



2019 Now TV Rate Card No.14

(Effective from 1 January 2019)

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	450	590	910
	10	910	1,180	1,810
	15	1,360	1,770	2,720
	20	1,810	2,360	3,630
	25	2,270	2,950	4,530
	30	2,720	3,540	5,440
	35	3,170	4,130	6,350
	40	3,630	4,720	7,250
	45	4,080	5,310	8,160
	50	4,530	5,900	9,070
	55	4,990	6,490	9,970
	60	5,440	7,080	10,880
	90	8,160	10,620	16,320
	120	10,880	14,160	21,760
	180	16,320	21,240	32,640

Group 1 Fringe Time		Rate Level		
		RB	FB	TR
TVC Duration ('Second)	5	170	220	340
	10	340	440	680
	15	510	670	1,020
	20	680	890	1,360
	25	850	1,110	1,700
	30	1,020	1,330	2,040
	35	1,190	1,550	2,380
	40	1,360	1,770	2,720
	45	1,530	2,000	3,060
	50	1,700	2,220	3,400
	55	1,870	2,440	3,740
	60	2,040	2,660	4,080
	90	3,060	3,990	6,120
	120	4,080	5,320	8,160
	180	6,120	7,980	12,240

Group 2		Rate Level		
Prime Time		RB	FB	TR
TVC Duration ('Second)	5	180	240	360
	10	360	470	730
	15	550	710	1,090
	20	730	950	1,450
	25	910	1,180	1,820
	30	1,090	1,420	2,180
	35	1,270	1,660	2,540
	40	1,450	1,890	2,910
	45	1,640	2,130	3,270
	50	1,820	2,370	3,630
	55	2,000	2,600	4,000
	60	2,180	2,840	4,360
	90	3,270	4,260	6,540
	120	4,360	5,680	8,720
	180	6,540	8,520	13,080

Group 2		Rate Level		
Fringe Time		RB	FB	TR
TVC Duration ('Second)	5	70	90	140
	10	140	180	270
	15	210	270	410
	20	270	350	550
	25	340	440	680
	30	410	530	820
	35	480	620	960
	40	550	710	1,090
	45	620	800	1,230
	50	680	880	1,370
	55	750	970	1,500
	60	820	1,060	1,640
	90	1,230	1,590	2,460
	120	1,640	2,120	3,280
	180	2,460	3,180	4,920

Group 3		Rate Level		
Prime Time		RB	FB	TR
TVC Duration ('Second)	5	90	120	180
	10	180	230	360
	15	270	350	540
	20	360	470	720
	25	450	580	900
	30	540	700	1,080
	35	630	820	1,260
	40	720	930	1,440
	45	810	1,050	1,620
	50	900	1,170	1,800
	55	990	1,280	1,980
	60	1,080	1,400	2,160
	90	1,620	2,100	3,240
	120	2,160	2,800	4,320
	180	3,240	4,200	6,480

Group 3		Rate Level		
Fringe Time		RB	FB	TR
TVC Duration ('Second)	5	30	40	70
	10	70	90	130
	15	100	130	200
	20	130	170	270
	25	170	220	330
	30	200	260	400
	35	230	300	470
	40	270	350	530
	45	300	390	600
	50	330	430	670
	55	370	480	730
	60	400	520	800
	90	600	780	1,200
	120	800	1,040	1,600
	180	1,200	1,560	2,400



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 2019 and 31 December 2019;
- 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 2019 and 31 December 2019;
- 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 2019**	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 2019 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 2019 and 31 December 2019 (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 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