

StarHub **GO** LOCAL Production



我的宝贝机密

MY SECRET APP (ALIEN PORTABLE PHONE)

Summary

Genre	Family Drama/Fantasy
Episodes	13 x 30min
Language	Chinese
Channel	E City (Ch825)
Telecast Period	26 May to 18 August 2015
Telecast Detail	Every Tuesday, 9pm – 9.30pm
USPs	<ul style="list-style-type: none">- Strong cast helm by international artiste, Fann Wong in her debut role after her pregnancy.- Modern-day fantasy tale with the series seeking a fun, comical & entertaining feel- Every episode will try and weave in PSB values or talk about common family, kids and young people issues in a seamless and non-preachy manner

In A Nutshell... ..



Found



With



Inside

They became friends & their adventures begin... ..

Series Synopsis

My Secret App is a family drama series that devotes focus on emotional and work issues, and personal breakthroughs of every member of the family with the help of Jia Le, age 11, a kind hearted but precocious kid who accidentally acquires a strange smart phone that dropped from the sky.

Now armed with an out-of-this-world's-technology gadget, Jia Le uses this alien-ware to get him and his family out of many undesirable situations and lend a helping hand to friends in need.

A mix of Doraemon meets The Jetsons, this weekly fun and entertaining drama series sees Jia Le exploring the use of the futuristic application on the space phone, leading to many fun and occasionally hilarious misadventures involving his Dad, Mom and elder sister.

Confirmed Casts



范文芳

Starring as
陆云飞(妈妈)



林明伦

Starring as
林英雄(爸爸)

Confirmed Casts



胡佳嫻

Starring as
林阳燕(女儿)



黄嫻芳

Starring as
Miss Tong



郭惠雯

Starring as
明嫂



张直豪

Starring as
林阳乐(儿子)



SPONSORSHIP PACKAGES



Main Sponsor

Investment	\$118,000
Media Value	\$1,447,000
Entitlements	
ROS Trailers with 5sec Tag-ons	Min. 1,200
30sec In-Program Spots	13 (Max 1 in each ep)
Lead-Ins with 5sec tag-ons	13
Lead-Outs with 5sec tag-ons	13
30sec ROS TVC spots	100 (40PT: 60FT)
StarHub Digital Audience Network	Between 210,000 to 340,000 impressions <i>*refer to Digital slides for more information</i>



Co Sponsor	
Investment	\$68,000
Media Value	\$830,000
Entitlements	
ROS Trailers with 2.5sec Tag-ons	Min. 1,200
30sec In-Program Spots	7 (Max 1 in each ep)
Lead-Ins with 2.5sec tag-ons	13
Lead-Outs with 2.5sec tag-ons	13
30sec ROS TVC spots	80 (32PT: 48FT)
StarHub Digital Audience Network	Between 210,000 to 340,000 impressions <i>*refer to Digital slides for more information</i>

StarHub Digital Audience Network



To select 1 option from the below :

Platform	Banner Type	Reach (Impressions)
Web	Non-rich media	300,000
	Rich media	220,000
	Pre-roll video	240,000
Mobile	Non-rich media	340,000
	Rich media	290,000
	Pre-roll video	210,000

Terms & Conditions

- All above information including broadcast details are subject to change.
- All prices are subject to an additional prevailing Goods and Services Tax (“GST”) GST Registration No: M9-0005650-C.
- All commercial spots entitlement to be run on E City only.
- All commercial spots entitlement to be utilized by the end of sponsorship period unless stated otherwise in contract.
- Duration of tag-ons is 5 seconds & 2.5 seconds for Main Sponsor and Co Sponsors respectively.
- All trailers run on ROS and subjected to airtime availability.
- Production of creative/visuals by Main Sponsor/Co Sponsors.
- StarHub TV reserves the right to pre-empt/change the telecast time and/or date at any point of the sponsorship.
- Please refer to StarHub TV Advertising Rate Book for full advertising & sponsorship guidelines.

Appendix A

- E City Channel & Timebelt Profile



E City Channel Profile



- ✓ One of the **Top Chinese cable channel** among Cable TV subscribers
- ✓ The channel consists of solely **drama** series and hot **entertainment** programs from Taiwan, Japan & Korea
- ✓ Aired **high rated Taiwanese variety shows** presented by popular hosts



Predominantly Female viewers

More than 50% of the viewers make pleasure trips past year

78% live in HDB 4 room & above

Viewers look for promo ads - advertising works!

E City viewers feel they should spend more time with their family

52% have a HHI >\$5000



E City Channel Profile



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**54% of viewers
stay in the East
and Central
region**

**69% of viewers
prefer to use
DBS/ POSB
services**

**60% of viewers
are weight
conscious**

**73% of viewers
feel that they
should do more
about their
health**

**Viewers tend to
spend on beauty**

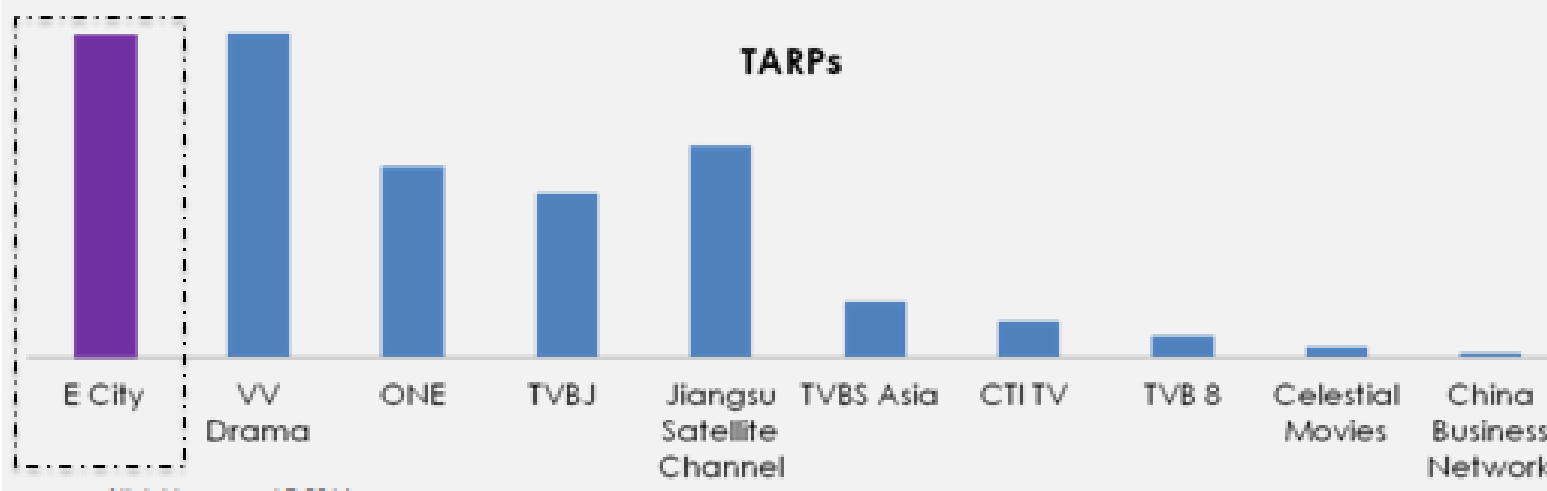
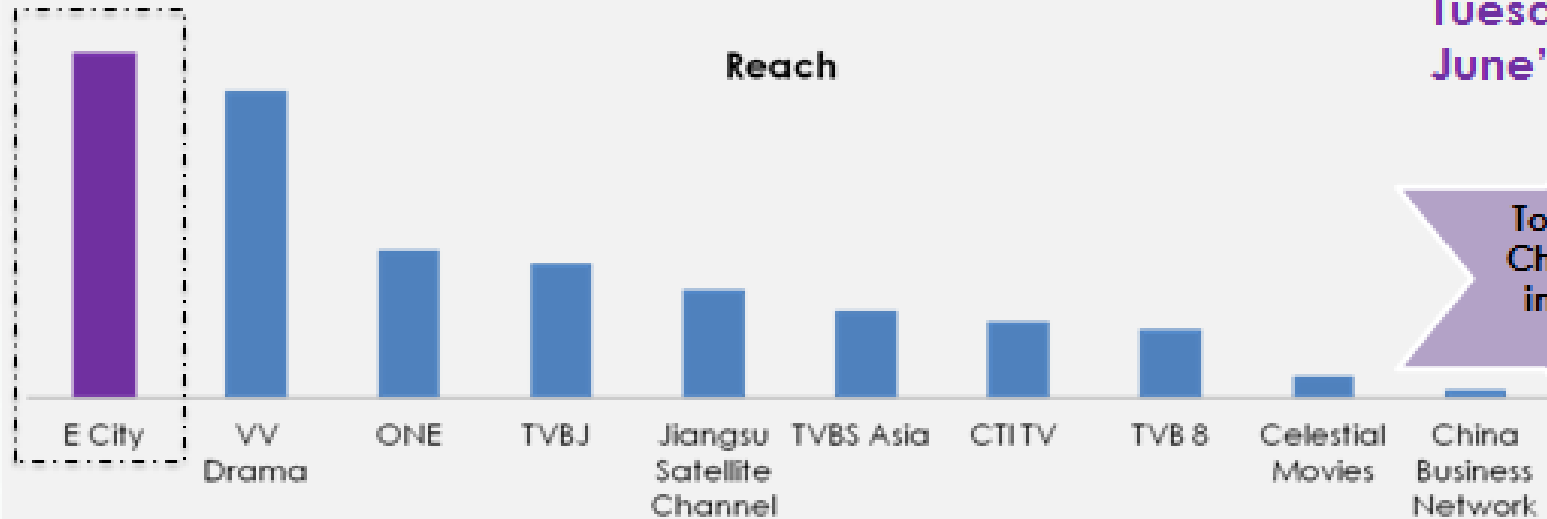
**Viewers tend to
buy brands they
grow up with**

E City's Performance on Tuesday



8pm-9pm
Tuesday
June '14

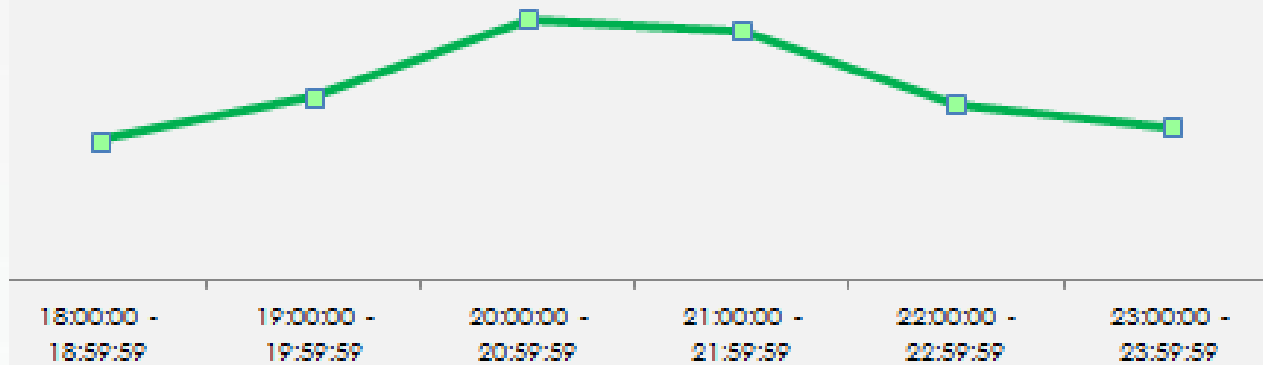
Top Chinese
Channel - 1st
in Reach &
TARPs



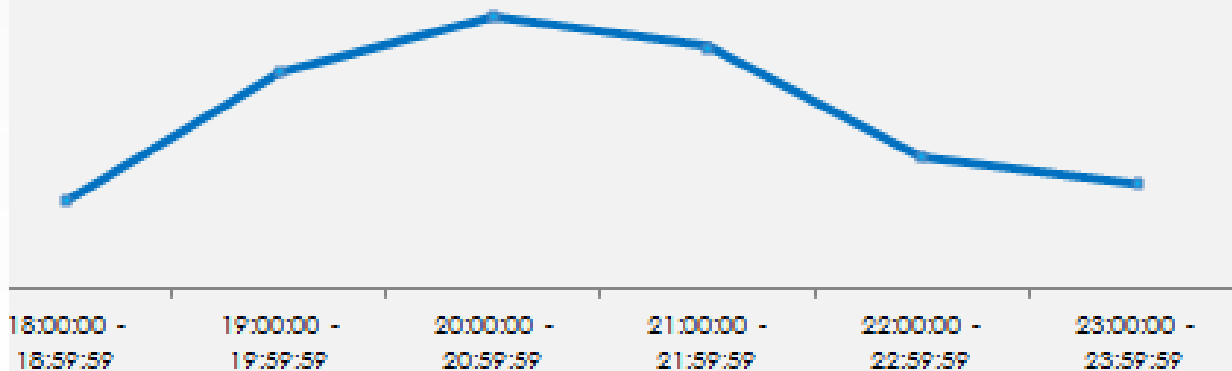
E City's 8 – 9pm belt



Reach



TARPs



Tuesday
June '14

8 PM – 9 PM
weekday time belt
on E City provides
2.7 times the
viewership than the
average Chinese
genre viewership
during the same
time belt

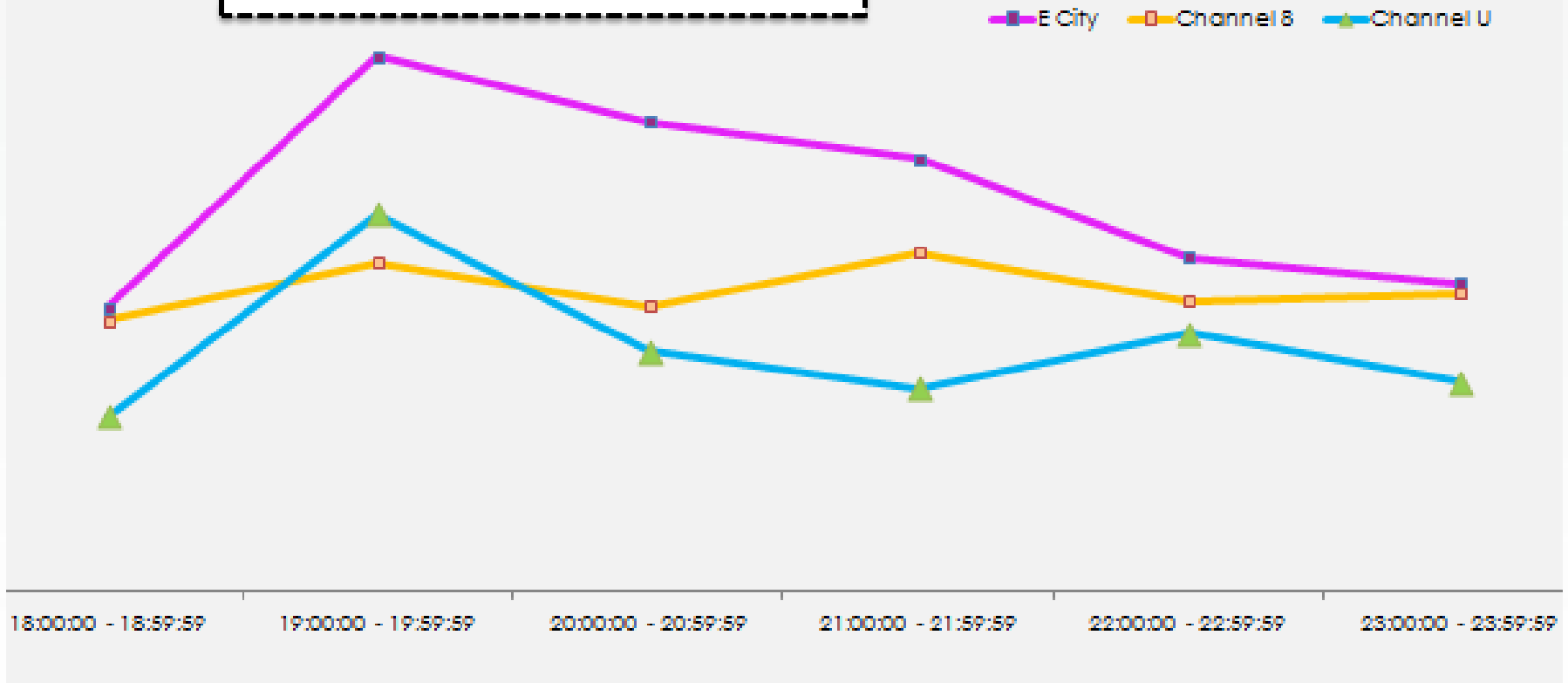
The weekday 8 pm
– 9 pm time belt
offers **1.3 times**
the reach and **1.5 times**
the TARPs of the
average weekday
prime time hourly
time belt reach on E
City

ATS on E City vs. Channel 8 & Channel U



Tuesday
June '14

Average time spent on E City 8-9pm is 1.6 times higher than Channel 8 and 1.9 times higher as compared to Channel U



Appendix B

- Photos from Praying Ceremony on 14 Nov



MY SECRET APP



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MY SECRET APP



Thank You

