



## 2021 Now TV Rate Card No. 16

(Effective from 1 January 2021)

### 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 A		Rate Level			
Prime Time		RB	FB	F1	F2
TVC Duration ('Second)	5	650	850	1,300	1,950
	10	1,300	1,690	2,600	3,900
	15	1,950	2,540	3,900	5,850
	20	2,600	3,380	5,200	7,800
	25	3,250	4,230	6,500	9,750
	30	3,900	5,070	7,800	11,700
	35	4,550	5,920	9,100	13,650
	40	5,200	6,760	10,400	15,600
	45	5,850	7,610	11,700	17,550
	50	6,500	8,450	13,000	19,500
	55	7,150	9,300	14,300	21,450
	60	7,800	10,140	15,600	23,400
	90	11,700	15,210	23,400	35,100
	120	15,600	20,280	31,200	46,800
180	23,400	30,420	46,800	70,200	

Group A		Rate Level			
Fringe Time		RB	FB	F1	F2
TVC Duration ('Second)	5	240	320	490	730
	10	490	630	970	1,460
	15	730	950	1,460	2,190
	20	970	1,270	1,950	2,920
	25	1,220	1,580	2,430	3,650
	30	1,460	1,900	2,920	4,380
	35	1,700	2,220	3,410	5,110
	40	1,950	2,530	3,890	5,840
	45	2,190	2,850	4,380	6,570
	50	2,430	3,170	4,870	7,300
	55	2,680	3,480	5,350	8,030
	60	2,920	3,800	5,840	8,760
	90	4,380	5,700	8,760	13,140
	120	5,840	7,600	11,680	17,520
180	8,760	11,400	17,520	26,280	

Group 1		Rate Level			
Prime Time		RB	FB	F1	F2
TVC Duration ('Second)	5	500	650	1,000	1,500
	10	1,000	1,300	2,000	3,000
	15	1,500	1,950	3,000	4,500
	20	2,000	2,600	4,000	6,000
	25	2,500	3,250	5,000	7,500
	30	3,000	3,900	6,000	9,000
	35	3,500	4,550	7,000	10,500
	40	4,000	5,200	8,000	12,000
	45	4,500	5,850	9,000	13,500
	50	5,000	6,500	10,000	15,000
	55	5,500	7,150	11,000	16,500
	60	6,000	7,800	12,000	18,000
	90	9,000	11,700	18,000	27,000
	120	12,000	15,600	24,000	36,000
180	18,000	23,400	36,000	54,000	

Group 1		Rate Level			
Fringe Time		RB	FB	F1	F2
TVC Duration ('Second)	5	190	240	370	560
	10	370	490	750	1,120
	15	560	730	1,120	1,680
	20	750	970	1,490	2,240
	25	930	1,220	1,870	2,800
	30	1,120	1,460	2,240	3,360
	35	1,310	1,700	2,610	3,920
	40	1,490	1,950	2,990	4,480
	45	1,680	2,190	3,360	5,040
	50	1,870	2,430	3,730	5,600
	55	2,050	2,680	4,110	6,160
	60	2,240	2,920	4,480	6,720
	90	3,360	4,380	6,720	10,080
	120	4,480	5,840	8,960	13,440
180	6,720	8,760	13,440	20,160	

Group 2		Rate Level			
Prime Time		RB	FB	F1	F2
TVC Duration ('Second)	5	200	260	400	600
	10	400	520	800	1,200
	15	600	780	1,200	1,800
	20	800	1,040	1,600	2,400
	25	1,000	1,300	2,000	3,000
	30	1,200	1,560	2,400	3,600
	35	1,400	1,820	2,800	4,200
	40	1,600	2,080	3,200	4,800
	45	1,800	2,340	3,600	5,400
	50	2,000	2,600	4,000	6,000
	55	2,200	2,860	4,400	6,600
	60	2,400	3,120	4,800	7,200
	90	3,600	4,680	7,200	10,800
	120	4,800	6,240	9,600	14,400
180	7,200	9,360	14,400	21,600	

Group 2		Rate Level			
Fringe Time		RB	FB	F1	F2
TVC Duration ('Second)	5	80	100	150	230
	10	150	200	300	450
	15	230	300	450	680
	20	300	390	600	900
	25	380	490	750	1,130
	30	450	590	900	1,350
	35	530	690	1,050	1,580
	40	600	790	1,200	1,800
	45	680	890	1,350	2,030
	50	750	980	1,500	2,250
	55	830	1,080	1,650	2,480
	60	900	1,180	1,800	2,700
	90	1,350	1,770	2,700	4,050
	120	1,800	2,360	3,600	5,400
180	2,700	3,540	5,400	8,100	

Group 3		Rate Level			
Prime Time		RB	FB	F1	F2
TVC Duration ('Second)	5	100	130	200	300
	10	200	260	400	600
	15	300	390	600	900
	20	400	520	800	1,200
	25	500	650	1,000	1,500
	30	600	780	1,200	1,800
	35	700	910	1,400	2,100
	40	800	1,040	1,600	2,400
	45	900	1,170	1,800	2,700
	50	1,000	1,300	2,000	3,000
	55	1,100	1,430	2,200	3,300
	60	1,200	1,560	2,400	3,600
	90	1,800	2,340	3,600	5,400
	120	2,400	3,120	4,800	7,200
180	3,600	4,680	7,200	10,800	

Group 3		Rate Level			
Fringe Time		RB	FB	F1	F2
TVC Duration ('Second)	5	40	50	70	110
	10	70	100	150	220
	15	110	150	220	330
	20	150	190	290	440
	25	180	240	370	550
	30	220	290	440	660
	35	260	340	510	770
	40	290	390	590	880
	45	330	440	660	990
	50	370	480	730	1,100
	55	400	530	810	1,210
	60	440	580	880	1,320
	90	660	870	1,320	1,980
	120	880	1,160	1,760	2,640
180	1,320	1,740	2,640	3,960	



## b) Channel Groups

Table 1:

Channel Name	Channel No.
<b>Channel Group A</b>	
Now NEWS	332
<b>Channel Group 1</b>	
Now Baogu Movies	133
SCM	139
Now Business News Channel	333
Now Sports Premier League 1-6	621-626
<b>Channel Group 2</b>	
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
<b>Channel Group 3</b>	
Animax	150
CNBC	319
Bloomberg Television	321
Now668	668
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: F2, F1, 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 F1 or F2 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 F1 or F2 rate up to FOUR (4) Business Days before the date of broadcast.

**F1:** Subject to availability, a fixed position Spot within a specific time zone may be bought at F1 rate. This F1 Spot is subject to pre-emption by a Spot bought at the higher rate class of F2 rate up to FOUR (4) Business Days before the date of broadcast.

**F2:** Subject to availability, a fixed position Spot may be bought at F2 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 2021 and 31 December 2021;
- 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 2021 and 31 December 2021;
- 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:**

<b>Aggregate Advertising Expenditure in 2021**</b>	<b>Volume Discount (%)</b>
<b>\$200,000 - \$500,000</b>	<b>2.5%</b>
<b>\$500,001 - \$1,000,000</b>	<b>5.0%</b>
<b>\$1,000,001 - \$2,000,000</b>	<b>7.5%</b>
<b>\$2,000,001 - \$4,000,000</b>	<b>10.0%</b>
<b>\$4,000,001 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 2021 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 2021 and 31 December 2021 (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
  - 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	Audio	Format	AES - 3 (SMPTE 382M)
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File	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