



MYTV  
SUPER

YOUR ONE STOP MULTI-SCREENS SOLUTION

# 《此刻無聲》

Title Sponsorship 冠名套裝

Aug 23, 2024

2024年微短華語劇

愛情•懸疑

# 《此刻無聲》

共20集 (每集10分鐘)

上架日期：2024年9月1日

演員：白旭含、劉宴僑、趙夕汐

《此刻無聲》講述了失聰主婦麥令景(白旭含飾)擁有完美丈夫汪石鳴(劉宴僑飾)和體貼閨蜜蘇熙(趙夕汐飾)，看似美滿的生活卻在她意外恢復聽力後被擊碎，原來丈夫一直與閨蜜有染，並籌劃着更恐怖的陰謀。為查清真相，麥令景忍辱負重繼續假扮失聰，開啟了一場與丈夫和閨蜜周旋的復仇之路。



## Package Details 套裝明細

Entitlement 客戶所得		
Package period 日期: 2024年9月1日至24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	100,000
	Inverted L-Shape Banner ROS 倒L形廣告	400,000
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: \$ 60,000**



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

# 《此刻無聲》 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