



HOTSPOT REELS SPONSORSHIP PACKAGE



Hotspot

A Chinese news and infotainment portal serving the latest current affairs updates as they happen. Your go-to for bite-sized, tasteful Malaysia Chinese news and infotainment. Stay in the know with the hottest trends effortlessly.

Hotspot Brand Profile

Source: Google Analytics January 2024



7.4%



90.1%



2.5%

Device Category

00:05:35

Average session duration

661,548

Monthly Pageviews

161,299

Monthly Unique Users



58.8%



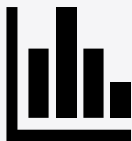
41.2%

Gender



642,715

Total Social Media Followers

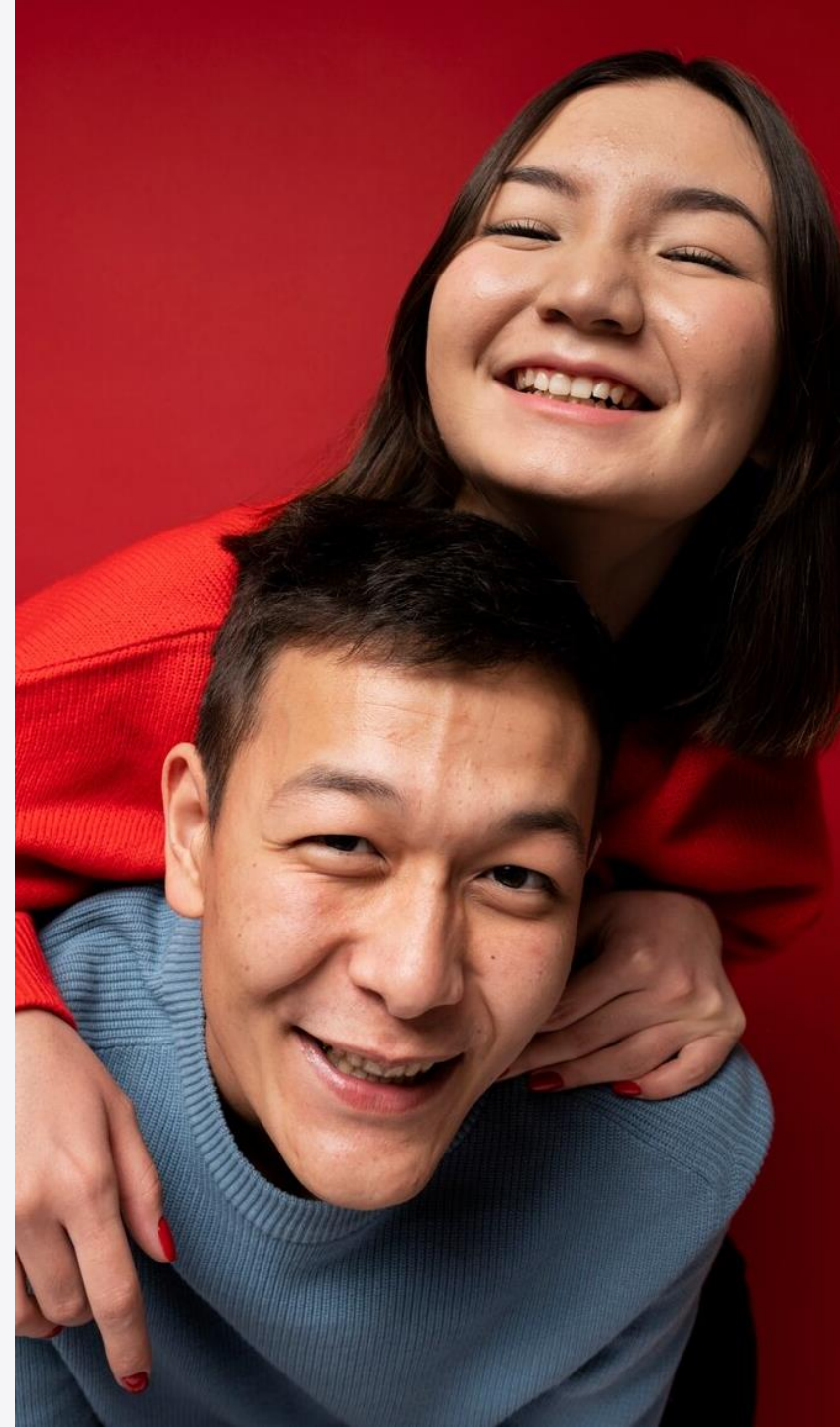


Age

18 - 24 : 2.1%
25 - 34 : 6.8%
35 - 44 : 17.5%
44 - 54 : 33.4%
55 - 64 : 26.9%
65+ : 13.3%

Contents	Average Viewership on Social Media Platform
Hotspot's Reels Video	161.4k views (26 videos)
People's Talk	69.8k views (14 videos)
Not Daring to Know	148.7k views (4 videos)

2024 Key Reels Content Lineup



Hotspot's Reels Video 热点短视频

This series mainly focus on current issues / hot topics in town and is presented by a host.

Frequency	5 - 8 videos per week
Launch	On-going
Total Viewership	40K-700K across 5 platforms (per video)
Platform	Reel: FB, TikTok, IG, YouTube, Xuan's Website
Format	Reel

Branding Opportunities

- Sponsor Association – Host Mention *"Brought to you by"*
- 5sec Ad Banner Display (burnt-in)
- Branded Logo Bug on screen
- Video Ads Insert (Post-roll)
- Video Ads Insert (Mid-roll)
- 1 x Branded Article on Hotspot (Guaranteed Reads: 3,000)
- 1 x Facebook Post to promote Branded Article



Sample Video

<https://dai.ly/x8s8py8>

People's Talk 全民来讲讲

Explore public perspectives on hot topics across different communities, ranging from political developments to daily life issues.

Frequency	2 videos per month
Launch	On-going
Total Viewership	80K-200K across 5 platforms (per video)
Platform	Reel: FB, TikTok, IG, YouTube, Hotspot Website
Format	Reel

Branding Opportunities

- 5sec Ad Banner Display (burnt-in)
- Branded Logo Bug on screen
- Video Ads Insert (Post-roll)
- Video Ads Insert (Mid-roll)
- Video Content Integration
- 1 x Branded Article on Hotspot (Guaranteed Reads: 3,000)
- 1 x Facebook Post to promote Branded Article



Sample Video

<https://dai.ly/x8saj42>

Not Daring to Know 懂来做莫

A series of short videos that uncover fascinating trivia about Malaysia. From car plates and place names to languages and cultural aspects, this collection of videos reveals lesser-known facts that even Malaysians may not be aware of.

Frequency	3 videos per week
Launch	On-going
Total Viewership	40K-100K across 5 platforms (per video)
Platform	Reel: FB, TikTok, IG, YouTube, Hotspot Website
Format	Reel

Branding Opportunities

- 5sec Ad Banner Display (burnt-in)
- Branded Logo Bug on screen
- Video Ads Insert (Post-roll)
- Video Ads Insert (Mid-roll)
- Video Content Integration
- 1 x Branded Article on Hotspot (Guaranteed Reads: 3,000)
- 1 x Facebook Post to promote Branded Article



Sample Video

<https://xuan.com.my/hotspot/videos?dmvideo=x8sagem>

Ads Banner Display Burnt-in

Ads Banner (aka Lower Third) will be burnt-into all video content uploaded during the sponsorship period. Duration of Ads Banner is maximum 5 seconds and will appear on screen after the video highlights/ introduction.

Mock video in short version:

<https://bit.ly/43xvLW9>

Appearance in Full video version:

<https://bit.ly/3oknwwk> (appear in 0.30-0.35 in the video)



Mock in FB player:



ADS BANNER
PLACEMENT

Branded Logo Bug

Branded logo bug to appear on screen. 3 appearance throughout the entire duration of a video.

Sample References:

Short reels reference (cut from the full video):

<https://www.facebook.com/reel/734412691781064>

Full video (lower third shown few times in the video + post rolls ads CTA at the end of the video):

<https://youtu.be/b0AeNg9c2oo>



LOGO BUG
PLACEMENT

Video Ads Insert (Post-roll)

Post-rolls Ads at the end of the video -

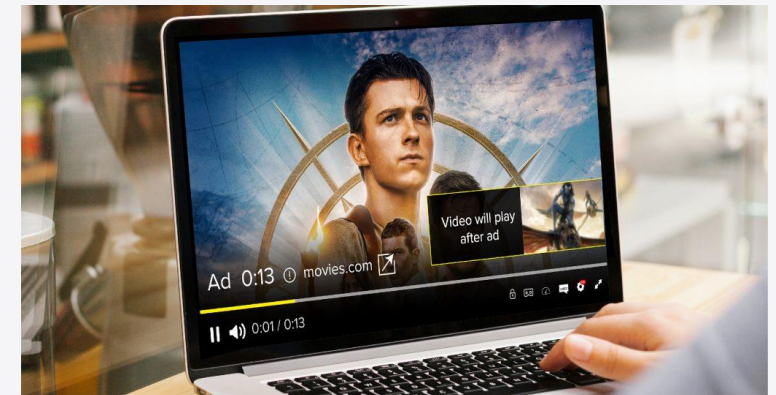
10-30 seconds video ads after news content ended for Call-To-Action / create brand awareness



Video Ads Insert (Mid-roll)

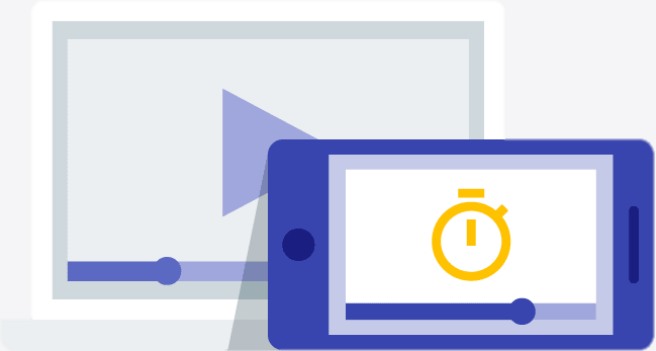
Mid-roll short Ads after the highlight segment of the video

Normally the highlight part of the news video will be within 1 minutes, the mid-roll short ads / still graphics ads may be inserted after the highlight section. Maximum length for the ads is 5 seconds.



ADVERTISING FORMAT

Ad Format	Ad Dimension	Duration	File Format
Video Ad Insert (Post-Roll)	1080x1080 (1:1)	Up to 30 seconds	MP4, MOV
Video Ad Insert (Mid-Roll)	1080x1080 (1:1)	Up to 5 seconds	MP4, MOV
Logo Bug	160x160 (1:1)	Up to 5 seconds	MP4, MOV
Ad Banner	1080x260	Up to 5 seconds	PNG (still images) or MOV Apple ProRes 4444 (motion)



TERMS & CONDITIONS

- All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
 - Package availability is based on first-come, first-served basis.
 - Strictly no changes of materials, pictures, caption or write up on article, videos and social post after it goes live OR there will be a 100% penalty for any changes.
 - Video commercial materials to be submitted via email with minimum of four (4) working days prior to campaign live date.
 - For digital materials, all pointers, directions and visuals to be provided by advertiser and is subject to Astro's final approval.
 - The delivery of the digital entitlements will be based on the recommended duration. Any changes such as addition targeting/duration adjustment, it will subject to availability of inventories upon campaign booking submission.
 - All entitlements to be booked under One media order.
 - Astro reserves the right to amend any of the above pricing categories from time to time.
 - Packages are non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.
 - This document, the recommendations and creative concepts have been developed by Astro. All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole in any form whatsoever.
 - This agreement is private and confidential and no content herein shall be divulged to parties other than the intended agency and client.
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 - The above package is subject to the general terms and conditions for the provision of airtime, which can be found at www.astromedia.com.my
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THANK YOU