

Ad format	Device	Unit	2021 Rate Card Rate (HK\$ Gross)
≤30-sec In-stream (mid-roll)	STB+APP+WEB	CPM	200
≤30-sec In-stream (pre-roll)	STB+APP+WEB	CPM	280
30-sec Skippable In-stream (mid-roll)	STB+APP+WEB	CPM	200
30-sec Skippable In-stream (pre-roll)	STB+APP+WEB	CPM	280
Pop-up	myTV SUPER APP	CPM	120
Video Pop-up	myTV SUPER APP	CPM	145
Vertical Video Pop-up	myTV SUPER APP	CPM	145
Double Banner	APPS	CPM	25
Triple Banner	APPS	CPM	40
Mobile LREC	APPS	CPM	45
Super Mobile LREC	APPS	CPM	80
2-in-1 Super Video LREC	myTV SUPER APP	CPM	80
Mobile Video Banner	myTV SUPER APP	CPM	48
Inverted L-Shape	STB+myTV SUPER APP	CPM	35
LREC	WEB	CPM	45
Wallpaper	WEB	CPM	95
Super Banner	WEB	CPM	95
Super Banner – Push Down	WEB	CPM	140
Skyscraper	WEB	CPM	45
STB Standard Banner	STB	CPM	35
Header Footer	STB+WEB	Weekly Rate	120,000
Homepage Domination	myTV SUPER WEB	Weekly Rate	90,000

Other format	Device	Unit	2021 Rate Card Rate (HK\$ Gross)
Native	STB+APP+WEB	1 week	67,000
Video MPM	STB	3 Days	90,000

myTV SUPER offers precision targeting by using our 1<sup>st</sup> party data

**Basic filters :**

**Age, Content Category, Frequency Cap, Mobile Carrier, Position, Time Range Specific, Viewing Behavior, Device, Gender, Geographic, Usual Location, Socioeconomic Status**

20% loadings will be applied to each target filtering

Special filtering is available on request and negotiable, please contact our sales department for details.

**Surcharge of HTML5 format : 20%**

**Remarks : No back to back ads will be accepted on myTV SUPER platform.**