



**MYTV
SUPER**

YOUR ONE STOP MULTI-SCREENS SOLUTION

《王牌部隊》

Title Sponsorship 冠名套裝

Oct 3, 2024

iQIYI 評分 9.6

人氣男星 肖戰 主演



《王牌部隊》

共40集

上架日期：2024年10月23日

領銜主演：肖戰、黃景瑜、鍾楚曦

故事內容：

《王牌部隊》題材將「**軍旅生活**」和戀愛偶像劇主題結合，講述一群年輕的戰士歷經磨礪、奮進前行，最終成長為軍中王牌的故事。劇集通過四十年的時代跨度，描述了一支中國人民解放軍王牌部隊的成長歷程。



Package Details 套裝明細

Entitlement 客戶所得		
Package period 日期: 2024年10月23日至12月3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 (with client's logo) 海報冠名贊助 (帶有客戶標誌)	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	180,000
	Inverted L-Shape Banner ROS 倒L形廣告	718,000
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: \$ 121,000



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

《王牌部隊》 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

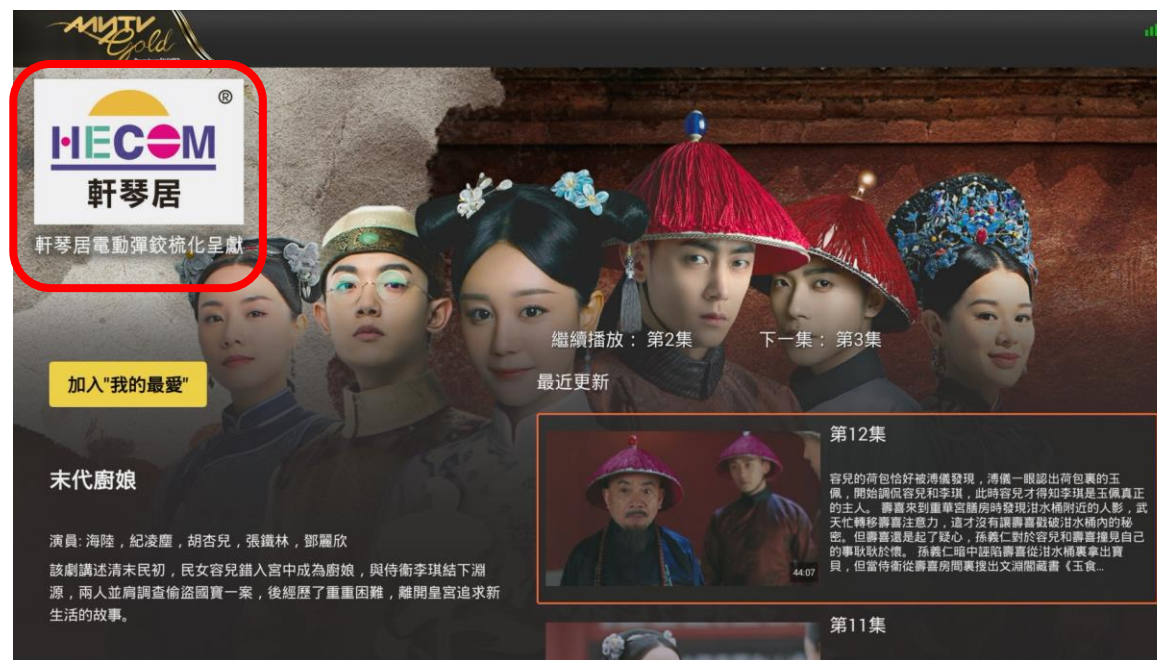
*Data Source: myTV SUPER User Analytics

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

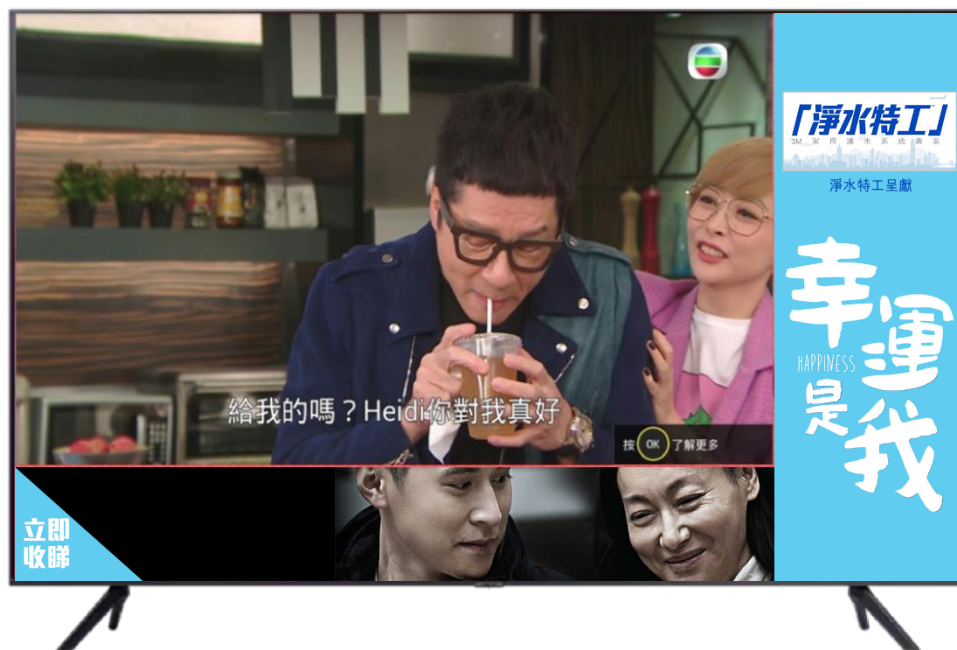
(Device: Connected TV, Web, App)



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