



## **2024 Now TV Rate Card No. 19**

**(Effective from 1 January 2024)**

### **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	760	980	1,510	2,270
	10	1,510	1,960	3,020	4,530
	15	2,270	2,950	4,530	6,800
	20	3,020	3,930	6,040	9,060
	25	3,780	4,910	7,550	11,330
	30	4,530	5,890	9,060	13,590
	35	5,290	6,870	10,570	15,860
	40	6,040	7,850	12,080	18,120
	45	6,800	8,840	13,590	20,390
	50	7,550	9,820	15,100	22,650
	55	8,310	10,800	16,610	24,920
	60	9,060	11,780	18,120	27,180
	90	13,590	17,670	27,180	40,770
	120	18,120	23,560	36,240	54,360
	180	27,180	35,340	54,360	81,540

Group A Fringe Time		Rate Level			
		RB	FB	F1	F2
TVC Duration ('Second)	5	290	370	570	850
	10	570	740	1,130	1,690
	15	850	1,100	1,690	2,540
	20	1,130	1,470	2,250	3,380
	25	1,410	1,830	2,820	4,230
	30	1,690	2,200	3,380	5,070
	35	1,970	2,570	3,940	5,920
	40	2,250	2,930	4,510	6,760
	45	2,540	3,300	5,070	7,610
	50	2,820	3,670	5,630	8,450
	55	3,100	4,030	6,200	9,300
	60	3,380	4,400	6,760	10,140
	90	5,070	6,600	10,140	15,210
	120	6,760	8,800	13,520	20,280
	180	10,140	13,200	20,280	30,420

Group 1 Prime Time		Rate Level			
		RB	FB	F1	F2
TVC Duration ('Second)	5	580	750	1,160	1,740
	10	1,160	1,510	2,320	3,480
	15	1,740	2,260	3,480	5,220
	20	2,320	3,010	4,640	6,960
	25	2,900	3,770	5,800	8,700
	30	3,480	4,520	6,960	10,440
	35	4,060	5,270	8,120	12,180
	40	4,640	6,030	9,280	13,920
	45	5,220	6,780	10,440	15,660
	50	5,800	7,530	11,600	17,400
	55	6,380	8,290	12,760	19,140
	60	6,960	9,040	13,920	20,880
	90	10,440	13,560	20,880	31,320
	120	13,920	18,080	27,840	41,760
	180	20,880	27,120	41,760	62,640

Group 1 Fringe Time		Rate Level			
		RB	FB	F1	F2
TVC Duration ('Second)	5	220	280	430	650
	10	430	560	870	1,300
	15	650	850	1,300	1,950
	20	870	1,130	1,730	2,600
	25	1,080	1,410	2,170	3,250
	30	1,300	1,690	2,600	3,900
	35	1,520	1,970	3,030	4,550
	40	1,730	2,250	3,470	5,200
	45	1,950	2,540	3,900	5,850
	50	2,170	2,820	4,330	6,500
	55	2,380	3,100	4,770	7,150
	60	2,600	3,380	5,200	7,800
	90	3,900	5,070	7,800	11,700
	120	5,200	6,760	10,400	15,600
	180	7,800	10,140	15,600	23,400



Group 2 Prime Time		Rate Level			
		RB	FB	F1	F2
TVC Duration ('Second)	5	230	300	460	700
	10	460	600	930	1,390
	15	700	910	1,390	2,090
	20	930	1,210	1,850	2,780
	25	1,160	1,510	2,320	3,480
	30	1,390	1,810	2,780	4,170
	35	1,620	2,110	3,240	4,870
	40	1,850	2,410	3,710	5,560
	45	2,090	2,720	4,170	6,260
	50	2,320	3,020	4,630	6,950
	55	2,550	3,320	5,100	7,650
	60	2,780	3,620	5,560	8,340
	90	4,170	5,430	8,340	12,510
	120	5,560	7,240	11,120	16,680
	180	8,340	10,860	16,680	25,020

Group 2 Fringe Time		Rate Level			
		RB	FB	F1	F2
TVC Duration ('Second)	5	100	120	180	260
	10	180	230	350	510
	15	260	340	520	770
	20	340	450	690	1,030
	25	430	560	860	1,280
	30	510	670	1,030	1,540
	35	600	780	1,200	1,800
	40	680	890	1,370	2,050
	45	770	1,010	1,550	2,310
	50	850	1,120	1,720	2,570
	55	940	1,230	1,890	2,820
	60	1,020	1,340	2,060	3,080
	90	1,530	2,010	3,090	4,620
	120	2,040	2,680	4,120	6,160
	180	3,060	4,020	6,180	9,240

Group 3 Prime Time		Rate Level			
		RB	FB	F1	F2
TVC Duration ('Second)	5	130	160	230	350
	10	240	300	460	690
	15	350	450	690	1,040
	20	460	600	920	1,380
	25	580	750	1,150	1,730
	30	690	900	1,380	2,070
	35	810	1,050	1,610	2,420
	40	920	1,200	1,840	2,760
	45	1,040	1,350	2,070	3,110
	50	1,150	1,500	2,300	3,450
	55	1,270	1,650	2,530	3,800
	60	1,380	1,800	2,760	4,140
	90	2,070	2,700	4,140	6,210
	120	2,760	3,600	5,520	8,280
	180	4,140	5,400	8,280	12,420

Group 3 Fringe Time		Rate Level			
		RB	FB	F1	F2
TVC Duration ('Second)	5	60	70	100	140
	10	100	120	180	270
	15	140	180	270	410
	20	180	240	360	540
	25	230	300	450	680
	30	270	350	540	810
	35	320	410	630	950
	40	360	470	720	1,080
	45	410	530	810	1,220
	50	450	580	900	1,350
	55	500	640	990	1,490
	60	540	700	1,080	1,620
	90	810	1,050	1,620	2,430
	120	1,080	1,400	2,160	3,240
	180	1,620	2,100	3,240	4,860



## b) Channel Groups

Table 1:

Channel Name	Channel No.
<b>Channel Group A</b>	
Now NEWS	332
<b>Channel Group 1</b>	
MOVIE MOVIE	116
Now Baogu Movies	133
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
Outdoor Channel	221
AXN	512
Food Network	526
Now Sports Prime	630
Now Sports 1	631
Now Sports 2	632
Now Sports 3	633
Now Sports 4	634
Now Sports 6	636
Now Sports 7	637
beIN SPORTS 1	638
beIN SPORTS 2	639
Now Sports 641	641
beIN SPORTS 3	643
beIN SPORTS 4	644
beIN SPORTS 5	645
SPOTV	670
SPOTV2	671
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 2024 and 31 December 2024;
- 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 2024 and 31 December 2024;
- 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 2024**</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 2024 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 2024 and 31 December 2024 (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/>)