



## 2023 Now TV Rate Card No. 18

(Effective from 1 January 2023)

### 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 Prime Time		Rate Level			
		RB	FB	F1	F2
TVC Duration (Second)	5	720	930	1,440	2,160
	10	1,440	1,870	2,870	4,310
	15	2,160	2,800	4,310	6,470
	20	2,870	3,730	5,750	8,620
	25	3,590	4,670	7,180	10,780
	30	4,310	5,600	8,620	12,930
	35	5,030	6,530	10,060	15,090
	40	5,750	7,470	11,490	17,240
	45	6,470	8,400	12,930	19,400
	50	7,180	9,330	14,370	21,550
	55	7,900	10,270	15,800	23,710
	60	8,620	11,200	17,240	25,860
	90	12,930	16,800	25,860	38,790
	120	17,240	22,400	34,480	51,720
180	25,860	33,600	51,720	77,580	

Group A Fringe Time		Rate Level			
		RB	FB	F1	F2
TVC Duration (Second)	5	270	350	540	810
	10	540	700	1,070	1,610
	15	810	1,050	1,610	2,420
	20	1,070	1,390	2,150	3,220
	25	1,340	1,740	2,680	4,030
	30	1,610	2,090	3,220	4,830
	35	1,880	2,440	3,760	5,640
	40	2,150	2,790	4,290	6,440
	45	2,420	3,140	4,830	7,250
	50	2,680	3,480	5,370	8,050
	55	2,950	3,830	5,900	8,860
	60	3,220	4,180	6,440	9,660
	90	4,830	6,270	9,660	14,490
	120	6,440	8,360	12,880	19,320
180	9,660	12,540	19,320	28,980	

Group 1 Prime Time		Rate Level			
		RB	FB	F1	F2
TVC Duration (Second)	5	550	720	1,100	1,660
	10	1,100	1,430	2,210	3,310
	15	1,660	2,150	3,310	4,970
	20	2,210	2,870	4,410	6,620
	25	2,760	3,580	5,520	8,280
	30	3,310	4,300	6,620	9,930
	35	3,860	5,020	7,720	11,590
	40	4,410	5,730	8,830	13,240
	45	4,970	6,450	9,930	14,900
	50	5,520	7,170	11,030	16,550
	55	6,070	7,880	12,140	18,210
	60	6,620	8,600	13,240	19,860
	90	9,930	12,900	19,860	29,790
	120	13,240	17,200	26,480	39,720
180	19,860	25,800	39,720	59,580	

Group 1 Fringe Time		Rate Level			
		RB	FB	F1	F2
TVC Duration (Second)	5	210	270	410	620
	10	410	540	830	1,240
	15	620	810	1,240	1,860
	20	830	1,070	1,650	2,480
	25	1,030	1,340	2,070	3,100
	30	1,240	1,610	2,480	3,720
	35	1,450	1,880	2,890	4,340
	40	1,650	2,150	3,310	4,960
	45	1,860	2,420	3,720	5,580
	50	2,070	2,680	4,130	6,200
	55	2,270	2,950	4,550	6,820
	60	2,480	3,220	4,960	7,440
	90	3,720	4,830	7,440	11,160
	120	4,960	6,440	9,920	14,880
180	7,440	9,660	14,880	22,320	



Group 2 Prime Time		Rate Level			
		RB	FB	F1	F2
TVC Duration (Second)	5	220	290	440	660
	10	440	570	880	1,320
	15	660	860	1,320	1,980
	20	880	1,150	1,760	2,640
	25	1,100	1,430	2,200	3,300
	30	1,320	1,720	2,640	3,960
	35	1,540	2,010	3,080	4,620
	40	1,760	2,290	3,520	5,280
	45	1,980	2,580	3,960	5,940
	50	2,200	2,870	4,400	6,600
	55	2,420	3,150	4,840	7,260
	60	2,640	3,440	5,280	7,920
	90	3,960	5,160	7,920	11,880
	120	5,280	6,880	10,560	15,840
180	7,920	10,320	15,840	23,760	

Group 2 Fringe Time		Rate Level			
		RB	FB	F1	F2
TVC Duration (Second)	5	90	110	170	250
	10	170	210	330	490
	15	250	320	490	740
	20	330	430	650	980
	25	410	530	820	1,230
	30	490	640	980	1,470
	35	570	750	1,140	1,720
	40	650	850	1,310	1,960
	45	740	960	1,470	2,210
	50	820	1,070	1,630	2,450
	55	900	1,170	1,800	2,700
	60	980	1,280	1,960	2,940
	90	1,470	1,920	2,940	4,410
	120	1,960	2,560	3,920	5,880
180	2,940	3,840	5,880	8,820	

Group 3 Prime Time		Rate Level			
		RB	FB	F1	F2
TVC Duration (Second)	5	120	150	220	330
	10	220	290	440	660
	15	330	430	660	990
	20	440	570	880	1,320
	25	550	720	1,100	1,650
	30	660	860	1,320	1,980
	35	770	1,000	1,540	2,310
	40	880	1,150	1,760	2,640
	45	990	1,290	1,980	2,970
	50	1,100	1,430	2,200	3,300
	55	1,210	1,580	2,420	3,630
	60	1,320	1,720	2,640	3,960
	90	1,980	2,580	3,960	5,940
	120	2,640	3,440	5,280	7,920
180	3,960	5,160	7,920	11,880	

Group 3 Fringe Time		Rate Level			
		RB	FB	F1	F2
TVC Duration (Second)	5	50	60	90	130
	10	90	110	170	250
	15	130	170	250	380
	20	170	220	330	500
	25	210	280	420	630
	30	250	330	500	750
	35	290	390	580	880
	40	330	440	670	1,000
	45	380	500	750	1,130
	50	420	550	830	1,250
	55	460	610	920	1,380
	60	500	660	1,000	1,500
	90	750	990	1,500	2,250
	120	1,000	1,320	2,000	3,000
180	1,500	1,980	3,000	4,500	



**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>	
Viu	102
Now Chinese Drama Channel	105
NowJelli	108
Now Baogu Superstars	138
tvN	155
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 3	643
beIN SPORTS 4	644
beIN SPORTS 5	645
SPOTV	670
Now Sports Plus	680
<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 2023 and 31 December 2023;
- 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 2023 and 31 December 2023;
- 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 2023**</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 2023 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 2023 and 31 December 2023 (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/>)