

New Mobile Display Formats

~Mobile Video Banner~



CPM : HK\$48 (Gross)

Dimension:

(W) 640 x (H) 360 pixels

Embrace into banner ad and in landscape view only

Device Operation System:

Mobile Phone : iOS 8+, Android 5+

Component

1. Video

1. Format : mp4
2. Dimension : 1280 x 720, ratio : 16:9
3. Maximum size : 10MB
4. Click Tag : Available
5. Control : Mute Default, Autoplay, maximum display duration in 30-sec

2. Cover Image

1. Format : jpeg / png
2. Dimension : 640 x 360 pixels
3. Maximum size : 75KB

Layout:

Orientation : Landscape

Remarks:

1. The new format with effective from : Jun 1, 2018 on myTV SUPER APP
2. All bookings are non-cancellable
3. Special filtering is available on request and negotiable, pls contact our sales department for details
4. Acceptance of bookings shall be at the entire discretion of myTV SUPER
5. Above offers and bookings shall, upon acceptancy by myTV SUPER , be subject to the General Terms and Conditions of Rate Card: myTV SUPER 2021