



# **VIDEO ADS ON CONNECTED TV SPECIAL OFFER**

Date: Sep 30, 2024



## CONNECTED TV AUDIENCE PROFILE



**70%**

Household  
with Children



**83%**

Household  
Decision Maker



**48%**

Professionals, Managers,  
Executives and Businessmen



**81.8K**

Avg. Household  
Monthly Income

Median of HK Household: HK\$30,000\*



**82%**

of PMEB Audience on myTV SUPER  
watched via CTV

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

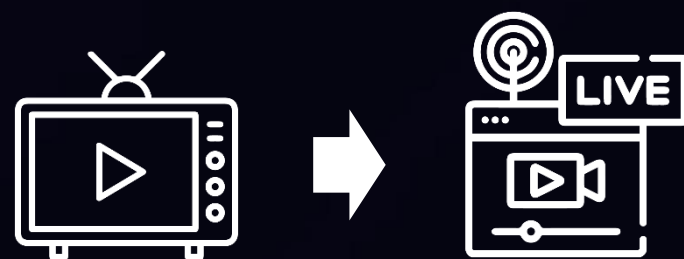
Base: All viewers who have watched myTV SUPER content (Box/App/Web/ Smart TV) in the past 7 days; 2023 (N=599)

\*Source: HK Census and Statistics Department



# CAPTURE EXTENDED REACH WITH NEW VIEWER PATTERN

## Online TV Live Viewers



### Converts from Broadcast TV to Online Live TV

Mass household audience for  
better integrated digital TV experience



### Broadcast-Nevers

Almost unreachable from broadcast TV  
Occasionally watching live programmes  
on Online TV



## Video on Demand Viewers



### Premium Content Streaming Viewers

Subscription Video on Demand (SVOD)  
Freemium VOD Users



### VOD Flexible Viewers

Watching TVB programme catch-ups -  
partial / full episodes on myTV SUPER  
Consistent programme lovers who  
value flexibility from VOD

# **BENEFITS OF myTV SUPER IN-STREAM AD**

# THE POWER OF THE BIG SCREEN ON PERFORMANCE

Measurable Results of Completion Rates and Viewability



**>96%** Completion Rate  
In-stream ads |  $\geq 30$  seconds  
on Connected TV

# IN-STREAM ADS DESIGNED FOR IMMERSIVE ATTENTION

Longer-form  $\geq 30$ s Non-skippable In-stream Video on the Big Screen

## BIGGER, WIDER, DEEPER

Big screen with higher visual quality simply amplifies your messaging to a deeper level of consumer attention – **at scale of co-viewing**

## AD MESSAGING WATCHED IN FULL

No more “shards” of video ads  
A brilliant video creative deserves to be watched with full attention





**VIDEO ADS**

**ON CONNECTED TV**

**SPECIAL OFFER**

# VIDEO ADS ON CONNECTED TV SPECIAL OFFER

**All Packages** (valid till Dec 31, 2024)

## ● myTV SUPER

myTV SUPER Homepage Canvas  
myTV SUPER Q4 2024 Special Package  
myTV SUPER Top-Up Package  
Scoop+ Advertorial packages  
Title Sponsorship Package  
IO Buy

## ● TV

Title Sponsorship Package  
Tailor-made Package

**SPECIFIC  
DEVICE TARGETING**

**CONNECTED TV**

**INCLUSIVE!**

## ● SOCIAL MEDIA PACKAGES

## ● INTEGRATED PACKAGES

AMAX Package 2024 Q4  
Scoop Segment Sponsorship Package

### REMARKS:

All inventories must be fully utilized **on or before Dec 31, 2024**.

### 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.

**THANK YOU**