

2017 ViuTV Rate Card No.2

(Effective from 1 January 2017)

1) Rate Card

a) Daily Time Zones on ViuTV (Mondays to Sundays)

Prime Time (V4): 18:55 - 24:05

Shoulder Prime Time (V3): 1755 – 1850 and 2410 – 2505

Day Fringe Time (V2): 05:55 – 17:50

Night Fringe Time (V1): 25:10 – 29:50

b) Rate Table – Regular Spot Rates (in Hong Kong Dollars)

V4: 18:55 - 24:05

V4 (1855 - 2405)		Rate Level							
		RB	FB	F1	F2	F3	F4	F5	F6
TVC Duration ('Second)	5	1,600	3,200	4,160	5,410	7,030	9,140	11,880	15,450
	10	3,200	6,400	8,320	10,820	14,060	18,280	23,760	30,890
	15	4,800	9,600	12,480	16,220	21,090	27,420	35,640	46,340
	20	6,400	12,800	16,640	21,630	28,120	36,560	47,530	61,780
	25	8,000	16,000	20,800	27,040	35,150	45,700	59,410	77,230
	30	9,600	19,200	24,960	32,450	42,180	54,840	71,290	92,670
	35	11,200	22,400	29,120	37,860	49,210	63,980	83,170	108,120
	40	12,800	25,600	33,280	43,260	56,240	73,120	95,050	123,570
	45	14,400	28,800	37,440	48,670	63,270	82,260	106,930	139,010
	50	16,000	32,000	41,600	54,080	70,300	91,400	118,810	154,460
	55	17,600	35,200	45,760	59,490	77,330	100,530	130,700	169,900
	60	19,200	38,400	49,920	64,900	84,360	109,670	142,580	185,350
	90	28,800	57,600	74,880	97,340	126,550	164,510	213,860	278,020
	120	38,400	76,800	99,840	129,790	168,730	219,350	285,150	370,700
	180	57,600	115,200	149,760	194,690	253,090	329,020	427,730	556,050

V3: 17:55 – 18:50, 24:10 – 25:05

TVC Duration ('Second)	5	800	1,600	2,080	2,700	3,520	4,570	5,940	7,720
	10	1,600	3,200	4,160	5,410	7,030	9,140	11,880	15,450
	15	2,400	4,800	6,240	8,110	10,550	13,710	17,820	23,170
	20	3,200	6,400	8,320	10,820	14,060	18,280	23,760	30,890
	25	4,000	8,000	10,400	13,520	17,580	22,850	29,700	38,610
	30	4,800	9,600	12,480	16,220	21,090	27,420	35,640	46,340
	35	5,600	11,200	14,560	18,930	24,610	31,990	41,580	54,060
	40	6,400	12,800	16,640	21,630	28,120	36,560	47,530	61,780
	45	7,200	14,400	18,720	24,340	31,640	41,130	53,470	69,510
	50	8,000	16,000	20,800	27,040	35,150	45,700	59,410	77,230
	55	8,800	17,600	22,880	29,740	38,670	50,270	65,350	84,950
	60	9,600	19,200	24,960	32,450	42,180	54,840	71,290	92,670
	90	14,400	28,800	37,440	48,670	63,270	82,260	106,930	139,010
	120	19,200	38,400	49,920	64,900	84,360	109,670	142,580	185,350
	180	28,800	57,600	74,880	97,340	126,550	164,510	213,860	278,020

V2: 05:55 – 17:50

V2 (0555 - 1750)		Rate Level							
		RB	FB	F1	F2	F3	F4	F5	F6
TVC Duration ('Second)	5	400	800	1,040	1,350	1,760	2,280	2,970	3,860
	10	800	1,600	2,080	2,700	3,520	4,570	5,940	7,720
	15	1,200	2,400	3,120	4,060	5,270	6,850	8,910	11,580
	20	1,600	3,200	4,160	5,410	7,030	9,140	11,880	15,450
	25	2,000	4,000	5,200	6,760	8,790	11,420	14,850	19,310
	30	2,400	4,800	6,240	8,110	10,550	13,710	17,820	23,170
	35	2,800	5,600	7,280	9,460	12,300	15,990	20,790	27,030
	40	3,200	6,400	8,320	10,820	14,060	18,280	23,760	30,890
	45	3,600	7,200	9,360	12,170	15,820	20,560	26,730	34,750
	50	4,000	8,000	10,400	13,520	17,580	22,850	29,700	38,610
	55	4,400	8,800	11,440	14,870	19,330	25,130	32,670	42,480
	60	4,800	9,600	12,480	16,220	21,090	27,420	35,640	46,340
	90	7,200	14,400	18,720	24,340	31,640	41,130	53,470	69,510
	120	9,600	19,200	24,960	32,450	42,180	54,840	71,290	92,670
	180	14,400	28,800	37,440	48,670	63,270	82,260	106,930	139,010

V1: 25:10 – 29:50

V1 (2510 - Station Closes)		Rate Level							
		RB	FB	F1	F2	F3	F4	F5	F6
TVC Duration ('Second)	5	200	400	520	680	880	1,140	1,490	1,930
	10	400	800	1,040	1,350	1,760	2,280	2,970	3,860
	15	600	1,200	1,560	2,030	2,640	3,430	4,460	5,790
	20	800	1,600	2,080	2,700	3,520	4,570	5,940	7,720
	25	1,000	2,000	2,600	3,380	4,390	5,710	7,430	9,650
	30	1,200	2,400	3,120	4,060	5,270	6,850	8,910	11,580
	35	1,400	2,800	3,640	4,730	6,150	8,000	10,400	13,520
	40	1,600	3,200	4,160	5,410	7,030	9,140	11,880	15,450
	45	1,800	3,600	4,680	6,080	7,910	10,280	13,370	17,380
	50	2,000	4,000	5,200	6,760	8,790	11,420	14,850	19,310
	55	2,200	4,400	5,720	7,440	9,670	12,570	16,340	21,240
	60	2,400	4,800	6,240	8,110	10,550	13,710	17,820	23,170
	90	3,600	7,200	9,360	12,170	15,820	20,560	26,730	34,750
	120	4,800	9,600	12,480	16,220	21,090	27,420	35,640	46,340
	180	7,200	14,400	18,720	24,340	31,640	41,130	53,470	69,510

2) ViuTV Pre-emption Structure

a) **Pre-emption in general:**

- A Special Program pre-empts a Sponsored Program.
- A Sponsored Program pre-empts a Spot.
- A Spot with higher rate level pre-empts a Spot of lower rate level.
- A longer duration Spot pre-empts a shorter duration Spot of the same Product Category if it is less than 30 seconds

b) **Pre-emption by Spots**

- Subject to availability, a Spot of a higher rate level pre-empts a Spot of a lower rate level in the order of: F6, F5, F4, F3, F2, F1, FB, and RB.
- i. **Rotational Basic (RB):** Subject to availability, a rotational Spot within a specific time zone may be bought at RB rate. This RB Spot is subject to pre-emption by a Spot bought at a higher rate class from FB, F1, F2, F3, F4, F5 or F6 rate up to FOUR (4) Business days before the date of broadcast.
- ii. **Fixed Basic (FB):** Subject to availability, a fixed position Spot may be bought at FB rate. This FB Spot is subject to pre-emption by a Spot bought at a higher rate class from F1, F2, F3, F4, F5 or F6 rate up to FOUR (4) Business Days before the date of broadcast.
- iii. **F1 Rate (F1):** Subject to availability, a fixed position Spot may be bought at F1 rate. This F1 Spot is subject to pre-emption by a Spot bought at a higher rate class from F2, F3, F4, F5 or F6 rate up to FOUR (4) Business Days before the date of broadcast.
- iv. **F2 Rate (F2):** Subject to availability, a fixed position Spot may be bought at F2 rate. This F2 Spot is subject to pre-emption by a Spot bought at higher rate class from F3, F4, F5 or F6 rate up to FOUR (4) Business Days before the date of broadcast.
- v. **F3 Rate (F3):** Subject to availability, a fixed position Spot may be bought at F3 rate. This F3 Spot is subject to pre-emption by a Spot bought at a higher rate class from F4, F5 or F6 rate up to FOUR (4) Business Days before the date of broadcast.
- vi. **F4 Rate (F4):** Subject to availability, a fixed position Spot may be bought at F4 rate. This F4 Spot is subject to pre-emption by a Spot bought at a higher rate class from F5 or F6 rate up to FOUR (4) Business Days before the date of broadcast.
- vii. **F5 Rate (F5):** Subject to availability, a fixed position Spot may be bought at F5 rate. This F5 Spot is subject to pre-emption by a Spot bought at the higher rate class of F6 rate up to FOUR (4) Business Days before the date of broadcast.
- viii. **F6 Rate (F6):** Subject to availability, a fixed position Spot may be bought at F6 rate.
- ix. **Pre-emption by Sponsored Program and/or Special Program:** Subject to availability, all Spots are subject to pre-emption by any Sponsored Program and/or Special Program, up to ONE (1) Business Day before the date of broadcast.

Subject to airtime availability, HKTVE shall offer an alternative Spot to any Advertiser whose Booking was pre-empted. If such Advertiser fails to notify HKTVE in writing within TWO (2) Business Days upon receipt of notice of such pre-emption that it does not accept the alternative Spot offered by HKTVE, the Advertiser shall be deemed to have accepted the alternative Spot offered.

When a Spot is pre-empted, an Advertiser may request HKTVE to:

- i. reschedule the Spot to another date or the same date and another Time Zone or the same Time Zone with the same rate level, anytime between 1 January 2017 and 31 December 2017;
- ii. change the rate level of such Spot and reschedule the Spot to another date or the same date and a different Time Zone with a different rate level between 1 January 2017 and 31 December 2017; or
- iii. cancel the Spot;

and HKTVE may at its sole discretion, agree to such Advertiser's request.

c) Rescheduling

If an Advertiser wishes to reschedule a Spot to another date and time, it shall provide HKTVE with no less than FOURTEEN (14) days prior written notice before the proposed rescheduled date of broadcast of such Spot or the original scheduled date and broadcast of such Spot (whichever is earlier).

d) Volume Discount (VD)

Table 2

Aggregate Advertising Expenditure in 2017*	Volume Discount (%)
\$200,000 - \$500,000	2.5%
\$500,001 - \$1,000,000	5.0%
\$1,000,001 - \$2,000,000	7.5%
\$2,000,001 - \$4,000,000	10.0%
\$4,000,001 or above	15.0%

* An Advertiser will be entitled to the volume discount as set out in Table 2 above based on its Aggregate Advertising Expenditure in 2017 which is the total amount spent by it on regular Spots, packages, programme sponsorship and product sponsorship for broadcast on ViuTV (but excluding expenditure on digital platforms or digital media) between 01 January 2017 and 31 December 2017 (both days inclusive).

The Volume Discount can only be used for purchase of Spots on ViuTV and not on packages, program sponsorships, product sponsorships and production costs.

3) Payment

Notwithstanding any pre-emption of any Spot(s), all payments made under any Bookings will not be refunded, and the Advertiser and the Advertising Agent shall remain jointly and severally liable for the full amount of Fees for the pre-empted Spot(s).

4) General

All capitalized terms used herein shall have the same meanings ascribed to them in the Advertising Terms and Conditions (which are available for viewing at <http://viu.tv/advertising-opportunities/>).

Specifications of Advertising Materials

1. Acceptable material formats

- Video tape in HDCAM
- Media File in MXF OP1a (SMPTE 378M)

2. Technical Specification

HDCam tape	Video	Screen display	16:9 HD in full frame
		Video Standard	50
		Scan mode	Interlace
		Start timecode	10:00:00:00
		Safe area	95%
	Audio	Track 1	Primary language stereo full mix left
		Track 2	Primary language stereo full mix right
		Track 3	Secondary language stereo full mix left or mute
		Track 4	Secondary language stereo full mix right or mute
		Dynamic range	Between -20 dbfs and -10 dbfs
		Loudness	Normalise at -21dB

Media file	Video	File container	MXF OP1a (SMPTE 378M)
		Content start	First frame of content (no clock or no bars etc...)
		Content end	Last frame of content (no black or frozen frame etc...)
		Start timecode	10:00:00:00
		Safe area	95%
		Codec	Sony XDCam HD 422
		Chroma format	4:2:2
		Bit rate	50M bit per second
		Display resolution	1920 x 1080
		Frame rate	25fps (50i)
		Scan mode	Interlace, top field first
		GOP	IBBP (Length: 12) - sequence header on each GOP - first GOP closed
		Aspect ratio	16:9
	Audio	Format	AES - 3 (SMPTE 382M)

		Audio essences	8
		Channels per essences	1 (mono)
		Audio coding	PCM
		Sampling rate	48 kHz
		Bit depth	24 bit
		Track 1 / 2	Stereo total mix primary language
		Track 3 / 4	Stereo total mix primary language
		Track 5 / 6	Stereo total mix primary language or secondary language if any
		Track 7 / 8	Stereo total mix primary language or secondary language if any
		Dynamic range	Between -20 dbfs and - 10 dbfs
		Loudness	Normalise at -21dB