



Miss Hong Kong Pageant 2024

(R3)

July 4, 2024

2023 Miss Hong Kong Pageant Rating Performance



2023 Miss Hong Kong Pageant Final reaches audiences in both Hong Kong and the Greater Bay Area.

Audience size (HK): 1,540,000

Audience size (GD): 996,000

**7-DAY
CONSOLIDATED
RATINGS:
23.9**

Data source:

Hong Kong – 7-Day Consolidated Ratings from CSM Media Research & YOUBORA;

Guangdong – CSM Media Research

4+ Universe: GD (119,556,000); HK (6,432,000)

2023 Miss Hong Kong Pageant Outstanding Performance on Social Media and E-commerce



The most socially engaging Pageant ever in HK social media.

Total Buzz 68,815

Total Engagement 616,248

Miss Hong Kong 2023 entered Weibo's Most Searched Hashtags Top 10 with a **cumulative 343.8 million reading volume**.

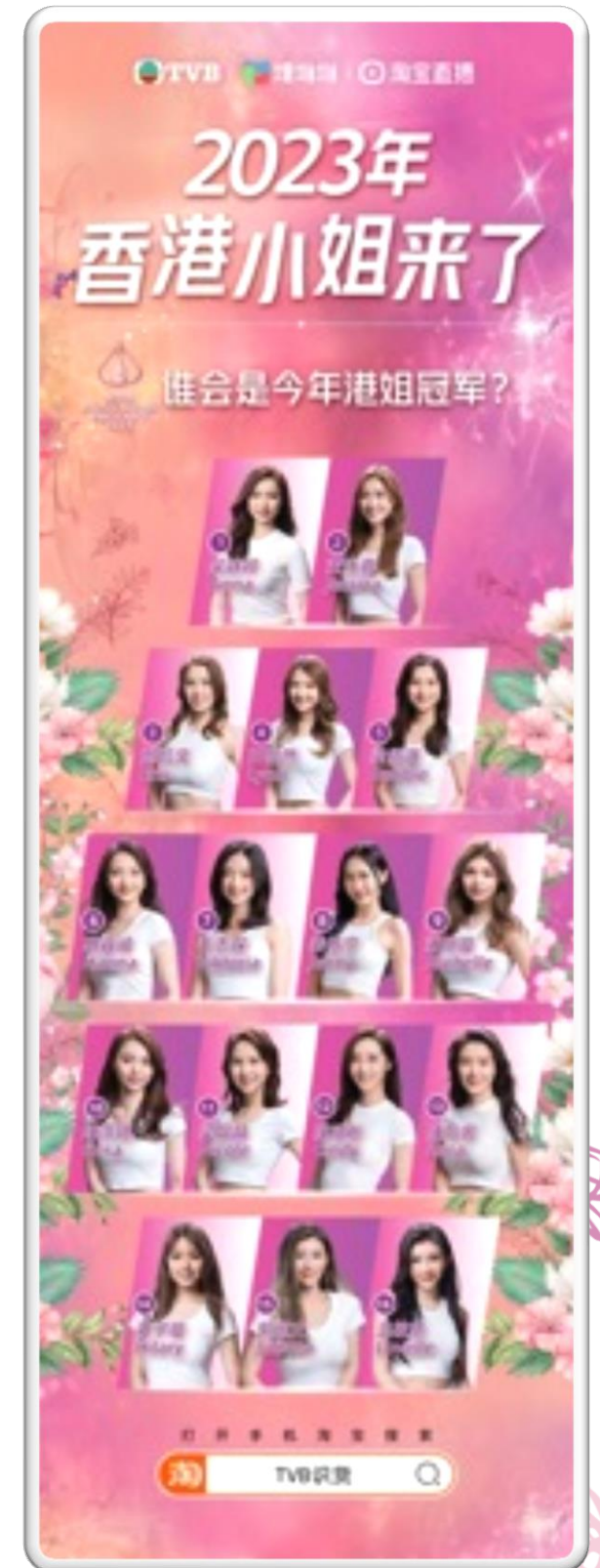
Miss Hong Kong IP is popular in mainland, which has generated a total views of **2.55 million** in Tao Bao TVB 識貨 live broadcast.

Sources: CSM Media Research

Social Buzz: Volume of mentions with keyword hits of a certain topic/programme/brand/products on channels

Social Engagement: Reactions, Comments, and Shares of the posts.

Data Source: Wiser, Weibo, TaoBao



2023 Official Suppliers



福滿臨珠寶
Fook Moon Lam Jewellery

Saisai
making life beautiful

中 CHINESE
藝 ARTS & CRAFTS



大會指定專用眼鏡店



大會指定專用后冠贊助商



大會指定專用化粧品專門店



大會指定專用旗袍贊助商

WRIGHT LIFE
萊特維健®

NMN
PRO MAX

VEGAS 惟·美 360°
Beauty - Since 1990

簡和堂
SIMPLY HEALTH



大會指定專用蟲草保健產品



大會指定專用NMN產品



大會指定專用美容中心



大會指定專用益生菌產品



Miss Hong Kong
Pageant 2024
Theme (NEW)



- Proud To Be A Woman -

Female hosts; female performers

Interacting with the mass audiences –
audiences participate in voting

More advertising format inside
2024 Miss Hong Kong Pageant programmes

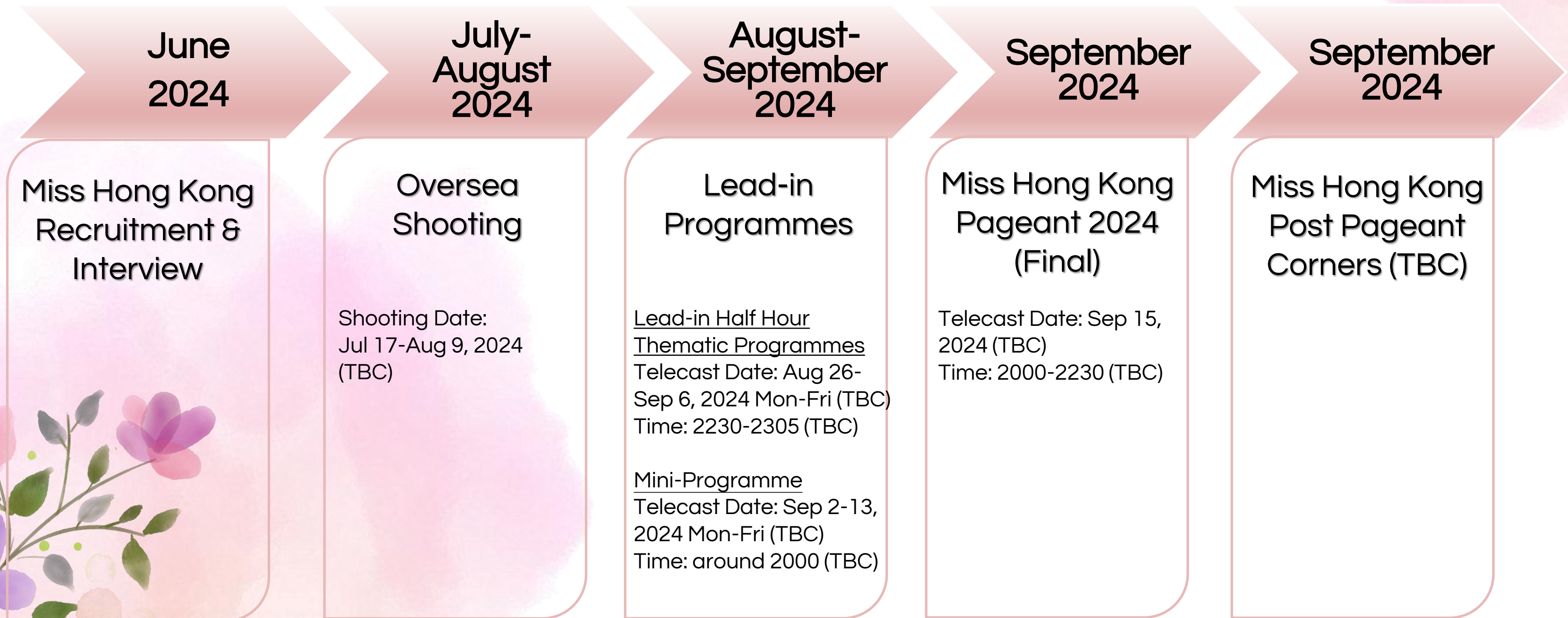
Subject to change and Station's availability.





Miss Hong Kong
Pageant 2024
Tentative Schedule

Tentative Schedule



Note: Tentative schedule only, subject to final confirmation.



Miss Hong Kong
Pageant 2024
Sponsorship Packages



Package Type

(Type 1) Licensees	(Type 2) Miss Hong Kong IP Collaboration (Top Up for OS Package)	(Type 3) Airtime Package	(Type 4) Product Placement Package
Official Suppliers	IP Collaboration & Distribution	Participation Package	Product Placement Package (Location Shooting)



Official Suppliers
(OS-1, OS-2, OS-3 and OS-4)
(R3)

Official Supplier Package



Obligations

Official suppliers shall supply their products or services free of charge in accordance with the terms and conditions in this package and shall pay a sponsorship fee to TVB according to its entitlements in connection with Miss Hong Kong pageant 2024.

Sponsorship Fee - Rate Card

Package 1 (OS-1) HK\$ 898,000 per official supplier;

Package 2 (OS-2) HK\$ 1,200,000 per official supplier;

Package 3 (OS-3) HK\$ 1,490,000 per official supplier;

Package 4 (OS-4) HK\$ 558,000 per official supplier **(NEW)**

Official Supplier Package



Miss Hong Kong Pageant 2024	Official Supplier Package (OS)			
	Package 1 (OS-1)	Package 2 (OS-2)	Package 3 (OS-3)	Package 4 (OS-4) (NEW)
Jade (Programme Schedule TBC)	HK\$898,000	HK\$1,200,000	HK\$1,490,000	HK\$558,000
Lead-in Programme:	Entitlement and Usage Permission			
1. Miss Hong Kong Pageant 2024 mini programme / 1-2 minute lead-in programme (TBC)	4 times product/ logo exposure 6 times end logo credit	12 times product/ logo exposure 9 times end logo credit	10 times product/ logo exposure 7 times end logo credit	2 times product/ logo exposure 3 times end logo credit
2. Miss Hong Kong Pageant 2024 related programme (TBC)				
Shooting of Miss Hong Kong Pageant 2024 promotion event highlights at sponsor designated location ^①	1 time location shooting	1 time location shooting	1 time location shooting	1 time location shooting
2024 Miss Hong Kong Pageant Final				
Product/logo exposure (NEW)	2 times	2 times	2 times	No
End Logo Credit	1 time	1 time	1 time	1 time
Post Pageant Phrase:				
Highlight of Miss Hong Kong Pageant 2024 prize presentation ceremony (if any) held by sponsor to be telecasted inside Scoop (TBC)	2 times product/logo exposure 1 times end logo credit	6 times product/logo exposure 3 times end logo credit	6 times product/logo exposure 3 times end logo credit	2 times product/logo exposure 1 times end logo credit
The title holders of Miss Hong Kong Pageant 2024 participates in the prize presentation ceremony held by sponsor (TBC)	1 time	1 time	1 time	1 time
Usage Permission:				
Permission to use the quotes of Official Suppliers of Miss Hong Kong Pageant is limited to the territory of PRC (including Hong Kong SAR and Macau SAR) only and for the period from July 11, 2024 (TBC, subject to TVB availability) to June 30, 2025.	Yes	Yes	Yes	Yes
Permission to use the Miss Hong Kong Symbol inside commercial and promotion for the period from July 11, 2024 (TBC, subject to TVB availability) to June 30, 2025.	Yes	Yes	Yes	Yes
Permission to use only ONE official group photograph inside commercial and promotion for the period from August 10, 2024 (TBC, subject to the availability) to June 30, 2025.	Yes	Yes	Yes	Yes
Acknowledgement in 2024 Miss Hong Kong Pageant brochure	Yes	Yes	Yes	Yes

Official Supplier Package



Miss Hong Kong Pageant 2024	Official Supplier Package (OS)			
	Package 1 (OS-1)	Package 2 (OS-2)	Package 3 (OS-3)	Package 4 (OS-4) (NEW)
Airtime (Billboard) :				
5-sec individual billboard to be telecasted in commercial break inside Miss Hong Kong Pageant 2024 lead-in programme (Wordings of billboard must be message of Official Supplier. V.O. example: XX旅遊, 2024香港小姐競選大會指定專用旅行社)	7 billboards	14 billboards	10 billboards	5 billboards
5-sec group billboard to be telecasted in commercial break inside Miss Hong Kong Pageant Final (V.O. example: 2024香港小姐競選係由, XXXX, XXXX 及 XXXX 聯合贊助播出) (Including one time simple production)	2 group billboards	2 group billboards	2 group billboards	2 group billboards
myTV SUPER (Connected TV, App & Web) :				
In-stream (Mid-roll) (Billboard) – 145,000 Impression	Yes	Yes	Yes	Yes
TVB Social Media:				
(i) Pre-event post x 2	Yes	Yes	Yes	Yes
(i) Post-event Live Streaming (1-2 hour)	Yes	Yes	Yes	No
(i) Video Shooting + Editing Production Cost	Yes	Yes	Yes	Yes
(i) Live Streaming Production Cost	Yes	Yes	Yes	No
TVB China Social Media (Douyin) :				
Post x 1 and 1 time simple production	No	No	Yes	No

① Remarks:

- (1) 1 time shooting of 2024 Miss Hong Kong Pageant promotion event at sponsor designated location. Not less than HK\$150,000 will be surcharged for any out of Hong Kong event and shooting (should be agreed by TVB in advance). Sponsor should take the responsibility on all expenditure (e.g. transportation, accommodation and catering etc.) which occurred in any out of Hong Kong event and shooting.
- (2) HK\$200,000 cost for extra event of 2024 Miss Hong Kong Pageant requested by sponsor. Sponsor should take the responsibility on all expenditure (e.g. transportation, accommodation and catering etc.). Surcharge mentioned in (1) should also be applied if there is any out of Hong Kong event and shooting.



Miss Hong Kong IP Collaboration & Distribution

(Top Up for OS Package)

IP Collaboration & Distribution ②



- Collaborating advertiser's product with Miss Hong Kong Official Suppliers IP
- Extending to e-commerce
- Fee: to be negotiated by case

② Product collaborated with 2024 Miss Hong Kong Pageant IP should be approved by TVB censorship.
Product to be promoted in 淘寶直播 should be complied with the law and regulation of the Mainland China.



Participation Package

Participation Package



Package Cost

RC# 57-MU ¹	RC# 57-SU/SUN ²	RC# 57-OC ³	RC# 58 ⁴
\$ 324,000	\$ 334,000	\$ 485,000	\$ 546,000

Entitlement

Channel	Inside Programme		No. of Spots / Duration
Jade	Lead-in Half Hour Thematic Programmes Telecast Date: Aug 26-Sep 6, 2024 Mon-Fri (TBC) Time: 2230-2305 (TBC)		1 x 30-sec
	Lead-in Mini Programmes Telecast Date: Sep 2-13, 2024 Mon-Fri (TBC) Time: around 2000 (TBC)		2 x 30-sec
	Grand Final Telecast Date: Sep 15, 2024 (TBC) Time: 2000-2230 (TBC)		1 x 30-sec
	Bonus Spots : J7RB : 4 x 30-sec, J6RB : 2 x 30-sec, J3RB : 2x 30-sec, J2RB : 10 x 30-sec		
myTV SUPER	Platform : Connected TV, Web & Apps	Ad Format : In-Stream (Mid-roll) (Max 30 Sec)	No. of Impression 728,000

Other Entitlements

- One full page colour advertisement in the souvenir programme of the Grand Final for client who purchases both Official Suppliers and Participation Package.

¹For Advertisers who have participated in Rate Card No. 57 Mega-Upfront (MU) Booking Scheme.

²For Advertisers who have participated in Rate Card No. 57 Super-Upfront (SU) or Super-Upfront for New-Business Advertiser (SU-N) Booking Scheme.

³For Advertisers who have participated in Rate Card No. 57 Open Contract (OC) Booking Scheme.

⁴Applicable to all advertisers.



Miss Hong Kong Pageant 2024

**Billing Schedule and
Sales Launch Information**

Billing Schedule and Sales Launch Information



Billing Schedule

Jul : 40% ; Aug : 30% ; Sep : 30%
OR upon confirmation

Sales Launch^③

Date:

Jun 7, 2024, 17:00, Friday

Venue:

TVB Sales Office

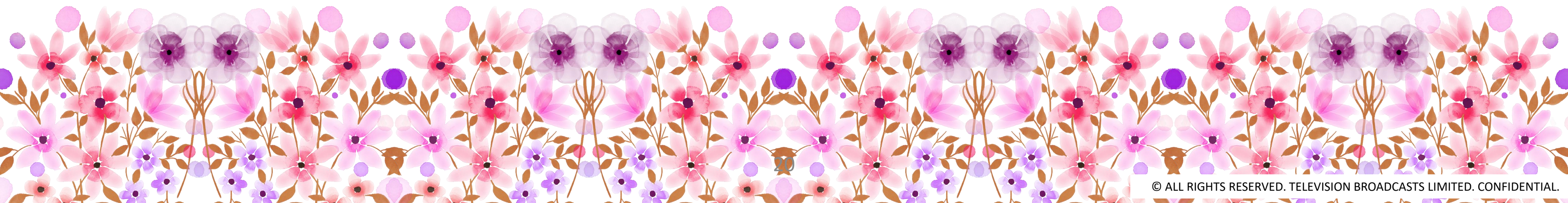
Option Deadline:

Jun 7, 2024, 17:00, Friday

Pre-emption Deadline:

Jun 21, 2024, 12:00, Friday

^③Please refer to General Sales Conditions.





Product Placement Package (Location Shooting)

Product Placement Package (Location Shooting)



Lead-in Mini-programme

Telecast Date: Sep 2 – 13, 2024 (Mon-Fri) (TBC)

Telecast Time: Around 20:00 (TBC)

Sponsor Item	Usage	Product Appearance/Entitlement
Event which organized by client (Site visit required)	Lead-in mini-programme	Location Shooting: 1 time Integrated Exposure: min 1 time End-logo: 1 time
Product Sponsorship Feature Segment	"Miss Hong Kong Pageant" and TVB Official Facebook page	Post x 1 (Including: Program Content Video* & Content Creation; 3x hashtag & 1x Page tag; and Facebook Ad boosting) <small>*Video Content is led & provided by TVB</small>
Total Package Cost:		\$324,800 (Gross) / episode (Per each episode with 1 client logo)

Remarks:

This package includes 1 time location shooting (not more than 4 hours in one day) in the Greater Bay Area only. For other locations, fees to be negotiated. [The deal should be confirmed at least 3 weeks before the client's event date.](#)

- ◆ Client also has to be responsible for all expenses of the crew including but not limited to transportation and accommodation;
- ◆ Fees to be adjusted in case of any extra resources required for shooting;
- ◆ Please contact TVB Sales Department for any product placement enquiry.



Miss Hong Kong
Pageant 2024
Potential Advertisers

Potential Advertisers



Airlines
Anti-aging Supplement
Beauty & Slimming Salon
Beauty, Slimming & Fitness Equipment
Beverage
Camera, Photography
Cosmetic
Cheongsam
Eyeglasses
Fitness Centre
Health Supplement
Hotel

Jewellery
Perfume
Property
Resort
Skincare
Sportswear
Travel Agent
Tourism Organisation
UV Protection
Watches



*Miss Hong Kong
Pageant 2024*

General Conditions



General Sales Conditions

Please observe the following in addition to the General Terms and Conditions as stipulated in Rate Card Nos. 57/58 :-

- 1) Bookings will be accepted on a first-come-first-served basis. Acceptance of bookings will be at the Station's discretion. However, options will be given to Official Supplier of the "Miss Hong Kong Pageant 2023".
- 2) Advertisers purchasing more packages & highest monetary amount will pre-empt advertisers with fewer packages & fewer monetary amount, in the same package category, when necessary, at the Station's discretion.

e.g. OS 3 + 2x Participation Packages will pre-empt OS 3 + 1x Participation Package

OS 3 + 1x Participation Package will pre-empt OS 3... etc.

The Station will reserve the right to the advertisers to upgrade the package within 3 working days when pre-emption occurs.

- 3) Advertisers advertising one product only will pre-empt advertisers advertising a number of products in the same number of packages if, at the Station's discretion, such pre-emption is deemed necessary.
- 4) The presentation of commercials will be at the absolute discretion of the Station and will be rotated by the Station on a basis deemed by the Station to be the fairest possible to all Advertisers.
- 5) Normal product protection will be given to commercials scheduled within the same commercial break.
- 6) The Station reserves the right to schedule regular advertising spots inside the programme in the event the programme is not fully sold.

Entitlement – Official Suppliers



1) Official Suppliers shall be granted the right to use the following quotes in advertising and publicity for the Official Suppliers' designated sponsored products and/or services which have been approved in advance by TVB in writing:-

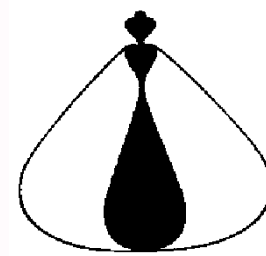
(a) Official ... to Miss Hong Kong Pageant 2024; or

(b) Official ... Supplier to Miss Hong Kong Pageant 2024; or

(c) 2024 香港小姐競選大會指定專用 ... ; or

(d) 2024 香港小姐競選大會指定專用 ... 由..... 提供.

2) Official Suppliers shall be granted the right to use the Miss Hong Kong Pageant Symbol (as shown below) and one official group photograph of the contestants in advertising and publicity for the Official Suppliers' designated sponsored products and/or services which have been approved in advance by TVB in writing. Please refer to the Rate Card attached for the details.



The Miss Hong Kong Pageant Symbol

Entitlement – Official Suppliers



- 3) Permission to use the quotes mentioned in (1) above and the Miss Hong Kong Pageant Symbol mentioned in (2) above is limited to the territory of PRC (including Hong Kong SAR and Macau SAR) only and for the period from July 11, 2024 (TBC, subject to the availability) to June 30, 2025. Official Suppliers shall be granted the right to use the Miss Hong Kong Pageant Symbol (as shown above) and one official group photograph of the contestants in advertising and publicity for the Official Suppliers' designated sponsored products and/or services which have been approved in advance by TVB in writing. Please refer to the Rate Card attached for the details.
- 4) Permission to use the official group photograph mentioned in (2) above is limited to the territory of PRC (including Hong Kong SAR and Macau SAR) only and for the period from August 10, 2024 (TBC, subject to the availability) to June 30, 2025.
- 5) A specified number of on-air exposures shall be given to the sponsored products and/or services in the television programmes in connection with Miss Hong Kong Pageant 2024 at the sole discretion of TVB during the campaign period (TBC), subject to the schedule of Miss Hong Kong Programmes. Please refer to the Rate Card attached for the details.
- 6) TVC spots to be placed on TVB free TV Channels for the promotion of Official Suppliers' designated sponsored products during the period from July 2, 2024 (tentative) to the day before 2024 Miss Hong Kong Pageant Final broadcast (TBC), subject to the schedule of Miss Hong Kong Programmes. Please refer to the Rate Card attached for the details.



Entitlement – Official Suppliers

7) Subject to final acceptance by TVB, Official Suppliers should offer to contribute to the Pageant prizes (in kind or in cash) of the winners* of not less than the following amounts:-

Miss Hong Kong	HK\$30,000
1st runner-up	HK\$20,000
2nd runner-up	HK\$10,000
Miss Photogenic	HK\$5,000
Miss International Goodwill	HK\$5,000
Name of title to be confirmed	HK\$5,000

* The number of winners and their titles are subject to final confirmation.

TVB reserves the right to reallocate the distribution of the prize value if the final number of title winners is less than that stated above.


In so doing, Official Suppliers is welcome to invite winners of the Pageant to their prize presentation event to be held at a mutually convenient time and location within ONE week after 2024 Miss Hong Kong Pageant Final is broadcasted (TBC).




Entitlement – Official Suppliers



- 8) Each Official Supplier will be acknowledged in the souvenir programme brochures of Miss Hong Kong Pageant 2024 in such manner as TVB may deem fit.
- 9) For entitlement details on other TVB platforms, Please refer to the Rate Card as listed on Page 10-12 for the details.



General Conditions – Official Suppliers



The following General Conditions form part of this package.

- 1) Subject to acceptance by TVB, advertisers purchased the Participation Package of Miss Hong Kong Pageant 2023 OR 2023's Official Supplier from the same category will have priority over other advertisers in becoming the Official Suppliers of the Pageant. This priority will expire on June 7, 2024 by 5:00pm.
- 2) Acceptance of any Official Supplier application (by email confirmation) by TVB shall be at the entire discretion of TVB. TVB will try its reasonable endeavour to confirm all applications latest by June 21, 2024.
- 3) Each Official Supplier must designate in writing (by email confirmation) to TVB one brand or product or service to carry the "Official Supplier" title. The permitted quotes set out in paragraph (1) and the Symbol referred to in paragraph (2) under "Entitlement" above may only be applied to and in respect of such designated brand, product or service.

General Conditions – Official Suppliers



- 4) Every display by the Official Suppliers of the Miss Hong Kong Pageant Symbol by whatever means, shall be in good taste and consistent with the overall image of Miss Hong Kong Pageant. The artwork for the Symbol shall be supplied by TVB. In reproducing the Symbol, the Official Suppliers shall adhere strictly in all respects with the details of the artwork for the Symbol supplied by TVB. TVB may amend the design of this Symbol as it sees fit and shall promptly provide any such amendments to the Official Suppliers who shall promptly make such amendments to their advertising and publicity materials. Any such amendments shall not affect the contractual obligations of the Official Suppliers and TVB shall not be responsible for any costs incurred by the Official Suppliers as a result of such amendments.

- 5) The Official Suppliers must request and obtain the prior written approval from TVB with respect to the use of the Symbol or any advertising, promotional and packaging materials featuring the portraits of the contestants or winners of the Pageant, and in particular with respect to the specific choice of advertising medium or promotional vehicle.

General Conditions – Official Suppliers



- 6) If, for any reason, whether within or outside TVB's control, Miss Hong Kong Pageant 2024 is cancelled, the Official Suppliers shall be notified of such cancellation and shall thereupon cease promoting their designated sponsored products or services by reference to the Pageant and shall cease using the quote and the Symbol referred in paragraphs (1) and (2) under "Entitlement" above. All entitlements granted by TVB under this package will cease.

In such event, neither the Official Suppliers nor TVB shall have any claims whatsoever against the other whether for failure or want of consideration or otherwise save only that TVB will retain 50% of the Sponsorship Fee for rights granted hereunder.

It is hereby expressly acknowledged that any decision to cancel the Pageant is at TVB's sole and absolute discretion and shall not be questioned or challenged on any ground whatsoever.

General Conditions – Official Suppliers



7) The on-air exposures of the sponsored products and/or services in the television programmes in connection with Miss Hong Kong Pageant 2024 (“Programmes”) mentioned in paragraph (5) under “Entitlement” above are subject to the following terms and conditions:-

(a) The Official Suppliers shall procure the availability of the sponsored products and/or services at such locations, time, for such period and in such quantity and manner as TVB may request from time to time during the production of the Programmes at the Official Suppliers’ cost;

(b) The Official Suppliers warrant that they are the sole owners of and control the intellectual property rights throughout the world in the sponsored products and/or services and in the Logo and that none of the sponsored products and/or services and the Logo infringes the intellectual property rights of any third party throughout the world. For the purposes of this sponsorship, Logo means any of the trademarks, service marks, designs, trade names, logos, slogans and all other identifying marks used and incorporated in the Programmes by virtue of the use of the sponsored products and/or services provided by the Official Suppliers pursuant to this sponsorship;

(c) The Official Suppliers warrant that the use of the sponsored products and/or services and the Logo in the Programmes and the exploitation of the Programmes incorporating the sponsored products and/or services and the Logo will not expose TVB, its affiliates, and their respective agents or licensees to any civil or criminal proceedings or claims of any nature by any third party;

General Conditions – Official Suppliers



- 7) (d) The Official Suppliers undertake that the sponsored products and/or services shown in the Programmes shall be safe and fit for their intended use and purpose and comply with all relevant laws, regulations and codes in force;
- (e) The Official Suppliers confirm that a comprehensive public and products and services liability insurance policy is in force covering all claims, actions or damages which may arise as a direct or indirect result of the use by the public of the sponsored products and/or services being promoted in the Programmes;
- (f) Unless otherwise specified, TVB shall not be responsible for any damage caused to the sponsored products and the Official Suppliers shall be responsible for all risks of the sponsored products and/or services and shall take out and maintain at all relevant times insurance against loss and damage and any accident damage or injury caused in connection with or arising out of the use of the sponsored products and/or services by TVB or the contestants of the Pageant;
- (g) The Official Suppliers acknowledge that TVB is entitled to arrange for other advertisers or sponsors to sponsor, advertise or promote their products or services in the Programmes;
- (h) The Official Suppliers grant to TVB a non-exclusive irrevocable and perpetual licence to use and incorporate the sponsored products and services and the Logo into the Programmes;

General Conditions – Official Suppliers




- 7) (i) The Official Suppliers acknowledge and confirm that all the intellectual property rights in the Programmes incorporating the sponsored products and/or services and the Logo and any parts thereof are and shall remain the sole and exclusive property of TVB and that TVB shall be entitled to exploit the Programmes in all and any form, manner and media now known or invented in future as TVB shall deem fit throughout the world and to retain all sums received from the exploitation of the Programmes;
- (j) TVB acknowledges that all the intellectual property rights in the sponsored products and/or services and the Logo are and shall remain the sole and exclusive property of the Official Suppliers;
- (k) The Official Suppliers acknowledge that all editorial decision concerning the content of the Programmes are entirely at the sole discretion of TVB and the exposure of sponsored products and/or service in the Programmes shall be in a logical manner, details of the exposure format and time shall be determined on a case-by-case basis;
- (l) The Official Suppliers agree that TVB shall be entitled at its sole discretion to make such change, deletion, alteration, interruption or edition to the Programmes as it may deem necessary. No warranty or undertaking is given to the Official Suppliers that all the sponsored products and/or services and the Logo used or shown in the Programmes will be retained during the exploitation and broadcast of the Programmes in the future;

General Conditions – Official Suppliers



- 7) (m) The Official Suppliers acknowledge that any sponsored products and/or services and the Logo to be incorporated into the Programmes shall be subject to the Codes of Practice on advertising standards, programme standards, technical standards and any other standards, directions and regulations, issued and amended by the Broadcasting Authority of Hong Kong from time to time and agree to be bound by such Codes of Practice;
- (n) All expenses in the production of the Programmes shall be borne by TVB;
- (o) The Official Suppliers undertake to defend, indemnify and hold TVB, its affiliates and their respective agents and licensees harmless from any and all claims, actions, proceedings of any kind and from any and all damages, liabilities, costs and expenses (including legal costs on a full indemnity basis) relating to or arising out of any breach of the representations or warranties or other provisions contained in this paragraph 8 by the Official Suppliers.



General Conditions – Official Suppliers



- 8) If the Official Suppliers fail to perform or comply with any term or condition of this package , TVB shall be entitled to cancel all or any exposures of the sponsored products and/or services in the Programmes in connection with Miss Hong Kong Pageant 2024 and to cancel all or any of the other entitlements granted hereunder to the Official Suppliers, without paying any compensation to the Official Suppliers and the Official Suppliers shall not have any claim against TVB in respect thereof. The Official Suppliers shall indemnify and compensate TVB for all damages and costs incurred thereof.

- 9) This package is governed by the laws of Hong Kong SAR and the parties agree to be bound by the jurisdiction of the courts of Hong Kong SAR.



Thank You