



## 2022 Now TV Rate Card No. 17

(Effective from 1 January 2022)

### 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	680	890	1,370	2,050
	10	1,370	1,780	2,730	4,100
	15	2,050	2,670	4,100	6,150
	20	2,730	3,550	5,470	8,200
	25	3,420	4,440	6,830	10,250
	30	4,100	5,330	8,200	12,300
	35	4,780	6,220	9,570	14,350
	40	5,470	7,110	10,930	16,400
	45	6,150	8,000	12,300	18,450
	50	6,830	8,880	13,670	20,500
	55	7,520	9,770	15,030	22,550
	60	8,200	10,660	16,400	24,600
	90	12,300	15,990	24,600	36,900
	120	16,400	21,320	32,800	49,200
180	24,600	31,980	49,200	73,800	

Group A		Rate Level			
Fringe Time		RB	FB	F1	F2
TVC Duration ('second)	5	260	330	510	770
	10	510	660	1,020	1,530
	15	770	1,000	1,530	2,300
	20	1,020	1,330	2,040	3,060
	25	1,280	1,660	2,550	3,830
	30	1,530	1,990	3,060	4,590
	35	1,790	2,320	3,570	5,360
	40	2,040	2,650	4,080	6,120
	45	2,300	2,990	4,590	6,890
	50	2,550	3,320	5,100	7,650
	55	2,810	3,650	5,610	8,420
	60	3,060	3,980	6,120	9,180
	90	4,590	5,970	9,180	13,770
	120	6,120	7,960	12,240	18,360
180	9,180	11,940	18,360	27,540	

Group 1		Rate Level			
Prime Time		RB	FB	F1	F2
TVC Duration ('second)	5	530	680	1,050	1,580
	10	1,050	1,370	2,100	3,150
	15	1,580	2,050	3,150	4,730
	20	2,100	2,730	4,200	6,300
	25	2,630	3,420	5,250	7,880
	30	3,150	4,100	6,300	9,450
	35	3,680	4,780	7,350	11,030
	40	4,200	5,470	8,400	12,600
	45	4,730	6,150	9,450	14,180
	50	5,250	6,830	10,500	15,750
	55	5,780	7,520	11,550	17,330
	60	6,300	8,200	12,600	18,900
	90	9,450	12,300	18,900	28,350
	120	12,600	16,400	25,200	37,800
180	18,900	24,600	37,800	56,700	

Group 1		Rate Level			
Fringe Time		RB	FB	F1	F2
TVC Duration ('second)	5	200	260	390	590
	10	390	510	790	1,180
	15	590	770	1,180	1,770
	20	790	1,020	1,570	2,360
	25	980	1,280	1,970	2,950
	30	1,180	1,530	2,360	3,540
	35	1,380	1,790	2,750	4,130
	40	1,570	2,040	3,150	4,720
	45	1,770	2,300	3,540	5,310
	50	1,970	2,550	3,930	5,900
	55	2,160	2,810	4,330	6,490
	60	2,360	3,060	4,720	7,080
	90	3,540	4,590	7,080	10,620
	120	4,720	6,120	9,440	14,160
180	7,080	9,180	14,160	21,240	



Group 2		Rate Level			
Prime Time		RB	FB	F1	F2
TVC Duration ('Second)	5	210	270	420	630
	10	420	550	840	1,260
	15	630	820	1,260	1,890
	20	840	1,090	1,680	2,520
	25	1,050	1,370	2,100	3,150
	30	1,260	1,640	2,520	3,780
	35	1,470	1,910	2,940	4,410
	40	1,680	2,190	3,360	5,040
	45	1,890	2,460	3,780	5,670
	50	2,100	2,730	4,200	6,300
	55	2,310	3,010	4,620	6,930
	60	2,520	3,280	5,040	7,560
	90	3,780	4,920	7,560	11,340
	120	5,040	6,560	10,080	15,120
180	7,560	9,840	15,120	22,680	

Group 2		Rate Level			
Fringe Time		RB	FB	F1	F2
TVC Duration ('Second)	5	80	100	160	240
	10	160	200	310	470
	15	240	310	470	710
	20	310	410	630	940
	25	390	510	780	1,180
	30	470	610	940	1,410
	35	550	710	1,100	1,650
	40	630	810	1,250	1,880
	45	710	920	1,410	2,120
	50	780	1,020	1,570	2,350
	55	860	1,120	1,720	2,590
	60	940	1,220	1,880	2,820
	90	1,410	1,830	2,820	4,230
	120	1,880	2,440	3,760	5,640
180	2,820	3,660	5,640	8,460	

Group 3		Rate Level			
Prime Time		RB	FB	F1	F2
TVC Duration ('Second)	5	110	140	210	320
	10	210	270	420	630
	15	320	410	630	950
	20	420	550	840	1,260
	25	530	680	1,050	1,580
	30	630	820	1,260	1,890
	35	740	960	1,470	2,210
	40	840	1,090	1,680	2,520
	45	950	1,230	1,890	2,840
	50	1,050	1,370	2,100	3,150
	55	1,160	1,500	2,310	3,470
	60	1,260	1,640	2,520	3,780
	90	1,890	2,460	3,780	5,670
	120	2,520	3,280	5,040	7,560
180	3,780	4,920	7,560	11,340	

Group 3		Rate Level			
Fringe Time		RB	FB	F1	F2
TVC Duration ('Second)	5	40	50	80	120
	10	80	100	160	240
	15	120	160	240	360
	20	160	210	320	480
	25	200	260	400	600
	30	240	310	480	720
	35	280	360	560	840
	40	320	410	640	960
	45	360	470	720	1,080
	50	400	520	800	1,200
	55	440	570	880	1,320
	60	480	620	960	1,440
	90	720	930	1,440	2,160
	120	960	1,240	1,920	2,880
180	1,440	1,860	2,880	4,320	



**b) Channel Groups**

**Table 1:**

<b>Channel Name</b>	<b>Channel No.</b>
<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
Now Baogu Superstars	138
Discovery Channel	209
Animal Planet	210
TLC	213
National Geographic	215
Nat Geo Wild	216
AXN	512
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
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 2022 and 31 December 2022;
- 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 2022 and 31



- December 2022;
- 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 2022**</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 2022 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 2022 and 31 December 2022 (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 <https://www.nowtv.now.com/advertiser/>)



## 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 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