



# Masthead & Hosting Ads (Q4)

Homepage Prominent Position Across All Devices  
Deliver Massive Awareness & OTT-Native Viewer Engagement







# Masthead & Hosting Ads

Entitlements & Specifications



**Dedicated Poster Coverage**  
in 每周必睇



**Masthead Ads**  
in *myTV SUPER* 介紹番



**Content Hosting**  
(1 Week)

## 01 Entitlements

| Ad Entitlement                        | Buy Type   Period                  |
|---------------------------------------|------------------------------------|
| Masthead Ads in <i>myTV SUPER</i> 介紹番 | Cost-per-day   1 day               |
| Dedicated Poster Coverage in 每周必睇     | Cost-per-7-day (coverage)   7 days |
| Content Hosting                       | Cost-per-7-day (hosting)   7 days  |

## 02 Specifications

| Materials  | Provided by |
|--|-------------|
| Poster - Banner & Background<br>(Advertiser to provide key visuals of Landscape & Portrait)                    | Advertiser  |
| Video Content (CTV-suitable resolution)  | Advertiser  |
| Content Titles & Synopses - Programme & Videos<br>(max. 200 Chinese characters) <b>(Chinese &amp; English)</b> | Advertiser  |

## 03 Terms & Conditions

- myTV SUPER assigns the position of Masthead Ads (one of the first 3 positions). No guarantee of the specific ad position.
- Daily homepage visits fluctuate due to a number of factors. Masthead & Hosting Ads is on cost-per-day buy type.
- myTV SUPER app & web user interfaces apply auto-rotation of the posters.
- myTV SUPER reserves the right to censor and decide the hosting content.

## 04 Pricing

**HKD 67,000.00 (Gross)**



# Positioning

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## **Massive Reach To All Viewers**

Drive massive awareness to all myTV SUPER viewers.

At full scale.

Across all devices.

## **Prominent Homepage Position**

Capture viewer attention with ad position between myTV SUPER hero programme features.

Top on the homepage.

## **OTT-Native Engagement**

Allow the viewers to navigate through the hosted commercial videos selected by advertisers.

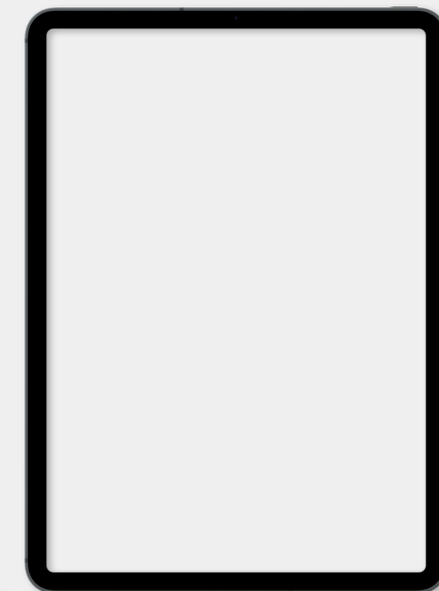
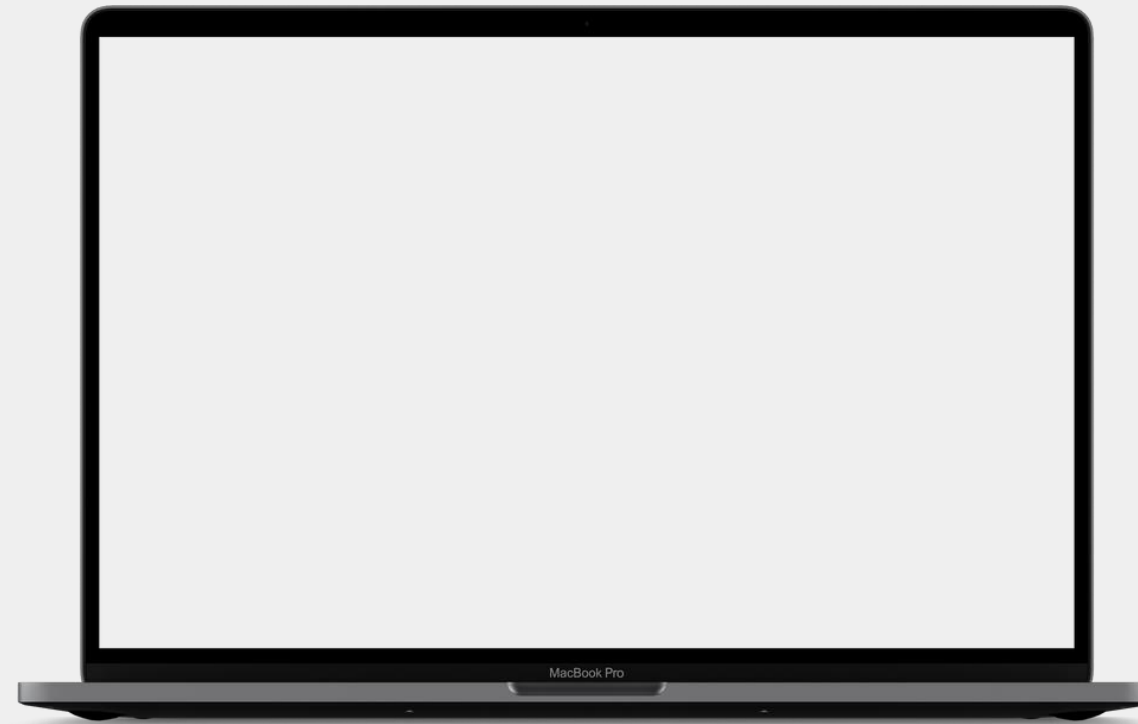
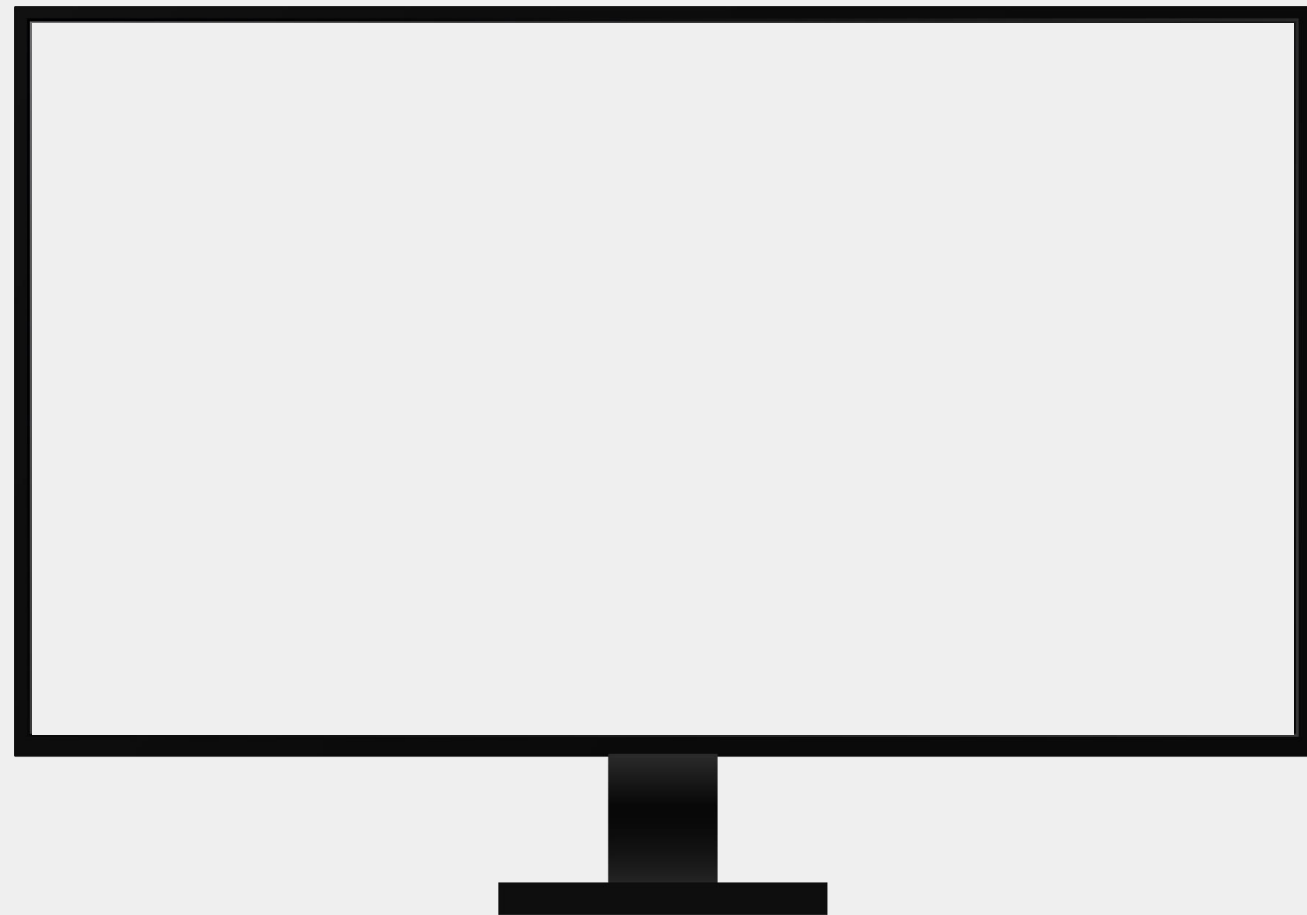
Impressions to engaging views.





# Mass Awareness

Over 1M Homepage Visits Daily\*  
At full scale. Across CTV, App & Web.



\*Daily homepage visits fluctuate due to a number of factors. Masthead & Hosting Ads is on cost-per-day buy type.





# Masthead On Homepage

Capture viewer attention with ad position between myTV SUPER hero programme features.

**01** Show off your ad message at **one** of the three top positions\*.

**02** Clickable ads leading the viewers to the **programme hosting** page.



**03** **Cost-per-day (CPD)**  
100% share-of-voice (SOV) of impressions of the Masthead ad unit during the day.



\*myTV SUPER assigns the position. No guarantee of the specific ad position.

# OTT-Native Engagement

Navigate through the hosted commercial videos selected by advertisers.

**01** Host your brand, product, or message in a native programme ad format\*.



**02** Storytelling  
You can arrange the selection of a content mix - fulfilling your promotional objective.





# Content Hosting Best Practice

**01** Make the most of the OTT & **CTV** nature to bring **high-resolution** & stunning visuals.

**02** Turn impression into interest by designing the creative as **native to OTT** environment.



**03** Curate a viewer navigation journey.

Prioritise intriguing and interactive video content over commercials.



# Ad Poster Size (Landscape & Horizontal)



\*Suggested area to show key message and elements

**01** Landscape - 1920 x 1080 px



**02** Portrait - 743 x 1080 px



# Zone Hosting (Additional Top-up)

A dedicated zone to feature branded content and showcase programme coverage

**01** Dedicated zone feature  
Top-bar tag display

**02** Your content hub for storytelling



**03** Custom background  
for immersive brand & programme exposure



# Zone Hosting (Additional Top-up)

A dedicated zone to feature branded content and showcase programme coverage

**01** Host your brand, product, or message in a native programme ad format\*.



**02** Storytelling  
You can arrange the categorisation of content - fulfilling your promotional objective.

