



YOUR SUPER MULTI-SCREEN SOLUTIONS

Effective from 01 January 2024

AD FORMAT	DEVICE	UNIT	2024 Rate card Rate (HK\$ Gross)
Non-skippable In-stream Ads ≤30sec Mid-roll	Connected TV+APP+WEB	CPM	233
Non-skippable In-stream Ads ≤30sec Pre-roll	Connected TV+APP+WEB	CPM	326
Skippable In-stream Ads ≤30sec Mid-roll	Connected TV+APP+WEB	CPM	233
Skippable In-stream Ads ≤30sec Pre-roll	Connected TV+APP+WEB	CPM	326
Non-skippable In-stream Ads ≤15sec Mid-roll	Connected TV+APP+WEB	CPM	117
Non-skippable In-stream Ads ≤15sec Pre-roll	Connected TV+APP+WEB	CPM	163
In-stream L-shaped Banner 15 sec	Connected TV+APP+WEB	CPM	41
Pop up	APP	CPM	140
Video Pop-up	APP	CPM	170
Vertical Video Pop-up	APP	CPM	170
Double Banner	APP	CPM	29
Triple Banner	APP	CPM	46
LREC	WEB+APP	CPM	53
Super Mobile LREC	APP	CPM	93
Mobile Video Banner	APP	CPM	56
Super Banner	Connected TV+WEB	CPM	111
Half Page	WEB	CPM	99
Skyscraper	WEB	CPM	53

AUDIENCE & TARGETING :

Core Audience	Content Category	Ecommerce Audience	Age	Frequency Cap
Mobile Carrier	Position	Time & Day	Device	Gender
Geographic	Usual Location	Socioeconomic Status		

Custom targeting is available on request and negotiable, please contact our sales department for details.

*20% loading will be applied to each targeting layer

Surcharge of HTML5 format: 20%

Remarks: No back-to-back ads will be accepted on myTV SUPER platform.