

2026 ViuTV Rate Card No. 11

(Effective from 1 January 2026)

1) Rate Card

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

Prime Time (V5): 21:25 – 24:05, (V4): 18:55 – 21:20

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

Day Fringe Time (V2): 05:55 – 17:00

Night Fringe Time (V1): 26:00 – 29:50

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

V5: 21:25 - 24:05

V5 21:25 - 24:05	Rate Level														
	RB	FB	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	F11	F12	
TVC Duration ('Second)	5	3,540	7,070	8,610	10,480	12,760	15,540	18,910	23,030	28,040	34,130	41,560	50,600	61,600	75,000
	10	7,070	14,140	17,220	20,960	25,520	31,070	37,830	46,050	56,070	68,270	83,110	101,190	123,200	150,000
	15	10,610	21,210	25,830	31,440	38,280	46,610	56,740	69,080	84,110	102,400	124,670	151,790	184,800	225,000
	20	14,140	28,280	34,430	41,920	51,040	62,140	75,650	92,110	112,140	136,530	166,230	202,380	246,400	299,990
	25	17,680	35,350	43,040	52,400	63,800	77,680	94,570	115,130	140,180	170,670	207,780	252,980	308,000	374,990
	30	21,210	42,420	51,650	62,880	76,560	93,210	113,480	138,160	168,210	204,800	249,340	303,570	369,600	449,990
	35	24,750	49,490	60,260	73,360	89,320	108,750	132,390	161,190	196,250	238,930	290,900	354,170	431,200	524,990
	40	28,280	56,560	68,870	83,840	102,080	124,280	151,310	184,210	224,280	273,070	332,450	404,760	492,800	599,990
	45	31,820	63,630	77,480	94,320	114,840	139,820	170,220	207,240	252,320	307,200	374,010	455,360	554,400	674,990
	50	35,350	70,700	86,080	104,800	127,600	155,350	189,130	230,270	280,350	341,330	415,570	505,950	616,000	749,980
	55	38,890	77,770	94,690	115,280	140,360	170,890	208,050	253,290	308,390	375,470	457,120	556,550	677,600	824,980
	60	42,420	84,840	103,300	125,760	153,120	186,420	226,960	276,320	336,420	409,600	498,680	607,140	739,200	899,980
	90	63,630	127,260	154,950	188,640	229,680	279,630	340,440	414,480	504,630	614,400	748,020	910,710	1,108,800	1,349,970
	120	84,840	169,680	206,600	251,520	306,240	372,840	453,920	552,640	672,840	819,200	997,360	1,214,280	1,478,400	1,799,960
	180	127,260	254,520	309,900	377,280	459,360	559,260	680,880	828,960	1,009,260	1,228,800	1,496,040	1,821,420	2,217,600	2,699,940

V4: 18:55 - 21:20

V4 18:55 - 21:20	Rate Level														
	RB	FB	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	F11	F12	
TVC Duration ('Second)	5	2,720	5,440	6,620	8,060	9,810	11,950	14,540	17,710	21,560	26,250	31,960	38,910	47,370	57,670
	10	5,440	10,870	13,240	16,120	19,620	23,890	29,090	35,410	43,120	52,490	63,910	77,810	94,730	115,340
	15	8,160	16,310	19,860	24,180	29,440	35,840	43,630	53,120	64,680	78,740	95,870	116,720	142,100	173,010
	20	10,870	21,750	26,470	32,230	39,250	47,780	58,170	70,830	86,230	104,990	127,820	155,620	189,470	230,670
	25	13,590	27,180	33,090	40,290	49,060	59,730	72,720	88,530	107,790	131,230	159,780	194,530	236,830	288,340
	30	16,310	32,620	39,710	48,350	58,870	71,670	87,260	106,240	129,350	157,480	191,730	233,430	284,200	346,010
	35	19,030	38,060	46,330	56,410	68,680	83,620	101,800	123,950	150,910	183,730	223,690	272,340	331,570	403,680
	40	21,750	43,490	52,950	64,470	78,490	95,560	116,350	141,650	172,470	209,970	255,640	311,240	378,930	461,350
	45	24,470	48,930	59,570	72,530	88,310	107,510	130,890	159,360	194,030	236,220	287,600	350,150	426,300	519,020
	50	27,180	54,370	66,180	80,580	98,120	119,450	145,430	177,070	215,580	262,470	319,550	389,050	473,670	576,680
	55	29,900	59,800	72,800	88,640	107,930	131,400	159,980	194,770	237,140	288,710	351,510	427,960	521,030	634,350
	60	32,620	65,240	79,420	96,700	117,740	143,340	174,520	212,480	258,700	314,960	383,460	466,860	568,400	692,020
	90	48,930	97,860	119,130	145,050	176,610	215,010	261,780	318,720	388,050	472,440	575,190	700,290	852,600	1,038,030
	120	65,240	130,480	158,840	193,400	235,480	286,680	349,040	424,960	517,400	629,920	766,920	933,720	1,136,800	1,384,040
	180	97,860	195,720	238,260	290,100	353,220	430,020	523,560	637,440	776,100	944,880	1,150,380	1,400,580	1,705,200	2,076,060

V3: 17:05 – 18:50, 24:10 – 25:55

V3 17:05 - 18:50, 24:10 - 25:55	Rate Level														
	RB	FB	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	F11	F12	
TVC Duration (Second)	5	1,360	2,720	3,320	4,040	4,920	5,980	7,290	8,870	10,800	13,150	16,010	19,490	23,730	28,890
	10	2,720	5,450	6,630	8,070	9,830	11,970	14,570	17,740	21,600	26,300	32,020	38,980	47,460	57,780
	15	4,090	8,170	9,950	12,110	14,750	17,950	21,860	26,610	32,400	39,450	48,030	58,470	71,190	86,670
	20	5,450	10,890	13,260	16,150	19,660	23,930	29,140	35,480	43,200	52,590	64,030	77,960	94,910	115,560
	25	6,810	13,620	16,580	20,180	24,580	29,920	36,430	44,350	54,000	65,740	80,040	97,450	118,640	144,450
	30	8,170	16,340	19,890	24,220	29,490	35,900	43,710	53,220	64,800	78,890	96,050	116,940	142,370	173,340
	35	9,530	19,060	23,210	28,260	34,410	41,880	51,000	62,090	75,600	92,040	112,060	136,430	166,100	202,230
	40	10,890	21,790	26,520	32,290	39,320	47,870	58,280	70,960	86,400	105,190	128,070	155,920	189,830	231,120
	45	12,260	24,510	29,840	36,330	44,240	53,850	65,570	79,830	97,200	118,340	144,080	175,410	213,560	260,010
	50	13,620	27,230	33,150	40,370	49,150	59,830	72,850	88,700	108,000	131,480	160,080	194,900	237,280	288,900
	55	14,980	29,960	36,470	44,400	54,070	65,820	80,140	97,570	118,800	144,630	176,090	214,390	261,010	317,790
	60	16,340	32,680	39,780	48,440	58,980	71,800	87,420	106,440	129,600	157,780	192,100	233,880	284,740	346,680
	90	24,510	49,020	59,670	72,660	88,470	107,700	131,130	159,660	194,400	236,670	288,150	350,820	427,110	520,020
	120	32,680	65,360	79,560	96,880	117,960	143,600	174,840	212,880	259,200	315,560	384,200	467,760	569,480	693,360
	180	49,020	98,040	119,340	145,320	176,940	215,400	262,260	319,320	388,800	473,340	576,300	701,640	854,220	1,040,040

V2: 05:55 – 17:00

V2 05:55 - 17:00	Rate Level														
	RB	FB	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	F11	F12	
TVC Duration (Second)	5	680	1,370	1,660	2,030	2,470	3,000	3,660	4,450	5,420	6,600	8,030	9,780	11,910	14,500
	10	1,370	2,730	3,330	4,050	4,930	6,000	7,310	8,900	10,840	13,190	16,060	19,560	23,810	28,990
	15	2,050	4,100	4,990	6,080	7,400	9,010	10,970	13,350	16,260	19,790	24,100	29,340	35,720	43,490
	20	2,730	5,470	6,650	8,100	9,860	12,010	14,620	17,800	21,670	26,390	32,130	39,110	47,620	57,980
	25	3,420	6,830	8,320	10,130	12,330	15,010	18,280	22,250	27,090	32,980	40,160	48,890	59,530	72,480
	30	4,100	8,200	9,980	12,150	14,790	18,010	21,930	26,700	32,510	39,580	48,190	58,670	71,430	86,970
	35	4,780	9,570	11,640	14,180	17,260	21,010	25,590	31,150	37,930	46,180	56,220	68,450	83,340	101,470
	40	5,470	10,930	13,310	16,200	19,720	24,010	29,240	35,600	43,350	52,770	64,250	78,230	95,240	115,960
	45	6,150	12,300	14,970	18,230	22,190	27,020	32,900	40,050	48,770	59,370	72,290	88,010	107,150	130,460
	50	6,830	13,670	16,630	20,250	24,650	30,020	36,550	44,500	54,180	65,970	80,320	97,780	119,050	144,950
	55	7,520	15,030	18,300	22,280	27,120	33,020	40,210	48,950	59,600	72,560	88,350	107,560	130,960	159,450
	60	8,200	16,400	19,960	24,300	29,580	36,020	43,860	53,400	65,020	79,160	96,380	117,340	142,860	173,940
	90	12,300	24,600	29,940	36,450	44,370	54,030	65,790	80,100	97,530	118,740	144,570	176,010	214,290	260,910
	120	16,400	32,800	39,920	48,600	59,160	72,040	87,720	106,800	130,040	158,320	192,760	234,680	285,720	347,880
	180	24,600	49,200	59,880	72,900	88,740	108,060	131,580	160,200	195,060	237,480	289,140	352,020	428,580	521,820

V1: 26:00 – 29:50

V1 26:00 - 29:50	Rate Level														
	RB	FB	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	F11	F12	
TVC Duration (Second)	5	340	680	830	1,010	1,230	1,500	1,820	2,220	2,700	3,290	4,000	4,870	5,930	7,220
	10	680	1,360	1,660	2,020	2,460	2,990	3,640	4,430	5,400	6,570	8,000	9,740	11,860	14,440
	15	1,020	2,040	2,490	3,030	3,690	4,490	5,460	6,650	8,100	9,860	12,000	14,610	17,790	21,660
	20	1,360	2,720	3,310	4,030	4,910	5,980	7,280	8,870	10,790	13,140	16,000	19,480	23,720	28,880
	25	1,700	3,400	4,140	5,040	6,140	7,480	9,100	11,080	13,490	16,430	20,000	24,350	29,650	36,100
	30	2,040	4,080	4,970	6,050	7,370	8,970	10,920	13,300	16,190	19,710	24,000	29,220	35,580	43,320
	35	2,380	4,760	5,800	7,060	8,600	10,470	12,740	15,520	18,890	23,000	28,000	34,090	41,510	50,540
	40	2,720	5,440	6,630	8,070	9,830	11,960	14,560	17,730	21,590	26,280	32,000	38,960	47,440	57,760
	45	3,060	6,120	7,460	9,080	11,060	13,460	16,380	19,950	24,290	29,570	36,000	43,830	53,370	64,980
	50	3,400	6,800	8,280	10,080	12,280	14,950	18,200	22,170	26,980	32,850	40,000	48,700	59,300	72,200
	55	3,740	7,480	9,110	11,090	13,510	16,450	20,020	24,380	29,680	36,140	44,000	53,570	65,230	79,420
	60	4,080	8,160	9,940	12,100	14,740	17,940	21,840	26,600	32,380	39,420	48,000	58,440	71,160	86,640
	90	6,120	12,240	14,910	18,150	22,110	26,910	32,760	39,900	48,570	59,130	72,000	87,660	106,740	129,960
	120	8,160	16,320	19,880	24,200	29,480	35,880	43,680	53,200	64,760	78,840	96,000	116,880	142,320	173,280
	180	12,240	24,480	29,820	36,300	44,220	53,820	65,520	79,800	97,140	118,260	144,000	175,320	213,480	259,920

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: F12, F11, F10, F9, 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, F8, F9, F10, F11 or F12 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, F8, F9, F10, F11 or F12 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, F8, F9, F10, F11 or F12 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, F8, F9, F10, F11 or F12 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, F8, F9, F10, F11 or F12 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, F8, F9, F10, F11 or F12 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, F8, F9, F10, F11 or F12 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, F8, F9, F10, F11 or F12 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, F9, F10, F11 or F12 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. This F8 Spot is subject to pre-emption by a Spot bought at the higher rate class of F9, F10, F11 or F12 rate up to FOUR (4) Business Days before the date of broadcast.
- xi. **F9 Rate** (F9): Subject to availability, a fixed position Spot may be bought at F9 rate. This F9 Spot is subject to pre-emption by a Spot bought at the higher rate class of F10, F11 or F12 rate up to FOUR (4) Business Days before the date of broadcast.
- xii. **F10 Rate** (F10): Subject to availability, a fixed position Spot may be bought at F10 rate. This F10 Spot is subject to pre-emption by a Spot bought at the higher rate class of F11 or F12 rate up to FOUR (4) Business Days before the date of broadcast.
- xiii. **F11 Rate** (F11): Subject to availability, a fixed position Spot may be bought at F11 rate. This F11 Spot is subject to pre-emption by a Spot bought at the higher rate class of F12 rate up to FOUR (4) Business Days before the date of broadcast.
- xiv. **F12 Rate** (F12): Subject to availability, a fixed position Spot may be bought at F12 rate.
- xv. **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