

## 2017 ViuTVsix Rate Card No.1

(Effective from 31 March 2017)

### 1) Rate Card

#### a) Daily Time Zones on ViuTVsix (Mondays to Sundays)

Prime Time (S2): 18:55 – 24:05

Fringe Time (S1): Station Opens – 18:50 and 24:10 – Station Closes

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

**S2: 18:55 - 24:05**

S2 (1855 2405)		Rate Level							
		RB	FB	F1	F2	F3	F4	F5	F6
TVC Duration ('Second)	5	900	1,260	1,640	2,130	2,770	3,600	4,680	6,080
	10	1,800	2,520	3,280	4,260	5,540	7,200	9,360	12,160
	15	2,700	3,780	4,910	6,390	8,300	10,800	14,030	18,250
	20	3,600	5,040	6,550	8,520	11,070	14,390	18,710	24,330
	25	4,500	6,300	8,190	10,650	13,840	17,990	23,390	30,410
	30	5,400	7,560	9,830	12,780	16,610	21,590	28,070	36,490
	35	6,300	8,820	11,470	14,910	19,380	25,190	32,750	42,570
	40	7,200	10,080	13,100	17,040	22,150	28,790	37,430	48,650
	45	8,100	11,340	14,740	19,160	24,910	32,390	42,100	54,740
	50	9,000	12,600	16,380	21,290	27,680	35,990	46,780	60,820
	55	9,900	13,860	18,020	23,420	30,450	39,590	51,460	66,900
	60	10,800	15,120	19,660	25,550	33,220	43,180	56,140	72,980
	90	16,200	22,680	29,480	38,330	49,830	64,780	84,210	109,470
	120	21,600	30,240	39,310	51,110	66,440	86,370	112,280	145,960
	180	32,400	45,360	58,970	76,660	99,660	129,550	168,420	218,940

**S1: Station Opens – 1850, 24:10 – Station Closes**

S1 (Station opens - 1850, 2410 - Station Closes)		Rate Level							
		RB	FB	F1	F2	F3	F4	F5	F6
TVC Duration ('Second)	5	250	350	460	590	770	1,000	1,300	1,690
	10	500	700	910	1,180	1,540	2,000	2,600	3,380
	15	750	1,050	1,370	1,770	2,310	3,000	3,900	5,070
	20	1,000	1,400	1,820	2,370	3,080	4,000	5,200	6,760
	25	1,250	1,750	2,280	2,960	3,840	5,000	6,500	8,450
	30	1,500	2,100	2,730	3,550	4,610	6,000	7,800	10,140
	35	1,750	2,450	3,190	4,140	5,380	7,000	9,100	11,830
	40	2,000	2,800	3,640	4,730	6,150	8,000	10,400	13,520
	45	2,250	3,150	4,100	5,320	6,920	9,000	11,700	15,200
	50	2,500	3,500	4,550	5,920	7,690	10,000	13,000	16,890
	55	2,750	3,850	5,010	6,510	8,460	11,000	14,290	18,580
	60	3,000	4,200	5,460	7,100	9,230	12,000	15,590	20,270
	90	4,500	6,300	8,190	10,650	13,840	17,990	23,390	30,410
	120	6,000	8,400	10,920	14,200	18,450	23,990	31,190	40,550
	180	9,000	12,600	16,380	21,290	27,680	35,990	46,780	60,820

**2) ViuTVsix 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 a 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 (%)
\$100,000 - \$250,000	2.5%
\$250,001 - \$500,000	5.0%
\$500,001 - \$1,000,000	7.5%
\$1,000,001 - \$2,000,000	10.0%
\$2,000,001 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 ViuTVsix (but excluding expenditure on digital platforms or digital media) between 31 March 2017 and 31 December 2017 (both days inclusive).

The Volume Discount can only be used for purchase of Spots on ViuTVsix 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