

LINE TODAY – Scroller 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

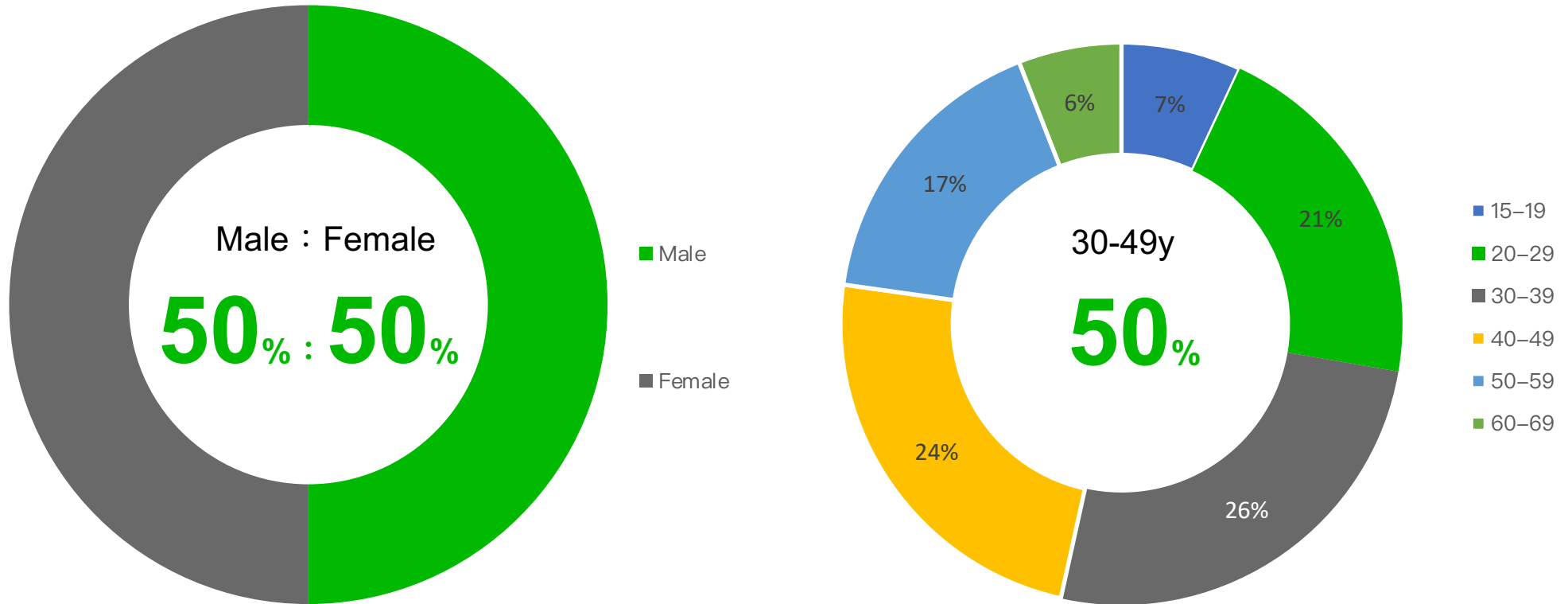
600 Partners

3,000 Number of submissions per day



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%

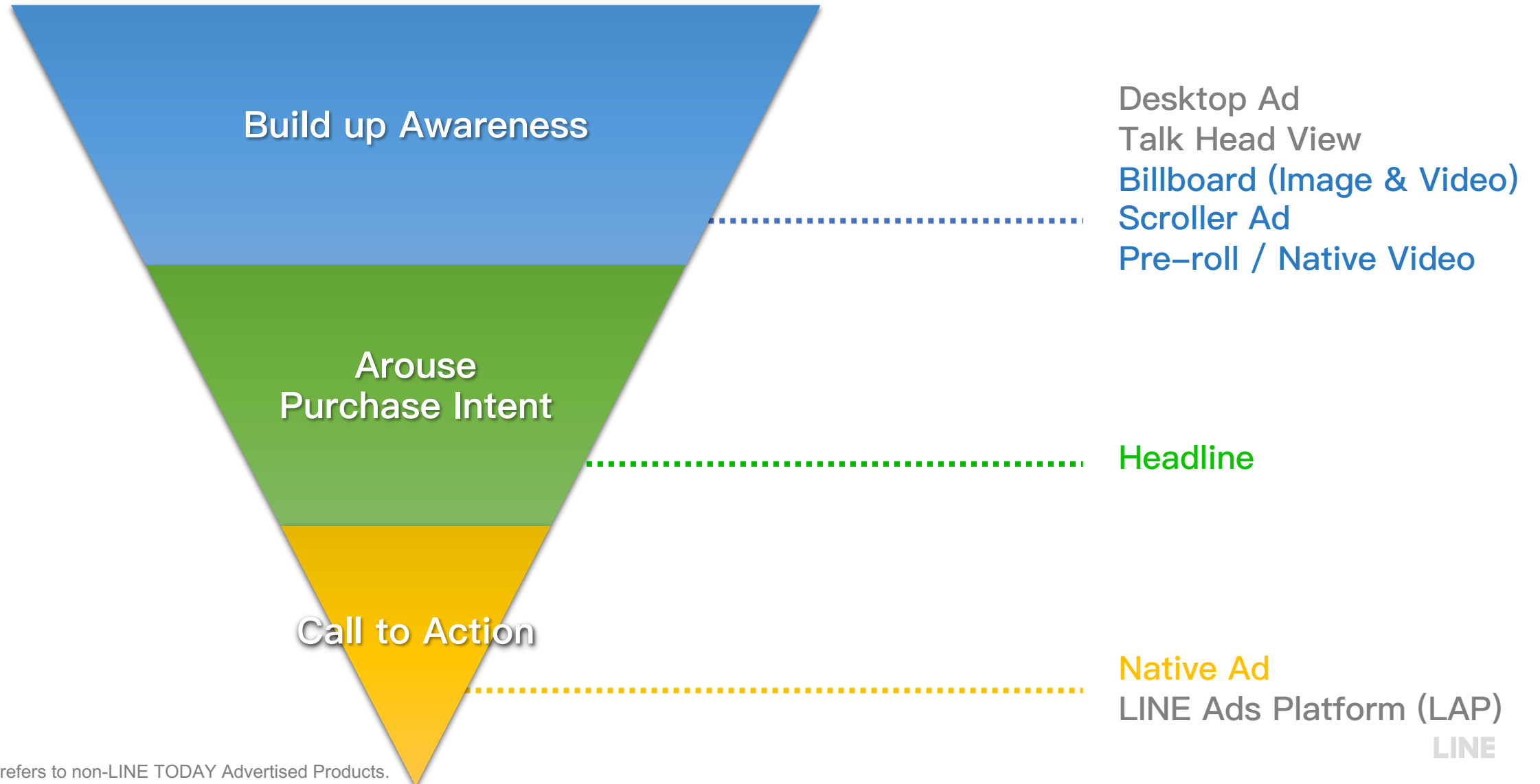
LINE TODAY is the first place for me to get news and information every day



73%

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

LINE TODAY's Display Ad Media Purposes



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

Scroll Ad Introduction

Scroller Ad (Image Banner only)

Eye-catching
at the Top of
the Article

Large
visuals for
optimal
presentation

Diverse lock
conditions
for precise
impressions



LINE TODAY – Scroller Ad

Eye-catching
at the Top of
the Article

The Ad is at the top of the article
The interactive presentation makes it super eye-catching!



LINE TODAY – Scroller Ad

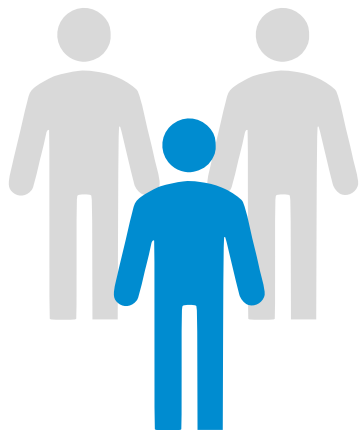
Large
visuals for
optimal
presentation

Big visuals + large slot
Naturally integrates into the consumer's reading path



Diversified lock conditions to deliver ads to the target audience

Demographic
(Age + Gender)

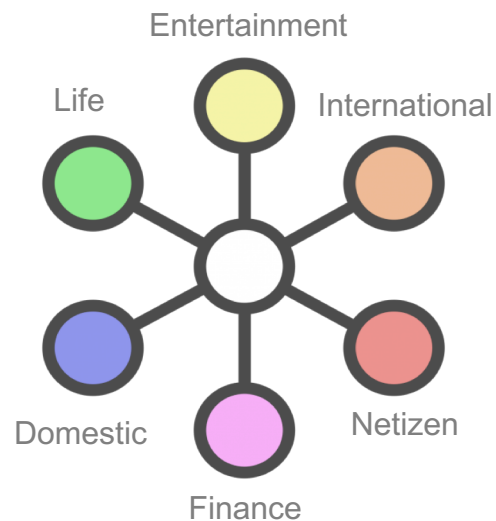


Geographic
(Six Major Regions)

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



Content
(Content Category)



12 categories of Interests

- | | | |
|------------------------------|-------------------------|---------------------|
| Health and Nutrition | Cosmetics and Beauty | 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 contents or attributes of user interests in the LINE Services. For details, please refer to the Ad [Optimization Instructions](#) and [LINE Privacy Policy](#).

* The "AND" relationship between the targeting categories requires a 20 % price increase for each added targeting; the "OR" relationship in the detailed options of the category or between items will only require a 1-time price increase when selecting multiple items in the same category. Please make your selection based on the purpose of the media, and check the amount to confirm the actual duration of the Ad.

* Content Category, during the duration of the special project package, limited classification is not open to target, such as: NBA, CPBL, Election Area, Premier12, Golden Melody Golden Bell and Golden Horse Awards, and Chinese New Year.

Scroller Ad Price List

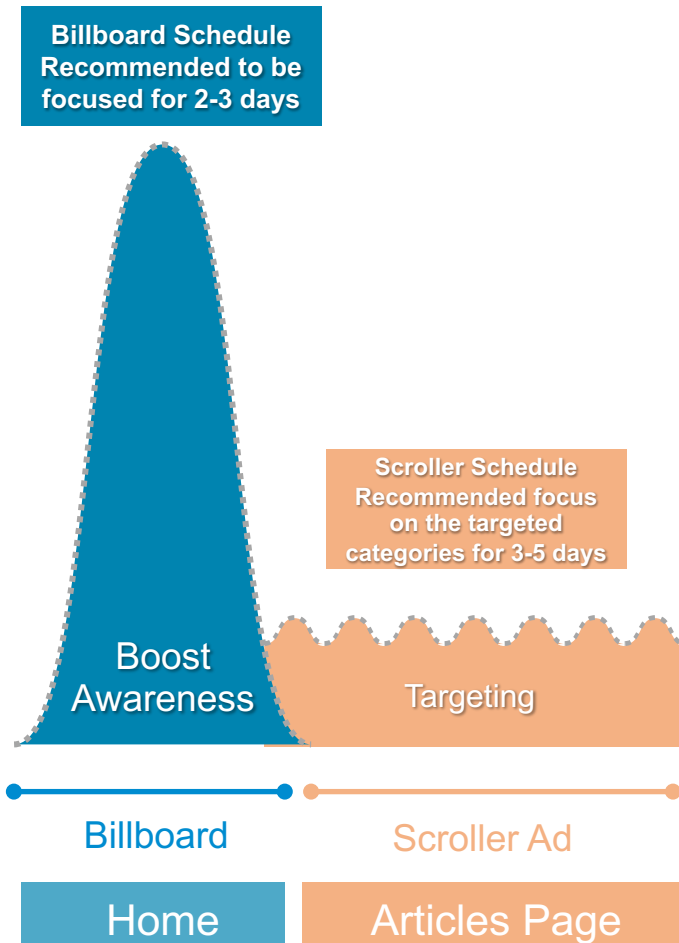
Image	Impressions
NTD \$200,000 (excluding tax)	2.5 million impressions
NTD \$400,000 (excluding tax)	5 million impressions
20% price increase for audience targeting: Age + gender, content, interests	

Precautions

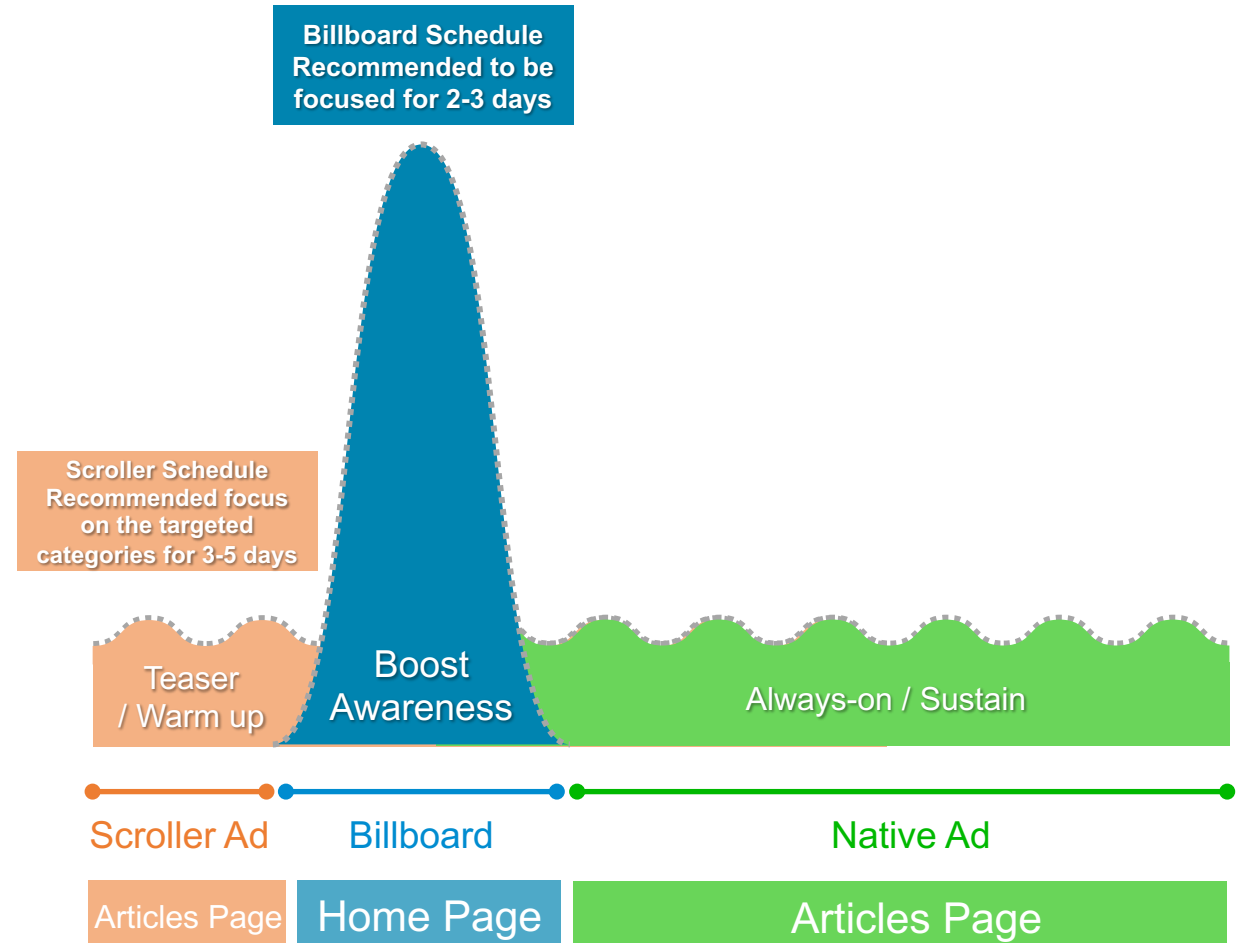
1. Purchase threshold: A single purchase must reach the NTD \$100,000 threshold (excluding tax).
2. Online time: The Ad goes online at 10:00 Taiwan time, and the Ad ends at 22:59 Taiwan time.
3. Ad Price: LINE reserves the right to change the prices. If there are any adjustments, they will be announced before the price changes.
4. Ad Rotation: The Ad is preset to be on a rotation. If there are customers that have specified booking entire slots, the Ad will be skipped and won't be delivered during that time interval when entire slots are booked.
5. Ad Booking Entire Slots: If you want to book an entire slot for delivery during a designated time interval, you will need to be quoted separately. Please contact your LINE Ad Services Liaison.
6. Ad Delivery: if there is a time interval with a booked slot, the Ad Delivery will prioritize the booked slot.

Image Solution: Staged Operation

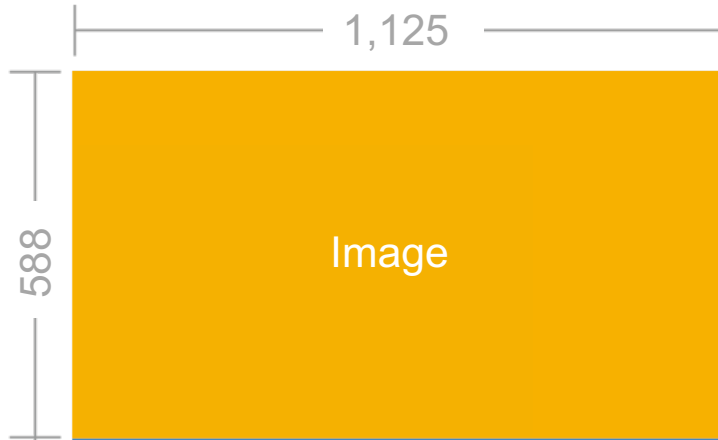
Scenario 01: Expanded impression when online + Precise enhancement of Communication



Scenario 02: Warm-up + Expanded impressions when online + Continuously maintain volume



Material Specifications



Images	Dimensions	1125 x 588 (Note: the presentation of the Ads will be scaled for different devices)
	Size	1,000 KB or less
	Format	JPG / PNG / GIF
Animated Ads (GIF)	Length of Animation	The total length of the animation must not exceed 30 seconds
	Play Count	The animation can be played repeatedly. Please do not set the loop count to 0, infinite, the default value or infinite times (The name may be different depending on the GIF file production software)
	Animation FPS	Animated GIF Ads cannot exceed 5 FPS
Other	URL	Please provide it in a https format with parameters*
	Material Submission	5 working days before the Ad is launched
	Materials	Limited to 1 Set

*Remarks: Click tracking ONLY

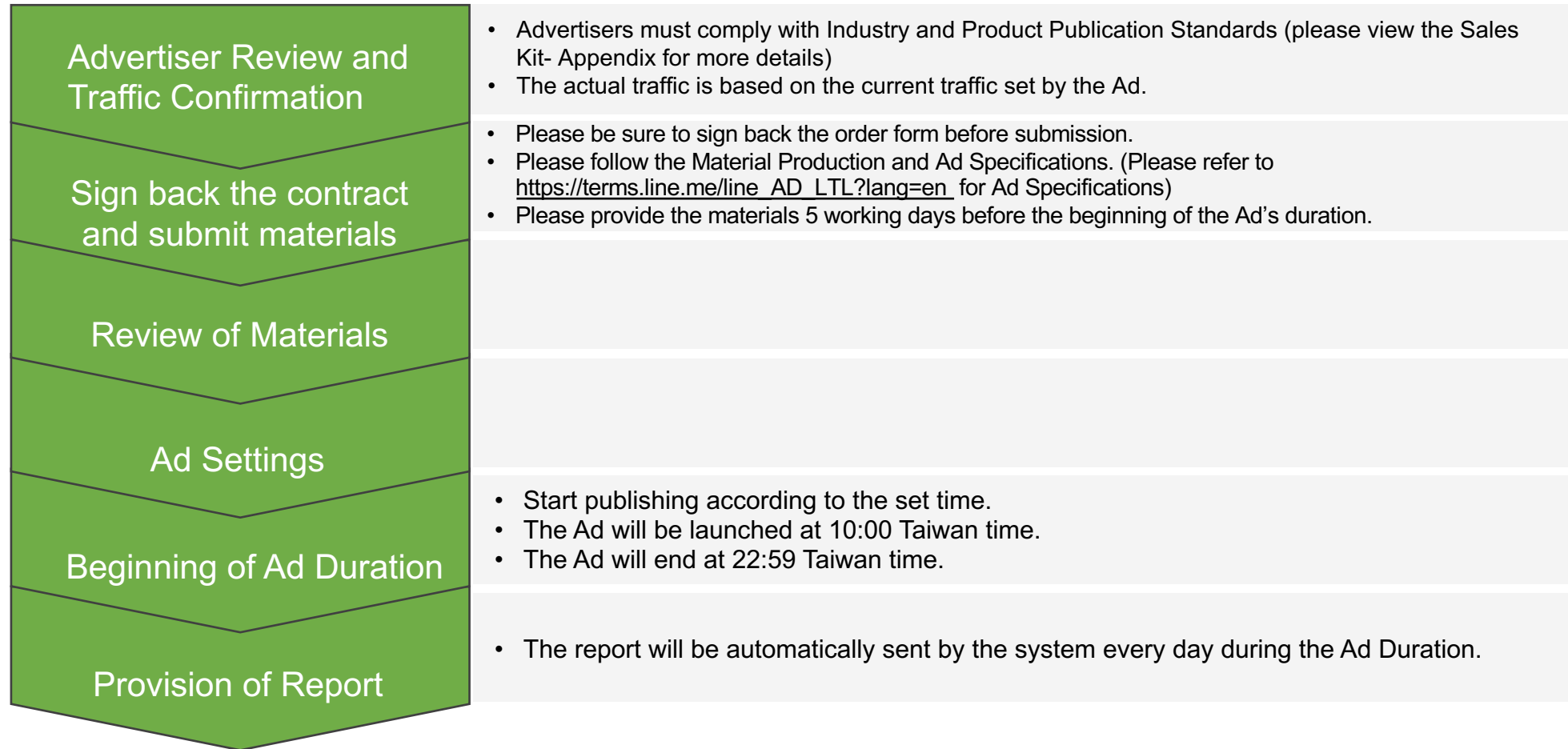
*Audience Targeting: please confirm with your LINE Ad Services Liaison if you would like to specify audience targeting.

*The number of repeated animations will vary depending on the length of the materials and will be unconditionally rounded up.





Example: If your original GIF file is 9 seconds, the maximum number of replays will be 3 times, the calculation method is 30 seconds / 9 seconds = 3.333 times (please unconditionally round off the decimal point)

*Ad Specifications: please refer to Sales Kit-Appendix Industry and Product Publication Standards.

Ad Publication Process



Ad Setup Complete: example screenshot

Name	Status  	Type 	Priority	Start time	End time
Scroller Ad ID: 4718035650	 Ready	Standard Normal	8	Jul 1, 2018 10:00 AM CST	Jul 8, 2018 10:59 PM CST

Ad Report Diagram

Daily Report

Date	Line item	Line item ID	Total impressions	Total clicks	Total CTR
2019/7/1	Campaign Name	Campaign ID	-	-	-
2019/7/2	Campaign Name	Campaign ID	-	-	-
2019/7/3	Campaign Name	Campaign ID	-	-	-
2019/7/4	Campaign Name	Campaign ID	-	-	-
2019/7/5	Campaign Name	Campaign ID	-	-	-
Total			-	-	-

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

Appendix

Industry and Product Publication Standards

Industry and Product Publication Standards

Prohibited Industries and Products

- Related to Religion (Related to Exorcism, psychic, shrines, and temples)
- Products and services that suggest or exploit people's sense of inferiority (With some exceptions)
- Healthy Food Products (With some exceptions)
- Mailed Order of Skin Care Products (With 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
- Political parties and political organizations that do not comply with the relevant regulations for political parties
- 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
- Investment of Real Estate
- Crowdfunding
- Auctions, bidding involving bidding models
- Portals, and Forums
- Information Comparison sites (some exceptions)
- Point-related Websites (Websites focusing on collecting points exchange services)
- Competitors
- Transnational Marriage Matchmaking
- Pawnshops
- Affiliated Marketing (Affiliate sites)
- Restricted Gaming Software

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 contrast 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.

Promotion and Advertising 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.

Dating

- Advertisers related to Dating must be verified by reviewers to confirm that their services do not contain any inappropriate content. For example: Controversial content that is explicitly sexual, violence, personal attacks, or prejudice.
- Dating services with the purpose of “sex” or other adult-related services are prohibited.
- Marriage agency-related services are prohibited.

Industry and Product Publication Standards

Restricted Industries and Products

Medicine

- Compliance with the Pharmaceutical Affairs Act
- Advertisements shall be approved by competent authorities, and the media shall not publish Ads with content that is unapproved, inconsistent with approved items, abolished, or content that has been ordered for immediate suspension and has not been improved within the time limit. Violators shall be fined a fee between NTD 200 thousand and NTD 5 million.
- Those who continue the publication after the notified deadline from health authorities shall be fined a fee between NTD 600 thousand and NTD 25 million and shall be punished consecutively until the publication is suspended.
- Qualifications for publication and materials must be reviewed and approved by the LINE TODAY team in advance

Financial Investment, Foreign Exchange

- Advertisements for investment products are limited to investment products provided by major banks, life insurance companies, and listed OTC investment trust companies
- Advertisers need to obtain government approval and any necessary related licenses, and advertised content must comply with all relevant laws and regulations.
- Qualifications for publication and materials must be reviewed and approved by the LINE TODAY team in advance

Notice 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 based on the protection of users.

Landing Page and Materials must be reviewed in advance

Ad content that can easily confuse or mislead users to think that there is a partnership with LINE

It is prohibited to use LINE's logos, characters, services, or other content without permission and authorization to confuse or mislead users into thinking that this Ad has a cooperative relationship with LINE.

For LINE logo related specifications, please refer to: <https://line.me/en/logo/guideline>

Landing Page restrictions

It is forbidden to connect to webpages that aren't directly related to the contents of the Ad.

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 the mobile device. In addition, texts on the webpage that is too small, too difficult to read, or the image exceeding the webpage limits resulting in incomplete images is prohibited as well.

Contents that may make users feel uncomfortable or feel offended are prohibited

Excessively revealing images (※1) and contents that may make users feel uncomfortable or feel offended (※2) are prohibited.

※1 Images of swimsuits or underwear not related to the Ad are prohibited.

※2 Sensation, discriminating, personal assault and harm, violence, terror, abusive language and other presentation methods that may be associated with anti-social behavior are prohibited.

False Advertising is prohibited

It is forbidden to mislead users into believing that this product or service has greater benefits or quality than it actually does.

Notice 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 based on the protection of users.

Landing Page and Materials must be reviewed in advance

The use of premium adjectives and sentences is prohibited

The use of adjectives “1st,” “champion,” “most,” “maximum,” and “only” is prohibited. If any superlatives are used, relevant data, surveys and other sources of data should be supplemented

Gaming Software Rating Label

The Ad Materials of the gaming software should be clearly marked with the Rating labels; except for the R-rated Label cannot be smaller than 50 pixels by 50 pixels, the mark of the other Ratings cannot be smaller 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: R-rated, PG-15, PG-12, PG, and G-rated.

Third-party infringements are prohibited

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.

The use of the App Store or Google Play signs are prohibited

THANK YOU

Please contact your LINE Ad Services Liaison if you are interested in LINE TODAY Scroller Ads.