

# 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

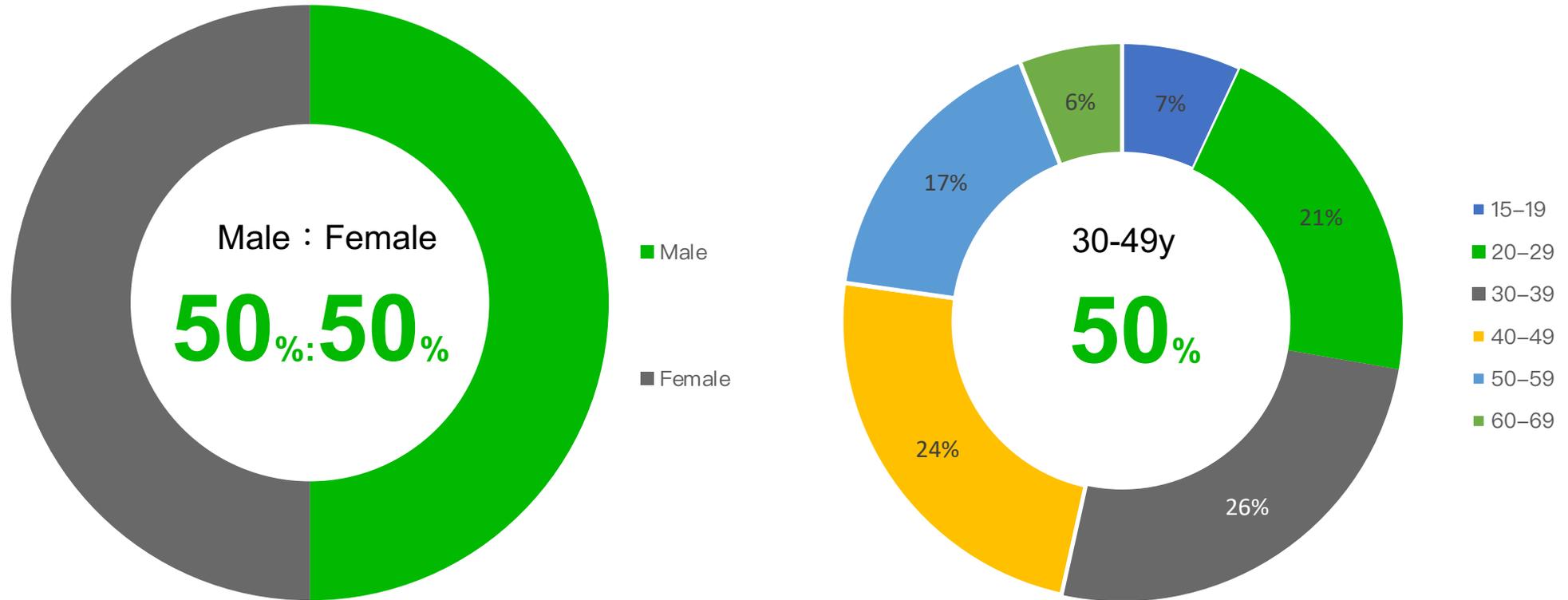
**600** Partners

**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

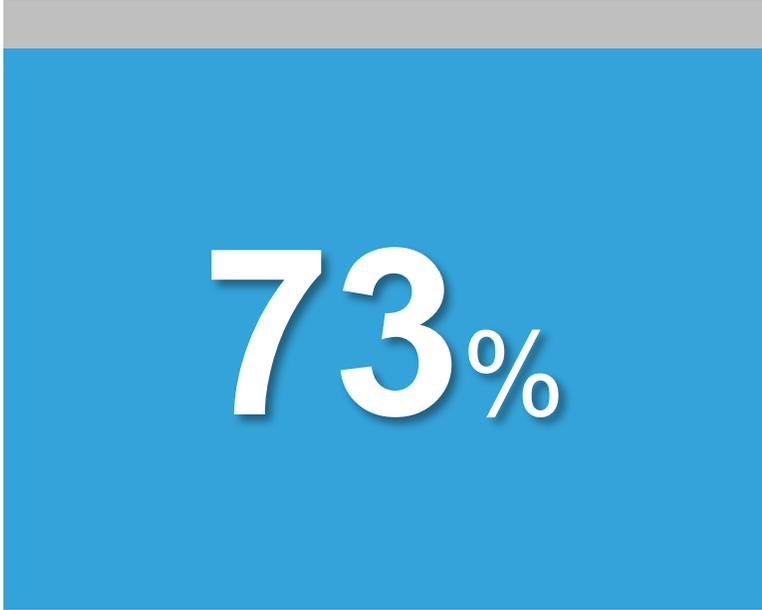
# LINE TODAY is an important portal for consumers to obtain all kinds of knowledge and information

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80%

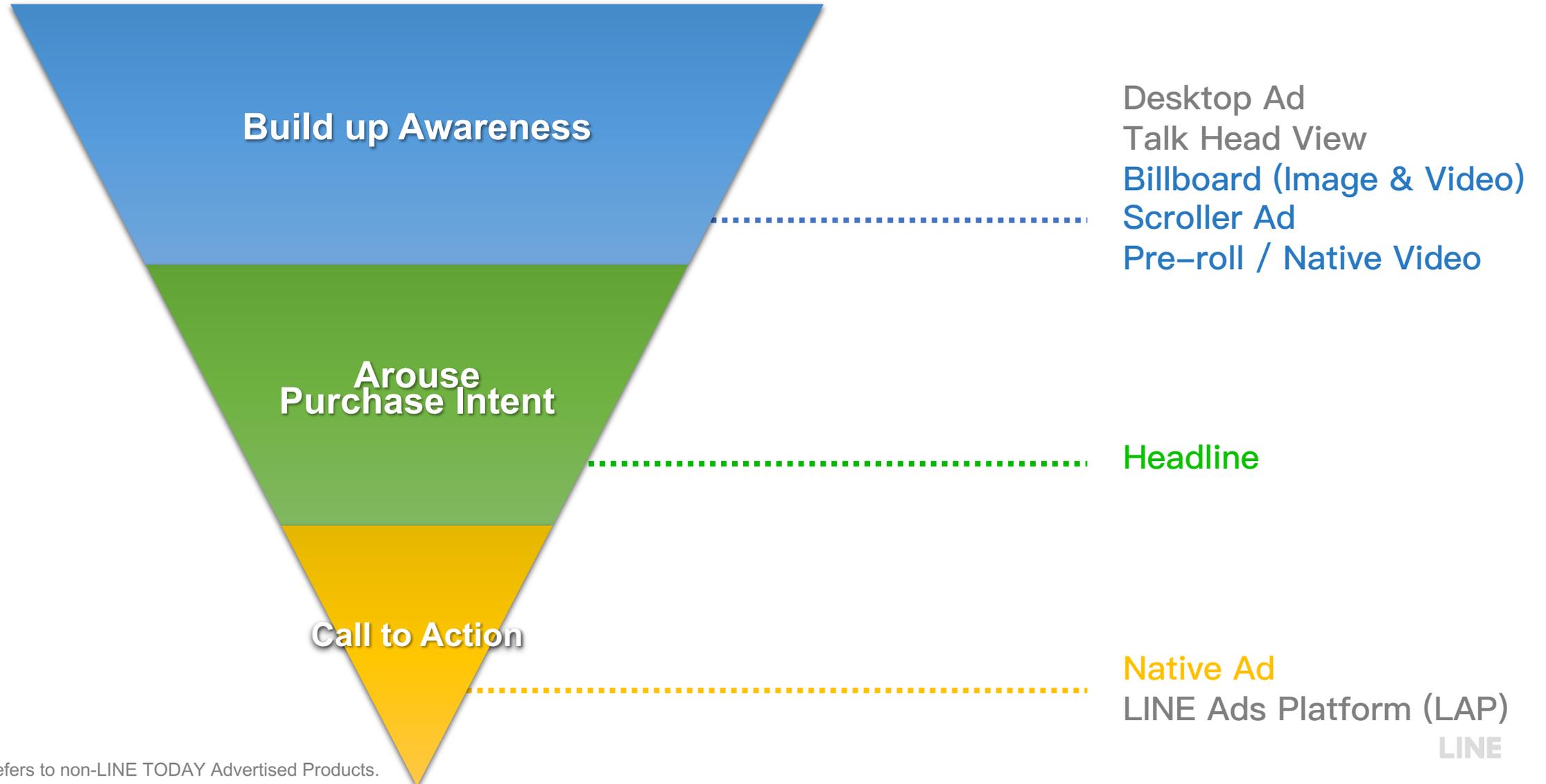
LINE TODAY is the first place for me to get news and information every day



73%

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

# LINE TODAY's Display Ad Media Purposes



\*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 Emiid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



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

選對「主會」也很補！這3種防

## Life and Entertainment

中華電信 12:42 75%

玩時尚



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"><li>• Skippable</li><li>• Non Skippable</li></ul>

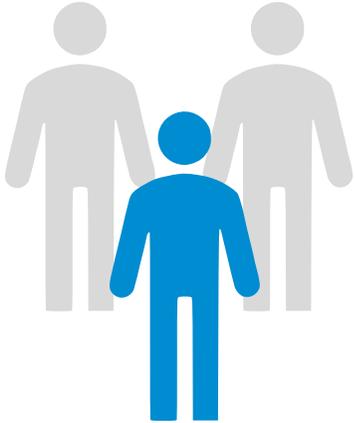


\* Pre-roll Ad: The frequency of Pre-roll Ads can be viewed once an hour by a user in order to maintain users' high-quality video viewing experiences

# 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

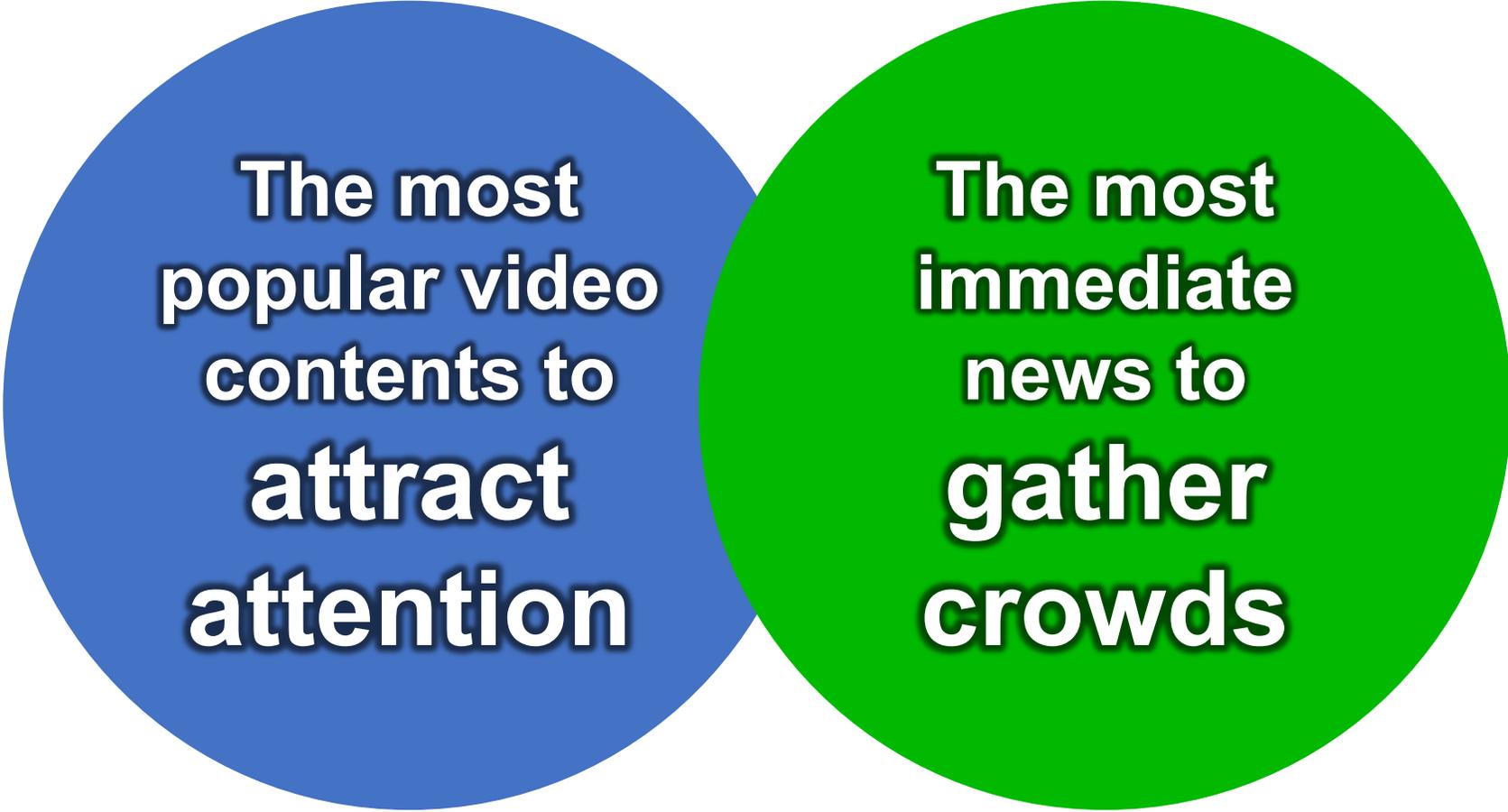


# 12 Types of Interests

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

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## Played on all channels

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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

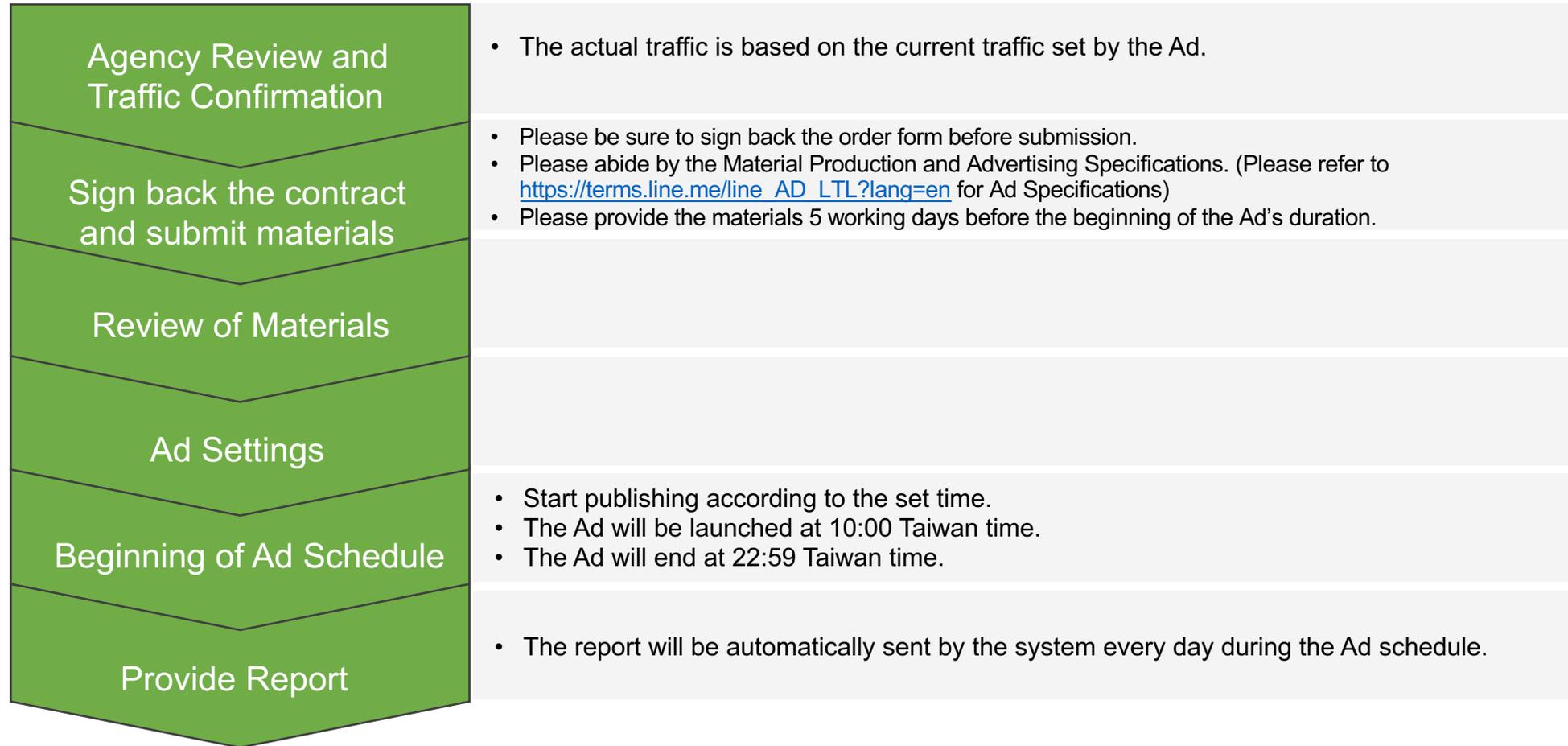
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Video Ratio	16:9
Video Resolution	Recommend to be in HD quality, and a resolution better than 1280x720P
File Format	MP4
Size of File	Maximum 100MB
URL	Please provide it in a https format with parameters*
Material Submission Time	5 working days before 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

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\*LINE reserves the right to change the aforementioned schedule.

# Ad Report Demo

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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.