myTV SUPER Special Package 2025 Q2

Mar 21, 2025

Video Ads Special Package

	COMMITMENT CLIENT				NON-COMMITMENT CLIENT			
Ad format In-stream Ads	Mid-roll		Pre-roll		Mid-roll		Pre-roll	
	30-sec	15-sec	30-sec	15-sec	30-sec	15-sec	30-sec	15-sec
CPM (Gross)	$118	$59	$148	$74	$148	$74	$185	$93
Estimated Impressions	406,700	813,500	324,300	648,600	324,300	648,600	259,400	518,900
Package Price	$48,000							
Bonus	≥2 Shares: Extra 15% Impressions							
Bonus Impressions per Share	61,000	122,000	48,600	97,200	48,600	97,200	38,900	77,800



Remarks :

- **Specific device targeting is not applicable to this special package with the entitled or additional targeting filters.**
- **All inventories must be fully utilized within ONE month on or before Jun 30, 2025.**
- **This package booking is entitled to ONE free targeting layer.**

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 2025

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Display Ads Special Package

	COMMITMENT CLIENT	NON-COMMITMENT CLIENT
Ad format	Inverted L-shaped Banner	
CPM (Gross)	$24	$30
Estimated Impressions	2,000,000	1,600,000
Package Price	$48,000	
Bonus	≥2 Shares: Extra 15% Impressions	
Bonus Impressions per Share	300,000	240,000



Remarks :

- **Specific device targeting is not applicable to this special package with the entitled or additional targeting filters.**
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Terms & Conditions :

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In-stream Ads
Super Value Offer

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Super Value Offer!!!

Applicable to In-stream 30-sec Mid-roll

CPM As LOW As $45 Nett

IN-STREAM ADS SUPER VALUE OFFER - 2025 Q2 -		
Ad format	In-stream Ads | Mid-roll 30-sec	
CPM (Gross)	**$53**	**$71**
Impressions	2,830,000	1,408,500
Package Price	**$150,000**	**$100,000**

Remarks :

- **Booking must be made on or before Jun 30, 2025.**
- **All inventories must be fully utilized within ONE month on or before Jun 30, 2025.**

Terms & Conditions :

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2. Bookings will be accepted on a first-come-first served basis. Acceptance of bookings shall be at the entire discretion of myTV SUPER.
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Video Ads
on Connected TV
Special Offer

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Video Ads on Connected TV
Special Offer

- All Packages -

valid till Jun 30, 2025

myTV SUPER

- myTV SUPER Homepage Canvas
- myTV SUPER Masthead & Hosting Ads
- myTV SUPER Special Package
- Scoop+ Advertorial & Social Buzz Package
- 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
- Scoop Segment Sponsorship Package

Remarks :

- **All inventories must be fully utilized on or before Jun 30, 2025.**

Terms & Conditions :

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2. Bookings will be accepted on a first-come-first served basis. Acceptance of bookings shall be at the entire discretion of myTV SUPER.
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Appendix

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Connected TV | APP | Web

LEADING IN THE DIGITAL LONG FORM ARENA

2.7M
Monthly Active Audience*

59%
Weekly Reach

3.9Days
Weekly Visit



Media co-viewing factor (2.2) is taken into consideration (source: 2024 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: Jul 16 – Aug 4, 2024
*Data Source: myTV SUPER User Analytics
Data Period: Aug 2024

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THE TOP CTV CHANNEL IN DAILY TIME SPENT

Avg. Daily Time Spent
(Mins)



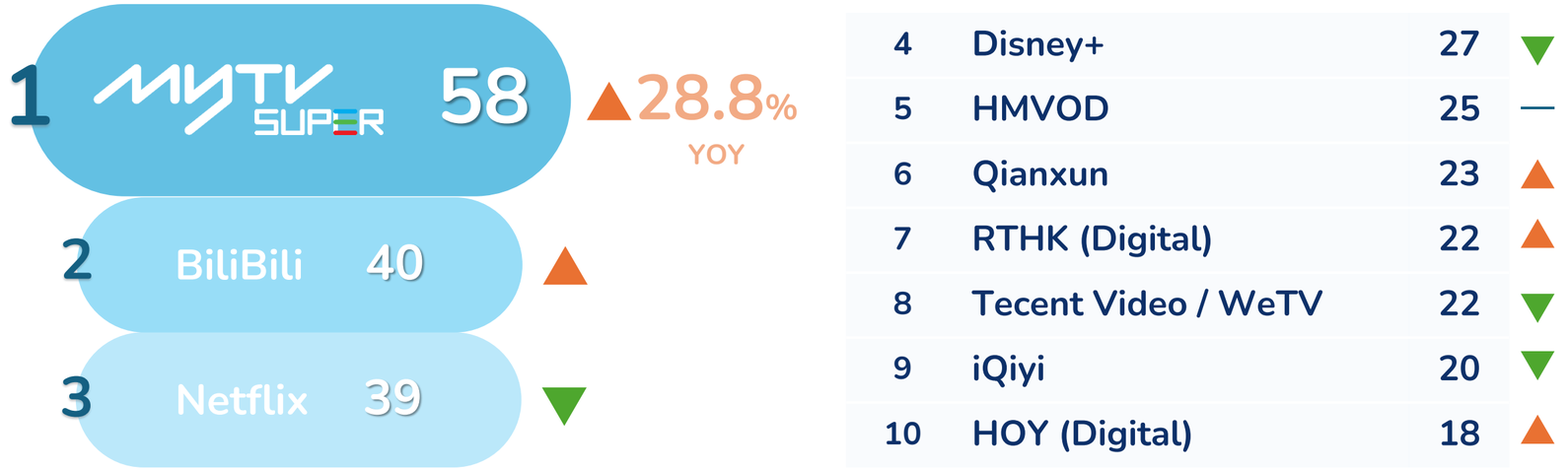
4	BiliBili	32
5	Disney+	27
6	iQIYI	24
7	Qianxun	22
8	Now TV	22
9	Tencent Video / WeTV	21
10	HBO GO	20

Source: 2024 Video Consumption Landscape Survey, NielsenIQ
Base: Hong Kong residents aged 15-64 who have watched any online or offline video content in the past 7 days (n=1,000)
Fieldwork period: Jul 16 – Aug 4, 2024

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YOUNG AUDIENCES' MOST-PREFERRED PLATFORM

Avg. Daily Time Spent
By Age (15-34 Y.O Group) (Mins)



4	Disney+	27	▼
5	HMVOD	25	—
6	Qianxun	23	▲
7	RTHK (Digital)	22	▲
8	Tecent Video / WeTV	22	▼
9	iQiyi	20	▼
10	HOY (Digital)	18	▲

myTV SUPER: Digital + Connected TV
Source: 2024 Video Consumption Landscape Survey, NielsenIQ
Base: Hong Kong residents aged 15-64 who have watched any online or offline video content in the past 7 days (n=1,000)
Fieldwork period: Jul 16 – Aug 4, 2024

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myTV SUPER Ad Reference

In-stream Ads
Pre-roll | Mid-roll
視頻廣告

Device: Connected TV, Web, App



Inverted L-shaped Banner
倒L形廣告

Device: Connected TV, Web, App



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myTV SUPER Ad Targeting

Diversity of Target Filtering for Selection

- Content Category
- Device
- Frequency Cap
- Gender
- Mobile Carrier
- Position
- Time & Day
- Viewing Behaviour
- Age
- Geographic
- Usual Location
- Socioeconomic Status

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myTV SUPER Ad Targeting

Core Audience Targeting

AFFINITY PERSONAS

- Affluent Individuals
- Auto Enthusiasts
- Avid News Readers
- Beauty Experts
- Charity Supporters
- Cooking Enthusiasts
- Fashionistas
- Foodies
- Grocery Bargain Hunters
- Health Watchers
- Lifelong Learners
- Lifestyle Enthusiasts
- Luxury Shoppers
- Movie Lovers
- Music Lovers
- Pet Lovers
- Shopping Decision Makers
- Sports Fans
- Technophiles & Gadget Mavens
- Vacationers & Travelers

VIEWERSHIP

- Adult Programme Audiences
- Asian Film / Drama Fans
- Documentary
- Drama Fans
- Horse Racing Regulars
- TVB Prime Time Drama Fans
- Variety Fans

FAMILY

- Families With Kids
- Family-First
- Household Audience
- Ministers of Education

BUSINESS & FINANCE

- Banking & Finance
- Insurance Prospects
- Property Investors
- Smart Loan Borrowers
- SME

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Ecommerce Audience Categories



Pets



Grocery



Parenting & Baby



Electronics



Snacks



Beverages



Health & Wellness



Alcohol & Wine



Home, Appliances & Household Supplies



Personal Care



Beauty



Clothing, Shoes & Accessories



Travel



Luxury



Fresh Food



Vouchers



Festive Products



Food & Beverage

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Targeting Suggestions For Specified Category

#	Category	Suggest Targeting	#	Category	Suggest Targeting
1	**GOV / Quasi Gov't / NGO**	i) Charity Supporters / Family-First / Drama Fans (Audience Segment) ii) Location	10	**Food & Dining / Beverage**	i) Foodies / Cooking Enthusiasts / Shopping Decision Makers / Grocery Bargain Hunters (Audience Segment) / Home cook / Drinks & Snacks / Water / Beer / Gourmet Lover (E-Commerce Segment)
2	**Pharm & Healthcare**	i) Health Watchers (Audience Segment), Health Care / Anti-Epidemic Product (E-Commerce Segment) OR ii) Female & Age Group	11	**Milk Powder**	i) Families with Kids / Grocery Bargain Hunters / Shopping Decision Makers (Audience Segment) / Baby Care Products (E-Commerce Segment) OR ii) Female & Age group
3	**Banking & Finance**	i) Banking & Finance / Smart Loan Borrowers / SME (Audience Segment) ii) Age Group	12	**Fashion & Accessories / Watch & Jewellery**	i) Fashionistas / Luxury Shoppers / Sports Fans Lifestyle Enthusiasts (Audience Segment)
4	**Insurance**	i) Insurance Prospects / Health Watchers (Audience Segment) ii) Age Group	13	**Education & Training**	i) Family Audience
5	**Property**	i) Property Investors (Audience Segment) ii) Location	14	**Entertainment**	i) Gamers/ Movie Lovers / Music Lovers (Audience Segment)
6	**Electrical Appliance / Household**	i) Household & Living / Family with kids / Shopping Decision Makers / TVB Programme (Audience Segment) OR ii) Connected TV (specified device)	15	**Telecommunication**	i) Gamers / Drama Fans / Fashionistas / Technophiles & Gadget Mavens (Audience Segment) ii) Mobile Carrier
7	**Travel & Tourism**	i) Vacationers & Travelers / Foodies (Audience Segment)	16	**Automobile**	i) Technophiles & Gadget Mavens / Auto Enthusiasts (Audience Segment) OR ii) Male & Age Group
8	**Personal Care & Beauty**	i) Beauty Experts / Fashionistas / Health Watchers (Audience Segment) / Health Care / Anti-Epidemic Product (E-Commerce Segment) OR ii) Female	17	**Computer & Internet**	i) Technophiles & Gadget Mavens OR ii) Male & Age Group
9	**Pet Care**	i) Pet Lovers / Shopping Decision Makers (Audience Segment)	18	**Logistics / Transportation / Retail**	i) Location OR ROS

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The End.

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