



SALES CIRCULAR: ViuTV Year Round Package 2017

(Valid until December 31, 2017)

ViuTV 2017 全年通用套裝 (有效至 2017 年 12 月 31 日)

Regular Packages 常規廣告套裝

1. Morning News Package 晨早新聞套裝
2. Invest Smarter Package 智富通套裝
3. Children Package 兒童節目套裝
4. Morning Drama Package 醒晨劇場套裝
5. Afternoon Drama Package 下午劇場套裝
6. Afternoon Variety Package 下午綜藝節目套裝
7. Late Night Drama Package 深宵劇場套裝
8. Late Night High Frequency Package 深宵高頻廣播套裝



Regular Packages 常規廣告套裝

[1] Morning News Package 晨早新聞套裝

Entitlements 客戶可享有

7 Spots a week between the hours of 0600-0900 from Monday to Friday and 0600-0800 on Saturdays and Sundays.

星期一至五 0600-0900 及星期六至日 0600-0800 (一週共播放 7 次)

Duration of Spots (秒)	Committed Advertisers	Non-committed Advertisers
30-sec	\$11,760	\$16,800
25-sec	\$ 9,800	\$14,000
20-sec	\$ 7,840	\$11,200
15-sec	\$ 5,880	\$ 8,400
10-sec	\$ 3,920	\$ 5,600
5-sec	\$ 1,960	\$ 2,800

[2] Invest Smarter Package 智富通套裝

Entitlements 客戶可享有

10 Spots per week between the hours of 0900-1000, 1100-1200, 1300-1330 and 1530-1630 on HKSE trading days.

每逢港股交易日 0900-1000, 1100-1200, 1300-1330 & 1530-1630

(一週內共播放 10 次)

Duration of Spots (秒)	Committed Advertisers	Non-committed Advertisers
30-sec	\$16,800	\$24,000
25-sec	\$14,000	\$20,000
20-sec	\$11,200	\$16,000
15-sec	\$ 8,400	\$12,000
10-sec	\$ 5,600	\$ 8,000
5-sec	\$ 2,800	\$ 4,000

[3] Children Package 兒童節目套裝

Entitlements 客戶可享有

7 Spots a week between the hours of 1630-1800 and 1830-1900 from Mondays to Fridays; and 0930-1000 and 1630-1800 on Saturdays and Sundays.

星期一至五 1630 –1800 & 1830-1900 及

星期六至日 0930-1000 & 1630-1800 (一週共播放 7 次)

Duration (秒)	Committed Advertisers	Non-committed Advertisers
30-sec	\$16,960	\$24,230
25-sec	\$14,140	\$20,200
20-sec	\$11,320	\$16,170
15-sec	\$ 8,510	\$12,160
10-sec	\$ 5,670	\$ 8,100
5-sec	\$ 2,840	\$ 4,050



[4] Morning Drama Package 醒晨劇場套裝

Entitlements 客戶可享有

7 Spots a week between the hours of 1000-1100 on Mondays to Fridays, 1100-1200 on Saturday and 1030-1130 on Sunday.

星期一至五 1000-1100，星期六 1100-1200 及星期日 1030-1130 (一週共播放 7 次)

Duration of Spots (秒)	Committed Advertisers	Non-committed Advertisers
30-sec	\$15,290	\$21,840
25-sec	\$12,740	\$18,200
20-sec	\$10,190	\$14,560
15-sec	\$ 7,640	\$10,920
10-sec	\$ 5,100	\$ 7,280
5-sec	\$ 2,550	\$ 3,640

[5] Afternoon Drama Package 下午劇場套裝

Entitlements 客戶可享有

6 Spots a week between the hours of 1330-1430 from Mondays to Fridays; and 1230-1500 on Sundays.

星期一至五 1330-1430 及星期日 1230-1500 (一週共播放 6 次)

Duration of Spots (秒)	Committed Advertisers	Non-committed Advertisers
30-sec	\$13,100	\$18,720
25-sec	\$10,920	\$15,600
20-sec	\$ 8,740	\$12,480
15-sec	\$ 6,550	\$ 9,360
10-sec	\$ 4,370	\$ 6,240
5-sec	\$ 2,180	\$ 3,120

[6] Afternoon Variety Package 下午綜藝節目套裝

Entitlements 客戶可享有

6 Spots a week between 1230-1300 and 1430-1530 on Mondays to Fridays; and 1500-1630 on Sundays.

星期一至五 1230-1300 & 1430-1530 及星期日 1500-1630 (一週共播放 6 次)

Duration of Spots (秒)	Committed Advertisers	Non-committed Advertisers
30-sec	\$13,100	\$18,720
25-sec	\$10,920	\$15,600
20-sec	\$ 8,740	\$12,480
15-sec	\$ 6,550	\$ 9,360
10-sec	\$ 4,370	\$ 6,240
5-sec	\$ 2,180	\$ 3,120



[7] Late Night Drama Package 深宵劇場套裝

Entitlements 客戶可享有

5 Spots a week between the hours of 2445-2545 on Mondays to Fridays.

星期一至五 2445-2545 (一週共播放 5 次)

Duration of Spots (秒)	Committed Advertisers	Non-committed Advertisers
30-sec	\$11,100	\$15,840
25-sec	\$ 9,240	\$13,200
20-sec	\$ 7,400	\$10,560
15-sec	\$ 5,570	\$ 7,950
10-sec	\$ 3,720	\$ 5,310
5-sec	\$ 1,870	\$ 2,670

[8] Late Night High Frequency Package 深宵高頻廣播套裝

Entitlements 客戶可享有

28 Spots per fortnight between the hours of 2630-2959 from Monday to Sunday.

星期一至日 2630-2959 (兩星期內共播放 28 次)

Duration of Spots (秒)	Committed Advertisers	Non-committed Advertisers
30-sec	\$18,820	\$26,880
25-sec	\$15,680	\$22,400
20-sec	\$12,540	\$17,920
15-sec	\$ 9,410	\$13,440
10-sec	\$ 6,270	\$ 8,960
5-sec	\$ 3,140	\$ 4,480



Please note:

1. Bookings

- 1.1 All bookings of an advertiser and/or advertising agent of any ViuTV Year Round Package 2017 (each a "ViuTV Package") shall be subject to the Advertising Terms and Conditions (available for viewing at <http://viu.tv/advertising-opportunities/>) and ViuTV Rate Card No. 2.
- 1.2 HK Television Entertainment Limited ("HKTVE") has the sole discretion to accept or reject any booking from any advertiser/advertising agent for a ViuTV Package. Subject to the foregoing, bookings will be accepted on a first come first served basis.
- 1.3 Once accepted by HKTVE, the bookings of any advertiser/advertising agent for any ViuTV Package cannot be changed or cancelled by the advertiser/advertising agent unless with HKTVE's consent.
- 1.4 Subject to availability and pre-emption, advertisers may request their spots to be broadcast at certain time slots during transmission of specified programs on ViuTV.
- 1.5 Spots under the ViuTV Packages are offered at FB rate and will be subject to the pre-emption structure in ViuTV Rate Card No. 2.

2. Volume Discount

There is no volume discount for the ViuTV Packages but the total cost of such packages purchased by an advertiser will be taken into account by HKTVE when calculating the volume discount applicable to such advertiser under ViuTV Rate Card No. 2.

3. Amendment

HKTVE reserves the right to amend the terms and conditions applicable to the ViuTV Packages from time to time with or without giving prior notice. HKTVE has the sole discretion to adjust, determine and change the features and entitlements under the ViuTV Packages; and to reject or accept the advertiser's/advertising agent's selection of or request for any program on ViuTV for sponsorship and/or advertising.