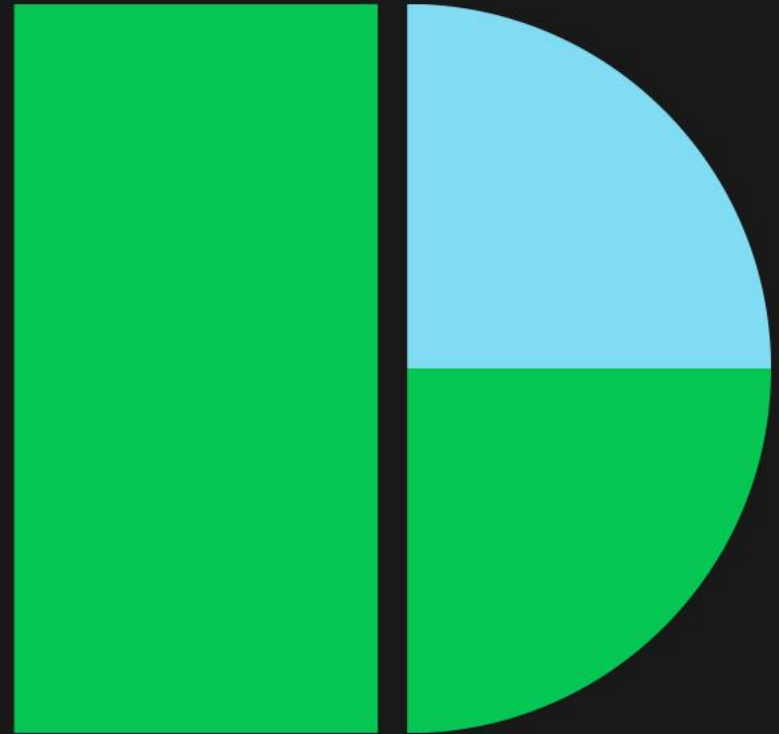


LINE Biz - Solutions

LINE

Talk Head View

LINE Talk Head View Ad
2025.10.21

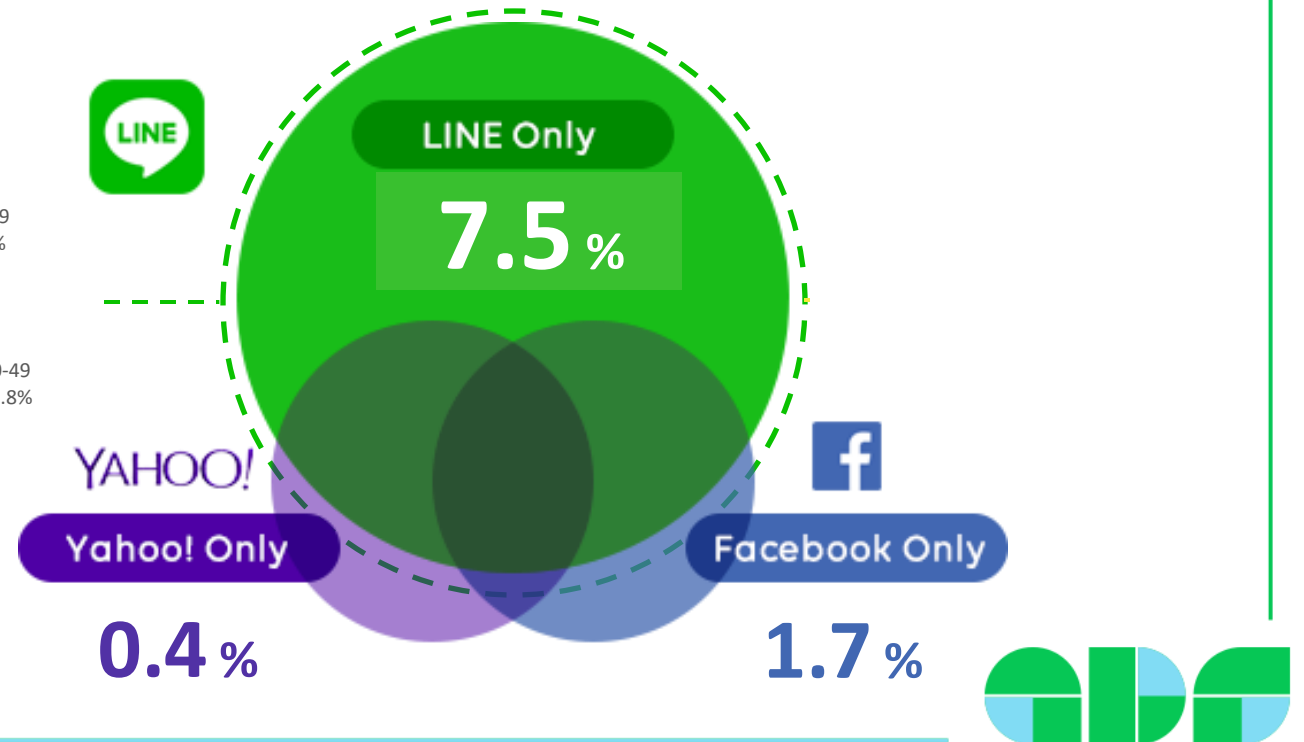
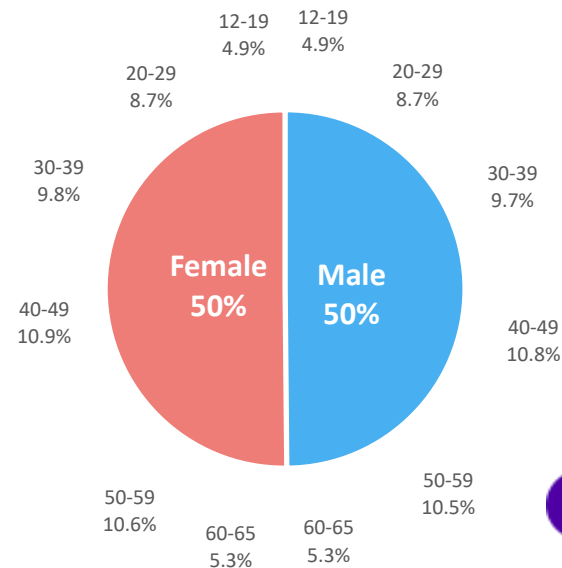


LINE Exclusive Users

LINE Taiwan has more than 21 million monthly active users

In the past seven days, users who have used LINE accounted for 88% of Taiwan's 12-65-year-old population, which is an overwhelming media reach. **7% of the above users can be reached by LINE only.** Compared to Facebook and Yahoo!, LINE can reach more users over the age of 40 with premium content.

[Attributes of LINE Users in general]



Source: LINE Internal Data; Nielsen NetWatch & Life Index 2018Q4

Household face-to-face interviews and online surveys, July 1st, 2018 - December 31st, 2018

Taiwan Main Island (excluding offshore islands), people aged 12 - 65, sample size: 5,025

Stratified random sampling, the sampling error is below the 95% confidence level, and the overall maximum possible sampling error is plus or minus 1.40%.

LINE Chat List

22+ million Monthly Active Users-

LINE's Highest-Reach Page

Highest Reach on LINE

The most visited page with the largest reach, ideal for advertisers aiming for maximum short-term exposure.

Visually Most Engaging

Eye-catching placement with video playback upon click, expanding within the chat list.

Most Talked-About Placement

Nationwide attention, becoming the MVP of daily trending topics.



LINE Chat List

LINE Talk Head View

Maximum Reach Package

Over 14M+ unique daily reach
Optional audience targeting available with additional cost

Guaranteed Impressions Package

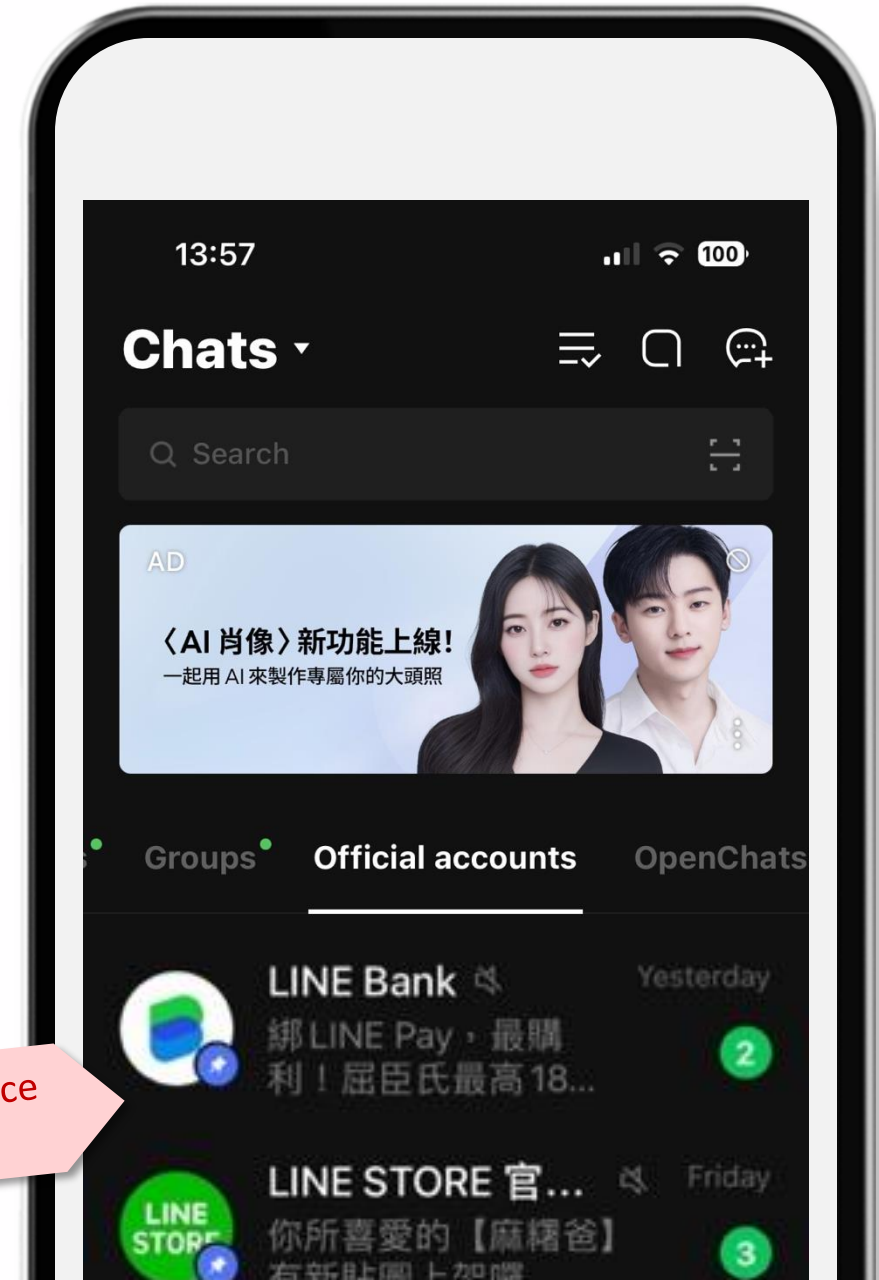
Guaranteed 5 million impressions
Flexible campaign period selection: 1–3 days

NEW

Bi-weekly targeting plan

Non-guaranteed 4 million impressions
Fixed bi-weekly campaign duration
Audience targeting included at no extra cost

Additional audience targeting OK!!



*Screenshots are for illustrative purposes only

*Display may vary slightly depending on the LINE app version and mobile device

Brand-new LINE Talk Head View

Lasting and Dedicated

Bi-weekly targeting package

Bi-weekly campaign duration

Fixed 14-day period*

Free audience targeting

Supports basic & interest targeting*

4 million impressions

Non-guaranteed*

*Ad launch date: Any weekday (Mon–Fri) may be chosen; campaign duration is fixed at 14 days; weekends (Sat–Sun) are not available for launch.

*Basic targeting: Age & gender; Interest targeting: 18 categories available, see the interest audience list in the product spec page.

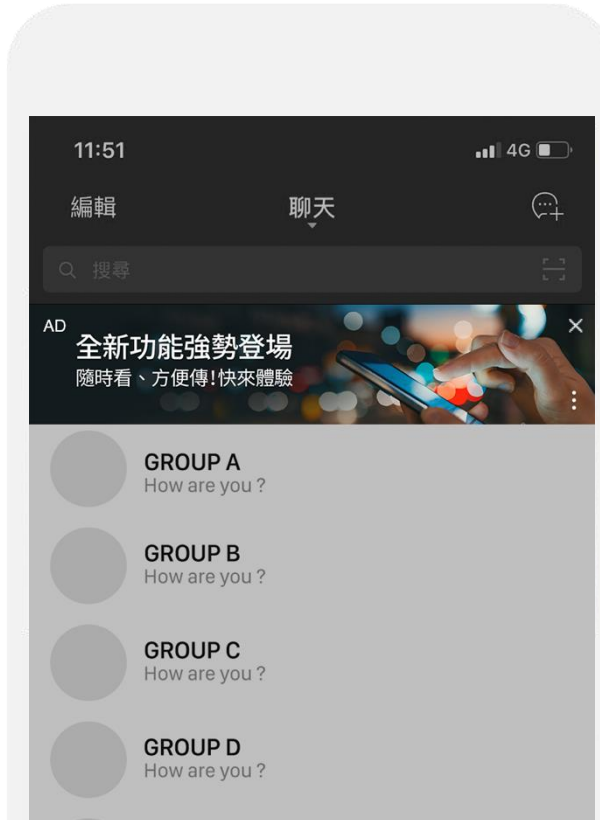
*Non-guaranteed impressions: Each bi-weekly package costs NT\$800,000, with an estimated non-guaranteed 4 million impressions. If final impressions are below 4 million, clients may choose to extend the campaign duration, or opt for ad cost to be calculated based on actual delivered impressions (bi-weekly package CPM: NT\$200).

LINE Talk Head View

Did you LINE today? **LINE Talk Head View** is delivered via the personalized “Smart Channel” banner at the top of **the chat page**. It is a high-impact placement with over 10 million daily reach nationwide.

Image only

Drive traffic UP!



“Image only” vs. “Video version” differences:

- ✓ Only image material required; users click the image to go directly to advertiser’s landing page.
- ✓ Promotional copy may be used in the sub-header (see creative specs).
- ✓ Both ad formats support audience features in [LINE Business Manager].

Click-through maximization

Promotional copy OK

LINE Business Manager OK

*Screenshots are for illustrative purposes only

*Display may vary slightly depending on the LINE app version and mobile device

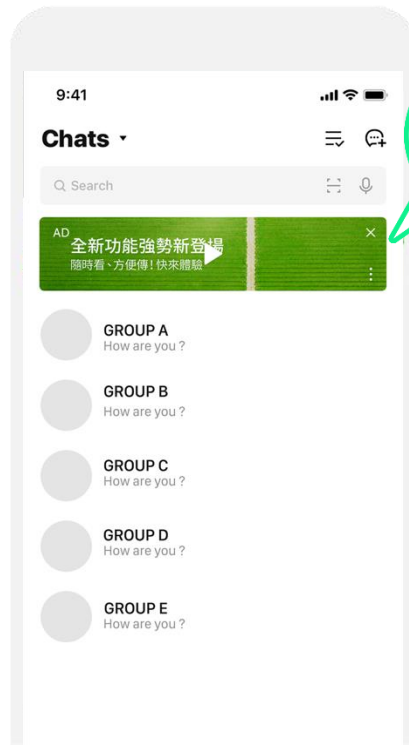
LINE Talk Head View

Did you LINE today? **LiNE Talk Head View** is delivered via the personalized “Smart Channel” banner at the top of **the chat page**. It is a high-impact placement with over 10 million daily reach nationwide.

Video version

High-impact
reach

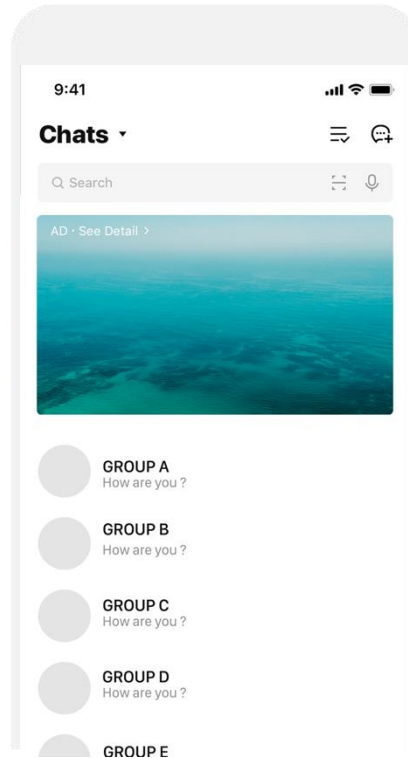
Before expansion:
Image banner



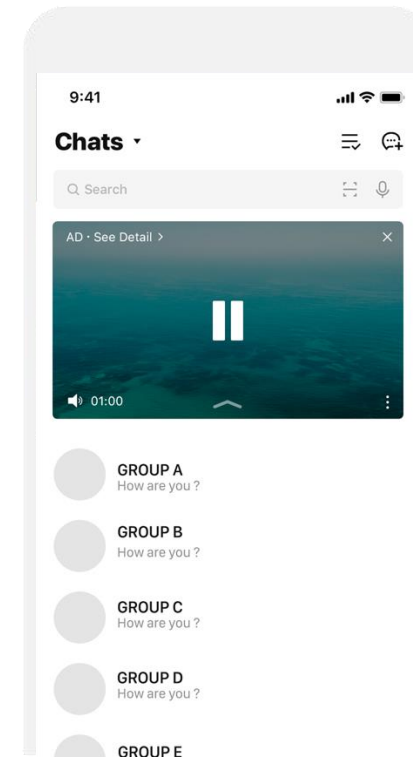
Touch



After expansion:
Video play back



After expansion:
Video pause



*Screenshots are for illustrative purposes only

*Display may vary slightly depending on the LINE app version and mobile device

Precise exposure: 88% overall campaign target accuracy

Nielsen DAR test results show LINE's overall OTR is 1.27x the market average,
enabling advertisers to precisely target audiences across age groups.

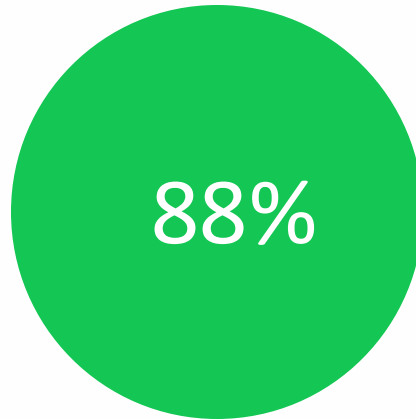


Ad Targeting Accuracy (OTR) – Performance by Age/Gender

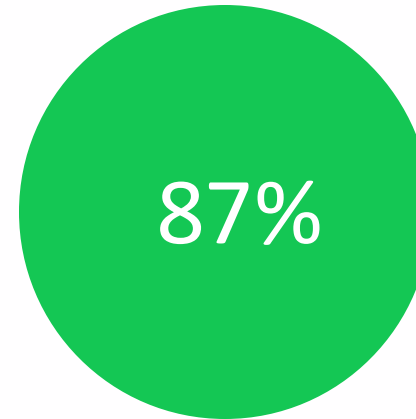
Ages 13–24



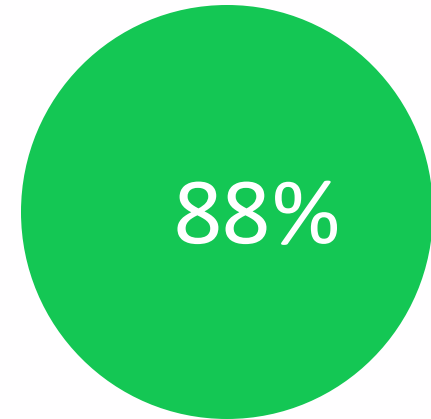
Ages 25–44, Female



Ages 25–44, Male



Ages 45+



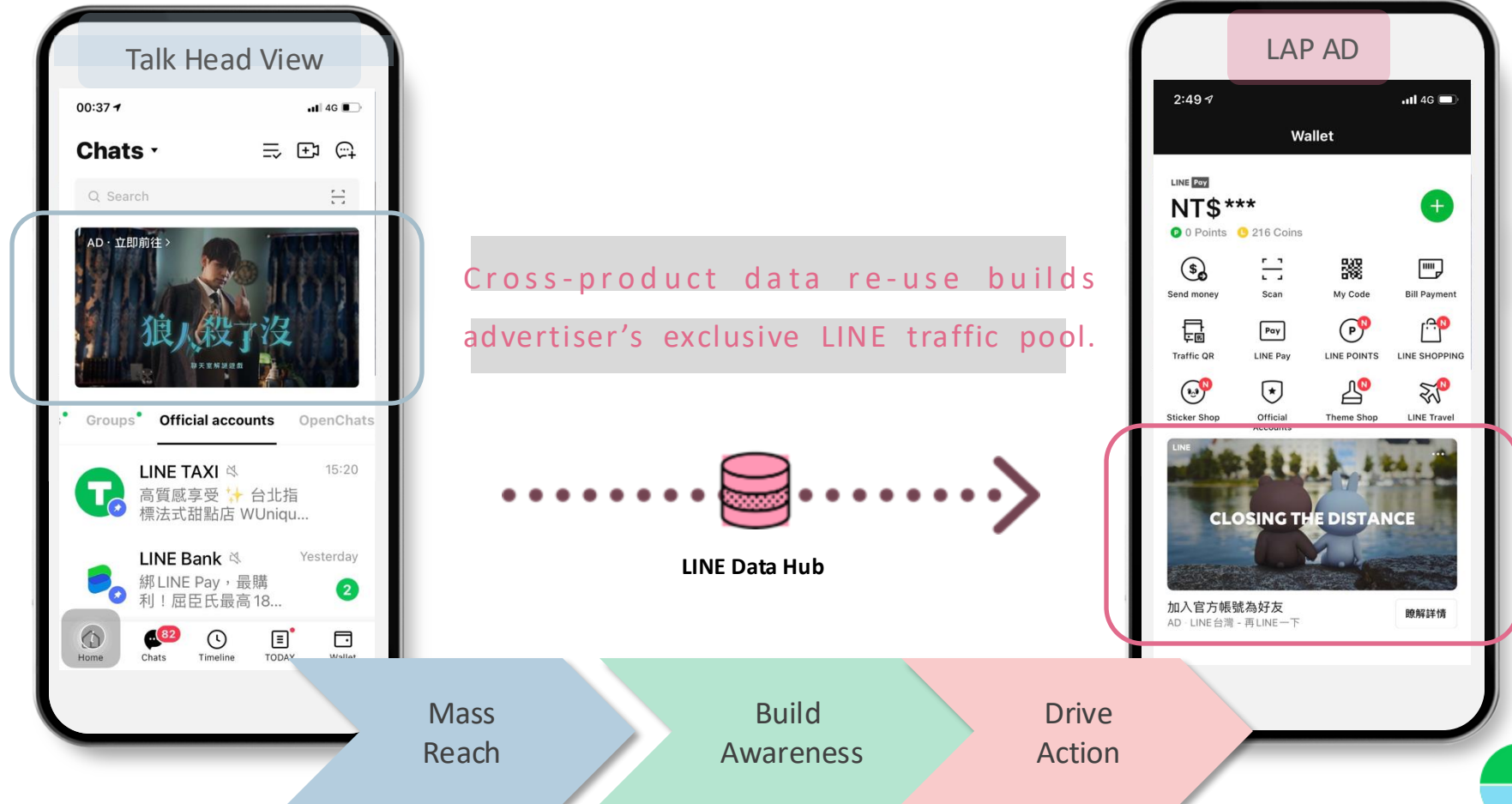
Notes:

1. Target accuracy rate is calculated via Nielsen DAR: exposures hitting target gender/age ÷ total exposures of the campaign.
2. Average values are weighted by exposure volume of each campaign.
3. Campaigns without target audience settings are excluded from averages.
4. Accuracy rates vary depending on placement, timing, and audience segment.
5. Data based on 40 LINE ad campaigns delivered in mobile environments.

LINE Business Manager

Maximizing ad value:

Front-page THV interactive audiences can be remarketed in LAP.



*Supported interactive audiences: Image click audiences & video view audiences

*Advertisers must use LINE Business Manager to share Front-page THV audiences



LINE Talk Head View Audience Usage Notes

If advertisers wish to use Front-page THV ad audiences for LAP remarketing, please refer to the following instructions:

Ad duration: Starting from June 1, 2022

Audiences must now be shared via LINE Business Manager.

Advertisers must set up a LINE Business Manager account and bind it with their LAP account to continue using Front-page THV audiences in LAP remarketing.



*For detailed specs, please refer to [LINE Business Manager] media materials.

*Advertisers must share Front-page THV audiences via LINE Business Manager and provide their BM ID for account binding.

*It is recommended to provide the BM ID when submitting materials. If BM ID is provided only after submission or after the campaign ends, please note that the audience validity period may expire, and audiences may not be fully retrievable.

LINE Talk Head View Audience Usage Notes

If advertisers wish to use Front-page THV ad audiences for LAP remarketing, please refer to the following instructions:

Ad duration: Starting from June 1, 2022

LINE Talk Head View Audience	Maximum Reach Package	Guaranteed Impressions Package	Bi-weekly Targeting Package
Image Ad	180 Days		180 Days
Video Ad			30 Days
Time Required for Audience Sync to BM	Automatically generated within 36 hours after campaign ends, and viewable in LINE Business Manager.		



*For detailed specs, please refer to [LINE Business Manager] media materials.

*Advertisers must share Front-page THV audiences via LINE Business Manager and provide their BM ID for account binding.

*It is recommended to provide the BM ID when submitting materials. If BM ID is provided only after submission or after the campaign ends, please note that the audience validity period may expire, and audiences may not be fully retrievable.

LINE Talk Head View product specs & pricing



LINE Talk Head View | Sales Specifications



Plan Type	Maximum Reach Plan	Guaranteed Impressions Plan	Bi-weekly Targeting Plan
Campaign Duration	Single day only	Flexible duration, advertiser may choose 1–3 days	Fixed 14-day duration, ad launch limited to Monday–Friday
Impressions	Estimated 14M+ impressions (Note 2)	Guaranteed 5M impressions	Estimated 4M impressions (Note 3)
Ad Audience (Note 1)	All LINE users Optional basic audience targeting (gender & age) available with 20% surcharge	All LINE users	All LINE users Free basic & interest audience targeting
Estimated Unique Reach (Note 4)	Estimated 14M+ unique users (Note 2)	Depends on campaign duration and frequency	Estimated 4M unique users (Note 3)
Audience Frequency Cap During Campaign (Note 5)	1 time	1–3 times, based on campaign duration: 1-day (FQ=1) / 2-day (FQ=2) / 3-day (FQ=3)	1 time
Ad Start & End Time	00:00–23:59 on the same day, booking available Monday–Friday	00:00 on start day to 23:59 on final day, booking available Monday–Friday	00:00 on start day to 23:59 on final day, booking available Monday–Friday
Overlapping Campaign Booking (Note 6)	Not applicable	Flexible campaign booking, overlapping durations allowed Up to 3 guaranteed impression ads per day (Note 6)	Fixed 14-day campaign booking, overlapping start dates allowed Up to 3 bi-weekly targeting ads per day (Note 6)
Ad Format	Autoplay / Expandable Video / Image-only	Autoplay / Expandable Video / Image-only	Autoplay / Expandable Video / Image-only Supports submission of 2 creatives simultaneously (same format required) (Note 7)
Pricing	List Price: NT\$1.8M (excl. tax) / campaign Discounted Price: NT\$1.5M (excl. tax) / campaign	List Price: NT\$800K (excl. tax) / campaign	List Price: NT\$800K (excl. tax) / campaign* (Note 8)
Notes	<ul style="list-style-type: none"> Note 1: Autoplay: LINE version 13.13.0+. Expandable Video: iOS LINE version 9.7.0+, Android LINE version 10.3.0+. Image-only: LINE version 10.5.0+ Note 2: “Maximum Reach Plan” – estimated impressions and unique reach are not guaranteed and may fluctuate based on user behavior. Estimates are based on non-targeted delivery; targeting may affect results. Minor log discrepancies may occur due to system specs and user network conditions. Note 3: “Bi-weekly Targeting Plan” – estimates are not guaranteed and may vary based on sales status of other plans, user behavior, and targeting conditions. Note 4: System-estimated metric; actual data may differ by up to 4%. Note 5: Users entering and exiting within 10 minutes are counted as one reach. Frequency cap is per user per campaign. For bi-weekly plans with low estimated UU due to targeting, frequency may be adjusted from 1–10. Note 6: Overlapping campaigns apply only to “Guaranteed Impressions” and “Bi-weekly Targeting” plans. Up to 3 campaigns per plan per day. “Maximum Reach” and “Guaranteed Impressions” cannot be booked simultaneously on the same day. Note 7: Bi-weekly plan allows 2 creatives of the same format; each user will only see one creative per day. Note 8: If final impressions are below 4 million, advertisers may extend the campaign or opt for actual delivery-based billing (CPM NT\$200). 		

LINE Talk Head View | Sales Specifications



Plan Type	Maximum Reach Plan	Guaranteed Impressions Plan	Bi-weekly Targeting Plan
Campaign Duration	Single day only	Flexible duration, advertiser may choose 1–3 days	Fixed 14-day duration, ad launch limited to Monday–Friday
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Estimated Unique Reach (Note 4)	Estimated 14M+ unique users (Note 2)	Depends on campaign duration and frequency	Estimated 4M unique users (Note 3)
Audience Frequency Cap During Campaign (Note 5)	1 time	1–3 times, based on campaign duration: 1-day (FQ=1) / 2-day (FQ=2) / 3-day (FQ=3)	1 time
Ad Start & End Time	00:00–23:59 on the same day, booking available Monday–Friday	00:00 on start day to 23:59 on final day, booking available Monday–Friday	00:00 on start day to 23:59 on final day, booking available Monday–Friday
Overlapping Campaign Booking (Note 6)	Not applicable	Flexible campaign booking, overlapping durations allowed Up to 3 guaranteed impression ads per day (Note 6)	Fixed 14-day campaign booking, overlapping start dates allowed Up to 3 bi-weekly targeting ads per day (Note 6)
Ad Format	Autoplay / Expandable Video / Image-only	Autoplay / Expandable Video / Image-only	Autoplay / Expandable Video / Image-only Supports submission of 2 creatives simultaneously (same format required) (Note 7)
Pricing	List Price: NT\$1.8M (excl. tax) / campaign Discounted Price: NT\$1.5M (excl. tax) / campaign	List Price: NT\$800K (excl. tax) / campaign	List Price: NT\$800K (excl. tax) / campaign* (Note 8)
Other Notes	<ul style="list-style-type: none"> Minor discrepancy (<1%) may occur between impressions and unique reach due to device connection issues. Ads remain in Smart Channel for 10 minutes per exposure regardless of click. Discounted price valid until Dec 31, 2025. LINE reserves final approval rights for campaign schedule and ad placement. In rare cases, THV ads may be overlaid by critical info such as: <ul style="list-style-type: none"> (1) News alerts (e.g., earthquakes, disasters, elections, major events) (2) LINE Beacon banners (requires prior user consent, GPS & Bluetooth enabled) (3) Major LINE service announcements Election ads must follow these booking rules: A single political party (or independent candidate) cannot book consecutive days. Must have at least a 2-day gap between bookings (e.g., if booked Monday, next booking starts Thursday). Max 5 bookings per party per month. 		

LINE Talk Head View

	Basic Audience – Gender	Basic Audience – Age			Basic Audience – OS	Interest Audience		
Detailed Targeting Conditions	<div><input type="checkbox"/> Male</div> <div><input type="checkbox"/> Female</div>	<div><input type="checkbox"/> Under 14</div> <div><input type="checkbox"/> 15-19</div> <div><input type="checkbox"/> 20-24</div>	<div><input type="checkbox"/> 25-29</div> <div><input type="checkbox"/> 30-34</div> <div><input type="checkbox"/> 35-39</div>	<div><input type="checkbox"/> 40-44</div> <div><input type="checkbox"/> 45-49</div> <div><input type="checkbox"/> 50+</div>	<div><input type="checkbox"/> iOS</div> <div><input type="checkbox"/> Android</div>	<div><input type="checkbox"/> Games</div> <div><input type="checkbox"/> Electronics & Appliances</div> <div><input type="checkbox"/> Sports</div> <div><input type="checkbox"/> Career & Business</div> <div><input type="checkbox"/> Fashion</div> <div><input type="checkbox"/> Home & Gardening</div>	<div><input type="checkbox"/> TV & Movies</div> <div><input type="checkbox"/> Music</div> <div><input type="checkbox"/> Education & Certification</div> <div><input type="checkbox"/> Finance</div> <div><input type="checkbox"/> Health & Fitness</div> <div><input type="checkbox"/> Automotive</div>	<div><input type="checkbox"/> Books & Comics</div> <div><input type="checkbox"/> Food</div> <div><input type="checkbox"/> Beauty & Cosmetics</div> <div><input type="checkbox"/> Travel</div> <div><input type="checkbox"/> Entertainment</div> <div><input type="checkbox"/> Shopping</div>
Bi-weekly Targeting Plan	✓ Free targeting, no extra charge							
Maximum Reach Plan	✓ Targeting available with 20% surcharge				✗ Targeting not supported			
Guaranteed Impressions Plan	✗ Targeting not supported							
Remarks	<ul style="list-style-type: none">• Each targeting condition is inclusive; exclusion is not supported.• Relationship between basic and interest audiences: AND• Relationship among basic audience categories (gender, age, OS): AND• Relationship among interest audience categories: OR• OS and interest audience targeting is only available for the Bi-weekly Targeting Plan							

LINE Talk Head View | Comparison of Three Sales Package

Product	Selling Points	Impressions	Reach (UU)	Key Features
Bi-weekly Targeting Plan THV Targeting	<p>Premium placement with flexible exposure over a 14-day period.</p> <p>Non-guaranteed 4M impressions.</p> <p>Free audience targeting</p> <p>New interest-based targeting now available at no extra cost.</p>	<p>4M non-guaranteed impressions over 2 weeks</p>	<p>Estimated 4M non-guaranteed unique users</p>	<p>New interest-based targeting available</p> <p>High cost-performance even for THV</p> <p>Ideal for clients who care about budget pacing and campaign duration. With the same budget, enjoy a longer campaign duration and free audience targeting.</p> <p>Ideal for clients focused on budget pacing and longer campaign duration</p> <p>Suitable for product launches / Double 11 / seasonal warm-ups</p> <p>Supports 2 creatives/links submitted simultaneously</p>
Maximum Reach Plan THV CPD	<p>Maximize reach in a single day.</p> <p>Nationwide exposure.</p> <p>Generates high buzz.</p>	<p>Actual average daily impressions: approx. 18M–19M</p>	<p>Actual average daily unique users: approx. 18M–19M</p>	<p>Top choice for single-day, high-reach campaigns</p> <p>Supports gender & age targeting</p>
Guaranteed Impressions Plan THV CPM	<p>Short-term campaign with guaranteed high exposure.</p> <p>1–3 day burst promotion.</p> <p>High-frequency delivery.</p>	<p>Guaranteed 5M impressions over 1–3 days</p>	<p>Actual average unique users depends on campaign duration</p>	<p>Flexible campaign duration and frequency (FQ)</p> <p>e.g., For 3+ reach, use 3-day CPM (FQ=3), with 5M guaranteed impressions unchanged</p>

LINE Talk Head View Bi-weekly Targeting Plan FAQ Explanation

Q Is the Bi-weekly Targeting Plan an IO-buy model, and is it a guaranteed ad?

A No, the Bi-weekly Targeting Plan is a “non-guaranteed” model and not a standard guaranteed ad. Delivery volume, exposure dates, and daily impressions are not guaranteed and may vary depending on available traffic. Actual delivery status prevails.

Q Is the delivery priority of the Bi-weekly Targeting Plan different from other ad models?

A Yes, the delivery priority of the Bi-weekly Targeting Plan is lower than the “Maximum Reach Plan” and “Guaranteed Impressions Plan.” If advertisers wish to ensure higher delivery priority, please refer to the guaranteed models: “Maximum Reach Plan” and “Guaranteed Impressions Plan.”

Q Does a fixed 14-day campaign mean there will be exposure every day?

No, “fixed 14-day duration” means the system will deliver up to 4 million impressions within the 14-day period.

A It does not guarantee daily exposure, average daily delivery, or that the ad will run for the full 14 days.
The system will aim to deliver over the most days possible, but actual delivery depends on daily available traffic.

Q Will the Bi-weekly Targeting ad always end after 14 days?

A Not necessarily. The campaign may end earlier.

If the ad reaches 4 million impressions before the 14-day period ends, the campaign will conclude early.

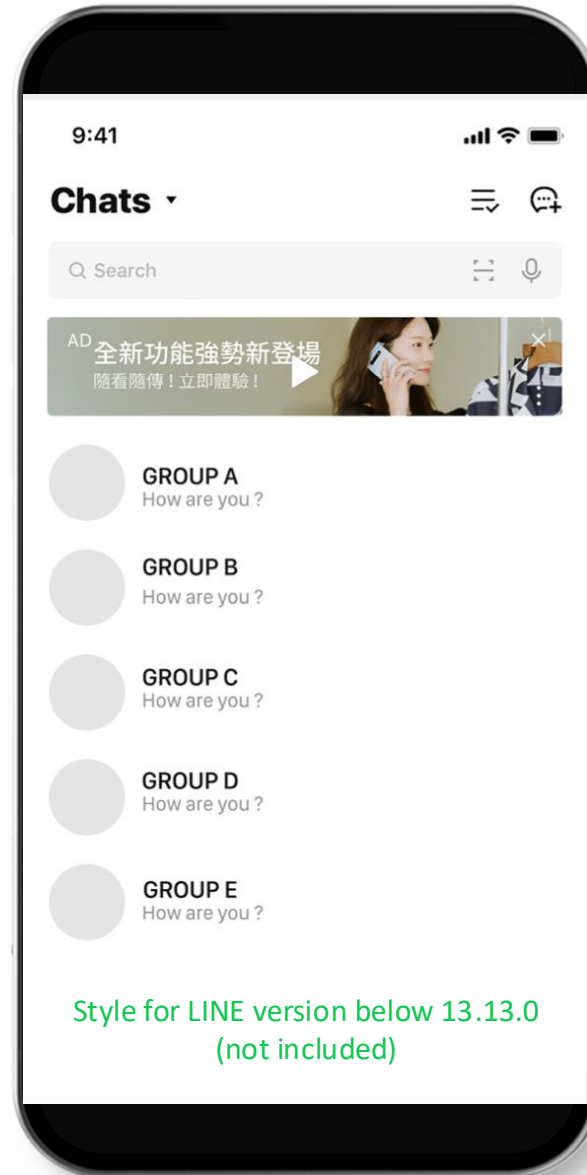
Ad Formats and Placement Process



LINE Talk Head View just got taller!

New Middle Size large visual format launched

- ✓ Ad height is 1.5x the existing format
- ✓ A more eye-catching top-of-chat ad to effectively capture user attention
- ✓ Available for LINE App version 13.13.0 and above



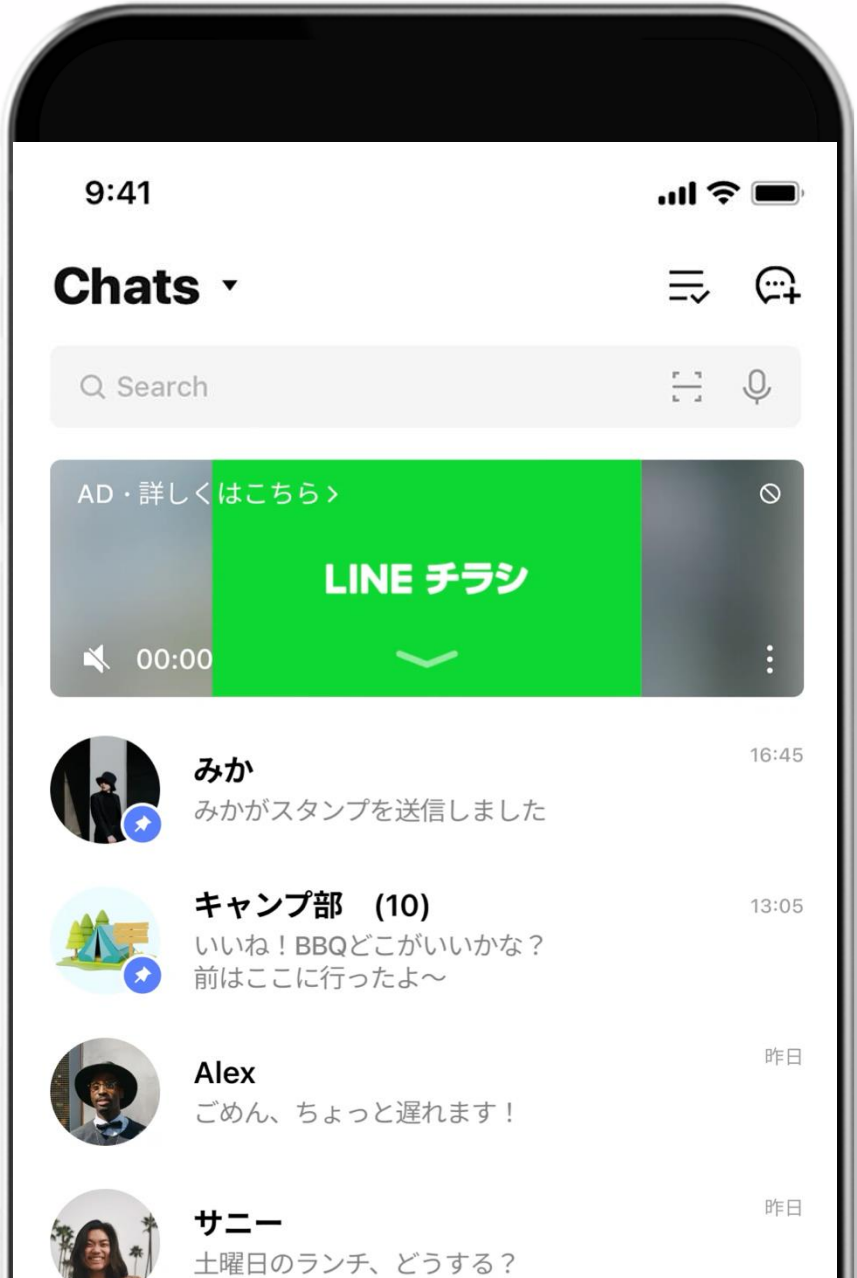
Brand-new Video Format
Debut!

Talk Head View Autoplay

Your choice, more
direct

Autoplay available for LINE App version 13.17.0 and above
Users with LINE App versions below 13.17.0 will see the existing expandable video format

User's phone and LINE App settings must meet autoplay requirements
Device must have "Video Autoplay" enabled, and LINE App set to "Autoplay videos" on "Mobile Data & Wi-Fi"
Autoplay setting path: LINE Home > Settings > Photos & Videos > Autoplay Videos > Mobile Data & Wi-Fi
Images are high-resolution examples; actual icons and placement may vary depending on user's LINE app version



Video ads
play automatically
Users in chats
watch instantly

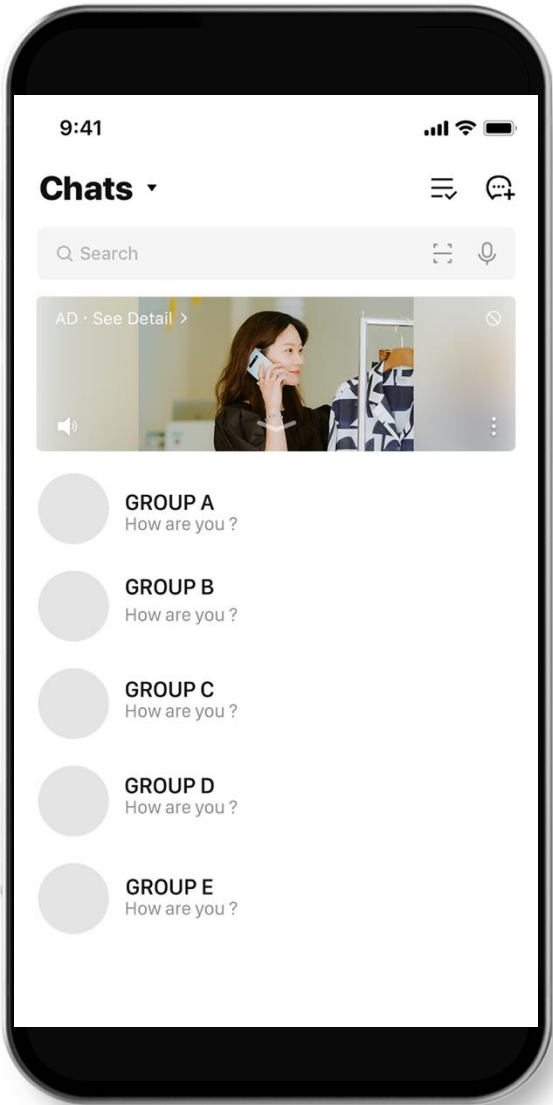
Autoplay Video Ads

Watch & Click Performance
UP UP!

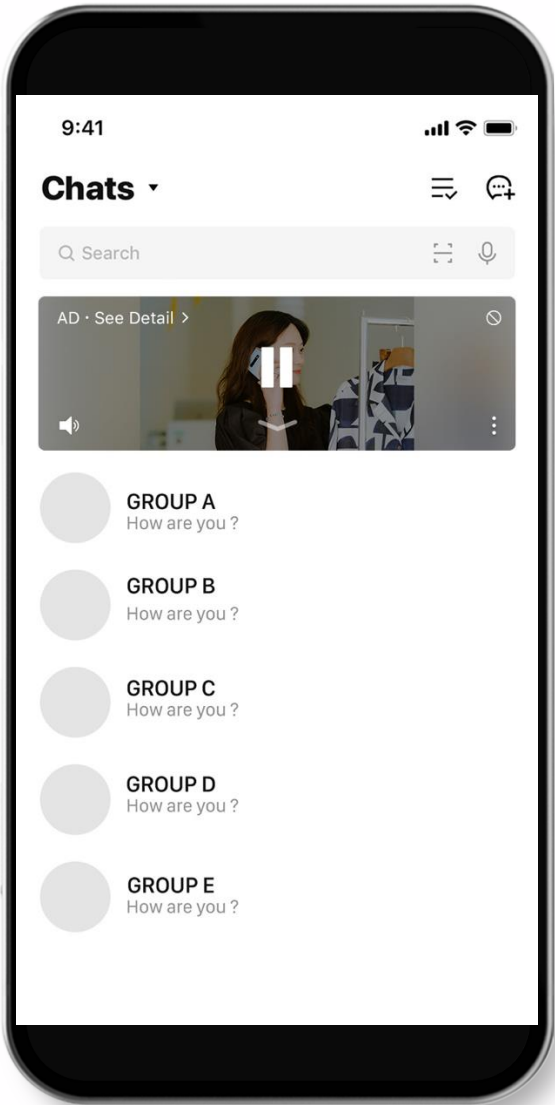


Performance growth data compares pure Autoplay video format with the existing pure expandable video format.
VTR = Video Play Start VTR = (Number of video starts ÷ total impressions).
Performance data is for reference only, not guaranteed.
Actual results may vary based on campaign performance.

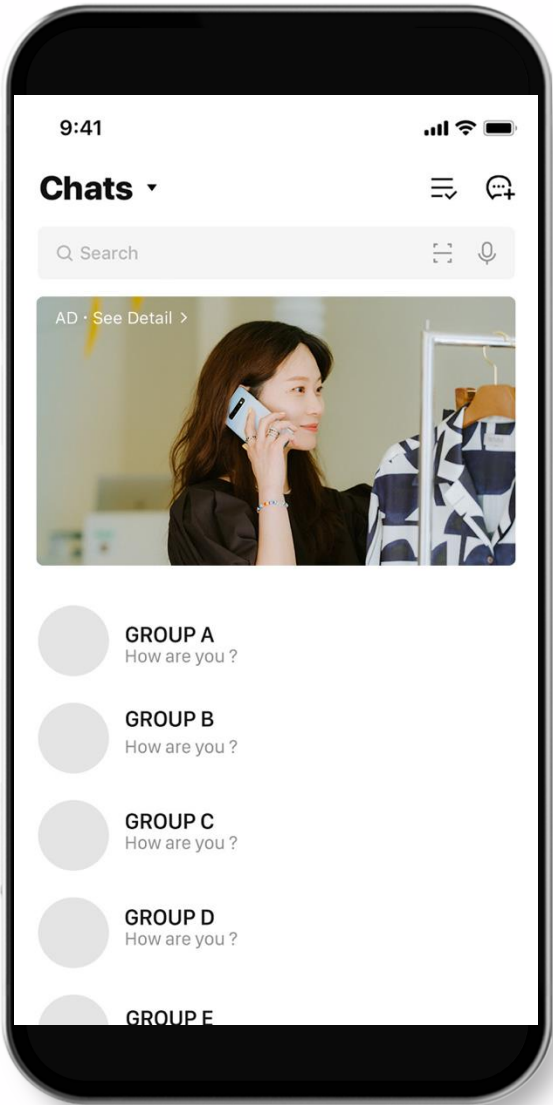
LINE Talk Head View Autoplay Format Overview



Autoplay / Video playing



Click video / Pause video



Click Fold Button /
Expand video

* Images are high-resolution examples; actual display may vary depending on the user's LINE app version.

LINE Talk Head View **Autoplay** FAQ

Q Does Autoplay replace the existing expandable video ad?

A No. Advertisers may choose whether to use Autoplay. If yes, note it during submission & setup. If not specified, ads will default to the expandable video format.

Q When using Autoplay, will all users see it?

A No. The system automatically detects LINE App version and phone settings. Only users meeting Autoplay conditions will see it; others will see the expandable video format.

Q During Autoplay, will users first see a static image?

A No. With Autoplay, the video plays automatically when entering chat. No click is required. If network conditions delay playback, the first frame of the video is shown until it starts.

Q Is there a difference in ad material or submission process for Autoplay?

A Materials and format are the same. Advertisers only need to specify during submission if Autoplay should be used.

LINE Talk Head View FAQ

Applicable format: Expandable Video

Q. Do expandable video ads autoplay?

A. By default, videos autoplay after clicking the banner image, subject to user system settings.

Q. Is sound autoplay or muted by default?

A. Default is muted. Users may tap to enable sound.

Applicable formats: Autoplay / Expandable Video / Image-only

Q. Can third-party tracking for impressions and clicks be used?

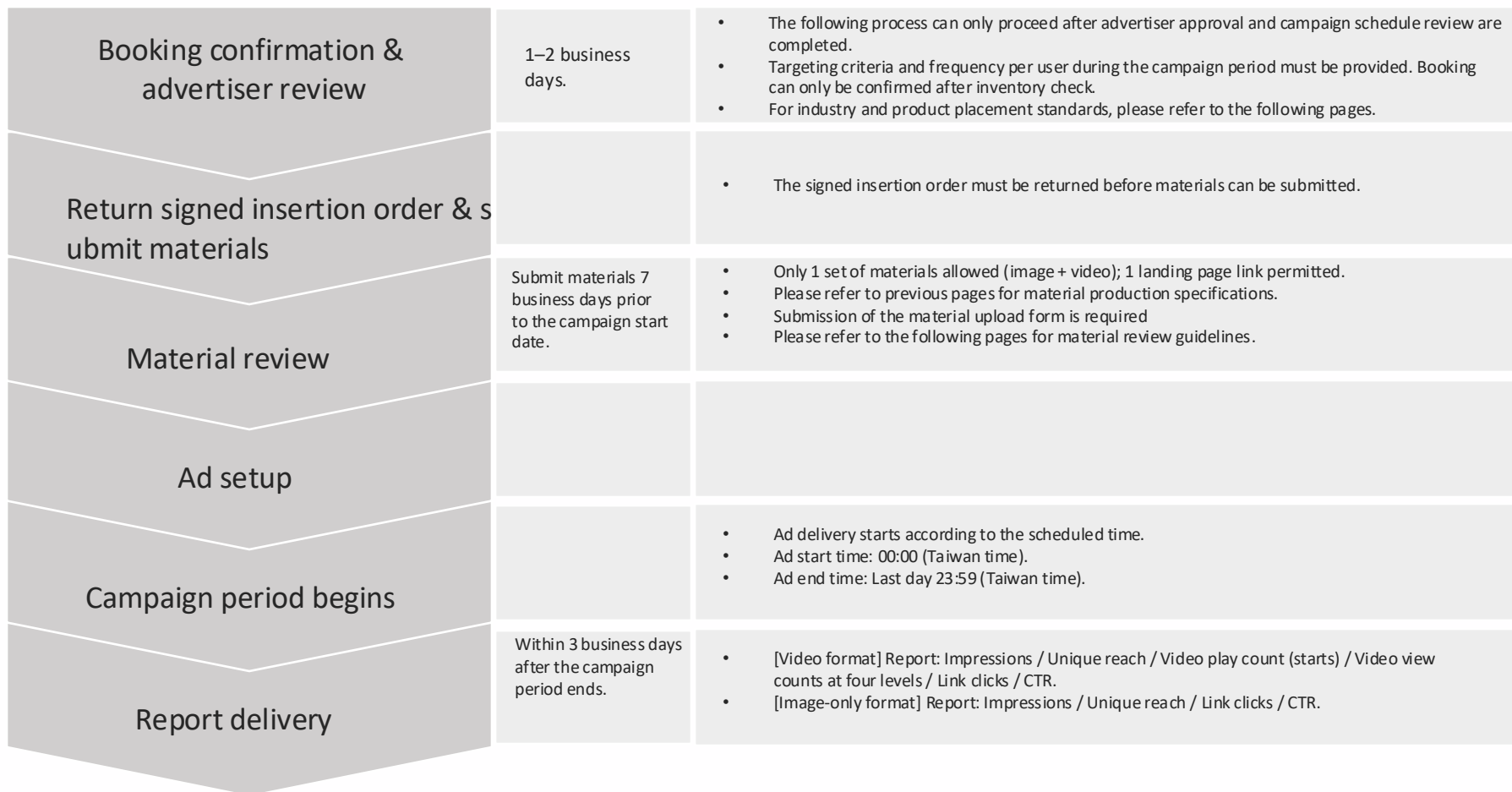
A. Supported trackers:

- Click tracking: DoubleClick (DCM), Sizmek, Miaozen
- Impression tracking: Nielsen (DAR), Flashtalking

Note: Landing Pages cannot use shortened URLs.

The above only indicates that the LINE system supports setup; it does not guarantee the accuracy of third-party tracking data. Actual support depends on the system settings at the time.

LINE Talk Head View Placement Process



* LINE reserves the right to modify the above process and timeline.

* Please contact your LINE sales representative to check available booking slots and assist with placement reservations.

THANK YOU

