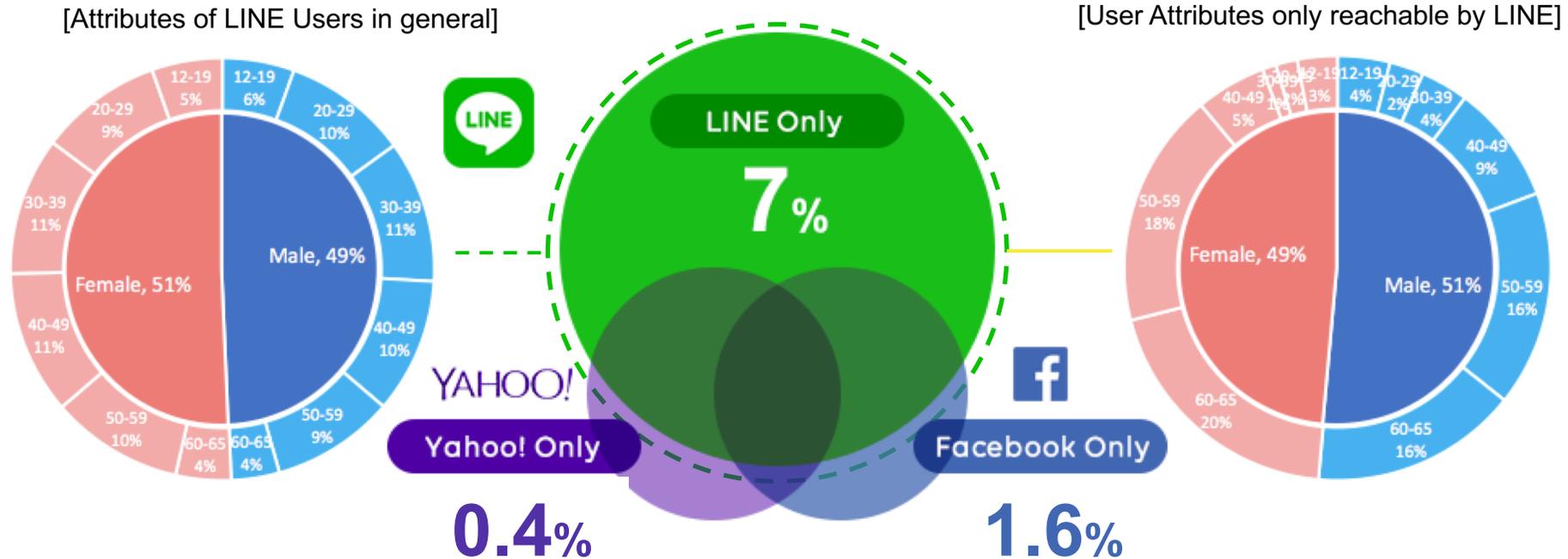# LINE Talk Head View

Corporate Business

LINE

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]

[User Attributes only reachable by LINE]

[Left chart - Attributes of LINE Users in general]
- 12-19 5%
- 12-19 6%
- 20-29 9%
- 20-29 10%
- 30-39 11%
- 30-39 11%
- Female, 51%
- Male, 49%
- 40-49 11%
- 40-49 10%
- 50-59 10%
- 50-59 9%
- 60-65 4%
- 60-65 4%

[Center Venn diagram]
- LINE Only 7%
- Yahoo! Only 0.4%
- Facebook Only 1.6%

[Right chart - User Attributes only reachable by LINE]
- 12-19 3%
- 12-19 4%
- 20-29 2%
- 30-39 4%
- 40-49 5%
- 40-49 9%
- Female, 49%
- Male, 51%
- 50-59 18%
- 50-59 16%
- 60-65 20%
- 60-65 16%

The LINE Talk Head View is located at the top of the Chatlist's "Smart Channel"

Did you use LINE today? LINE Talk Head View is delivered through personalized "Smart Channel" pushed messages at the top of the Chatlist. It is a high-impact ad placement that can reach more than tens of millions of people in Taiwan in one day.
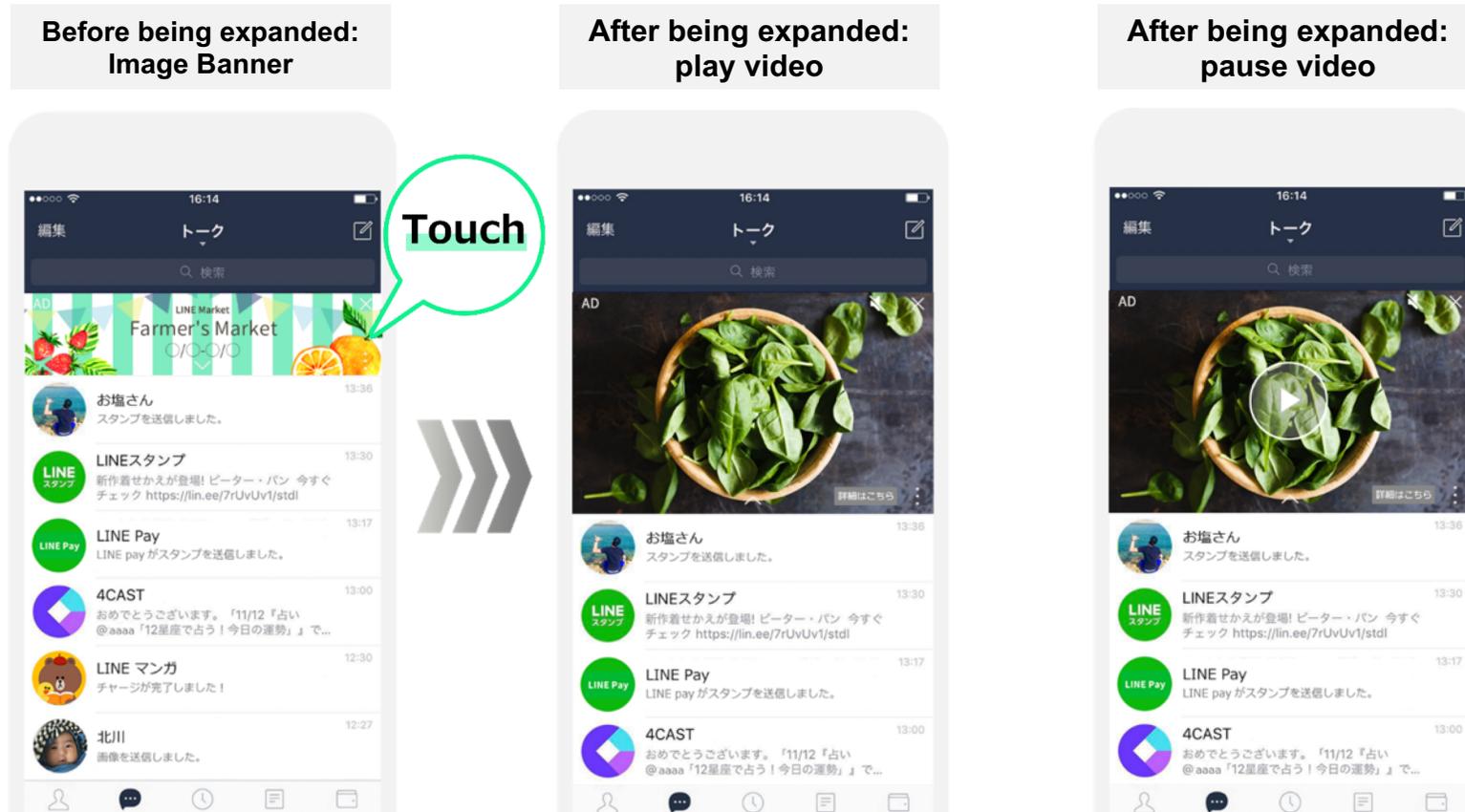
※The captured image is a schematic diagram

※Different versions of the LINE app and different mobile devices may cause slight differences in styles

LINE Chatlist

Smart Channel

21 Million+ **Monthly Active Users**   **The page with the maximum reach on LINE**

Maximum Reach

Suitable for short-term advertising goals that require maximum reach

Most Trending Topics

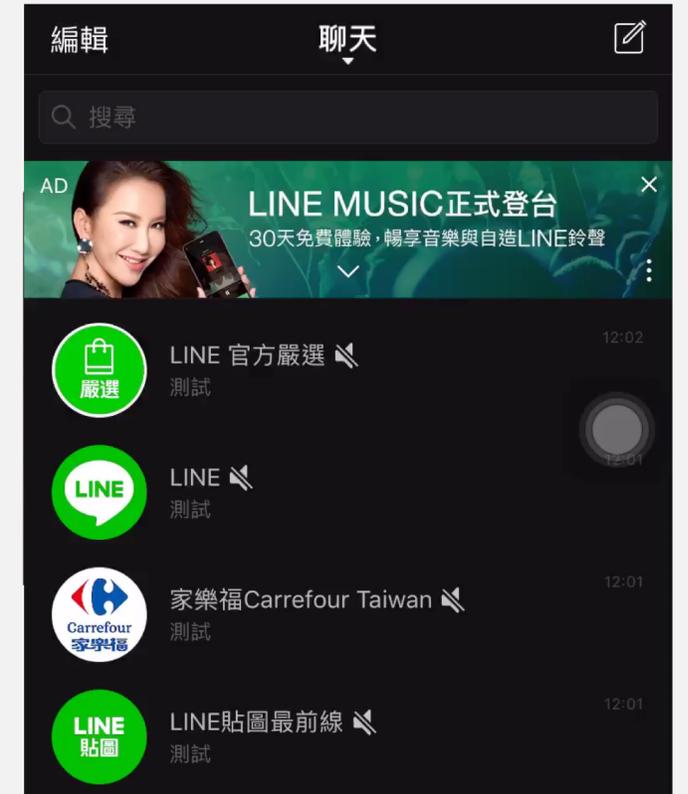Ad Seen by Taiwan Topic of the Day

Most eye-catching

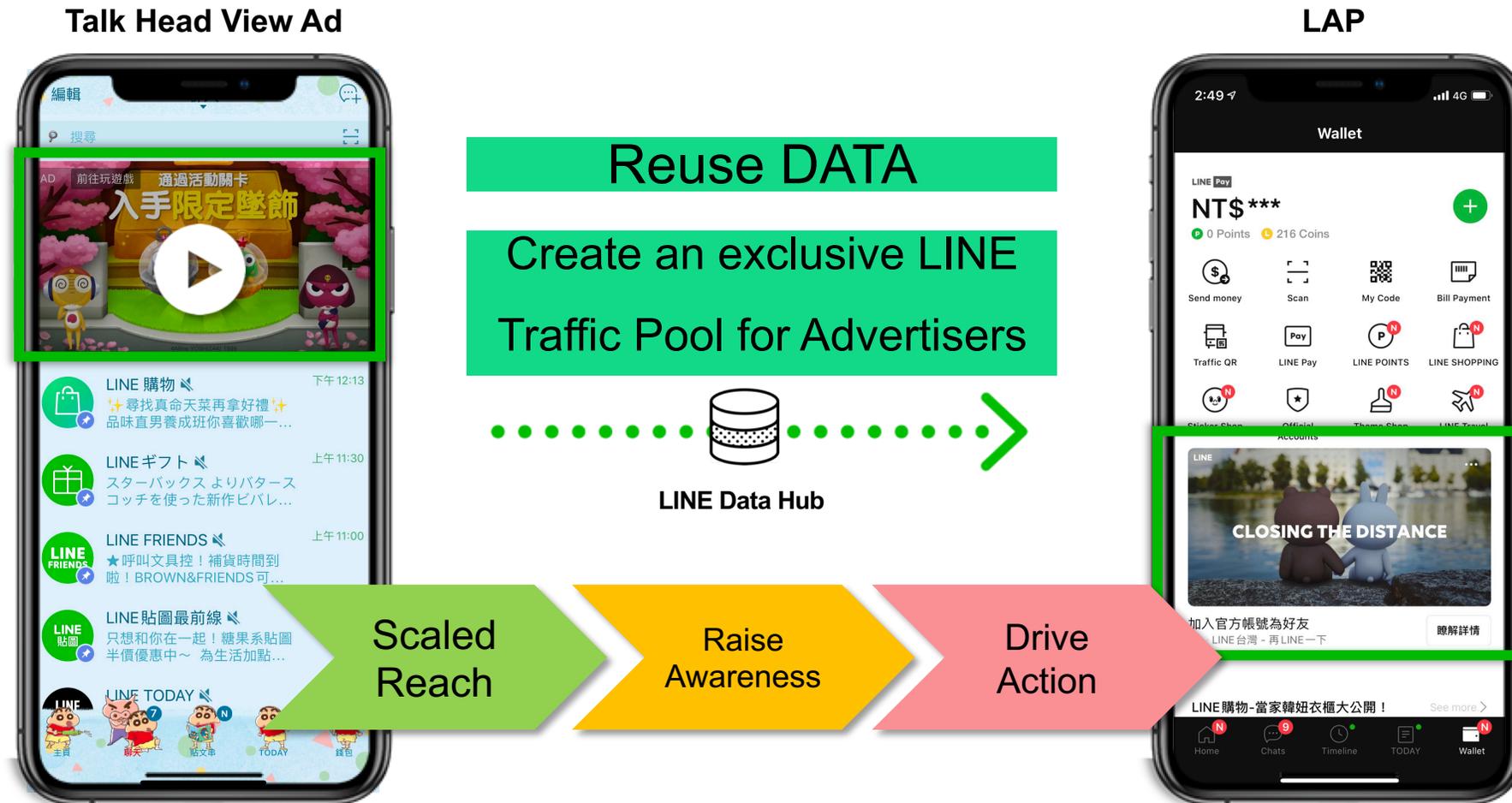Click and press the list to play the ad video

One-day Maximum Reach Plan

More than 14 million Amount of Unique Reach

Guaranteed Impression Plan

On-target Reach

4

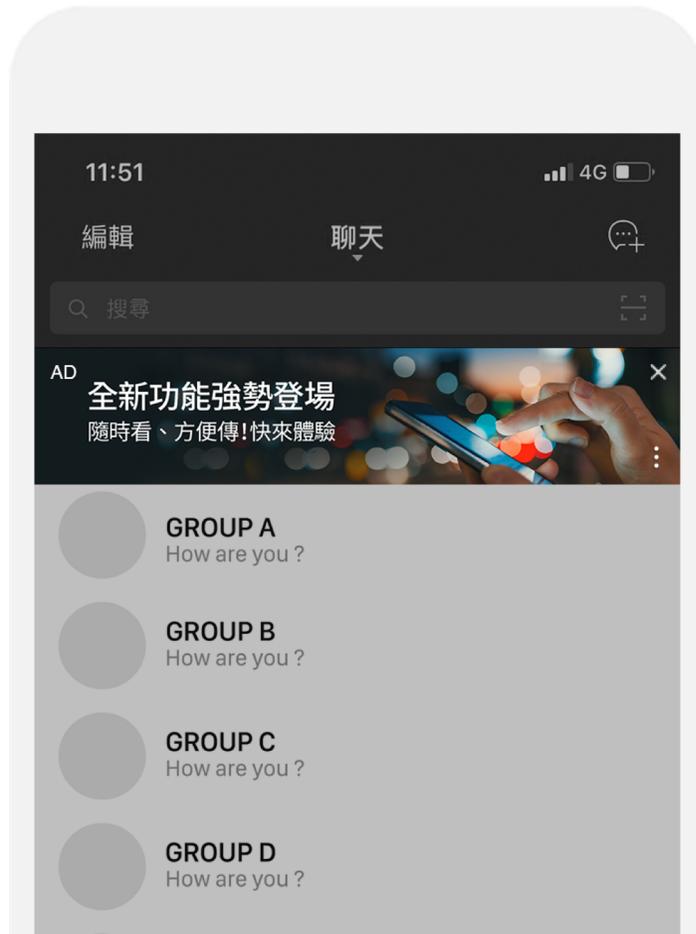# Maximize Ad Values! Engage Talk Head View Audience on LAP with Cross Targeting

Talk Head View Ad

LAP

Reuse DATA

Create an exclusive LINE

Traffic Pool for Advertisers

LINE Data Hub

Scaled Reach → Raise Awareness → Drive Action

LINE

Web Traffics Up! Introducing a brand-new Talk Head View "banner only" format

Differences between the "banner only" format and the current "video format":

- Only image materials are needed, and the user will be directly directed to the page designated by the advertiser after clicking the image

- Promotional Copy can be used in the subtitle area (view material specifications for more details)

- [Cross Targeting] Audience Feature currently isn't supported

Maximize Clicks

Promotional Copy OK

LINE Talk Head View [Rate Card]

Type of Plan	Single-day Maximum Reach Plan	Guaranteed Impression Plan
Ad Slot	Top of LINE Chatlist "Smart Channel"	
Frequency Cap during Campaign Period (Note 1)	FQ= 1	FQ= 1-3
Ad Audience (Note 2)	All LINE users	All LINE users; age and gender conditions can be locked, and a 20% price increase is required.
Estimated Unique Reach	Unique reach is more than 14 million people (Note 3)	Depends on targeting settings
Impression	Estimated impressions are 14 million above	Guaranteed 5 million Impressions
Online and Offline Time of Ad (Note 4)	1 full day (That day 10:00 AM until 09:59 AM of the following day); Open to book from Wednesday to Friday. One slot only per week	3 full days (That day 10:00 AM until 09:59 AM of the fourth day); Open to book on Weekdays. One slot only per week. Advertiser can book slots after ad inventory check
Ad Format	Video / Static Banner	Video
Price	Price: 1.8 million NTD(without tax) / Slot	Price: eight hundred thousand NTD(without tax) / Slot
Other Precautions	• Regardless of whether the Ad is clicked or not, the Ad will stay on the Smart Channel for 5 minutes for each impression. • This amount is valid during the sales period and the advertising duration: the contract can be signed back today, and the maximum discount price of the single-day maximum reach plan will be applicable and implemented until September 30th, 2020. • LINE retains the final review rights for the Ad Duration and Publication Specifications • The MVP Headline Ad delivery may be covered by the following information in some special situations, including (1)news notifications: major events related to social security (such as earthquakes, natural disasters, elections, major events) and (2) LINE Beacon banners: in the past, it was necessary to agree to the terms of use and there has to LINE Beacon device nearby field, where the user had GPS and Bluetooth enabled.	

Note 1: When a single user enters and exits for a refresh within 5 minutes, the system counts it as 1 reach and the reach frequency is in the same session. The numbers such as clicks and views in the same session are also the numbers after the refresh. This amount is the upper limit for audience reach, the amount of reach isn't guaranteed reach.
Note 2: [Video Version] iOS users LINE version 9.7 or above, Android users LINE Version 9.7.5 or above / [Banner only]: LINE version 10.5.0 or above
Note 3: The amount of unique reaches is an estimated value, and is not guaranteed. It will fluctuate depending on the overall behavior of LINE users for that day.
Note 4: scheduling is temporarily not accepted during weekends. The duration of the two plans cannot overlap.
Note 5: When the user's device connection is poor, there may be an error value of less than 1% between the amount of impressions and the amount of unique reaches due to repeated attempts to reconnect. The Ad Delivery will be based on the guaranteed amount of impressions.

LINE

LINE Talk Head View Material Specifications

|	
Image File	Format: PNG, JPG Size: W1280px x H720px Size Limit: 5MB or less *The size difference of different mobile devices will affect the scope of the image, please refer to the full description on the next page.
Video File	Format: MP4 (H.264 is recommended) Size: W1280px x H720px FPS per second limit: maximum is 30FPS Time: 5 - 60 seconds (Recommended time is approximately 15 seconds) Size Limit: 1,000MB or less
CALL TO ACTION Call to Action Button Proposal	Within 7 characters (Regardless of half-width or full-width, upper or lowercase, letters or numbers, spaces) Line breaks and special signs aren't allowed
CALL TO ACTION Call to Action Button URL	1. Outreach expanded Ads. Supports Web parameters such as UTM. 2. Does not support Deeplink and does not support APP analysis links. 3. If the URL contains half-width spaces and special signs, the system will automatically replace them with %. 4. Please use the URL format before encoding. Do not use URLs with anchors.

※The elements in the material must obtain copyrights and if any royalties occur, the advertiser will be responsible for them.
※The quality of the played video will depend on the current network speed and specifications of each device to deliver the most suitable quality.
※This slot does not have a screen preview, so please confirm the contents and materials before proceeding with the draft.

LINE

LINE Talk Head View Material Precautions

[Ad Style Elements]
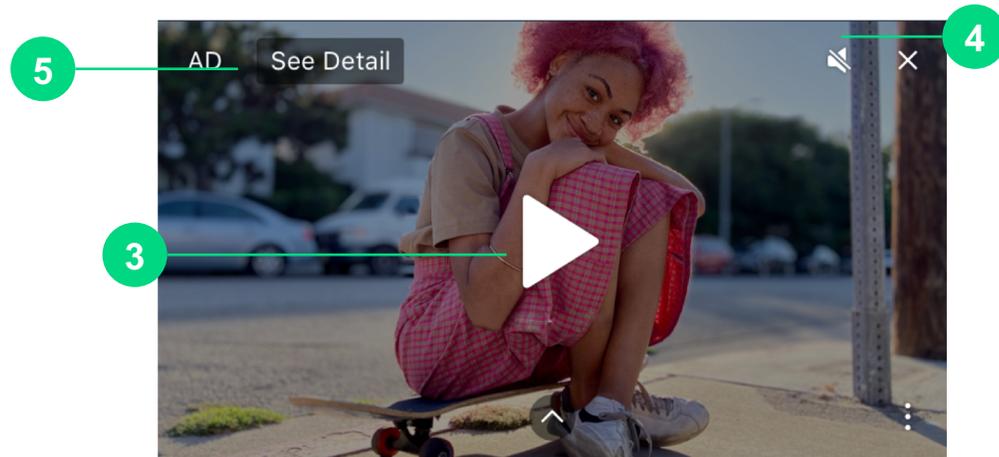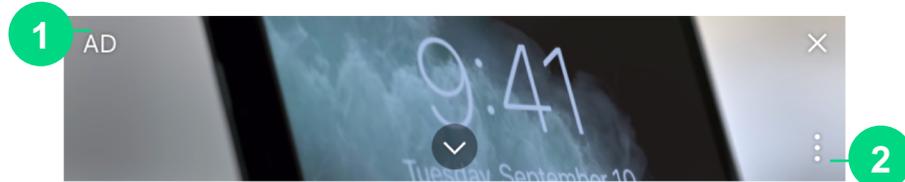
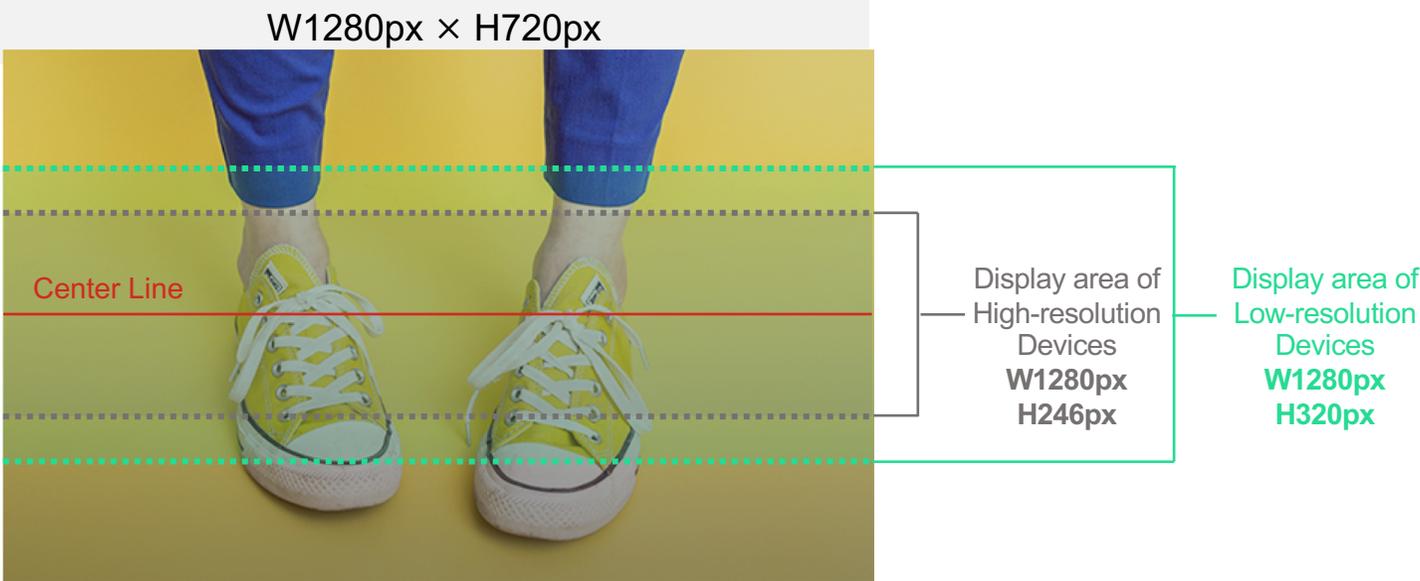| Element Number	Name of Item	Content
1	AD BADGE	Will always float here. The position and size cannot be changed.
2	MUTE BUTTON	Will always float here. The position and size cannot be changed.
3	PLAY BUTTON	When the video is being played and when you click on the video, it will always float here. The position and size cannot be changed.
4	SOUND BUTTON	When the video is being played and when you click on the video, it will always float here. The position and size cannot be changed.
5	CALL TO ACTION Call to Action Button Proposal	Less than 7 characters (Regardless of half-width or full-width, upper or lowercase, letters or numbers, spaces) Line breaks and special signs aren't allowed

※The captured image is a schematic diagram

※Different versions of the LINE app and different mobile devices may cause slight differences in styles

LINE

LINE Talk Head View Suggestions for Making Image Materials

The suggestions for making image materials before clicking are as follows. It is recommended to place key information on the display areas of high-resolution devices.
It is recommended to use texts or designs that can arouse users to click and interact.

W1280px × H720px

Center Line

Display area of High-resolution Devices
W1280px
H246px

Display area of Low-resolution Devices
W1280px
H320px

Display Area Schematic Diagram

AD 1   2 ×
         4 ⌄   3 ⋮

Please avoid placing key images in the corresponding areas of the following advertising icons:

1 W78px H63px   3 W81px H81px

2 W81px H81px   4 W132px H88.5px

LINE

※The captured image is a schematic diagram. High-resolution Device: a device of about six inches; low-resolution devices: a device of about four inches.

LINE Talk Head View Material Precautions

The following icons will always float here. The position and size cannot be changed. Please avoid placing key

images in the corresponding areas of the following advertising icons:

C AD BADGE : W78 X H63 (px)

D CANCEL BUTTON : W81 x H81 (px)

E MENU BUTTON : W81 x H81 (px)

分級標章

1. 遊戲產業，客戶素材需放置分級標章。

2. 分級標章必須遵照 PSD 檔中的固定位置，
   故請務必開啟圖層。

LINE

LINE Talk Head View Material Precautions

全新功能強勢登場
隨時看、方便傳!快來體驗

A 高解析度裝置的展示區域
W1280 x H246 (px)

B 低解析度裝置的展示區域
W1280 x H320 (px)

點擊前的圖片素材製作建議請參考下一頁,建議將重點資訊放在高解析度裝置的表示區域。
建議使用能引起使用者點擊與互動的文字或設計。

※擷取圖片為示意圖。高解析度裝置:六寸左右的裝置;低解析度裝置:四寸左右的裝置。

LINE

LINE Talk Head View Material Specifications

Image File	Format: PNG, JPG Size: W1280px x H720px Size Limit: 5MB or less *The different sizes of mobile devices will affect the scope of the image, please refer to page 13 for details.
Proposal for Contents within Images	1. If you use promotional contents, you must use Titles and Subtitles, and comply with the word count and word unit regulations. • Titles: the text must be between 45pt-63pt in size, and the recommended amount of characters is within 12 characters • Subtitles: the text must not exceed 44pt in size, and the recommended amount of characters is within 17 characters 2. If you use promotional contents, they can only be placed in a short title
External URL	1. Outreach expanded Ads. Supports Web parameters such as UTM. 2. Does not support Deeplink and does not support APP analysis links. 3. If the URL contains half-width spaces and special signs, the system will automatically replace them with %. 4. Please use the URL format before encoding. Do not use URLs with anchors.

LINE

FAQ

Applicable Ad Format: Video

Q. Will the video play automatically?
A. The default setting is to automatically play the video after clicking the banner image, but it still depends on the user's system settings.

Q. Is the sound turned on automatically or muted by default?
A. The sound is preset to be muted. The user can click on the Sound Button to turn on the sound.

Applicable Ad Format: Video / Static Banner

Q. Can I use third-party clicks & impressions tracking?
A. The system currently supports the following third-party tracking vendors:
   Click tracking: please note that the Landing Page cannot use shortened URLs. Double Click (DCM), Sizmek & Miaozhen are supported
   Impression tracking: please note that the Landing Page cannot use shortened URLs. Nielsen (DAR) is supported

Ad Publication Process

Booking Confirmation & Advertiser Review	1-2 working days	• Ad Owners and Ad Durations must pass the review before moving on to the following steps of the process • Need to provide the locking conditions and the frequency of each person during the Ad's duration, and the Ad can be finalized after amounts have been checked • Please refer to the instructions on the back page for Industry and Product Publication Standards
IO Sign Back & Creatives Submission		• Please be sure to sign back the Authorized Publication Letter for the submission
Creatives Review	Submitted 7 working days before the start of the Campaign Duration	• The materials are limited to 1 group (image + video); the number of Landing Page links is 1. • Please refer to the description on the previous page for Material Production • Make sure to submit the Launched Materials Form • Please refer to the descriptions on the back page for Material Review Specifications
Ad Settings		
Campaign Duration		• Start publication according to the set time • The Time when the Ad goes live: 10:00 (Taiwan Time) • The Time when the Ad ends: The last day 09:59 (Taiwan Time)
Reporting	Within 3 working days after the Ad Duration ends	• [Video Version] Report: the number of impressions/amount of unique reaches/amount of video plays (start playing the video)/fourth-level video views/amount of link clicks/link click rate • [Image-only] Report : amount of impressions/amount of unique reaches/amount of link clicks/link click rate

※1. LINE reserves the right to change the aforementioned schedule.
※2. Please check the available schedule through the LINE Services Liaison, who will help book slots.

LINE

Advertising Regulations and Publication Standards

Enterprise, Industry, and Product Review

Reviewed according to "Industry and Product Publication Standards." (Please refer to page 12-13)
Landing Page and Materials must be reviewed in advance.

Ad Presentation and Material Review

Reviewed according to the "Ad Presentation Instructions and Restrictions." (Please refer to page 14-15)

Please be sure to abide by relevant laws and regulations, and various industry regulations.

LINE has established the "Notice and Restrictions on the Presentation of Ads" in order to avoid legal risks and protect users.

LINE

Industry and Product Publication Standards

Prohibited Industries and Products

- Election
- Sensitive Issues
- Dating Services
- Restricted Gaming Software
- Related to Religion (Related to exorcism, spirit medium, shrines and temples)
- Products and services that are promoted by inferring or taking advantage of one's sense of inferiority (Some exceptions)
- Health Food Products (some exceptions)
- Beauty and Salon
- Gambling related (including gaming software), Pachinko (except for some public enterprises)
- Adult Products and Services (Sexual products and services targeted at adults, sexually suggestive products and services, products and services that violate the protection and development of juveniles such as child erotica, and impotence-related food or drugs, etc.)
- Pyramid MLM, Multi-level Direct Marketing
- Credit Investigation Services
- Hourly House-cleaning, Nursing Services
- Tobacco products, electronic cigarettes
- Feminine Products (Contraceptive products, female basal thermometers)
- Weapons, Drugs
- Public welfare organizations, NPO/NGO, aggregate corporations
- Sales of Human Organs
- Funeral Industry
- Medical systems, aesthetic medicine, and cosmetic surgery institutions, whitening (referring to medical behavior and food), hospitals, clinics, websites related to specific diseases or health information
- Consumer Finance (only open to bank branding and credit cards)
- Loan-related
- Medicines (some exceptions)
- Investment in Real Estate
- Financial Investment, Foreign Exchange
- Crowdfunding
- Auctions, bidding involving bidding models
- Forums
- Information Comparison sites
- Point-related Websites (Websites focusing on collecting points exchange services)
- LINE Competitors
- Transnational Marriage Matchmaking
- Pawnshops

LINE

Industry and Product Publication Standards

Restricted Industries and Products

Liquor / Alcohol
- Must comply with relevant regulations - The Tobacco and Alcohol Administration Act
- It should be clearly marked with "Drink and driving is prohibited," "Excessive drinking is harmful to your health" and other warnings. It should be clearly marked with "Drink and driving is prohibited," "Excessive drinking is harmful to your health" and other warnings. (A warning must be added to every presented frame).
- When labeled with health warnings, they should be published in at least 10% of the continuous and independent areas of the page, and the area of the warning texts can't be less than one-half of the warning's background area. The color used for the health warnings should be contrast with that of the advertisement or promotion page and should contract the background colors. Except for the attached drawings, no irrelevant texts or images should be marked on the warnings. Warnings should be overprinted throughout TV, and other video advertisements or promotions. Advertisements or promotions that have audio should have warnings that are clearly announced.
- Do not encourage or promote drinking.

Advertising and Promotion of R-rated Movies
- Must comply with relevant laws and regulations - the review and classification of films and their Ads, and the use of advertising materials
- The contents of the Ad Materials should conform to the contents of the film, should be suitable for viewing by the general audience, and must not have one of the following circumstances:
    1. Violation of legally enforced or prohibited regulations.
    2. Involves sex, violence, terror, blood, or other threats of adverse effects on the behavior or psychology of children or juveniles.

Cosmetics
- Must comply with relevant regulations, for example: Statute for Control of Cosmetic Hygiene.

LINE

Notices and Restrictions on Ad Presentation - 1

Please be sure to abide by relevant laws and regulations, and various industry regulations.
LINE has established the following regulations related to the presentation of Ads to avoid legal risks and protect users. Landing Page and Materials must be reviewed in advance.

Ad content that can easily confuse or mislead users into thinking that there is a cooperation with LINE

is prohibited from using LINE's logo, characters, services, or other content without permission and authorization, as it will confuse or mislead users into thinking that this Ad has a cooperative relationship with LINE.

If you use LINE or related logos, it is prohibited to use these logos as part of the article or as the advertising background. LINE will also review the use of trademarks. Please refer to the LINE Logo Related Specifications: https://line.me/en/logo

Landing Page Restrictions

· It is forbidden to connect to web pages that are not directly related to the contents of the Ad.

· It is forbidden to connect to pages in the form of blogs.

Any landing page that cannot be browsed or opened on mobile devices is prohibited

Please make sure that the linked page can work normally on mobile devices. In addition, the text on a webpage that is too small, too difficult to read, or the image exceeds the webpage and results in the image being incomplete will cause the review to fail.

Content that may make users feel uncomfortable or offensive are prohibited

Excessively revealing pictures (※1) and content that may make users feel uncomfortable or offensive (※2) are prohibited.

※1 Images with individuals wearing swimsuits or underwear that isn't related to the Ads, or pictures that are too sexually appealing or revealing are prohibited.

※2 Tainted, discriminative, personal attacks and violence, violence, horror, indecent text, and other presentation methods that may be associated with anti-social behavior are prohibited.

Emphasized Promotional Wording

Video version: Please refrain from presenting materials that use promotional wording to appeal to viewers such as "Get as much as 40% off," "Spend NTD 100 to get points," and "NTD 500 Discount Coupons."

Image-only: promotional wording can be used in subtitles as exceptions such as "Spend NTD 100 to get points," and "NTD 500 Discount Coupons." However, strong promotional wording is still not allowed, such as "Get as much as 40% off," and "Super" Bargain.

False Advertising is Prohibited

· It is forbidden to mislead users into believing that this product or service has a better discount or quality than in reality.

· It is forbidden to exaggerate or involve guaranteed content.

The use of premium adjectives and sentences is prohibited

The use adjectives and sentences such as "first," "champion," "maximum," and "largest" are prohibited. If any premium adjectives and sentences are used in any materials or proposals, they need to be supplemented with relevant data, surveys, and other sources of information with notes. Otherwise, such adjectives and sentences should be avoided.

LINE

Notices and Restrictions on Ad Presentation - 2

Please be sure to abide by relevant laws and regulations, and various industry regulations.
LINE has established the following regulations related to the presentation of Ads to avoid legal risks and protect users.

Landing Page and Materials must be reviewed in advance.

<u>**Refers to, emphasizes efficacy or involves changes in physical appearance**</u>

・ It is prohibited from declaring or emphasizing the efficacy of the drugs except for approved drugs (including drugs and medical equipment).

・It is forbidden to comparative images and texts before and after use.

<u>**Comparative Content**</u>

Regardless of whether the business, product, or service has been specified for a comparison, comparative content shall not be presented in any form.

<u>**Gaming Software Rating Label**</u>

The Ad Materials for gaming software should be clearly marked with the rating labels; the label cannot be less than 45 pixels by 45 pixels.

However, for Ads that cannot be marked due to their small size or special nature, they should be marked with words instead: PG-15, PG-12, PG, and G-rated.

<u>**Third-party infringements are prohibited**</u>

Advertising content is prohibited from infringing the rights of any third party, including portrait rights, trademarks, or other intellectual property rights related norms. If third-party contents are used, please submit relevant supporting documents.

<u>**Use of the App Store or Google Play Logo**</u>

If you use the App Store or Google Play logos, the Landing page must be the App's download page.

In addition to the aforementioned specifications, the company reserves the right to refuse your Ad to protect users.

LINE

THANK YOU