



2025 Now TV Rate Card No. 20

(Effective from 1 January 2025)

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 | 800 | 1,030 | 1,590 | 2,380 |
| | 10 | 1,590 | 2,060 | 3,170 | 4,760 |
| | 15 | 2,380 | 3,100 | 4,760 | 7,140 |
| | 20 | 3,170 | 4,130 | 6,350 | 9,520 |
| | 25 | 3,970 | 5,160 | 7,930 | 11,900 |
| | 30 | 4,760 | 6,190 | 9,520 | 14,280 |
| | 35 | 5,550 | 7,220 | 11,110 | 16,660 |
| | 40 | 6,350 | 8,250 | 12,690 | 19,040 |
| | 45 | 7,140 | 9,290 | 14,280 | 21,420 |
| | 50 | 7,930 | 10,320 | 15,870 | 23,800 |
| | 55 | 8,730 | 11,350 | 17,450 | 26,180 |
| | 60 | 9,520 | 12,380 | 19,040 | 28,560 |
| | 90 | 14,280 | 18,570 | 28,560 | 42,840 |
| | 120 | 19,040 | 24,760 | 38,080 | 57,120 |
| 180 | 28,560 | 37,140 | 57,120 | 85,680 | |

| Group A | | Rate Level | | | |
|------------------------|--------|------------|--------|--------|--------|
| Fringe Time | | RB | FB | F1 | F2 |
| TVC Duration ('Second) | 5 | 300 | 390 | 600 | 890 |
| | 10 | 600 | 780 | 1,190 | 1,780 |
| | 15 | 890 | 1,160 | 1,780 | 2,670 |
| | 20 | 1,190 | 1,540 | 2,370 | 3,560 |
| | 25 | 1,480 | 1,930 | 2,970 | 4,450 |
| | 30 | 1,780 | 2,310 | 3,560 | 5,340 |
| | 35 | 2,080 | 2,700 | 4,150 | 6,230 |
| | 40 | 2,370 | 3,080 | 4,750 | 7,120 |
| | 45 | 2,670 | 3,470 | 5,340 | 8,010 |
| | 50 | 2,970 | 3,850 | 5,930 | 8,900 |
| | 55 | 3,260 | 4,240 | 6,530 | 9,790 |
| | 60 | 3,560 | 4,620 | 7,120 | 10,680 |
| | 90 | 5,340 | 6,930 | 10,680 | 16,020 |
| | 120 | 7,120 | 9,240 | 14,240 | 21,360 |
| 180 | 10,680 | 13,860 | 21,360 | 32,040 | |

| Group 1 | | Rate Level | | | |
|------------------------|--------|------------|--------|--------|--------|
| Prime Time | | RB | FB | F1 | F2 |
| TVC Duration ('Second) | 5 | 610 | 790 | 1,220 | 1,830 |
| | 10 | 1,220 | 1,580 | 2,430 | 3,650 |
| | 15 | 1,830 | 2,380 | 3,650 | 5,480 |
| | 20 | 2,430 | 3,170 | 4,870 | 7,300 |
| | 25 | 3,040 | 3,960 | 6,080 | 9,130 |
| | 30 | 3,650 | 4,750 | 7,300 | 10,950 |
| | 35 | 4,260 | 5,540 | 8,520 | 12,780 |
| | 40 | 4,870 | 6,330 | 9,730 | 14,600 |
| | 45 | 5,480 | 7,130 | 10,950 | 16,430 |
| | 50 | 6,080 | 7,920 | 12,170 | 18,250 |
| | 55 | 6,690 | 8,710 | 13,380 | 20,080 |
| | 60 | 7,300 | 9,500 | 14,600 | 21,900 |
| | 90 | 10,950 | 14,250 | 21,900 | 32,850 |
| | 120 | 14,600 | 19,000 | 29,200 | 43,800 |
| 180 | 21,900 | 28,500 | 43,800 | 65,700 | |

| Group 1 | | Rate Level | | | |
|------------------------|-------|------------|--------|--------|--------|
| Fringe Time | | RB | FB | F1 | F2 |
| TVC Duration ('Second) | 5 | 230 | 300 | 460 | 690 |
| | 10 | 460 | 590 | 910 | 1,370 |
| | 15 | 690 | 890 | 1,370 | 2,060 |
| | 20 | 910 | 1,190 | 1,830 | 2,740 |
| | 25 | 1,140 | 1,480 | 2,280 | 3,430 |
| | 30 | 1,370 | 1,780 | 2,740 | 4,110 |
| | 35 | 1,600 | 2,080 | 3,200 | 4,800 |
| | 40 | 1,830 | 2,370 | 3,650 | 5,480 |
| | 45 | 2,060 | 2,670 | 4,110 | 6,170 |
| | 50 | 2,280 | 2,970 | 4,570 | 6,850 |
| | 55 | 2,510 | 3,260 | 5,020 | 7,540 |
| | 60 | 2,740 | 3,560 | 5,480 | 8,220 |
| | 90 | 4,110 | 5,340 | 8,220 | 12,330 |
| | 120 | 5,480 | 7,120 | 10,960 | 16,440 |
| 180 | 8,220 | 10,680 | 16,440 | 24,660 | |



| Group 2 | | Rate Level | | | |
|------------------------|-------|------------|--------|--------|--------|
| Prime 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 2 | | Rate Level | | | |
|------------------------|-------|------------|-------|-------|-------|
| Fringe Time | | RB | FB | F1 | F2 |
| TVC Duration ('Second) | 5 | 100 | 120 | 180 | 270 |
| | 10 | 180 | 230 | 360 | 540 |
| | 15 | 270 | 360 | 540 | 810 |
| | 20 | 360 | 470 | 720 | 1,080 |
| | 25 | 450 | 580 | 900 | 1,350 |
| | 30 | 540 | 700 | 1,080 | 1,620 |
| | 35 | 630 | 820 | 1,260 | 1,890 |
| | 40 | 720 | 930 | 1,440 | 2,160 |
| | 45 | 810 | 1,050 | 1,620 | 2,430 |
| | 50 | 900 | 1,170 | 1,800 | 2,700 |
| | 55 | 990 | 1,280 | 1,980 | 2,970 |
| | 60 | 1,080 | 1,400 | 2,160 | 3,240 |
| | 90 | 1,620 | 2,100 | 3,240 | 4,860 |
| | 120 | 2,160 | 2,800 | 4,320 | 6,480 |
| 180 | 3,240 | 4,200 | 6,480 | 9,720 | |

| Group 3 | | Rate Level | | | |
|------------------------|-------|------------|-------|--------|-------|
| Prime Time | | RB | FB | F1 | F2 |
| TVC Duration ('Second) | 5 | 140 | 170 | 240 | 370 |
| | 10 | 250 | 320 | 480 | 720 |
| | 15 | 370 | 470 | 720 | 1,090 |
| | 20 | 480 | 630 | 960 | 1,440 |
| | 25 | 610 | 780 | 1,200 | 1,800 |
| | 30 | 720 | 940 | 1,440 | 2,160 |
| | 35 | 840 | 1,100 | 1,680 | 2,520 |
| | 40 | 960 | 1,250 | 1,920 | 2,880 |
| | 45 | 1,080 | 1,410 | 2,160 | 3,240 |
| | 50 | 1,200 | 1,570 | 2,400 | 3,600 |
| | 55 | 1,320 | 1,720 | 2,640 | 3,960 |
| | 60 | 1,440 | 1,880 | 2,880 | 4,320 |
| | 90 | 2,160 | 2,820 | 4,320 | 6,480 |
| | 120 | 2,880 | 3,760 | 5,760 | 8,640 |
| 180 | 4,320 | 5,640 | 8,640 | 12,960 | |

| Group 3 | | Rate Level | | | |
|------------------------|-------|------------|-------|-------|-------|
| Fringe Time | | RB | FB | F1 | F2 |
| TVC Duration ('Second) | 5 | 60 | 70 | 110 | 150 |
| | 10 | 100 | 130 | 190 | 290 |
| | 15 | 150 | 190 | 290 | 440 |
| | 20 | 190 | 250 | 390 | 580 |
| | 25 | 240 | 320 | 480 | 730 |
| | 30 | 290 | 380 | 580 | 870 |
| | 35 | 340 | 440 | 680 | 1,020 |
| | 40 | 390 | 510 | 770 | 1,160 |
| | 45 | 440 | 570 | 870 | 1,310 |
| | 50 | 480 | 630 | 970 | 1,450 |
| | 55 | 530 | 700 | 1,060 | 1,600 |
| | 60 | 580 | 760 | 1,160 | 1,740 |
| | 90 | 870 | 1,140 | 1,740 | 2,610 |
| | 120 | 1,160 | 1,520 | 2,320 | 3,480 |
| 180 | 1,740 | 2,280 | 3,480 | 5,220 | |



b) Channel Groups

Table 1:

| Channel Name | Channel No. |
|-------------------------------|--------------------|
| Channel Group A | |
| Now NEWS | 332 |
| Channel Group 1 | |
| MOVIE MOVIE | 116 |
| Now Baogu Movies | 133 |
| Now Business News Channel | 333 |
| Now Sports Premier League 1-6 | 621-626 |
| Channel Group 2 | |
| 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 |
| | 629 |
| 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 |
| Channel Group 3 | |
| 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, Now TV Limited shall offer an alternative Spot to any Advertiser whose Booking was pre-empted. If such Advertiser fails to notify Now TV Limited 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 Now TV Limited, the Advertiser shall be deemed to have accepted the alternative Spot offered.

When a Spot is pre-empted, an Advertiser may request Now TV Limited 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 2025 and 31 December 2025;
- 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 2025 and 31 December 2025;



- iii. replace the Spot with another Spot from another channel group (subject to payment of any additional charges); or
- iv. cancel the Spot;

and Now TV Limited 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 Now TV Limited 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 2025** | 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 2025 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 2025 and 31 December 2025 (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/>)