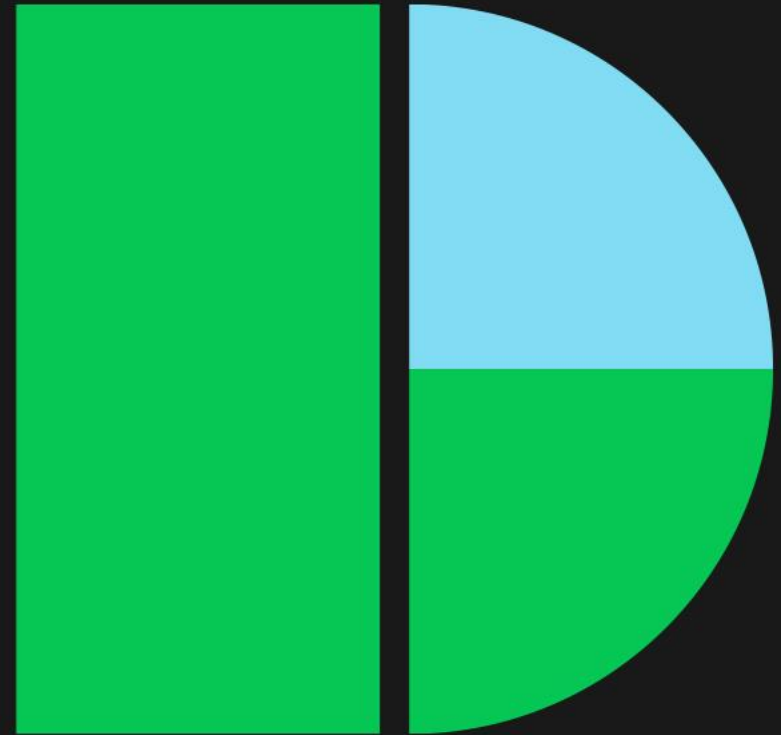


LINE Biz - Solutions

LINE TODAY

Pre-roll

2026 Sales Kit



LINE TODAY

Used by 80%+ of LINE users—your one-stop hub for what's happening in Taiwan

180M+ Monthly Active Users

600+ Partners

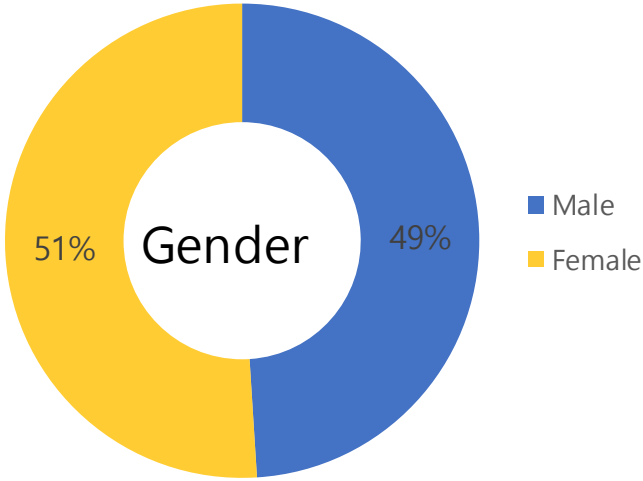
3000+ new contents per day



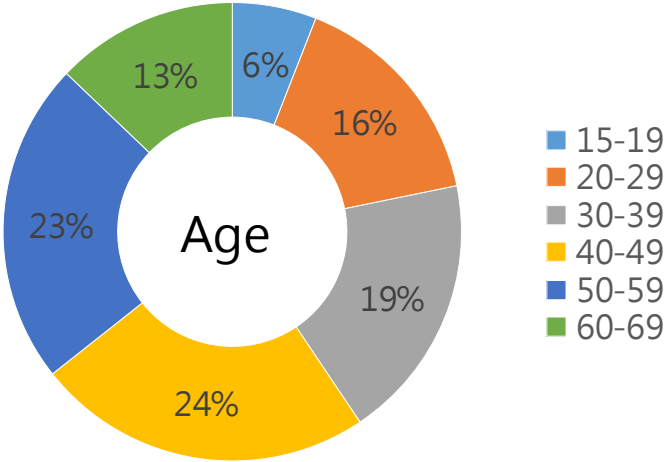
LINE TODAY Audience Profile

Gender and age split mirrors Taiwan’s overall market;
nearly 80% are working adults with strong purchasing power

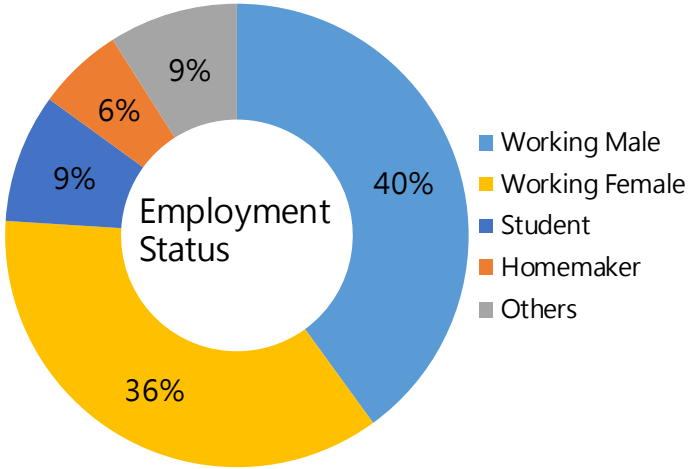
Female 51% : Male 49%



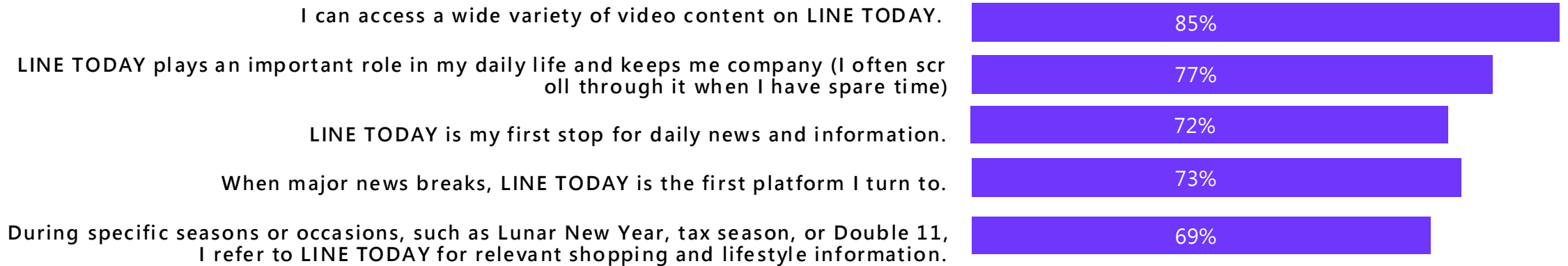
Ages 30–59
(core consumers): 66%



Working population:
76%



LINE TODAY is a key gateway for consumers to discover information and knowledge across topics



61%

Users notice ad messages on LINE TODAY

56%

Content on LINE TODAY can spark purchase intent

LINE TODAY offers diverse ad formats and touchpoints to power your marketing plan

Home (Focus tab)

Masthead



Billboard Ad



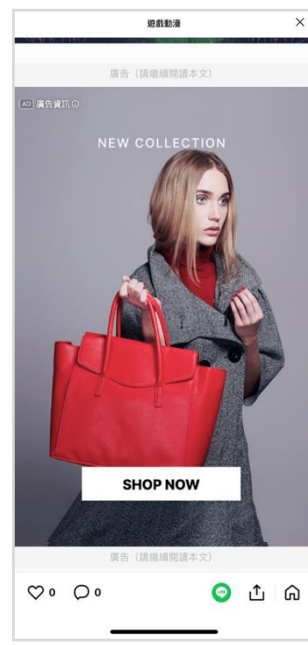
Scroller Ad



In-read Ad



Backdrop Ad



Pre-roll Ad



Headline



OA Push



LINE TODAY provides various video contents

Sports

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
貨物稅 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

選對「土舍」也很補！這3樣防

Life & Entertainment

中華電信 12:42 75%

玩時尚



2017下半年變美排行榜
第一名
第二名
第三名
2017下半年能美到不行！

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

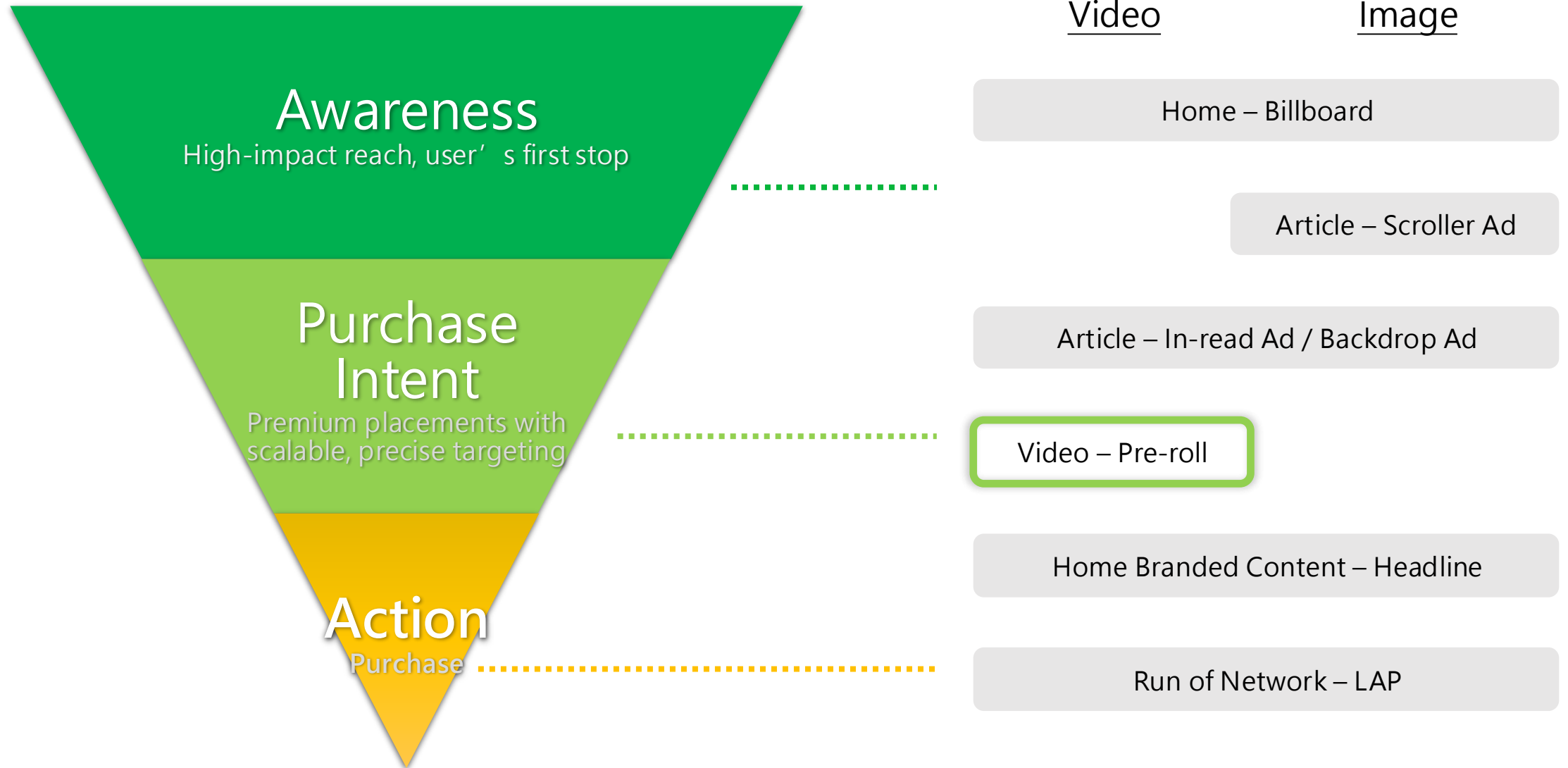
推薦影片 | 留言



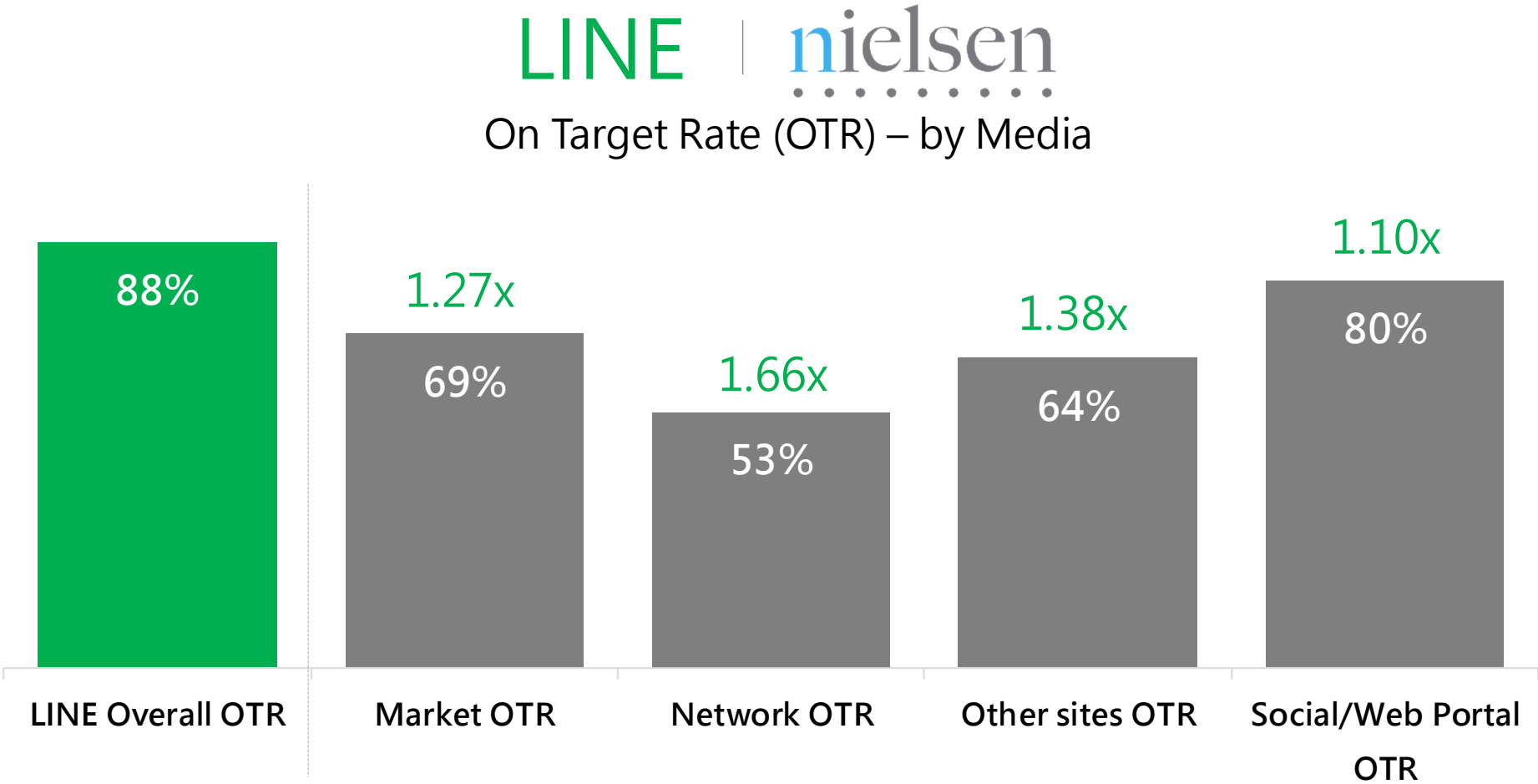
光棍獎金、分手假 老闆祭出超狂福利
7,337 觀看次數

老媽「摸球」摸真的必須有「頂」的招

Recommended Campaign Objectives for LINE TODAY Ads



Precise reach: Nielsen DAR testing shows OTR above the overall market benchmark



Notes:

- 1. OTR = impressions that match the targeted gender/age (per Nielsen DAR) ÷ total campaign impressions.
 - 2. The average is calculated as a weighted average, weighted by each campaign's impressions.
 - 3. Campaigns without a defined target are excluded.
 - 4. OTR may vary by placement, timing, and audience delivery.
 - 5. The 40 LINE-completed campaigns were delivered in a mobile environment.
- Source: Nielsen Digital Ad Ratings (DAR). Data updated through Dec 2020; 698 eligible campaigns included, including 40 LINE-completed campaigns.

Precision targeting across age & gender segments



On Target Rate (OTR) – by Age / Gender

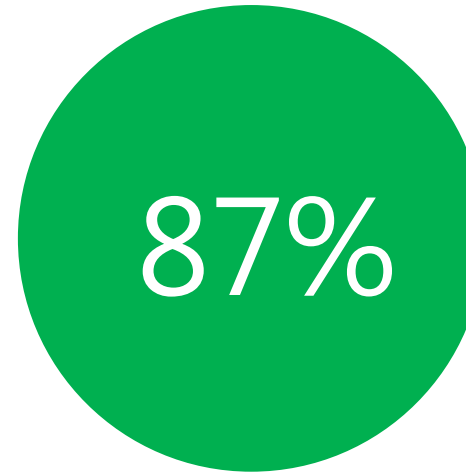
Ages 13–24



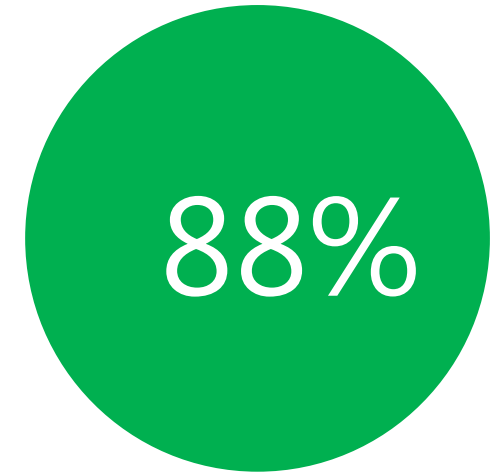
Ages 25–44, Female



Ages 25–44, Male



Ages 45+



Notes:

1. OTR = impressions that match the targeted gender/age (per Nielsen DAR) ÷ total campaign impressions.
2. The average is calculated as a weighted average, weighted by each campaign's impressions.
3. Campaigns without a defined target are excluded.
4. OTR may vary by placement, timing, and audience delivery.
5. The 40 LINE-completed campaigns were delivered in a mobile environment.

Source: Nielsen Digital Ad Ratings (DAR). Data updated through Dec 2020; 698 eligible campaigns included, including 40 LINE-completed campaigns.

Supports third-party viewability tracking

To provide advertisers with a more reliable and transparent way to purchase video advertising, LINE TODAY Pre-roll now supports two major third-party viewability tracking solutions: MOAT and IAS,

MOAT
by ORACLE ADVERTISING



50% 2s

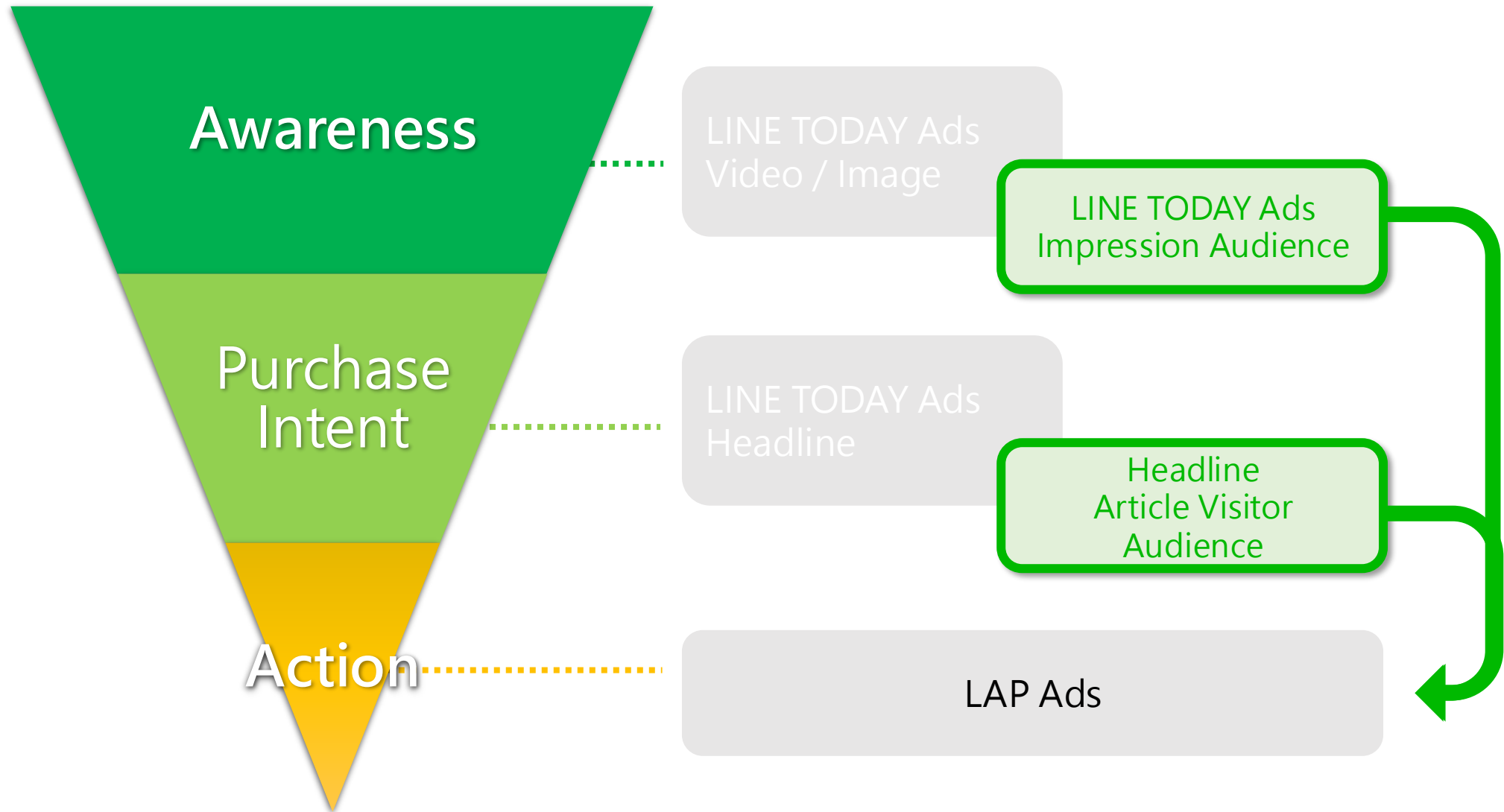
IAS Integral
Ad Science

Advertisers can leverage third-party certified video ad viewability metrics to evaluate the performance of LINE TODAY Pre-roll campaigns.

A video ad impression will be counted as a MOAT- and IAS-certified viewable impression when:
More than 50% of the video player is visible within the user's viewport, and
The video has played for more than 2 seconds.

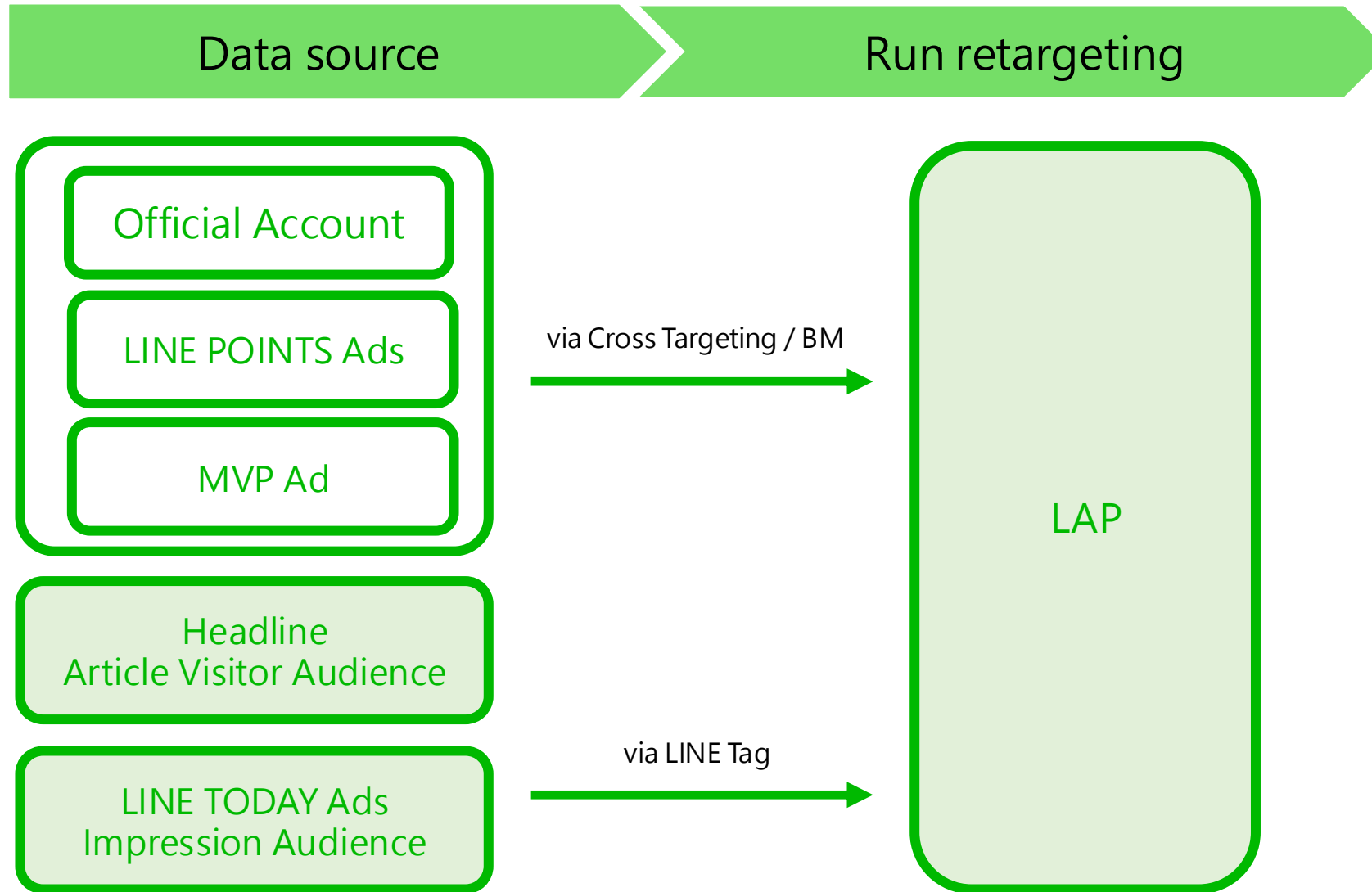
- Before using this service, advertisers are advised to confirm the latest viewable impression definitions with their respective measurement providers.
- This service is provided by third-party vendors. When purchasing LINE TODAY Pre-roll products, LINE can assist with the technical integration; however, LINE does not guarantee the variance rate between LINE and third-party measurement data.
- Currently, MOAT/IAS viewability tracking in Taiwan is supported only in the LINE TODAY mobile web environment. Other environments, such as the LINE App, are not supported at this time.

From Branding to Performance—amplify results with retargeting on LINE TODAY



* For full feature description and how-to, see Appendix

LINE TODAY Ads – Retargeting Audiences via LINE Tag



LINE TODAY Pre-roll Ads

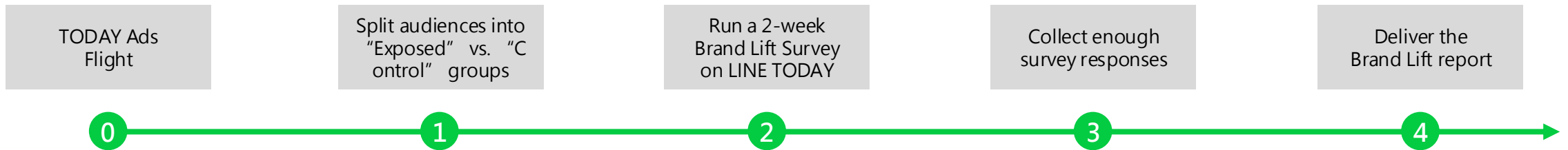
	Video Length	Price (NTD)	Delivery Specifications
Skippable	6~120s	\$250/CPM	<ul style="list-style-type: none"> Placement: LINE TODAY all-site video pages, LINE TODAY Official Account live videos * (eligible if meeting guidelines, see note 1) No user frequency limit
Non-skippable	6~30s	\$300/CPM	<ul style="list-style-type: none"> Placement: LINE TODAY all-site video pages To maintain a high-quality viewing experience, ad delivery frequency is limited to once per user per hour
	1~6s	\$100/CPM	<ul style="list-style-type: none"> Placement: LINE TODAY all-site video pages, LINE TODAY Official Account live videos *(eligible if meeting guidelines, see note 1) No user frequency limit

- Purchase Threshold: Minimum purchase per campaign NTD \$100,000. Recommended campaign duration is at least 7 days.
- Ad Pricing: All prices are listed in New Taiwan Dollars (NTD) and yet to include taxes. Precise Targeting Options: Target by age, gender, category, interests, etc. Each additional targeting condition incurs a 20% surcharge.
- Third-Party Tracking Options: When using MOAT or IAS ad viewability tracking, skippable video duration can be 9–120 seconds / non-skippable duration is 1–30 seconds. See P.21 for details.
- *1: If purchasing skippable or 6-second non-skippable video ads, advertisers may opt to rotate ads to LINE TODAY Official Account live video placements. Rotation to this placement must comply with URL link format requirements. The OA LIVE placement does not support the following: third-party URL shorteners (Lihi1.cc, reurl.cc, etc.), third-party ad tracking services (MOAT/IAS, Nielsen DAR, DCM tracking, etc.), app redirection links (Onelink, App Store, Google Play, LINE OA add friend, LINE sticker download, etc.), or links with parameters (UTM, etc.).



Brand Lift Survey (BLS) x LINE TODAY Ads

Quantify brand impact and validate ad effectiveness



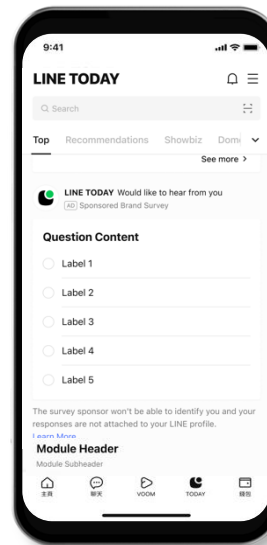
Saw brand ads

Exposed group



Did not see brand ads

Control group



Collect survey samples



* To achieve 95% confidence with a $\pm 3\%$ margin of error, at least 1,056 valid responses are required for both the Exposed and Control groups.

LINE BLS – Eligibility & Thresholds

- 1 In the past 12 months (excluding the current IO), advertisers must have purchased LINE Display Ad guaranteed products (including sales package) totaling NT\$1.5M (ex-tax) or more to be eligible for LINE BLS.
- 2 If a single TODAY Ads product meets the spend threshold, you may use LINE BLS with the corresponding number of questions.
(Note: if you run BLS using MVP audiences, you must also meet TODAY Ads BLS spend requirements. See the BLS Sales Kit for details.)

Single product* Spend threshold (pre-tax)	Max # of questions	Eligible products for BLS
NTD 400,000	1 question	Billboard Image, In-read Image/Video, Scroller/Sticky Backdrop Image
NTD 500,000	1–2 questions	Billboard Image, In-read Image/Video, Scroller/Sticky Backdrop Image, Masthead
NTD 600,000	1–3 questions	Billboard Image, In-read Image/Video, Scroller/Sticky Backdrop Image
NTD 700,000	1–4 questions	Billboard Image, In-read Image/Video, Scroller/Sticky Backdrop Image/Video, Preroll
NTD 800,000	1–5 questions	Billboard Image/Video, In-read Image/Video, Scroller/Sticky Backdrop Image/Video, Pre-roll, MVP (Guaranteed Impressions, 2-week targeting)
NTD 1,500,000	1–5 questions	Billboard Image/Video, In-read Image/Video, Scroller/Sticky Backdrop Image/Video, Pre-roll, MVP (Maximum Reach)
NTD 1,800,000	1–5 questions	Billboard Image/Video, In-read Image/Video, Scroller/Sticky Backdrop Image/Video, Pre-roll, MVP Full-Star

For details, please refer to the LINE BLS Sales Kit or contact your LINE sales representative.

* "Single product" = one eligible ad product used within the same campaign.

* Guaranteed Display Ad products include: TODAY Ads, Mobile/Desktop MVP, OpenChat Popup, Wallet Pop-up, VOOM ImpactView, LINE Beacon Network.


Targeting

TODAY Ads – Available Targeting Options by Product

	Start from audience (people)						Start from content (topics)			Special targeting
	Age / Gender	OS	Regions (6)	Interest categories	Time Slot	Frequency cap	Content categories	Topic keyword bundles	Sensitive topic exclusion	Weather: temperature / UV / rain / air quality
Billboard Ad	O					O (except CPCV)	X			O
Scroller Ad	O					O	O			X
In-read Ad	O					O	O			X
Backdrop Ad	O					O	O			X
Pre-roll	O				X	O (except non-skippable 30s Pre-roll)	O	X	X	X
Advertorial banner	O					O	X			O
Headline/OAP	X					X	X			X

• For details & notes of each targeting option, please see the following pages.

Diverse targeting options to reach precise audiences — Audience targeting

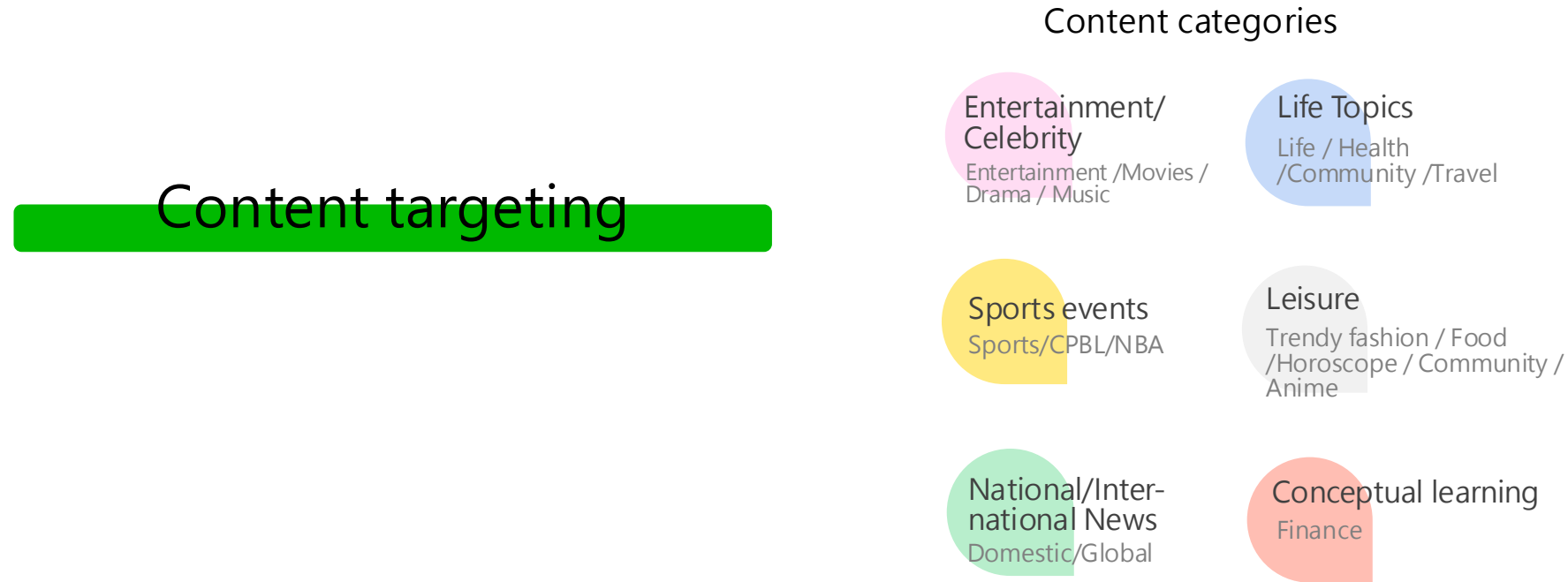
Age/Gender		OS	Interest	Frequency	
Gender	Male	Android	 <ul style="list-style-type: none">• Beauty & Skincare• Body Shaping & Weight Management• Fashion Enthusiasts• Apparel & Accessories• Food & Beverages• Health Supplements• Baby & Infant Products• Home & Living Lovers• Taipei Metro Commuters• Auto Enthusiasts• Online Shoppers• Sports Enthusiasts• Personal Finance Enthusiasts• Consumer Electronics (3C)• Gamers• Tech Enthusiasts• Movie Lovers• Travel Enthusiasts	Once every 7 days	
	Female	Apple iOS		Once every 6 days	
Age	Under 14	Region <ul style="list-style-type: none">Taipei / New Taipei / KeelungTaoyuan / Hsinchu / MiaoliTaichung / Changhua / NantouYunlin / Chiayi / TainanKaohsiung / PingtungYilan / Hualien / Taitung + Outlying Islands		Once every 5 days	
	15-19			Once every 4 days	
	20-24			Once every 3 days	
	25-29			Once every 2 days	
	30-34			Once every day	
	35-39			Once per flight	
	40-44				
	45-49				
	50+				

*Not applicable to Pre-roll Non-Skippable 6-30sec

*Not applicable to Pre-roll Non-Skippable 6-30sec

- Interest category source: inferred and classified based on users' interests/attributes across LINE family services. For details, please refer to the Ad Optimization guide and LINE Privacy Policy.
- Major targeting categories (green items) are combined with AND; adding one category incurs a 20% surcharge. Within a category, sub-options are combined with OR; selecting multiple sub-options within the same category is charged once. Please choose based on your objective and check inventory to confirm the actual flight.
- If using Time Slot targeting: we strongly recommend a flight of 7+ days and ending on a business day. If delivery does not reach planned impressions by end of flight, we will notify you on the next business day to discuss next steps.
- Ads rotate by default. During project or reserved takeovers, delivery will be skipped for those time periods.
- **Frequency cap:**
 - Frequency capping is intended to limit ad delivery to one impression per user where possible. Due to factors such as cookies, browsers, and devices, discrepancies may occur between Total Impressions, Total Unique Visitors, and the configured frequency cap. Applying a frequency cap may affect delivery volume, and achieving the planned impression volume is not guaranteed. If delivery falls short at the end of the campaign, LINE will notify the advertiser and discuss next steps. For campaigns billed on an actual-spend basis, the applicable minimum purchase requirement still applies.

Diverse targeting options to reach precise audiences — Content targeting



- Content categories and content keyword are treated as one targeting criterion. If both are used together, the relationship is OR. Selecting multiple sub-options within the same major category is charged once—choose based on your objective and check inventory to confirm the actual flight.
- Major targeting categories are combined with AND; adding one category incurs a 20% surcharge. Within a category, sub-options are OR and charged once.
- Content categories: the groupings above are recommended bundles; you may select items individually as needed. Some special categories are not targetable in specific period. (e.g., NBA, CPBL, Golden Melody/Golden Bell/Golden Horse Awards, Lunar New Year). Please contact LINE Sales.
- Sensitive topic exclusion: targets the full set of six topic dimensions (not separable).
- Ads rotate by default. During project or reserved takeovers, delivery will be skipped for those time periods.

Appendix

Creative Submission & Workflow

Pre-roll Ads Material Guideline

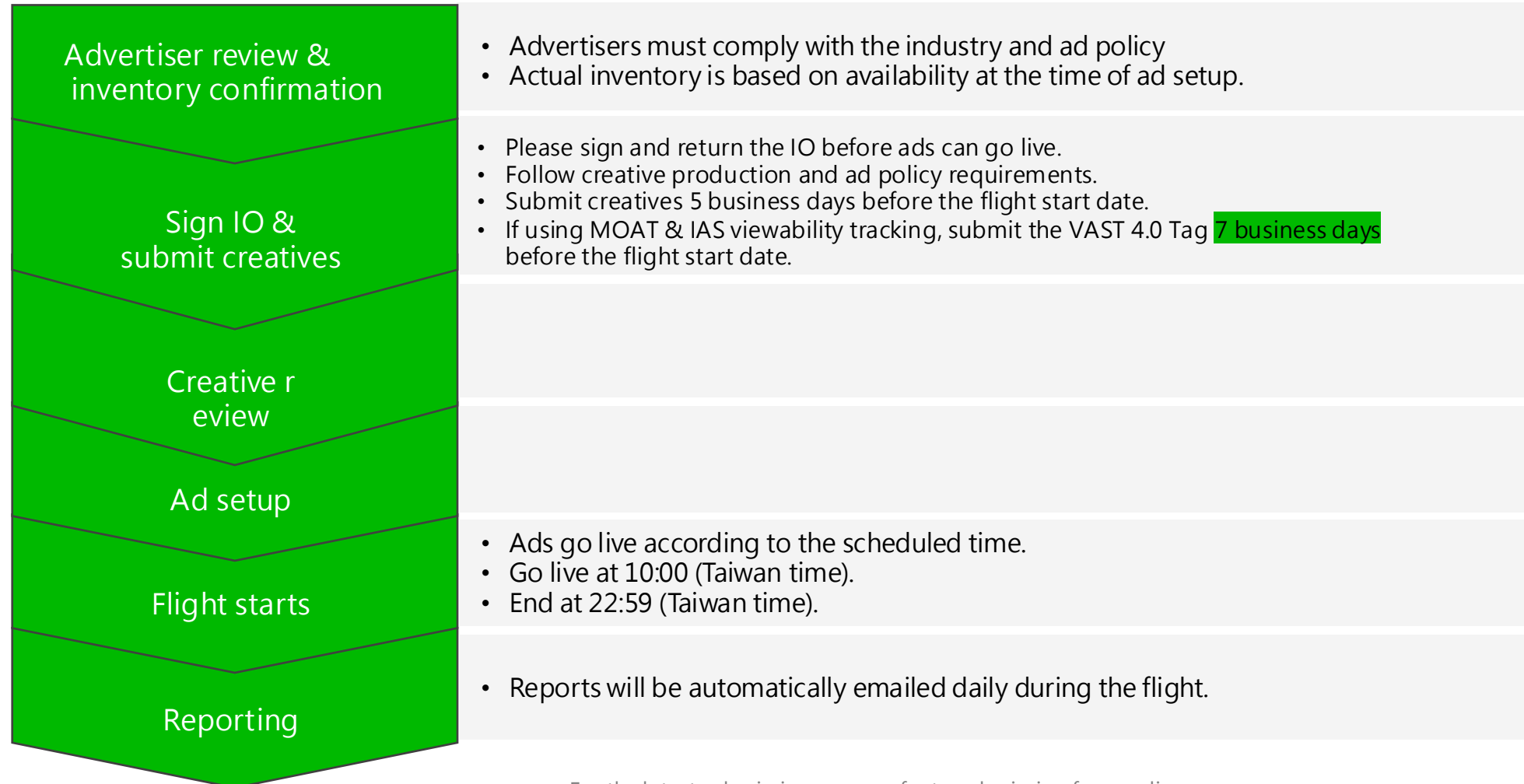
Material Guideline

- Final creative specifications: Please refer to the listing datasheet on the LINE Biz Solution website: <https://tw.linebiz.com/download/line-guaranteed-ads/>
- Creative rotation: Multiple creative replacements or rotations are not provided.
- Landing page URL: Please provide HTTPS URLs, parameters are allowed. Third-party tracking URLs for Clicks/Impressions are supported. For details, please contact your account manager.
- Creative and submission form: Please provide at least 5 business days before campaign launch.
- Ad policies: Please refer to the LINE Biz Solution website for product-specific policies: <https://tw.linebiz.com/terms-and-policies/ads-policies-2/>

Pre-roll Ad Material Specifications – Using MOAT and IAS “Ad Viewability” Tracking

Item	Specifications	Notes
Video Aspect Ratio	16:9	
File Format	VAST 4.0 Tag	Please provide a Web-compatible tag, not In-app type. Remove unsupported formats: 3gp / 3gpp / m3u8
Video Resolution	HD recommended	Remove low-resolution options: width="176" height="144"; width="320" height="180"; width="480" height="270"; width="256" height="144" ,
Duration	Non-skippable : 1-30s skippable : 9-120s	If skippable is selected, please set the skip offset in the tag, e.g., <Linear skipoffset= "00:00:05">
Link URL	Please ensure https:// format	
Material Submission Deadline	7 days prior to launch	
Material Rotation	Only one version allowed; no multiple rotations permitted	
Testing Tool	https://googleads.github.io/googleads-ima-html5/vsi/	

Advertising Workflow



* LINE reserves the right to adjust the timeline above.

For the latest submission specs, refer to submission form online:

<https://tw.linebiz.com/download/line-guaranteed-ads/>

Ad policy: <https://tw.linebiz.com/terms-and-policies/ads-policies-2/>

Sample Report

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

This report is for illustrative purposes only. The actual layout and format are subject to the report received.
Total Active View viewable impressions: Defined as impressions where at least 50% of the video ad is visible on the user' s screen for 2 seconds or more.



Appendix

LINE TODAY Ads Impression Audience – Overview

Supported products:

- Billboard series
- Scroller Ad
- In-read Ad
- Pre-roll
- Backdrop Ad
- Masthead Ad

LINE TODAY Ads Impression Audience – LAP Retargeting

Pre-launch preparation

- From the LAP ad account that will be used for the audience (LINE Tag in Official Account / Business Manager is also supported), copy the “Image Tag URL” part from the LINE Tag below.
- How to get the “Image Tag URL” : The following is a full LINE Tag base code. The “Image Tag URL” is the green-highlighted snippet. Use this URL as the third-party impression tracking URL when submitting this TODAY Ads campaign.

```
<!-- LINE Tag Base Code -->
<!-- Do Not Modify -->
<script>
(function(g,d,o){
  g._ltq=g._ltq||[];g._lt=g._lt||function(){g._ltq.push(arguments);
  var h=location.protocol==='https:?'https://d.line-scdn.net:'http://d.line-cdn.net';
  var s=d.createElement('script');s.async=1;
  s.src=o||h+'/n/line_tag/public/release/v1/lt.js';
  var t=d.getElementsByTagName('script')[0];t.parentNode.insertBefore(s,t);
  })(window, document);
  _lt('init', {
    customerType: 'lap',
    tagId: 'b323ec55-4368-46a4-aae6-411dd2b97ca3'
  });
  _lt('send', 'pv', ['b323ec55-4368-46a4-aae6-411dd2b97ca3']);
</script>
<noscript>
  
</noscript>
<!-- End LINE Tag Base Code -->
```

- Do you need to modify the code?
 - If you do not need to separate different website-traffic audiences, submit the Image Tag URL as is (no modification).
 - If you want to distinguish this campaign’s exposed audience from other website-traffic audiences, modify parameters before submission.
 - Example Image Tag: https://tr.line.me/tag.gif?c_t=lap&t_id=b323ec55-4368-46a4-aae6-411dd2b97ca3&e=cv&d0=test1&noscript=1
 - How to modify:
 - “e=cv” is fixed—copy and use as is.
 - For “d0=test1”, replace “test1” with your custom event name (≤20 half-width alphanumeric characters).
 - “d0” is a fixed parameter and must not be changed.

LINE TODAY Ads Impression Audience – LAP Retargeting

Post-launch: recommended steps to build audiences in LAP

- In LAP, go to “Audiences” and create a new “Website Traffic Audience” . Filter using the steps below, set the lookback window, and wait ~ 24 hours to build the LINE TODAY Ads impression audience. You can then run retargeting in LAP.
- Step by Step :
 1. Create a **Website Traffic Audience** in LAP.
 2. Audience settings when creating:
 - If you do NOT need to separate different website-traffic audiences: select “All website visitors” .
 - If you need to distinguish this campaign’ s exposed audience from other website-traffic audiences: follow the method on the previous page. Select “People who visited event page” and choose the corresponding event to build the Website Traffic Audience that includes the LINE TODAY Ads exposure audience. (Note: the custom event appears in the dropdown only after at least one impression has occurred, so we recommend setting it after the flight starts.)
- Notes:
 - The audience size shown in LAP is an “estimated size” (estimated audience reach for LAP) and uses a different definition than impressions in LINE TODAY Ads reports.
 - This method uses the LINE Tag as the third-party impression tracking URL. Each LINE TODAY Ads campaign can set only one third-party impression tracking URL. For example, if you use DAR, you cannot also submit the LINE Tag Image Tag.
 - Please verify the syntax before submission. LINE will only assist with setup and will not rewrite parameters.

受眾名稱	受眾類型	預估規模
7day_customevent_test1	網站流量受眾	3,034,200

[Audiences](#) >

New Web Traffic Audience

General information

Audience name

Web Traffic Audience: 202512211754

34/120

LINE tags

LINE Ads

LINE tag from this ad account

Edit

People who

People who visited event page

Event

test1

轉換

test1

Data retention period

LINE TODAY Ads Impression Audience – Code Rewrite Check

✓ When you need to separate exposure audiences for this campaign, you must modify the code:

- Modify the orange-highlighted part before submission.

- Example Image tag : https://tr.line.me/tag.gif?c_t=lap&t_id=b323ec55-4368-46a4-aae6-411dd2b97ca3&e=cv&d0=test1&noscript=1

- How to modify :

- "e=cv" is fixed—copy and use as is.
- "d0=test1" replace "test1" with your custom event name (≤20 half-width alphanumeric characters; see the check method below).
- "d0" is a fixed parameter and must not be changed. ;

✓ 自我檢查法：

- In LAP > "Tracking (LINE Tag)", scroll down to "Custom Event Code". Paste the "XXX" part of "d0=XXX" into "Custom Event Name" and confirm there are no invalid characters or length issues.

1 Tracking (LINE Tag)

2 Custom event code

3 Custom event name 0/20

Use custom events to categorize your web pages and track events of your choice. Change the tag's "CustomEvent" to any custom name and add it to your website. You can then select your custom event when creating an audience. (Your custom event name must be 20 characters or less.) [Custom event code manual](#)

Custom event code

```
<script>
  _lt('send', 'cv', {
    type: 'CustomEvent'
  }, ['bf3a5b89-c5b6-40db-b060-53909d2c93fd']);
</script>
```

THANK YOU

Interested in LINE TODAY Ads? Contact LINE sales representative for more details!