



2020 Now TV Rate Card No.15

(Effective from 1 January 2020)

1) Rate Card

a) Daily Time Zones on Now TV (Mondays to Sundays)

Prime Time: (i) Live broadcast of sports programming on sports channels; and
(ii) for all other programming on non-sports channels: 19:00 – 24:59.

Fringe Time: (i) 06:00 – 18:59 and 25:00 – 29:59 on all channels on Now TV.

Group 1 Prime Time		Rate Level		
		RB	FB	TR
TVC Duration ('Second)	5	480	620	950
	10	950	1,240	1,910
	15	1,430	1,860	2,860
	20	1,910	2,480	3,810
	25	2,380	3,100	4,770
	30	2,860	3,720	5,720
	35	3,340	4,340	6,670
	40	3,810	4,960	7,630
	45	4,290	5,580	8,580
	50	4,770	6,200	9,530
	55	5,240	6,820	10,490
	60	5,720	7,440	11,440
	90	8,580	11,160	17,160
	120	11,440	14,880	22,880
	180	17,160	22,320	34,320

Group 1 Fringe Time		Rate Level		
		RB	FB	TR
TVC Duration ('Second)	5	180	230	360
	10	360	470	710
	15	540	700	1,070
	20	710	930	1,430
	25	890	1,170	1,780
	30	1,070	1,400	2,140
	35	1,250	1,630	2,500
	40	1,430	1,870	2,850
	45	1,610	2,100	3,210
	50	1,780	2,330	3,570
	55	1,960	2,570	3,920
	60	2,140	2,800	4,280
	90	3,210	4,200	6,420
	120	4,280	5,600	8,560
	180	6,420	8,400	12,840



Group 2		Rate Level		
Prime Time		RB	FB	TR
TVC Duration ('Second)	5	190	250	380
	10	380	500	760
	15	570	750	1,140
	20	760	990	1,520
	25	950	1,240	1,900
	30	1,140	1,490	2,280
	35	1,330	1,740	2,660
	40	1,520	1,990	3,040
	45	1,710	2,240	3,420
	50	1,900	2,480	3,800
	55	2,090	2,730	4,180
	60	2,280	2,980	4,560
	90	3,420	4,470	6,840
	120	4,560	5,960	9,120
	180	6,840	8,940	13,680

Group 2		Rate Level		
Fringe Time		RB	FB	TR
TVC Duration ('Second)	5	70	90	140
	10	140	190	290
	15	220	280	430
	20	290	370	570
	25	360	470	720
	30	430	560	860
	35	500	650	1,000
	40	570	750	1,150
	45	650	840	1,290
	50	720	930	1,430
	55	790	1,030	1,580
	60	860	1,120	1,720
	90	1,290	1,680	2,580
	120	1,720	2,240	3,440
	180	2,580	3,360	5,160

Group 3		Rate Level		
Prime Time		RB	FB	TR
TVC Duration ('Second)	5	100	120	190
	10	190	250	380
	15	290	370	570
	20	380	490	760
	25	480	620	950
	30	570	740	1,140
	35	670	860	1,330
	40	760	990	1,520
	45	860	1,110	1,710
	50	950	1,230	1,900
	55	1,050	1,360	2,090
	60	1,140	1,480	2,280
	90	1,710	2,220	3,420
	120	2,280	2,960	4,560
	180	3,420	4,440	6,840

Group 3		Rate Level		
Fringe Time		RB	FB	TR
TVC Duration ('Second)	5	40	50	70
	10	70	90	140
	15	110	140	210
	20	140	180	280
	25	180	230	350
	30	210	270	420
	35	250	320	490
	40	280	360	560
	45	320	410	630
	50	350	450	700
	55	390	500	770
	60	420	540	840
	90	630	810	1,260
	120	840	1,080	1,680
	180	1,260	1,620	2,520



b) Channel Groups

Table 1:

Channel Name	Channel No.
Channel Group 1*	
Now Baogu Movies	133
SCM	139
Now News	332
Now Business News Channel	333
Now Premier League 1-6	621-626
Channel Group 2*	
Now Drama Channel	102
Now Chinese Drama Channel	105
NowJelli	108
FOX Movies	117
FOX Action Movies	118
SCM Legend	140
Discovery Channel	209
Animal Planet	210
TLC	213
National Geographic	215
Nat Geo Wild	216
AXN	512
FOX	518
Now SPORTS Prime	630
Now SPORTS 1	631
beIN – Now Sports 2	632
Now SPORTS 3	633
Now SPORTS 4	634
Now SPORTS 5	635
Now SPORTS 6	636
Now SPORTS 7	637
beIN SPORTS 1	638
beIN SPORTS 2	639
FOX SPORTS	670
FOX SPORTS 2	671
FOX SPORTS 3	672
beIN SPORTS Max	643
beIN SPORTS Max 2	644
beIN SPORTS Max 3	645
Channel Group 3*	
Animax	150
CNBC	319
Bloomberg Television	321
Now 668	668
Now Golf 1	682
Now Golf 2	683
Now Golf 3	684

*The list of channels in Table 1 may be changed from time to time with or without prior notice.



2) Now TV 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 a 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: TR, FB, and RB.

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 of FB or TR rate up to FOUR (4) Business Days before the date of broadcast.

Fixed Basic (FB): Subject to availability, a fixed position Spot within a specific time zone may be bought at FB rate. This FB Spot is subject to pre-emption by a Spot bought at the higher rate class of TR rate up to FOUR (4) Business Days before the date of broadcast.

Top Rate (TR): Subject to availability, a fixed position Spot may be bought at TR rate.

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, PCCW shall offer an alternative Spot to any Advertiser whose Booking was pre-empted. If such Advertiser fails to notify PCCW 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 PCCW, the Advertiser shall be deemed to have accepted the alternative Spot offered.

When a Spot is pre-empted, an Advertiser may request PCCW 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 2020 and 31 December 2020;
- 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 2020 and 31 December 2020;
- iii. replace the Spot with another Spot from another channel group (subject to payment of any additional charges); or
- iv. cancel the Spot;



and PCCW 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 PCCW 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 2020**	Volume Discount (%)
\$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%

** An Advertiser will be entitled to the volume discount as set out in Table 2 above based on its Aggregate Advertising Expenditure in 2020 which is the total amount spent by it on regular Spots, packages, programme sponsorship and product sponsorship for broadcast on Now TV (but excluding expenditure on digital platforms or digital media) between 01 January 2020 and 31 December 2020 (both days inclusive).

The Volume Discount can only be used for purchase of Spots on Now TV 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 capitalised terms used herein shall have the same meanings ascribed to them in the Advertising Terms and Conditions (which are available for viewing at <http://nowtv.now.com/advertising/package>)



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

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