

## 2018 ViuTVsix Rate Card No.2

(Effective from 1 January 2018)

### 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
TVC Duration ('Second)	5	970	1,360	1,770	2,300	2,990	3,890	5,050	6,570
	10	1,940	2,720	3,540	4,600	5,980	7,770	10,100	13,130
	15	2,920	4,080	5,310	6,900	8,970	11,660	15,150	19,700
	20	3,890	5,440	7,070	9,190	11,950	15,540	20,200	26,260
	25	4,860	6,800	8,840	11,490	14,940	19,430	25,250	32,830
	30	5,830	8,160	10,610	13,790	17,930	23,310	30,300	39,390
	35	6,800	9,520	12,380	16,090	20,920	27,200	35,350	45,960
	40	7,770	10,880	14,150	18,390	23,910	31,080	40,400	52,520
	45	8,750	12,240	15,920	20,690	26,900	34,970	45,450	59,090
	50	9,720	13,600	17,680	22,980	29,880	38,850	50,500	65,650
	55	10,690	14,960	19,450	25,280	32,870	42,740	55,550	72,220
	60	11,660	16,320	21,220	27,580	35,860	46,620	60,600	78,780
	90	17,490	24,480	31,830	41,370	53,790	69,930	90,900	118,170
	120	23,320	32,640	42,440	55,160	71,720	93,240	121,200	157,560
	180	34,980	48,960	63,660	82,740	107,580	139,860	181,800	236,340

##### 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
TVC Duration ('Second)	5	270	380	490	640	830	1,080	1,410	1,830
	10	540	760	980	1,280	1,660	2,160	2,810	3,660
	15	810	1,140	1,480	1,920	2,500	3,250	4,220	5,490
	20	1,080	1,510	1,970	2,560	3,330	4,330	5,630	7,310
	25	1,350	1,890	2,460	3,200	4,160	5,410	7,030	9,140
	30	1,620	2,270	2,950	3,840	4,990	6,490	8,440	10,970
	35	1,890	2,650	3,440	4,480	5,820	7,570	9,850	12,800
	40	2,160	3,030	3,930	5,120	6,650	8,650	11,250	14,630
	45	2,430	3,410	4,430	5,760	7,490	9,740	12,660	16,460
	50	2,700	3,780	4,920	6,400	8,320	10,820	14,070	18,280
	55	2,970	4,160	5,410	7,040	9,150	11,900	15,470	20,110
	60	3,240	4,540	5,900	7,680	9,980	12,980	16,880	21,940
	90	4,860	6,810	8,850	11,520	14,970	19,470	25,320	32,910
	120	6,480	9,080	11,800	15,360	19,960	25,960	33,760	43,880
	180	9,720	13,620	17,700	23,040	29,940	38,940	50,640	65,820

## 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 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**

<b>Aggregate Advertising Expenditure in 2018*</b>	<b>Volume Discount (%)</b>
<b>\$100,000 - \$250,000</b>	<b>2.5%</b>
<b>\$250,001 - \$500,000</b>	<b>5.0%</b>
<b>\$500,001 - \$1,000,000</b>	<b>7.5%</b>
<b>\$1,000,001 - \$2,000,000</b>	<b>10.0%</b>
<b>\$2,000,001 or above</b>	<b>15.0%</b>

\* 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 ViuTVsix (but excluding expenditure on digital platforms or digital media) between 1 January 2018 and 31 December 2018 (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