



MYTV
SUPER

YOUR ONE STOP MULTI-SCREENS SOLUTION

《風吹半夏》

Title Sponsorship 冠名套裝

Aug 23, 2024

人氣女演員趙麗穎主演

豆瓣評分 8.2

共36集

上架日期：2024年8月30日

演員：趙麗穎、李光潔、歐豪

《風吹半夏》由小說《不得往生》改編，講述的是上世紀九十年代，白手起家的許半夏(趙麗穎飾演)憑藉其獨到的眼光和果敢的個性，在鋼鐵行業披荊斬棘，闖出一片天地，最終收穫成功。

趙麗穎曾主演多套高播放量人氣劇集如《知否？知否？應是綠肥紅瘦》，其精湛演技更令《風吹半夏》於內地第三屆環球影視文化傳播高峰論壇暨年度優選榮獲《年度品質劇集》獎項。

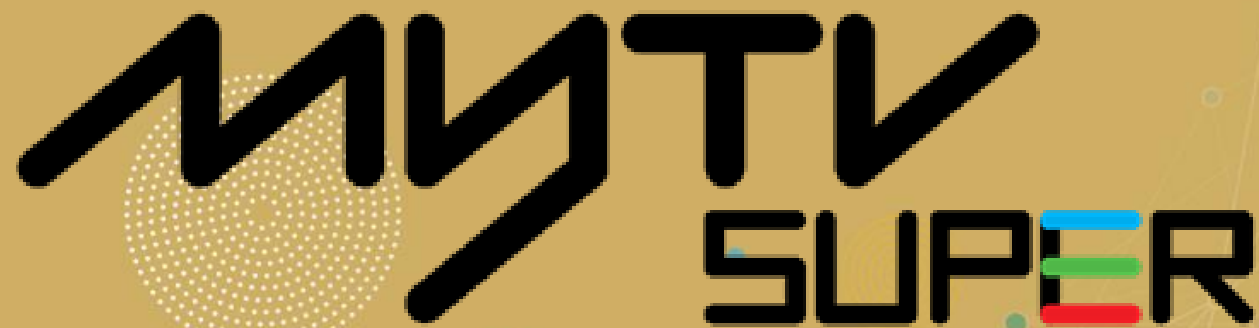
WILD BLOOD



Package Details 套裝明細

Entitlement 客戶所得		
Package period 日期: 2024年8月30日至10月6日 (TBC 待定)		
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 (Pre-roll) (max 30-sec) SOVD 前插視頻廣告	100% SOV
	In-Stream (Mid-roll) (max 30-sec) ROS 中插視頻廣告	158,000
	Inverted L-Shape Banner ROS 倒L形廣告	632,000
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: \$ 129,000



myTV SUPER In-stream & Display Advertisement
myTV SUPER 視頻及橫額廣告

《風吹半夏》 Title Sponsorship Package



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)

***2.9M**

Monthly Active Audience
每月活躍觀眾

60%

Reach/Wk
每星期觸及率

4Days

Visit/Wk
每星期探訪日數



myTV SUPER
#1香港OTT 串流媒體平台



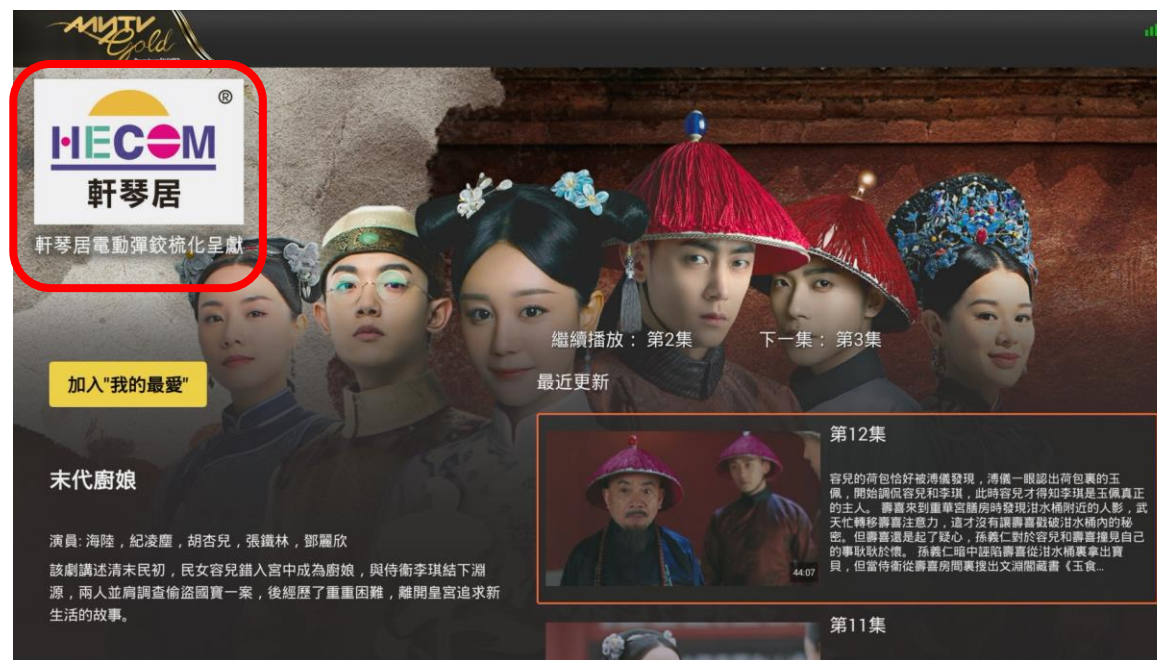
Media co-viewing factor (2.4) is taken into consideration (source: 2023 Video Consumption Landscape Survey, NielsenIQ)
Base: HK citizens aged 15-64 who watched any online or offline video in past 7 days (n=1,000)
Fieldwork period: 2 – 10 Aug 2023

*Data Source: myTV SUPER User Analytics
Data Period: May 2024

myTVSUPER AD Format 廣告格式

Dedicated Poster with Your Logo 客戶冠名節目海報

(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