

2016 ViuTV Rate Card No.1

(Effective from 6 Apr 2016)

1) Rate Card

a) Daily Time Zones

Prime Time: 19:25 - 24:29

Fringe Time: 06:00 – 19:24, 24:30 – 29:59

Basic Rate (HKD)		
Durations	Prime Time (P)	Fringe Time (F)
5-sec	\$1,500	\$400
10-sec	\$3,000	\$800
15-sec	\$4,500	\$1,200
20-sec	\$6,000	\$1,600
25-sec	\$7,500	\$2,000
30-sec	\$9,000	\$2,400
35-sec	\$10,500	\$2,800
40-sec	\$12,000	\$3,200
45-sec	\$13,500	\$3,600
50-sec	\$15,000	\$4,000
55-sec	\$16,500	\$4,400
60-sec	\$18,000	\$4,800
90-sec	\$27,000	\$7,200
120-sec	\$36,000	\$9,600
180-sec	\$54,000	\$14,400

b) Basic Rate

A Spot booked at the Basic Rate can be rotated within Daily Time Zones in the same day.

c) Multiplied Loading for Program Genres

A Specific Program Genre within respective Daily Time Zone commands different Multiplied Loading on the Basic Rate. A Multiplied Loading will be applied if an Advertiser requests for a Spot to be placed within a specific Program Genre.

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 Multiplied Loading pre-empts a Basic Rate Spot.

b) Pre-emption by Spots

- A Spot with Multiplied Loading pre-empts a Basic Rate Spot:

- i. **Basic Rate** (Code P and F): Subject to availability, Basic Rate Spot may be bought at the P Rate (for Prime Time) or F Rate (for Fringe Time). P Rate and F Rate Spot can be pre-empted by another Spot with Multiplied Loading, up to FOUR (4) Working Days before the date of broadcast.
- ii. A Spot with Multiplied Loading: Subject to availability, Spot may be bought with Multiplied Loading for any specific Program Genre. Spot with Multiplied Loading for any specific Program Genre can be pre-empted by Inside Spot entitlement of any Title Sponsorship, Co-sponsorship and Participation Package, up to ONE (1) Working Day before the date of broadcast.
- iii. Inside Spot entitlement of a Participation Package can be pre-empted by Inside Spot entitlement of a Co-sponsorship Package and Title Sponsorship Package, up to ONE (1) Working Day before the date of broadcast.
- iv. Inside Spot entitlement of a Co-sponsorship Package can be pre-empted by Inside Spot entitlement of a Title Sponsorship Package, up to ONE (1) Working 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) Working 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.

Subject to airtime availability, when a spot is pre-empted, the advertiser has the option to notify the station within the notification deadline upon receipt of ViuTV's pre-emption notification:

- i. to reschedule the spot to another/same date and another/same program genre with the same level of Multiplied Loading within 6 April 2016 to 31 December 2016
- ii. to change the level of Multiplied Loading and reschedule the spot to another/same date and different Program Genre with different level of multiplied loading within 6 April 2016 to 31 Dec 2016
- iii. to cancel the spot

c) Rescheduling

An advertiser may request to reschedule a spot to another/same date and another/same Program Genre within 6 April 2016 to 31 December 2016 provided that the details of the proposed new date and Program Genre of the Spot are submitted at the time upon its request.

Except by Pre-emption, no rescheduling of any spot is allowed if the original date and time of the spot falls within Fourteen (14) days from the date of notification of the proposed rescheduling given by the advertiser.

d) Available Breaks for Program Genre

An opening break means the commercial break scheduled right before the start of a specific program. An inside break means the commercial break scheduled inside a program. Spots with genre loading will be scheduled for broadcast at the opening and inside breaks only.

e) Determination of multiplier

HKTVE has the sole discretion to determine the level of the Multiplied Loading for different Program Genres.

HKTVE may change the Multiplied Loading from time to time and will give a 4-Week advance notice to Advertisers and Advertising Agents. Change in Multiplied Loading will not affect any contract signed and submitted to HKTVE 3-Week prior to the effective date of change of Multiplied Loading.

3) Volume Rebate (VR)

An Advertiser will be entitled to the following volume rebate percentage. The calculation of the volume rebate will be based on the aggregate of its advertising expenditure on ViuTV for the period from 1 April 2016 to 31 December 2016 (both days inclusive).

Table 1:

ViuTV Advertising Expenditure (HK\$)	VR%
\$200,000 - \$500,000	2.5%
\$500,001 - \$1,000,000	5.0%
\$1,000,001 - \$2,000,000	7.5%
\$2,000,001 - \$4,000,000	10.0%
\$4,000,001 or above	15.0%

The advertising expenditure on ViuTV is calculated by reference to the rates of the prevailing rate card for Spots on ViuTV published by HK Television Entertainment Co. Ltd. (HKTVE). Expenditure on programme or segment sponsorship, product sponsorship, and regular package will not qualify for volume rebate, unless otherwise agreed by HKTVE, however, such expenditure can be counted as part of the advertising expenditure for purposes of the calculation of volume rebates.

Production Cost and prize sponsorship will not qualify for volume rebate and cannot be counted as part of advertising expenditure for purpose of the calculation of volume rebate.

Volume Rebates will be calculated in July 2016 and/or January 2017 and will be offered in the form of discounts, cash rebates and/or credit notes as follows:

- i. Advertisers can choose to guarantee their annual advertising expenditures under the ViuTV Scheme. If they do so, their guaranteed expenditures will qualify for the volume rebate percentage according to the rates set out in Table 1 above. The applicable volume rebate will be offered in the form of a discount and the discounted amount will be reflected in their booking confirmation.
- ii. Advertisers who do not guarantee their annual advertising expenditures will have their volume rebate calculated according to their aggregate actual expenditure. The volume rebate percentage will be adjusted in July 2016 and/or January 2017 according to the actual advertising expenditure incurred on ViuTV; according to the rates set out in Table 1. The applicable volume rebate will be calculated retrospectively and offered in the form of discount or a cash rebate and/or credit note as decided by HKTVE at its sole discretion.



4) **Payment**

Notwithstanding any pre-emption of Bookings, any payment made under any Booking 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.

5) **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/>).