\$92	526,000
15-sec Mid-roll	\$57	850,000	\$71	676,000
Package cost	<b>≥ HK\$ 48,000 Gross</b>			
Extra Discount	<b>≥2 Shares: Extra -15% Discount</b>			

## 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 Dec 31, 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

Format	Inverted L-shaped Banner	Pop-up	Triple Banner	LREC
<b>Commitment Client</b>				
Discount	-11%	-11%	-10%	-10%
CPM (Gross) After discount	\$23	\$80	\$17	\$29
<b>Non-Commitment Client</b>				
Discount	-10%	-10%	-11%	-10%
CPM (Gross) After discount	\$33	\$106	\$20	\$37
Package cost	<b>≥ HK\$ 48,000 Gross</b>			
Extra Discount	<b>≥2 Shares: Extra -15% Discount</b>			

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## In Stream (Pre, Mid Roll)

視頻廣告

(Device: Connected TV, Web, App)



## Inverted -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)



**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 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

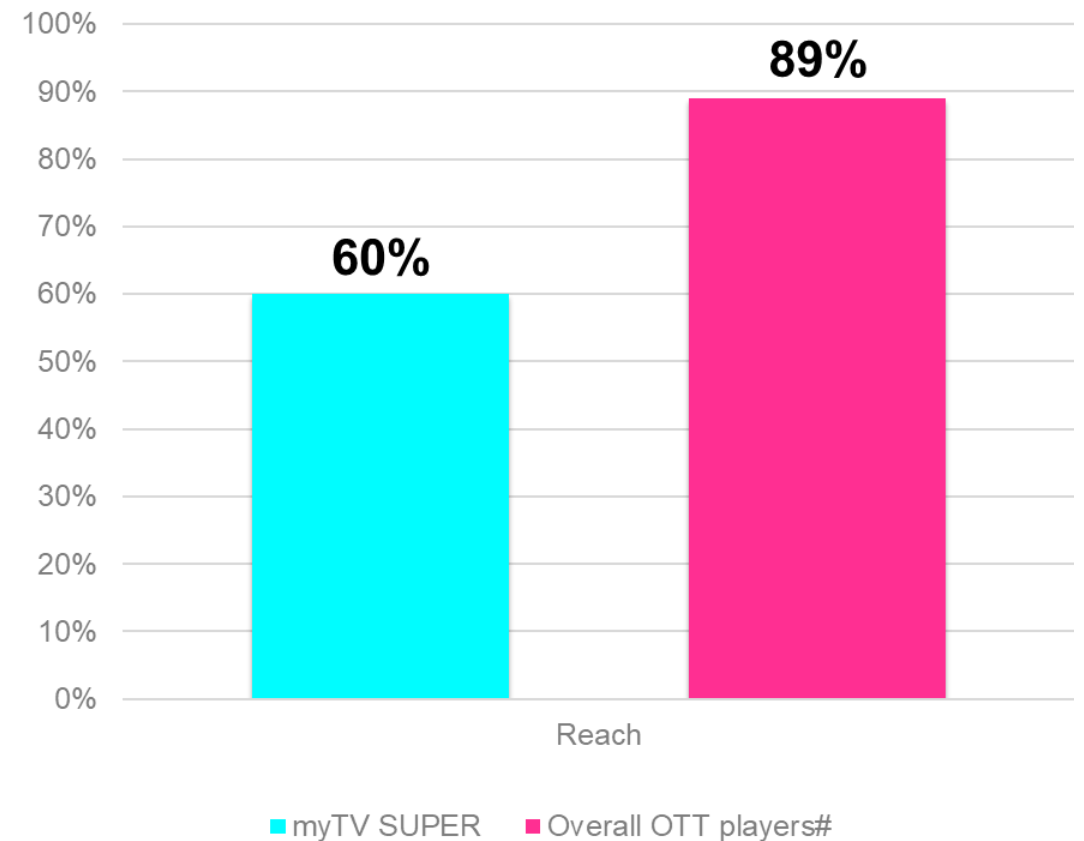
\*Data Source: myTV SUPER User Analytics  
Data Period: Sep 2023



# 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

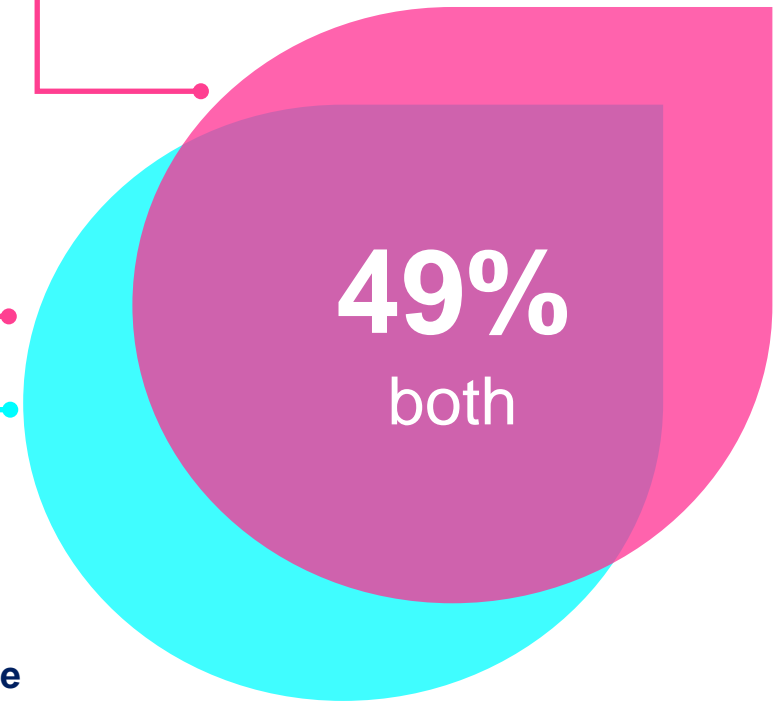
# myTV SUPER and TVB Jade Together Enhanced the Total Reach to 84%



**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



51% 2023  
 50% 2022

## Working



87% 2023  
 86% 2022

## PMEB



47% 2023  
 49% 2022

## Married



**75% Married**

9 out of 10  
 have Kids

## Grocery Shoppers



88% 2023  
 88% 2022

## Head of Household



81% 2023  
 83% 2022

## Household Monthly Income



**55% HK\$60k+**

2022 (52%)  
 Median of HK Household:  
 HK\$30,000\*

## Personal Monthly Income



**57% HK\$30k+**

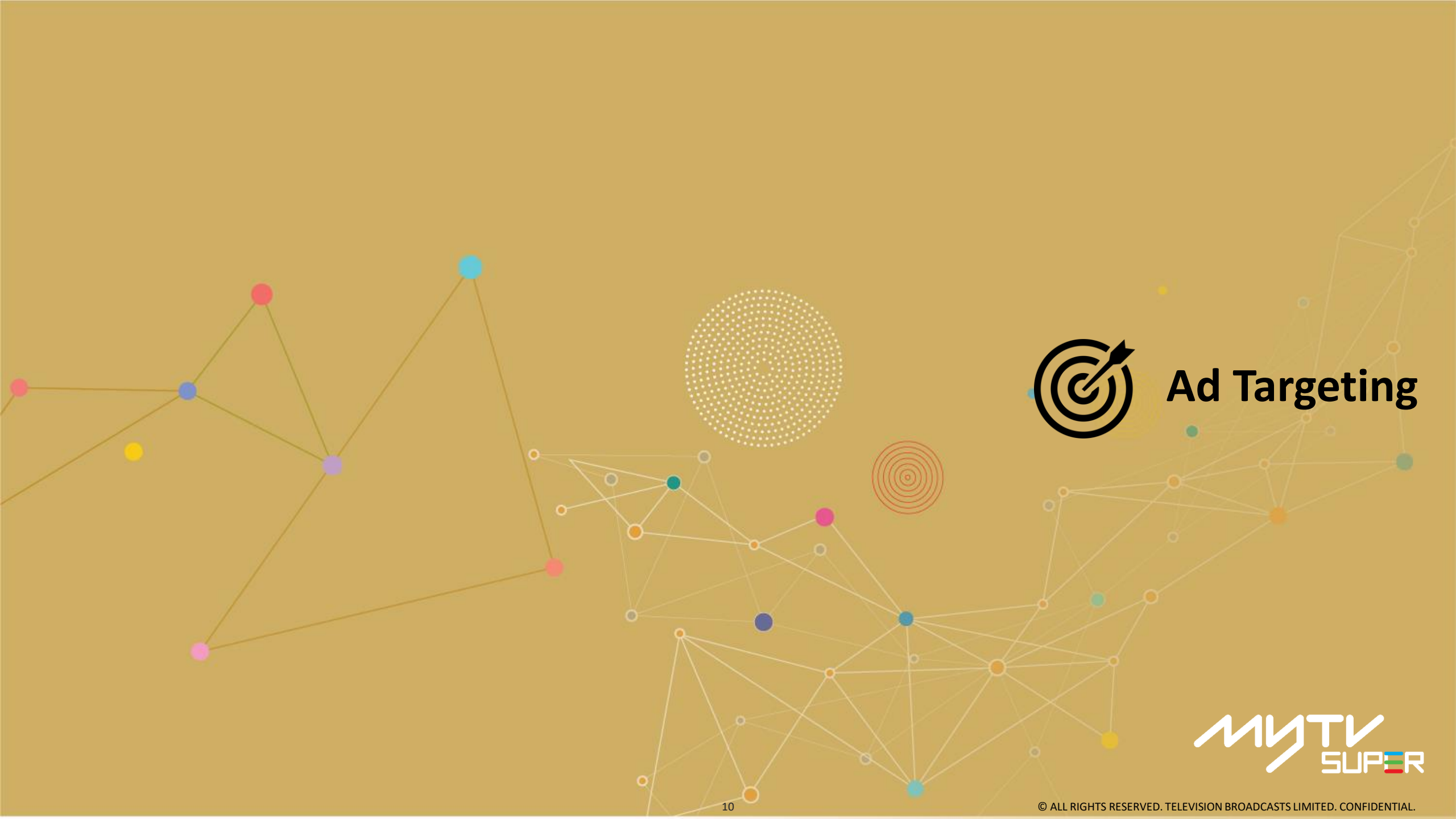
2022 (53%)  
 Median of Personal Income:  
 HK\$19,100\*

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

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**Content Category**

**Device**

**Frequency Cap**

**Gender**

**Mobile Carrier**

**Position**

**Time & Day**

**Viewing Behavior**

**Age**

**Geographic**

**Usual Location**

**Socioeconomic  
Status**

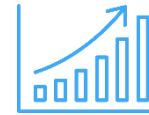
# Core Audience Targeting



## 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



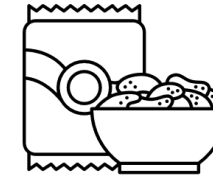
## Parenting & Baby

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



**Thank You**

**MYTV  
SUPER**