

2025 ViuTVsix Rate Card No. 9

(Effective from 1 January 2025)

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 18:55 - 24:05		Rate Level									
		RB	FB	F1	F2	F3	F4	F5	F6	F7	F8
TVC Duration ('Second)	5	1,090	1,530	1,860	2,270	2,760	3,360	4,090	4,980	6,060	7,380
	10	2,180	3,060	3,720	4,530	5,520	6,720	8,180	9,960	12,120	14,760
	15	3,280	4,590	5,580	6,800	8,280	10,080	12,270	14,940	18,190	22,140
	20	4,370	6,120	7,450	9,060	11,040	13,440	16,360	19,920	24,250	29,520
	25	5,460	7,640	9,310	11,330	13,800	16,800	20,450	24,900	30,310	36,900
	30	6,550	9,170	11,170	13,600	16,550	20,150	24,540	29,880	36,370	44,280
	35	7,640	10,700	13,030	15,860	19,310	23,510	28,630	34,850	42,440	51,670
	40	8,740	12,230	14,890	18,130	22,070	26,870	32,720	39,830	48,500	59,050
	45	9,830	13,760	16,750	20,400	24,830	30,230	36,810	44,810	54,560	66,430
	50	10,920	15,290	18,610	22,660	27,590	33,590	40,900	49,790	60,620	73,810
	55	12,010	16,820	20,470	24,930	30,350	36,950	44,990	54,770	66,680	81,190
	60	13,100	18,350	22,340	27,190	33,110	40,310	49,080	59,750	72,750	88,570
	90	19,660	27,520	33,500	40,790	49,660	60,460	73,620	89,630	109,120	132,850
	120	26,210	36,690	44,670	54,390	66,220	80,620	98,150	119,500	145,490	177,140
	180	39,310	55,040	67,010	81,580	99,330	120,930	147,230	179,250	218,240	265,710

S1: Station Opens – 18:50, 24:10 – Station Closes

S1 Station Opens - 18:50, 24:10 - Station Closes		Rate Level									
		RB	FB	F1	F2	F3	F4	F5	F6	F7	F8
TVC Duration ('Second)	5	300	420	510	630	760	930	1,130	1,380	1,680	2,050
	10	610	850	1,030	1,260	1,530	1,860	2,270	2,760	3,360	4,090
	15	910	1,270	1,550	1,890	2,290	2,790	3,400	4,140	5,040	6,140
	20	1,210	1,690	2,060	2,510	3,060	3,730	4,540	5,520	6,720	8,190
	25	1,510	2,120	2,580	3,140	3,820	4,660	5,670	6,900	8,400	10,230
	30	1,820	2,540	3,100	3,770	4,590	5,590	6,800	8,280	10,080	12,280
	35	2,120	2,970	3,610	4,400	5,350	6,520	7,940	9,660	11,770	14,320
	40	2,420	3,390	4,130	5,030	6,120	7,450	9,070	11,040	13,450	16,370
	45	2,720	3,810	4,640	5,650	6,880	8,380	10,200	12,420	15,130	18,420
	50	3,030	4,240	5,160	6,280	7,650	9,310	11,340	13,800	16,810	20,460
	55	3,330	4,660	5,680	6,910	8,410	10,240	12,470	15,190	18,490	22,510
	60	3,630	5,090	6,190	7,540	9,180	11,180	13,610	16,570	20,170	24,560
	90	5,450	7,630	9,290	11,310	13,770	16,760	20,410	24,850	30,250	36,830
	120	7,270	10,170	12,380	15,080	18,360	22,350	27,210	33,130	40,340	49,110
	180	10,900	15,260	18,580	22,620	27,540	33,530	40,820	49,700	60,510	73,670

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: F8, F7, 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, F6, F7 or F8 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, F6, F7 or F8 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, F6, F7 or F8 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, F6, F7 or F8 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, F6, F7 or F8 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, F6, F7 or F8 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, F7 or F8 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. This F6 Spot is subject to pre-emption by a Spot bought at the higher rate class of F7 or F8 rate up to FOUR (4) Business Days before the date of broadcast.
 - ix. **F7 Rate (F7)**: Subject to availability, a fixed position Spot may be bought at F7 rate. This F7 Spot is subject to pre-emption by a Spot bought at the higher rate class of F8 rate up to FOUR (4) Business Days before the date of broadcast.
 - x. **F8 Rate (F8)**: Subject to availability, a fixed position Spot may be bought at F8 rate.

- xi. **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.

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 2025 and 31 December 2025;
- 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 2025 and 31 December 2025;
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).

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

- Media File in MXF OP1a (SMPTE 378M)

2. Technical Specification

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