

LINE TODAY – Pre-roll Video

In-Stream Video Ad

LINE TODAY

Used by up to 95% of LINE users to be in the know of everything in Taiwan

18 million+ Monthly active users

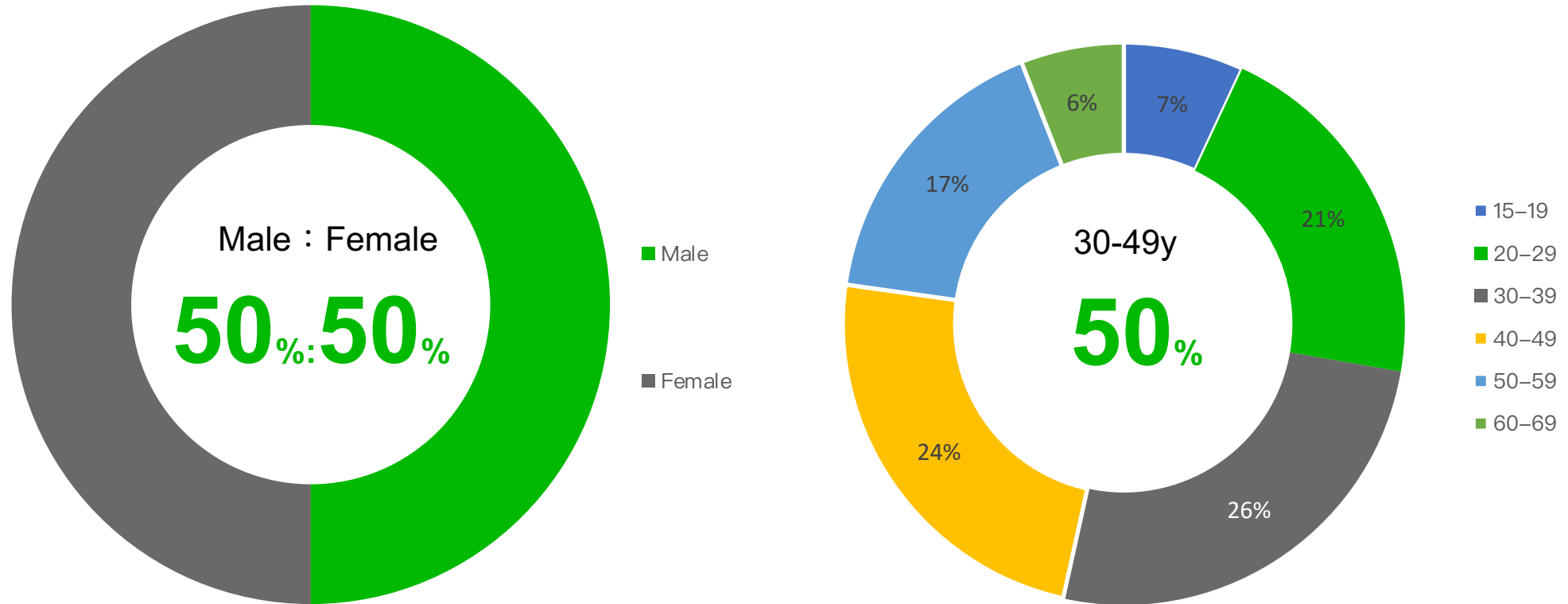
600 Partners

3,000 daily submissions



LINE TODAY User Profile

The male to female ratio is roughly even, and the age ratios are close to Taiwan's overall population



Source: Nielsen 2018 LINE Use Behavior Research Survey
Base: 15-69-year-old people have used LINE in the past seven days; N=1,014; weighted thousands of people: 15,140 thousand people

LINE TODAY is an important portal for consumers to obtain all kinds of knowledge and information



80%

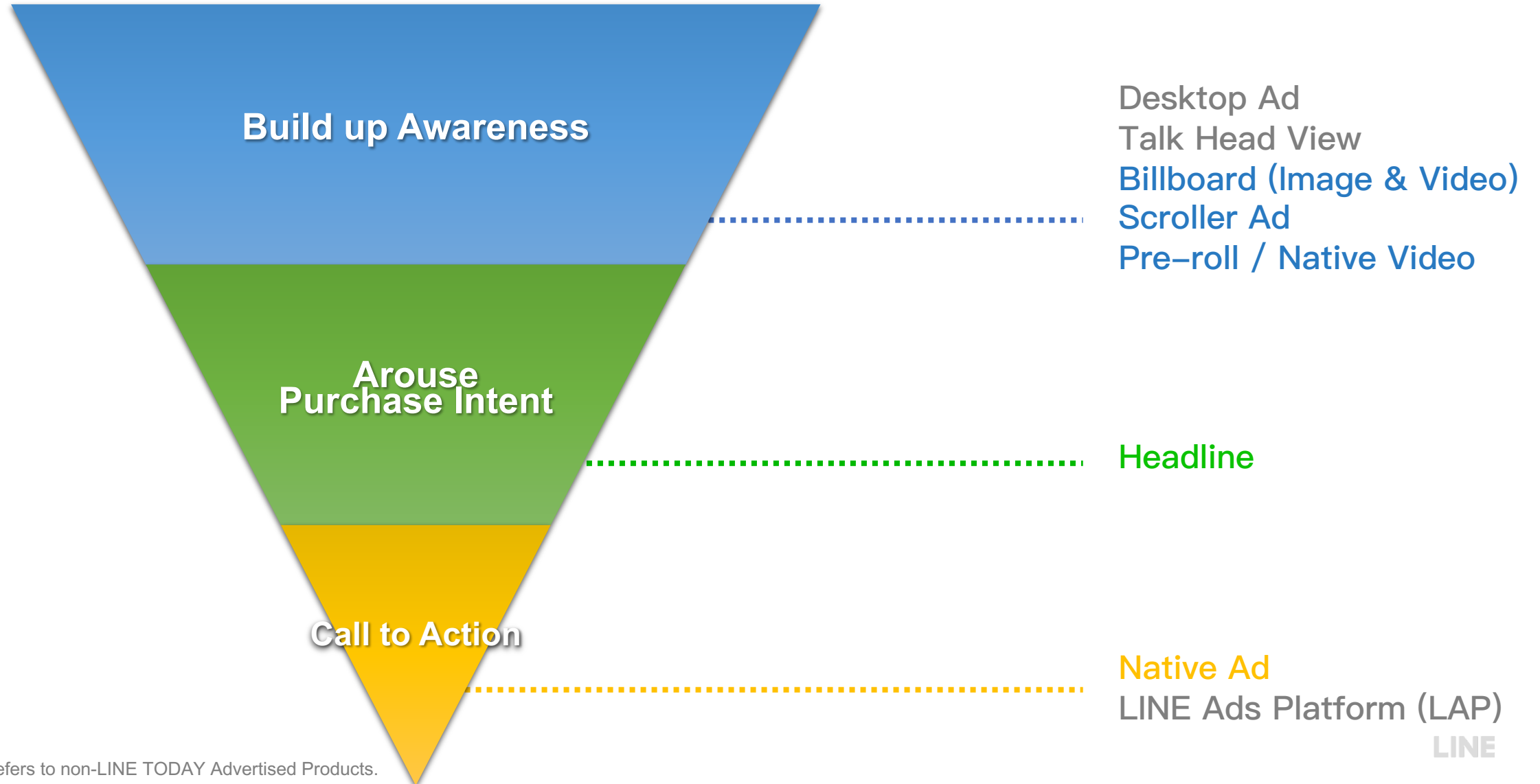
LINE TODAY is the first place for me to get news and information every day



73%

I am more accustomed to using LINE TODAY than any other news platform

LINE TODAY's Display Ad Media Purposes



LINE

*The gray text refers to non-LINE TODAY Advertised Products.

LINE TODAY Varied Video content

Sporting Events

中華電信 12:42 75%

NBA精華



2017/11/16 本日五大好球：七呎長人好高的歐洲步 | 美國職籃精華

緯來體育台 32,996 觀看次數
發布時間：2017年11月16日 PM 6點23分

29 1

廣告



光榮特庫摩新三國志 即刻組建你的同盟軍團 不用課金靠好感贏得橙色武將 野戰軍團萬人國戰 三國歷史IF手遊 兵不厭詐這是生存之道

推薦影片 | 留言



2017/11/16 獨攬46分 Embiid生涯新高精彩回顧 | 美國職籃精華
11,875 觀看次數

News

中華電信 12:41 75%

理財



無牌 有牌
買物稅 30% → 15%
加稅機牌 節稅15萬
自用小客車 客貨兩用車

眾人皆知的秘密...

休旅車裝這個竟能節稅？交通部這麼說

民視新聞 53,985 觀看次數
發布時間：2017年11月13日 PM 5點29分

65 7

廣告



316不鏽鋼防刮舌圈多色吸管
\$264 免運費 今日爆款下殺3折up

推薦影片 | 留言



2017/11/16 本日五大好球：七呎長人好高的歐洲步 | 美國職籃精華
32,992 觀看次數

Life and Entertainment

中華電信 12:42 75%

玩時尚



2017下半年美容趨勢排行榜

第一名
第二名
第三名

2017下半年美容趨勢大揭曉！

2017下半年 變美排行榜 這些星座會美到不行！

下半年這「3個星座」 怎麼做都美！

女人我最大影音 25,495 觀看次數
發布時間：2017年11月17日 AM 12點0分

29 2

廣告



史詩鉅作暢銷策略 遊戲霸榜回歸 沒完過三國志別說你懂遊戲

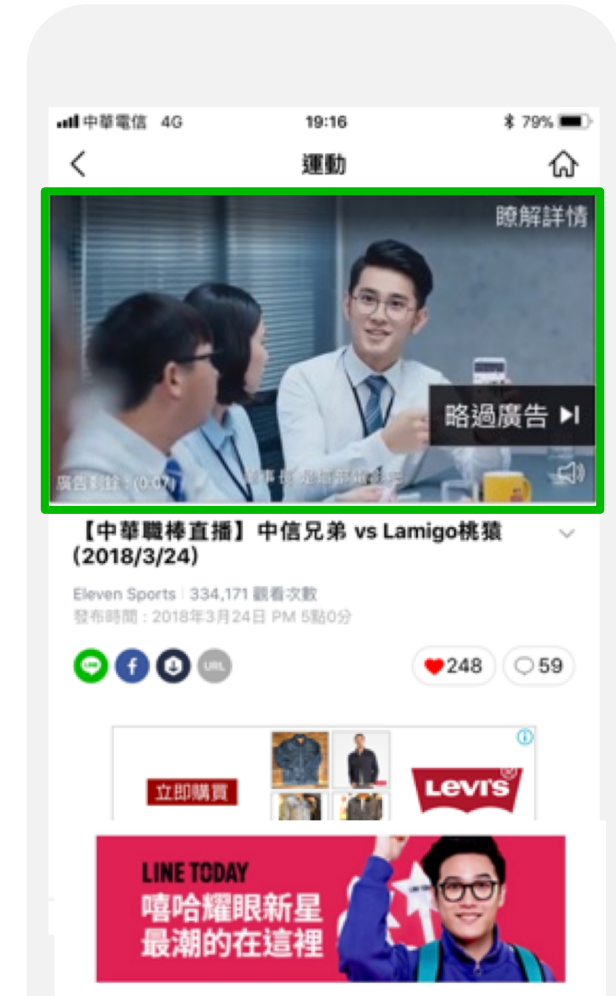
推薦影片 | 留言



光棍獎金、分手假 老闆祭出超狂福利
7,337 觀看次數

LINE TODAY Pre-roll Ad

Ad Delivery Environment	LINE TODAY Mobile, PC
Ad Position	LINE TODAY entire site (Including: such as news videos, livestream of sporting events or highlights...)
Ad Format	Pre-roll <ul style="list-style-type: none">• Skippable• Non Skippable

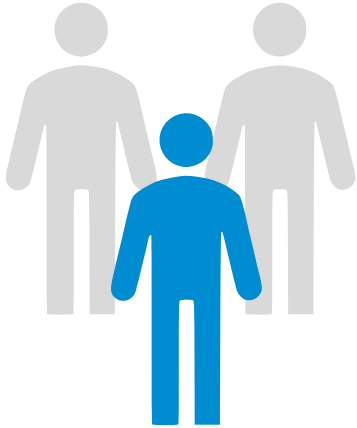


* Pre-roll Ad: The frequency of Pre-roll Ads can be viewed once an hour by a user in order to maintain users' high-quality video viewing experiences

Precise impressions on a large scale, delivery of Ads to target audiences

Q4
Newly
launched

Demographic (Age + Gender)



Geographic (Six Major Regions)

Taipei and Keelung
Taoyuan, Hsinchu, Miaoli
Taichung, Changhua, Nantou
Yunlin, Chiayi, Tainan
Kaohsiung, Pingtung
Yilan, Hualien, Taitung + Outlying Islands



12 Types of Interests

- | | | |
|------------------------------|-------------------------|---------------------|
| Health and Nutrition | Cosmetics and Care | Online Shoppers |
| Body-shaping and Weight loss | Fashion Icon | Electronic Products |
| Baby Products | Apparel and Accessories | Car Junkie |
| Love for Homes | Food and Drinks | Lover of Sports |



* The source for the types of Interests data is based on the content or attributes of user interests of the LINE Service. For details, please refer to the Ad [Optimization Instructions](#) and [LINE Privacy Policy](#).
 * The "And" relationship between the targetings across general categories will see a 20% price increase for each targeting that is added; the "Or" relationship in the same general category or multiple options will only see a 1-time price increase. Please select based on the purpose of the media, and check the quantity to confirm the actual schedule.
 * User age, gender/region/types of interests, and other targetings. Please contact LINE Sales for detailed options.



The most
popular video
contents to
**attract
attention**

The most
immediate
news to
**gather
crowds**

Best promotion locations for

Brand promotion

Pre-roll Ad Rate Card

Played on all channels

Skippable
(6~120s)

NTD \$250/CPM

Non Skippable
(1~30s)

NTD \$300/CPM

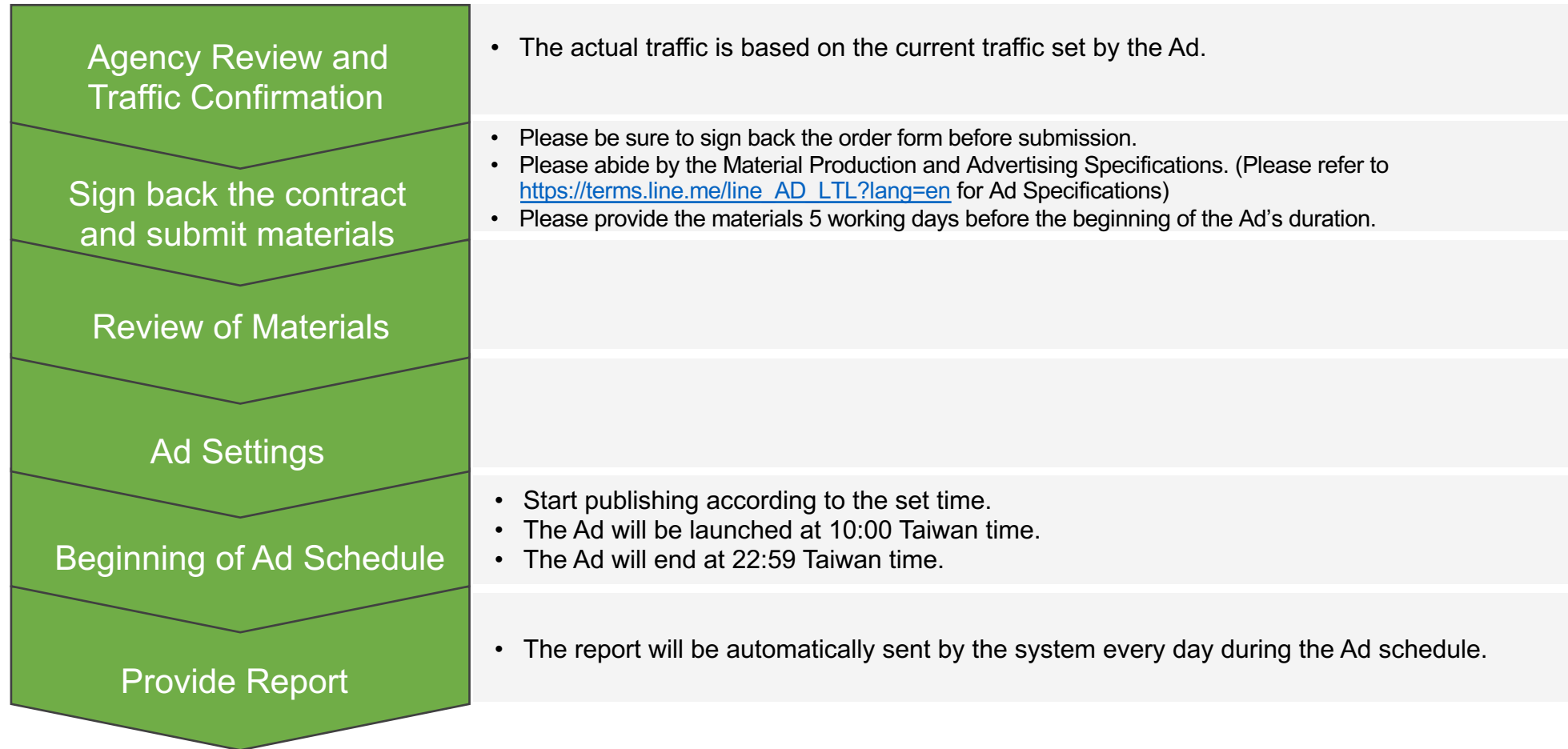
- Precise Impressions: if you want to use audience targeting, an additional price needs to be paid, and adding a condition will increase the price by 20%.
- Recommended Schedule: a minimum of one week.
- Purchase threshold: Pre-roll purchase must reach the NTD \$100,000 threshold.
- Ad price: the aforementioned prices are all in NTD and not including tax. Please refer to the price of the latest LINE announcement on the signing day of the commissioned contract.
- Ad Submission: please provide materials 5 working days before the launch date.

Pre-roll Ad Materials Specifications

Video Ratio	16:9
Video Resolution	Recommend to be in HD quality, and a resolution better than 1280x720P
File Format	MP4
Size of File	Maximum 100MB
URL	Please provide it in a https format with parameters*
Material Submission Time	5 working days before the Ad is launched
Material Change/Rotation	Does not accept multiple material changes or rotations

*Pre-roll Video Ads supports Click/Impression third-party tracking URL, please contact the business for details.

Ad Publication Process



*LINE reserves the right to change the aforementioned schedule.

Ad Report Demo

Date	Line item	Line item ID	Total impressions	Total clicks	Total CTR	Total Active View viewable impressions	Star	First quartile	Midpoint	Third quartile	Complete	Completion rate
Day1	-	-	-	-	-	-	-	-	-	-	-	-
Day2	-	-	-	-	-	-	-	-	-	-	-	-
Day3	-	-	-	-	-	-	-	-	-	-	-	-
Day4	-	-	-	-	-	-	-	-	-	-	-	-
Day5	-	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	-	-	-	-	-	-

* This is a demo of the report. The actual layout should be based on the received report format.

* Total Active View viewable impressions: This is defined as the user watching 50% of the Ad screen and watching it for more than 2 seconds.

THANK YOU

Please contact your LINE Ad Services Liaison if you are interested in LINE TODAY Pre-roll Ads.