



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)



Total No. of Download:

iOS: 1,500,000+

Android: 1,200,000+



Format		Interstitial		Maxi Banner	
Platform		iPhone	Android	iPhone	Android
Unit		HK\$ 25,000	HK\$ 25,000	HK\$ 50 / CPM	HK\$ 50 / CPM
SOV%		25%		-	-
Minimum Buy (Nett)		-		HK\$ 10,000	
Duration		7 Consecutive Days			
Dimension	iPhone	640px(w) x 1096px(h)	-	640px(w) x 200px(h)	
	Android	-	960px(w) x 1380px(h)		
Remarks		- Interstitial will be showed only when user launch app or resume app from background - iPhone Interstitial will be showed on iPhone 5 and above devices only		- Position: Run-of-app - Loading will be applied on special distribution arrangements	



Hong Kong Movie Lifestyle
Launched in Jan 2009



Format	Advertorial		Facebook Feed
Platform	iPhone + Android		Facebook
Cost/ Week	HK\$ 66,000		HK\$ 7,000 / 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 - Rating cannot be changed - Client to provide (S) Special Section mobile site landing - (S) Special Section wordings cannot be changed 		-



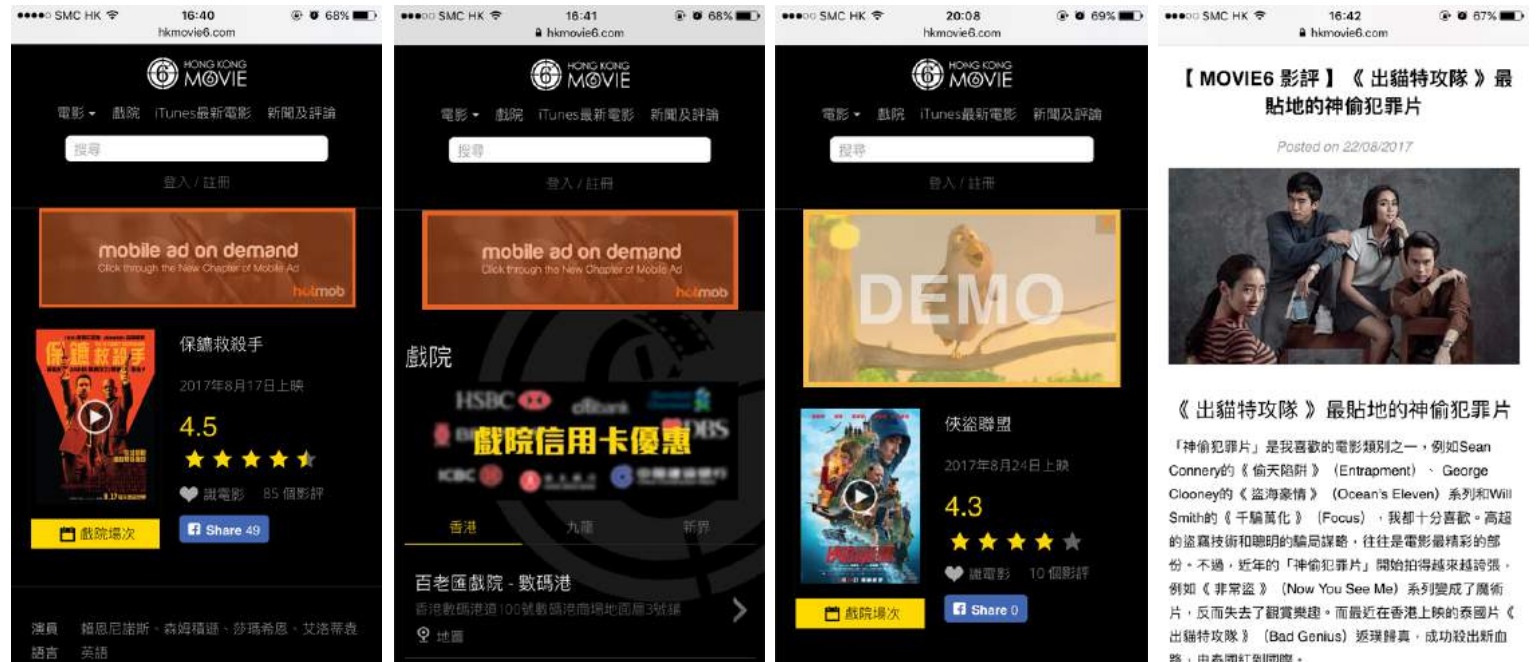


Hong Kong Movie Lifestyle

Launched in Jan 2009

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+

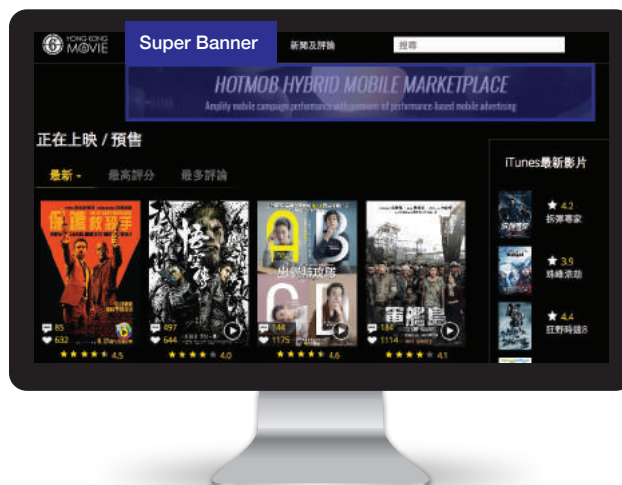


Format	Maxi Banner	Video Banner
Platform	Mobile Web	
Duration	7 Consecutive Days	
Dimension	640px(w) x 200px(h)	640px(w) x 360px(h)
Remarks	- Position: Run-of-site - Loading cost will be applied for HTML, Video campaign or special campaign arrangement	





Hong Kong Movie Lifestyle
Launched in Jan 2009



Format	Super Banner
Platform	Desktop Web
Duration	7 Consecutive Days
Dimension	728px(w) x 90px(h)
Remarks	- Position: Run-of-site - Loading cost will be applied for HTML, video campaign or special campaign arrangement