

2018 ViuTV Rate Card No.3

(Effective from 1 January 2018)

1) Rate Card

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

Prime Time (V4): 18:55 – 24:05

Shoulder Prime Time (V3): 17:55 – 18:50 and 24:10 – 25:05

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 18:55 - 24:05		Rate Level							
		RB	FB	F1	F2	F3	F4	F5	F6
TVC Duration ('Second)	5	1,730	3,460	4,490	5,840	7,600	9,870	12,840	16,690
	10	3,460	6,910	8,990	11,680	15,190	19,750	25,670	33,370
	15	5,190	10,370	13,480	17,530	22,790	29,620	38,510	50,060
	20	6,910	13,830	17,970	23,370	30,380	39,490	51,340	66,740
	25	8,640	17,280	22,470	29,210	37,980	49,370	64,180	83,430
	30	10,370	20,740	26,960	35,050	45,570	59,240	77,010	100,110
	35	12,100	24,200	31,450	40,890	53,170	69,110	89,850	116,800
	40	13,830	27,650	35,950	46,730	60,760	78,990	102,680	133,480
	45	15,560	31,110	40,440	52,580	68,360	88,860	115,520	150,170
	50	17,280	34,570	44,930	58,420	75,950	98,730	128,350	166,850
	55	19,010	38,020	49,430	64,260	83,550	108,610	141,190	183,540
	60	20,740	41,480	53,920	70,100	91,140	118,480	154,020	200,220
	90	31,110	62,220	80,880	105,150	136,710	177,720	231,030	300,330
	120	41,480	82,960	107,840	140,200	182,280	236,960	308,040	400,440
	180	62,220	124,440	161,760	210,300	273,420	355,440	462,060	600,660

V3: 17:55 – 18:50, 24:10 – 25:05

V3 17:55 - 18:50, 24:10 - 25:05		Rate Level							
		RB	FB	F1	F2	F3	F4	F5	F6
TVC Duration ('Second)	5	870	1,730	2,250	2,920	3,800	4,940	6,420	8,350
	10	1,730	3,460	4,500	5,850	7,600	9,880	12,840	16,700
	15	2,600	5,190	6,750	8,770	11,400	14,820	19,270	25,050
	20	3,460	6,920	8,990	11,690	15,200	19,760	25,690	33,390
	25	4,330	8,650	11,240	14,620	19,000	24,700	32,110	41,740
	30	5,190	10,380	13,490	17,540	22,800	29,640	38,530	50,090
	35	6,060	12,110	15,740	20,460	26,600	34,580	44,950	58,440
	40	6,920	13,840	17,990	23,390	30,400	39,520	51,370	66,790
	45	7,790	15,570	20,240	26,310	34,200	44,460	57,800	75,140
	50	8,650	17,300	22,480	29,230	38,000	49,400	64,220	83,480
	55	9,520	19,030	24,730	32,160	41,800	54,340	70,640	91,830
	60	10,380	20,760	26,980	35,080	45,600	59,280	77,060	100,180
	90	15,570	31,140	40,470	52,620	68,400	88,920	115,590	150,270
	120	20,760	41,520	53,960	70,160	91,200	118,560	154,120	200,360
	180	31,140	62,280	80,940	105,240	136,800	177,840	231,180	300,540

V2: 05:55 – 17:50

V2 05:55 - 17:50		Rate Level							
TVC Duration ('Second)		RB	FB	F1	F2	F3	F4	F5	F6
	5	430	860	1,120	1,460	1,900	2,470	3,210	4,170
	10	860	1,730	2,240	2,920	3,790	4,930	6,410	8,330
	15	1,300	2,590	3,370	4,380	5,690	7,400	9,620	12,500
	20	1,730	3,450	4,490	5,830	7,590	9,860	12,820	16,670
	25	2,160	4,320	5,610	7,290	9,480	12,330	16,030	20,830
	30	2,590	5,180	6,730	8,750	11,380	14,790	19,230	25,000
	35	3,020	6,040	7,850	10,210	13,280	17,260	22,440	29,170
	40	3,450	6,910	8,970	11,670	15,170	19,720	25,640	33,330
	45	3,890	7,770	10,100	13,130	17,070	22,190	28,850	37,500
	50	4,320	8,630	11,220	14,580	18,970	24,650	32,050	41,670
	55	4,750	9,500	12,340	16,040	20,860	27,120	35,260	45,830
	60	5,180	10,360	13,460	17,500	22,760	29,580	38,460	50,000
	90	7,770	15,540	20,190	26,250	34,140	44,370	57,690	75,000
	120	10,360	20,720	26,920	35,000	45,520	59,160	76,920	100,000
	180	15,540	31,080	40,380	52,500	68,280	88,740	115,380	150,000

V1: 25:10 – 29:50

V1 (25:10 - 29:50)		Rate Level							
TVC Duration ('Second)		RB	FB	F1	F2	F3	F4	F5	F6
	5	210	430	560	730	950	1,240	1,610	2,090
	10	430	870	1,130	1,460	1,900	2,470	3,220	4,180
	15	650	1,300	1,690	2,200	2,860	3,710	4,830	6,280
	20	870	1,730	2,250	2,930	3,810	4,950	6,430	8,370
	25	1,080	2,170	2,820	3,660	4,760	6,180	8,040	10,460
	30	1,300	2,600	3,380	4,390	5,710	7,420	9,650	12,550
	35	1,520	3,030	3,940	5,120	6,660	8,660	11,260	14,640
	40	1,730	3,470	4,510	5,850	7,610	9,890	12,870	16,730
	45	1,950	3,900	5,070	6,590	8,570	11,130	14,480	18,830
	50	2,170	4,330	5,630	7,320	9,520	12,370	16,080	20,920
	55	2,380	4,770	6,200	8,050	10,470	13,600	17,690	23,010
	60	2,600	5,200	6,760	8,780	11,420	14,840	19,300	25,100
	90	3,900	7,800	10,140	13,170	17,130	22,260	28,950	37,650
	120	5,200	10,400	13,520	17,560	22,840	29,680	38,600	50,200
	180	7,800	15,600	20,280	26,340	34,260	44,520	57,900	75,300

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 2018 and 31 December 2018;
- 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 2018 and 31 December 2018;
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 2018*	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 2018 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 2018 and 31 December 2018 (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

Media File	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