



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
Panda Channel	200
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
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/>)