

2021 ViuTVsix Rate Card No. 5

(Effective from 1 January 2021)

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	1,040	1,460	1,770	2,160	2,630	3,200	3,900	4,750	5,780	7,030
	10	2,080	2,910	3,550	4,320	5,260	6,400	7,790	9,490	11,550	14,070
	15	3,120	4,370	5,320	6,480	7,890	9,600	11,690	14,240	17,330	21,100
	20	4,160	5,830	7,090	8,630	10,510	12,800	15,590	18,980	23,110	28,130
	25	5,200	7,280	8,870	10,790	13,140	16,000	19,480	23,730	28,880	35,170
	30	6,240	8,740	10,640	12,950	15,770	19,200	23,380	28,470	34,660	42,200
	35	7,280	10,200	12,410	15,110	18,400	22,400	27,280	33,220	40,440	49,230
	40	8,320	11,650	14,190	17,270	21,030	25,600	31,170	37,960	46,210	56,270
	45	9,360	13,110	15,960	19,430	23,660	28,800	35,070	42,710	51,990	63,300
	50	10,400	14,570	17,730	21,580	26,280	32,000	38,970	47,450	57,770	70,330
	55	11,440	16,020	19,510	23,740	28,910	35,200	42,860	52,200	63,540	77,370
	60	12,480	17,480	21,280	25,900	31,540	38,400	46,760	56,940	69,320	84,400
	90	18,720	26,220	31,920	38,850	47,310	57,600	70,140	85,410	103,980	126,600
	120	24,960	34,960	42,560	51,800	63,080	76,800	93,520	113,880	138,640	168,800
180	37,440	52,440	63,840	77,700	94,620	115,200	140,280	170,820	207,960	253,200	

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	290	410	490	600	730	890	1,080	1,320	1,600	1,950
	10	580	810	990	1,200	1,460	1,770	2,160	2,630	3,200	3,900
	15	870	1,210	1,480	1,800	2,190	2,660	3,240	3,950	4,810	5,850
	20	1,150	1,610	1,970	2,390	2,910	3,550	4,320	5,260	6,410	7,800
	25	1,440	2,020	2,460	2,990	3,640	4,430	5,400	6,580	8,010	9,750
	30	1,730	2,420	2,950	3,590	4,370	5,320	6,480	7,890	9,610	11,700
	35	2,020	2,820	3,440	4,190	5,100	6,210	7,560	9,210	11,210	13,650
	40	2,310	3,230	3,930	4,790	5,830	7,090	8,640	10,520	12,810	15,600
	45	2,600	3,630	4,430	5,390	6,560	7,980	9,720	11,840	14,420	17,550
	50	2,880	4,030	4,920	5,980	7,280	8,870	10,800	13,150	16,020	19,500
	55	3,170	4,440	5,410	6,580	8,010	9,750	11,880	14,470	17,620	21,450
	60	3,460	4,840	5,900	7,180	8,740	10,640	12,960	15,780	19,220	23,400
	90	5,190	7,260	8,850	10,770	13,110	15,960	19,440	23,670	28,830	35,100
	120	6,920	9,680	11,800	14,360	17,480	21,280	25,920	31,560	38,440	46,800
180	10,380	14,520	17,700	21,540	26,220	31,920	38,880	47,340	57,660	70,200	

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 2021 and 31 December 2021;
- 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 2021 and 31 December 2021;
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 2021*	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 2021 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 1 January 2021 and 31 December 2021 (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

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