



Hong Kong Movie Lifestyle

Launched in Jan 2009

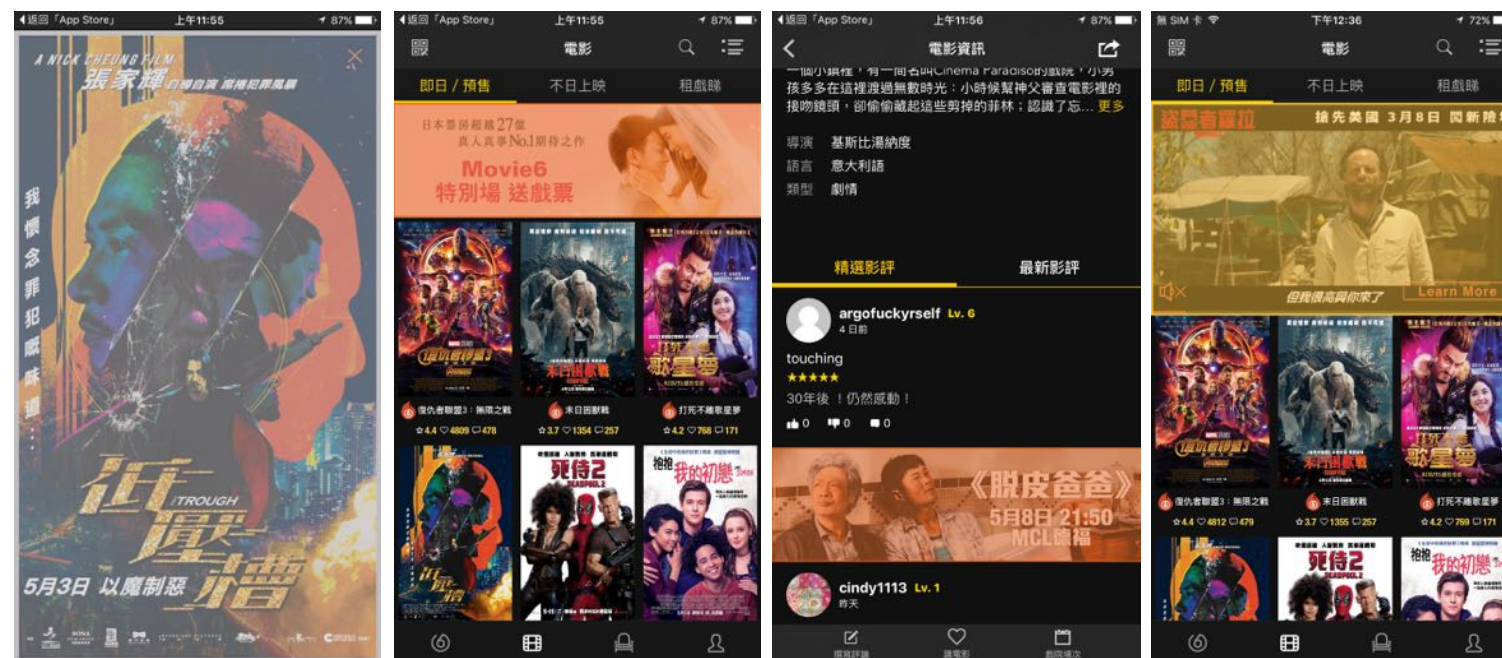
The most popular movie app in Hong Kong, bringing all movie-lovers a complete movie listing with show time, real-time seating plan, ticketing, cinema information and movie reviews.

- All Time Top 10 download iPhone application
- Hong Kong Marketing Smartphone Apps Popularity Award 2011
- Marketing Magazine's Marketing Excellence Awards 2012 (Excellence in Mobile Marketing Bronze Award)
- MOB-EX Awards 2012 (Best Direct Response Campaign Gold Award)
- Asia Smartphone Apps Contest 2016
- Creative Lifestyle – Certificate of Merits

Total No. of Download:

iOS: 1,700,000+

Android: 1,300,000+



| Format | | Interstitial | | Maxi Banner | Video banner |
|--------------------|---------|---|----------------------|---|---|
| Platform | | iPhone | Android | iPhone & Android | iPhone & Android |
| Unit | | HK\$ 25,000 | HK\$ 25,000 | HK\$ 50 / CPM | HK\$ 150/CPM |
| SOV% | | 25% | | - | - |
| Minimum Buy (Nett) | | - | | HK\$ 20,000 | HK\$ 50,000 |
| Duration | | 7 Consecutive Days | | | |
| Dimension | iPhone | 640px(w) x 1096px(h) | - | 640px(w) x 200px(h) | 640px(w) x 360px(h) |
| | Android | - | 960px(w) x 1380px(h) | | |
| Remarks | | - Interstitial will pop up only when users launch app or resume app from background - iPhone Interstitial will pop up on iPhone 5 and above devices only | | - Position: Run-of-app - Loading fee will be applied on special distribution arrangement | - Position: List view & Grid view - Close button is positioned at the top right corner |



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| Format | | Advertorial | Facebook Feed |
|------------|--------------------|--|-------------------|
| Platform | | iPhone + Android | Facebook |
| Cost/ Week | | HK\$ 66,000 | HK\$ 9,000 / feed |
| SOV% | | 100% | - |
| Spec. | Poster & List View | 408px(w) x 602px(h) | - |
| | Detail Page | Max 1 video (youtube link) or 3 images embedded | - |
| Position | | 3rd position in Poster View and List View | - |
| Remarks | | <ul style="list-style-type: none"> - Report: Advertorial impression & No. of Clicks of List View will be provided after the campaign ended <ul style="list-style-type: none"> - Rating cannot be changed - Client to provide (S) Special Section mobile site landing <ul style="list-style-type: none"> - (S) Special Section wordings cannot be changed | - |





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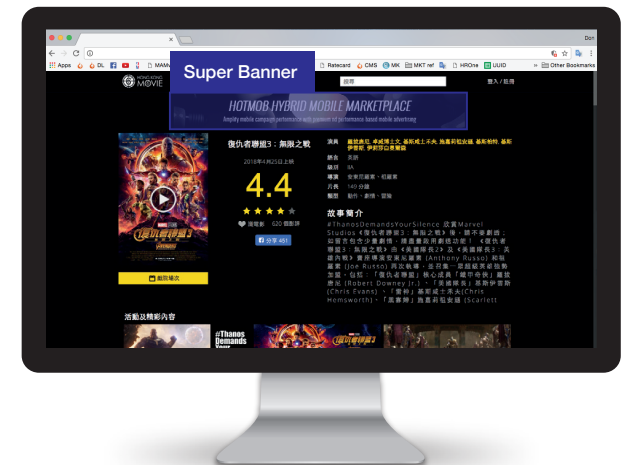
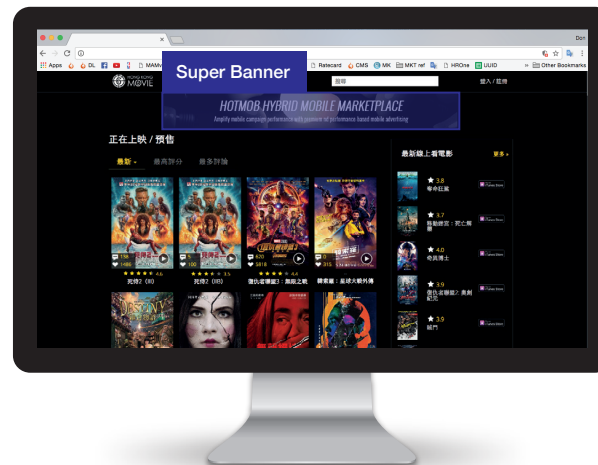
Hong Kong Movie mobile and desktop web is dedicated to provide the latest movie and cinema information including showtime, real-time seating plan, movie news, reviews to all movie-lovers.

- Total Monthly Pageview: 1,000,000+



| Format | Maxi Banner | LREC | Video Banner |
|-----------|---|---------------------|---------------------|
| Platform | Mobile Web | | |
| Duration | 7 Consecutive Days | | |
| Dimension | 640px(w) x 200px(h) | 600px(w) x 500px(h) | 640px(w) x 360px(h) |
| Remarks | - Position: List view and detail page - Loading fee will be applied for HTML, Video campaign or special campaign arrangement | | |





| | |
|-----------|--|
| Format | Super Banner |
| Platform | Desktop Web |
| Duration | 7 Consecutive Days |
| Dimension | 728px(w) x 90px(h) |
| Remarks | - Position: List view and detail pages - Loading fee will be applied for HTML, video campaign or special campaign arrangement |