



飛虎之潛行極戰 Title Sponsorship Showcase

Tiger Balm

Campaign Background

- Zone Period : Apr 6 – May 24, 2018 (7 weeks)
- Sponsor Period : Apr 6 – May 17, 2018 (6 weeks)
- Title Sponsor : Tiger Balm

- Promotion Items :
 - Tailor-made Zone with Title Sponsor identity
 - Logo exposures on STB, Web & App
 - Instreams on STB, Web & App
 - U-shape Wallpaper on Set-Top-Box
 - Double Banner on App
 - L-shape banner on App
 - Wallpaper on Web

Main Page Promotion Module (MPM)



App



Web

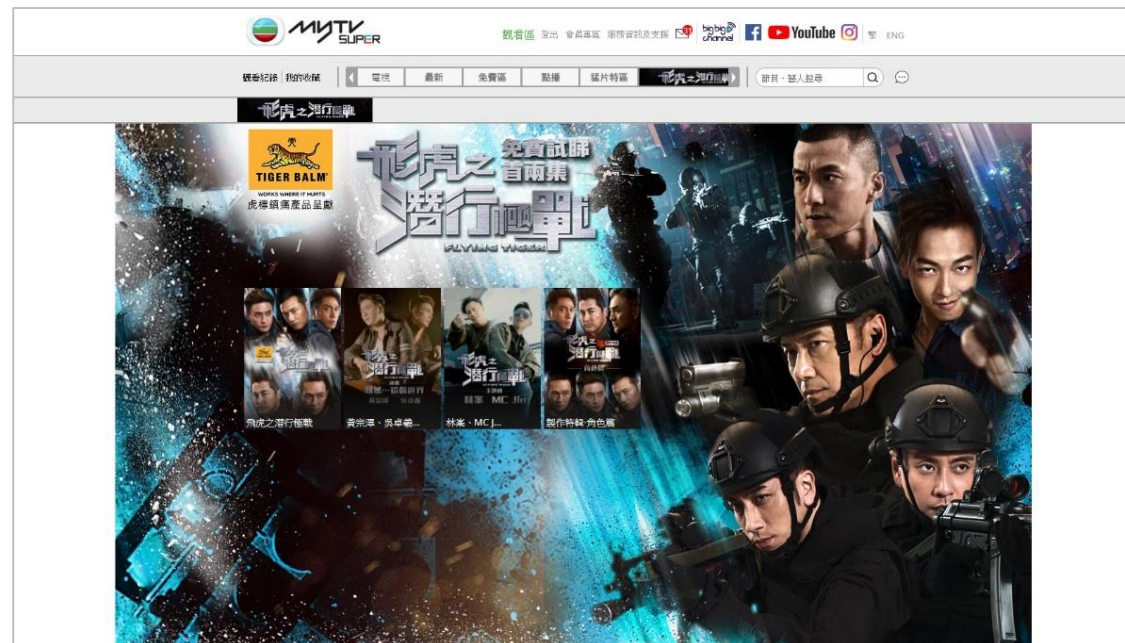


STB

Zone UI



App



Web



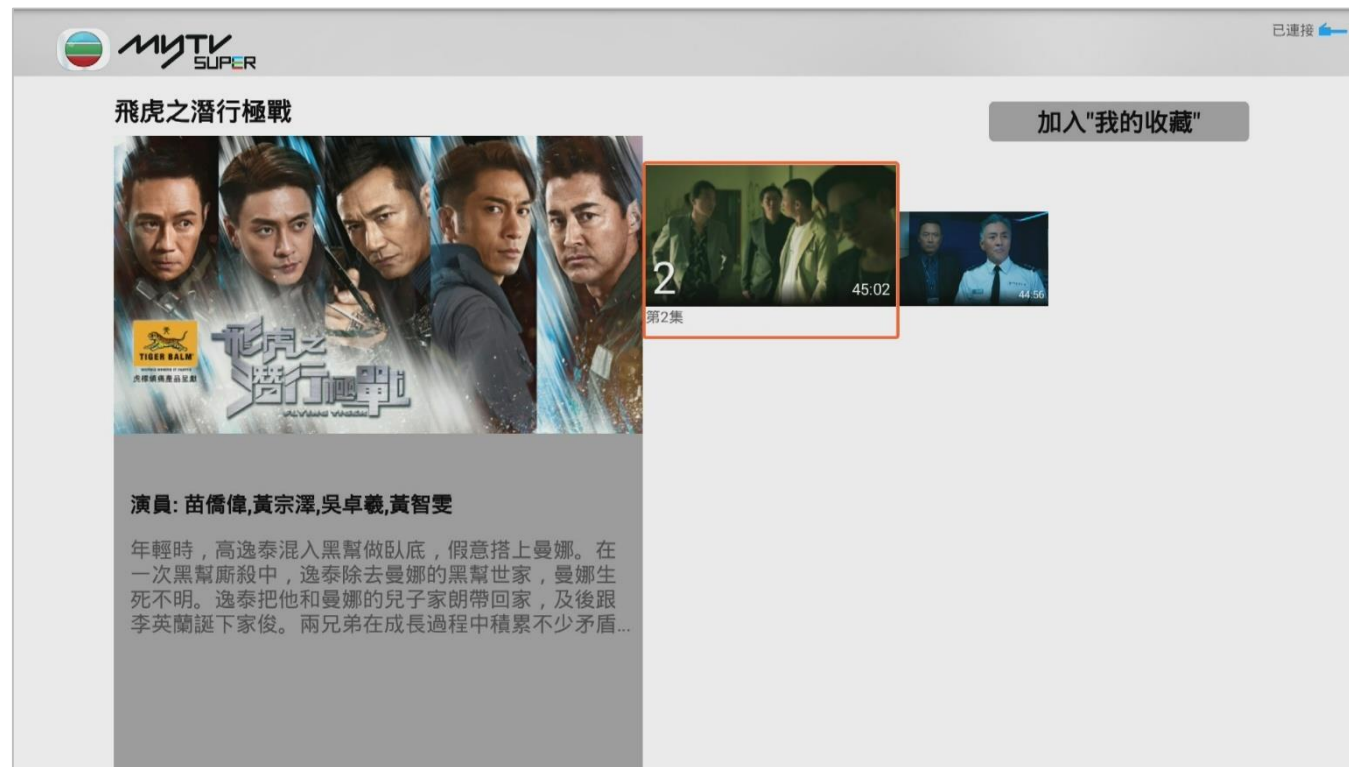
STB



Program Listing UI



App



STB

Inside Set-Top-Box

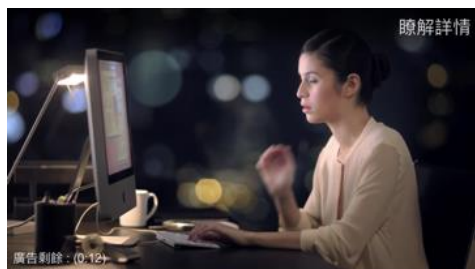


Pre-roll Instream – inside drama



U-shape – inside drama

In-App



第2集
高家俊插手飛虎的行動，高家朗挺身保護，最終疑犯逃脫，高家俊後因私自行動而被轉為文職。Kenny接觸社團老大可樂，...

每集內容



第2集



第1集

Pre-roll Instream –
inside drama



第2集
高家俊插手飛虎的行動，高家朗挺身保護，最終疑犯逃脫，高家俊後因私自行動而被轉為文職。Kenny接觸社團老大可樂，...

每集內容



第2集



第1集

Double Banner –
inside drama

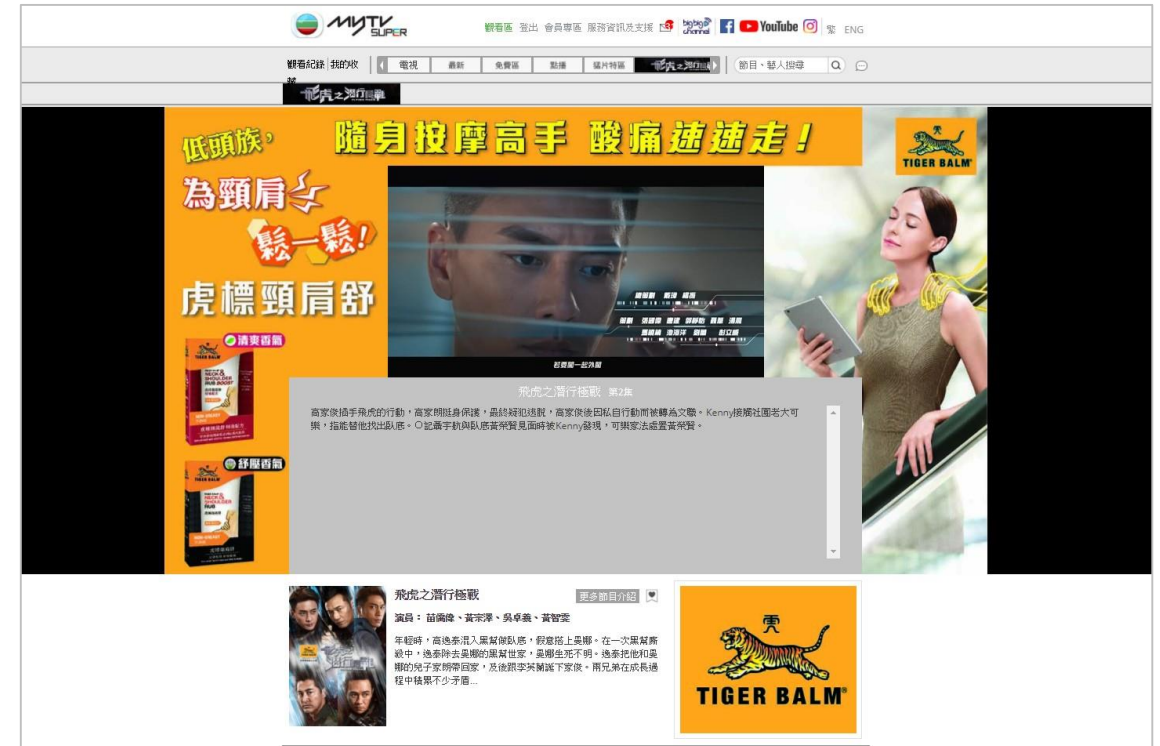


L-shape Banner - ROS

On Web



Pre-roll Instream – inside drama

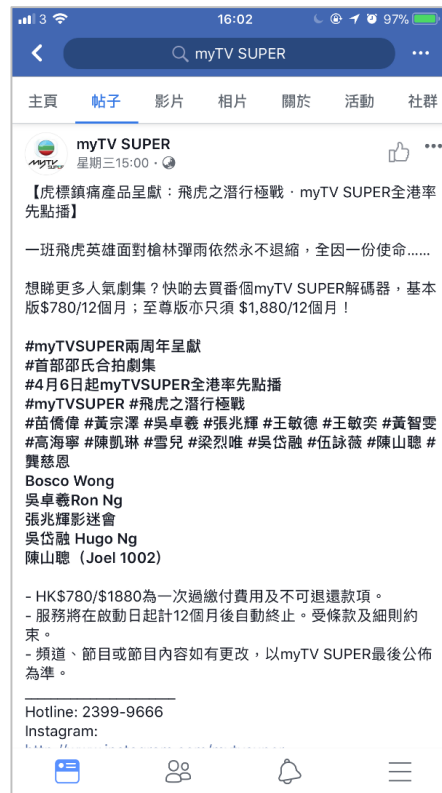


Wallpaper – inside drama

Social Media Post



Facebook Desktop



Facebook App



Instagram

Image Post: 4

Video Post: 13 (77,176 views in total)

Image Post: 4

Video Post: 12 (121,682 views in total)

Stations Promos



Overall Performance

Zone Performance

From Apr 6 – May 24, 2018,

Total stream views:

8,112,213

Unique Stream Visitors

(Reach): **408,331**

Sponsor Period Performance

From Apr 6 – May 17, 2018,

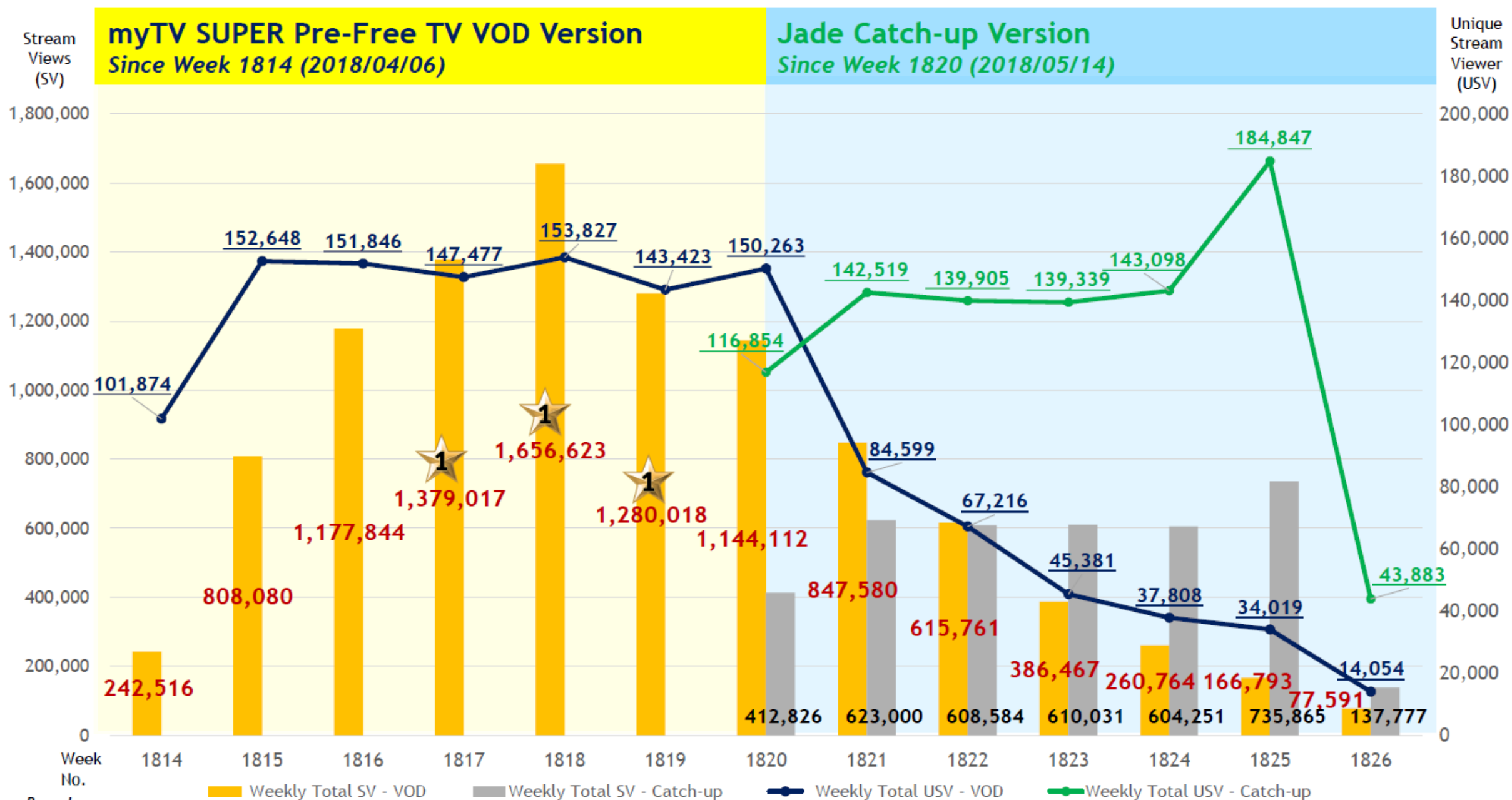
Total stream views:

7,124,467

Unique Stream Visitors

(Reach): **381,739**

Weekly Trend of Flying Tiger - Stream Views (SV) & Unique Stream Viewers (USV)



Remarks:
Stream Views included all vod/catch-up stream views generated by myTV SUPER STB, App and Web platforms.

Data Source: Nielsen SiteCensus

Insights

Flying Tiger is exclusively first present on myTV SUPER and much earlier than DTT broadcast. The outstanding performance on VOD shown that myTV SUPER contain appealing to reach many audiences which is equivalent to Jade, even better than Jade on myTV SUPER platform.

- As myTV SUPER offer first 2 episodes in free, it raise interest for audiences to watch the remaining episodes. Couple with attractive cast and story, Flying Tiger zone became the zone with highest stream view and unique visitors in 2018 (as of Jul 2018).
- With lots of support, from stations promo to social media posts, Tiger Balm and Flying Tiger created strong synergy which can strengthen the image and awareness for both brand and program.
- Advertiser entitle multi-ad formats. Some of them are run-of-site entitlement as it can reach all myTV SUPER audiences.

Benefits of Sponsor Zone

- Zone Sponsorship can help to build strong implementation between the program characteristic and brand image with quantity, good quality and right placement together.
- All zone on myTV SUPER contain out-standing UI. The eye-catching UI can both draw attention and increase traffic to value your brand.
- Zone Sponsorship entitle certain a high quantity of impressions which can help to increase brand awareness and reinforce your brand image to reach numerous target audience.

Benefits of working with myTV SUPER

- Top OTT platform in Hong Kong
- myTV SUPER has continuously acquired satisfactory uptake on the number of registered users. By 8 July 2018, the cumulative total number of registered users has reached over 6.4 million across three respective service platform including over 1,100,000 on Set-top-box, over 5,200,000 on App and Web.
- Full-screen TV experience on a large living-room device with co-viewing benefits.
- myTV SUPER carry the best of digital and TV with a very affordable price.



YOUR *SUPER* MULTI-SCREENS SOLUTION