

2025 ViuTV Rate Card No. 10

(Effective from 1 January 2025)

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	3,370	6,730	8,200	9,980	12,150	14,800	18,020	21,930	26,700	32,510	39,580	48,190	58,680	71,440
	10	6,730	13,470	16,400	19,960	24,310	29,590	36,030	43,870	53,410	65,020	79,170	96,390	117,350	142,870
	15	10,100	20,200	24,600	29,950	36,460	44,390	54,050	65,800	80,110	97,540	118,750	144,580	176,030	214,310
	20	13,470	26,930	32,790	39,930	48,610	59,190	72,060	87,730	106,810	130,050	158,330	192,770	234,700	285,750
	25	16,830	33,670	40,990	49,910	60,770	73,980	90,080	109,670	133,520	162,560	197,920	240,970	293,380	357,180
	30	20,200	40,400	49,190	59,890	72,920	88,780	108,090	131,600	160,220	195,070	237,500	289,160	352,050	428,620
	35	23,570	47,130	57,390	69,870	85,070	103,580	126,110	153,530	186,920	227,580	277,080	337,350	410,730	500,060
	40	26,930	53,870	65,590	79,850	97,230	118,370	144,120	175,470	213,630	260,090	316,670	385,550	469,400	571,490
	45	30,300	60,600	73,790	89,840	109,380	133,170	162,140	197,400	240,330	292,610	356,250	433,740	528,080	642,930
	50	33,670	67,330	81,980	99,820	121,530	147,970	180,150	219,330	267,030	325,120	395,830	481,930	586,750	714,370
	55	37,030	74,070	90,180	109,800	133,690	162,760	198,170	241,270	293,740	357,630	435,420	530,130	645,430	785,800
	60	40,400	80,800	98,380	119,780	145,840	177,560	216,180	263,200	320,440	390,140	475,000	578,320	704,100	857,240
	90	60,600	121,200	147,570	179,670	218,760	266,340	324,270	394,800	480,660	585,210	712,500	867,480	1,056,150	1,285,860
	120	80,800	161,600	196,760	239,560	291,680	355,120	432,360	526,400	640,880	780,280	950,000	1,156,640	1,408,200	1,714,480
	180	121,200	242,400	295,140	359,340	437,520	532,680	648,540	789,600	961,320	1,170,420	1,425,000	1,734,960	2,112,300	2,571,720

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	2,590	5,180	6,300	7,680	9,350	11,380	13,850	16,870	20,540	25,000	30,440	37,060	45,120	54,930
	10	5,180	10,350	12,610	15,350	18,690	22,760	27,710	33,730	41,070	50,000	60,880	74,120	90,240	109,870
	15	7,770	15,530	18,910	23,030	28,040	34,140	41,560	50,600	61,610	75,010	91,320	111,180	135,360	164,800
	20	10,350	20,710	25,210	30,700	37,380	45,510	55,410	67,470	82,140	100,010	121,760	148,240	180,480	219,730
	25	12,940	25,880	31,520	38,380	46,730	56,890	69,270	84,330	102,680	125,010	152,200	185,300	225,600	274,670
	30	15,530	31,060	37,820	46,050	56,070	68,270	83,120	101,200	123,210	150,010	182,640	222,360	270,720	329,600
	35	18,120	36,240	44,120	53,730	65,420	79,650	96,970	118,070	143,750	175,010	213,080	259,420	315,840	384,530
	40	20,710	41,410	50,430	61,400	74,760	91,030	110,830	134,930	164,280	200,010	243,520	296,480	360,960	439,470
	45	23,300	46,590	56,730	69,080	84,110	102,410	124,680	151,800	184,820	225,020	273,960	333,540	406,080	494,400
	50	25,880	51,770	63,030	76,750	93,450	113,780	138,530	168,670	205,350	250,020	304,400	370,600	451,200	549,330
	55	28,470	56,940	69,340	84,430	102,800	125,160	152,390	185,530	225,890	275,020	334,840	407,660	496,320	604,270
	60	31,060	62,120	75,640	92,100	112,140	136,540	166,240	202,400	246,420	300,020	365,280	444,720	541,440	659,200
	90	46,590	93,180	113,460	138,150	168,210	204,810	249,360	303,600	369,630	450,030	547,920	667,080	812,160	988,800
	120	62,120	124,240	151,280	184,200	224,280	273,080	332,480	404,800	492,840	600,040	730,560	889,440	1,082,880	1,318,400
	180	93,180	186,360	226,920	276,300	336,420	409,620	498,720	607,200	739,260	900,060	1,095,840	1,334,160	1,624,320	1,977,600

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	1,300	2,590	3,160	3,840	4,680	5,700	6,940	8,450	10,280	12,520	15,240	18,560	22,600	27,510
	10	2,590	5,190	6,310	7,690	9,360	11,400	13,880	16,890	20,570	25,040	30,490	37,120	45,190	55,020
	15	3,890	7,780	9,470	11,530	14,040	17,100	20,820	25,340	30,850	37,560	45,730	55,680	67,790	82,530
	20	5,190	10,370	12,630	15,370	18,720	22,790	27,750	33,790	41,130	50,080	60,970	74,230	90,380	110,040
	25	6,480	12,970	15,780	19,220	23,400	28,490	34,690	42,230	51,420	62,600	76,220	92,790	112,980	137,550
	30	7,780	15,560	18,940	23,060	28,080	34,190	41,630	50,680	61,700	75,120	91,460	111,350	135,570	165,060
	35	9,080	18,150	22,100	26,900	32,760	39,890	48,570	59,130	71,980	87,640	106,700	129,910	158,170	192,570
	40	10,370	20,750	25,250	30,750	37,440	45,590	55,510	67,570	82,270	100,160	121,950	148,470	180,760	220,080
	45	11,670	23,340	28,410	34,590	42,120	51,290	62,450	76,020	92,550	112,680	137,190	167,030	203,360	247,590
	50	12,970	25,930	31,570	38,430	46,800	56,980	69,380	84,470	102,830	125,200	152,430	185,580	225,950	275,100
	55	14,260	28,530	34,720	42,280	51,480	62,680	76,320	92,910	113,120	137,720	167,680	204,140	248,550	302,610
	60	15,560	31,120	37,880	46,120	56,160	68,380	83,260	101,360	123,400	150,240	182,920	222,700	271,140	330,120
	90	23,340	46,680	56,820	69,180	84,240	102,570	124,890	152,400	185,100	225,360	274,380	334,050	406,710	495,180
	120	31,120	62,240	75,760	92,240	112,320	136,760	166,520	202,720	246,800	300,480	365,840	445,400	542,280	660,240
	180	46,680	93,360	113,640	138,360	168,480	205,140	249,780	304,080	370,200	450,720	548,760	668,100	813,420	990,360

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	650	1,300	1,580	1,930	2,350	2,860	3,480	4,240	5,160	6,280	7,650	9,310	11,340	13,800
	10	1,300	2,600	3,170	3,860	4,700	5,720	6,960	8,470	10,320	12,560	15,290	18,620	22,670	27,600
	15	1,950	3,900	4,750	5,790	7,050	8,580	10,440	12,710	15,480	18,840	22,940	27,930	34,010	41,400
	20	2,600	5,200	6,330	7,710	9,390	11,430	13,920	16,950	20,630	25,120	30,590	37,240	45,340	55,200
	25	3,250	6,500	7,920	9,640	11,740	14,290	17,400	21,180	25,790	31,400	38,230	46,550	56,680	69,000
	30	3,900	7,800	9,500	11,570	14,090	17,150	20,880	25,420	30,950	37,680	45,880	55,860	68,010	82,800
	35	4,550	9,100	11,080	13,500	16,440	20,010	24,360	29,660	36,110	43,960	53,530	65,170	79,350	96,600
	40	5,200	10,400	12,670	15,430	18,790	22,870	27,840	33,890	41,270	50,240	61,170	74,480	90,680	110,400
	45	5,850	11,700	14,250	17,360	21,140	25,730	31,320	38,130	46,430	56,520	68,820	83,790	102,020	124,200
	50	6,500	13,000	15,830	19,280	23,480	28,580	34,800	42,370	51,580	62,800	76,470	93,100	113,350	138,000
	55	7,150	14,300	17,420	21,210	25,830	31,440	38,280	46,600	56,740	69,080	84,110	102,410	124,690	151,800
	60	7,800	15,600	19,000	23,140	28,180	34,300	41,760	50,840	61,900	75,360	91,760	111,720	136,020	165,600
	90	11,700	23,400	28,500	34,710	42,270	51,450	62,640	76,260	92,850	113,040	137,640	167,580	204,030	248,400
	120	15,600	31,200	38,000	46,280	56,360	68,600	83,520	101,680	123,800	150,720	183,520	223,440	272,040	331,200
	180	23,400	46,800	57,000	69,420	84,540	102,900	125,280	152,520	185,700	226,080	275,280	335,160	408,060	496,800

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	320	650	790	960	1,170	1,420	1,730	2,110	2,560	3,120	3,800	4,630	5,630	6,860
	10	650	1,290	1,570	1,920	2,330	2,840	3,460	4,210	5,130	6,240	7,600	9,250	11,270	13,720
	15	970	1,940	2,360	2,880	3,500	4,260	5,190	6,320	7,690	9,370	11,400	13,880	16,900	20,580
	20	1,290	2,590	3,150	3,830	4,670	5,680	6,910	8,420	10,250	12,490	15,200	18,510	22,530	27,430
	25	1,620	3,230	3,930	4,790	5,830	7,100	8,640	10,530	12,820	15,610	19,000	23,130	28,170	34,290
	30	1,940	3,880	4,720	5,750	7,000	8,520	10,370	12,630	15,380	18,730	22,800	27,760	33,800	41,150
	35	2,260	4,530	5,510	6,710	8,170	9,940	12,100	14,740	17,940	21,850	26,600	32,390	39,430	48,010
	40	2,590	5,170	6,290	7,670	9,330	11,360	13,830	16,840	20,510	24,970	30,400	37,010	45,070	54,870
	45	2,910	5,820	7,080	8,630	10,500	12,780	15,560	18,950	23,070	28,100	34,200	41,640	50,700	61,730
	50	3,230	6,470	7,870	9,580	11,670	14,200	17,280	21,050	25,630	31,220	38,000	46,270	56,330	68,580
	55	3,560	7,110	8,650	10,540	12,830	15,620	19,010	23,160	28,200	34,340	41,800	50,890	61,970	75,440
	60	3,880	7,760	9,440	11,500	14,000	17,040	20,740	25,260	30,760	37,460	45,600	55,520	67,600	82,300
	90	5,820	11,640	14,160	17,250	21,000	25,560	31,110	37,890	46,140	56,190	68,400	83,280	101,400	123,450
	120	7,760	15,520	18,880	23,000	28,000	34,080	41,480	50,520	61,520	74,920	91,200	111,040	135,200	164,600
	180	11,640	23,280	28,320	34,500	42,000	51,120	62,220	75,780	92,280	112,380	136,800	166,560	202,800	246,900

2) 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		