



WIRELESSGRAM

No.202406

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New Advertising Arrangement on Guangdong Jade and Guangdong Pearl Channels from Hong Kong to Guangdong Provinces

TVB is excited to announce a new advertising solution targeting the Guangdong Provinces, effective January 1, 2025. This initiative will establish a unified advertising insertion system for the Guangdong Jade Channel and Guangdong Pearl Channel, facilitating direct advertisement placements from Hong Kong into the Guangdong Provinces.

Under this arrangement, TVB will manage all aspects of advertising, including placement, scheduling, and material submission, in compliance with all applicable regulatory standards. TVB will endeavour to provide advertisers with a post-campaign report within seven working days.

This comprehensive approach offers advertisers unprecedented flexibility in ad placement across both the Guangdong Provinces and Hong Kong & Macao. They can choose to air their advertisements in both regions or focus on one, allowing for tailored strategies that meet specific market demands.

By utilizing network television for ad placements, we are closing any potential insertion loopholes. The signal input into the Guangdong Provinces will follow a closed-loop process to ensure it remains free from interference. All advertisements will be scheduled by TVB in Hong Kong, ensuring consistent quality.

With an all-day audience reach of approximately 30 million people in the Guangdong Provinces, this initiative presents significant opportunities for brands looking to expand their market presence.

We are committed to delivering high-quality content and effective advertising solutions that resonate with audiences across the Guangdong Provinces, Hong Kong, and Macao.

For detailed rates and additional terms and conditions applicable to Guangdong broadcast, please refer to the 2025 Rate Book published on Programme Connect.

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