

LINE TODAY Billboard

Homepage Billboard

LINE TODAY

Used by up to 95% of LINE users to be in the know of everything in Taiwan

18 Million+ monthly active users

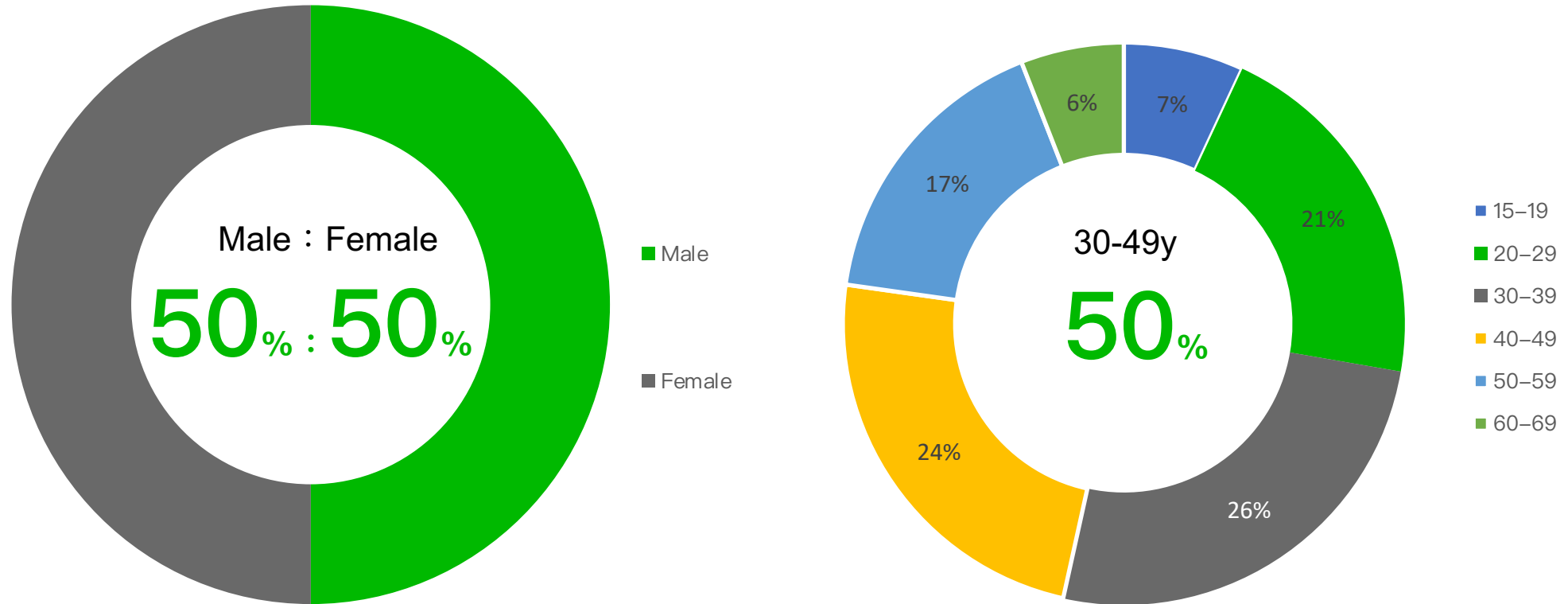
600 Partners

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



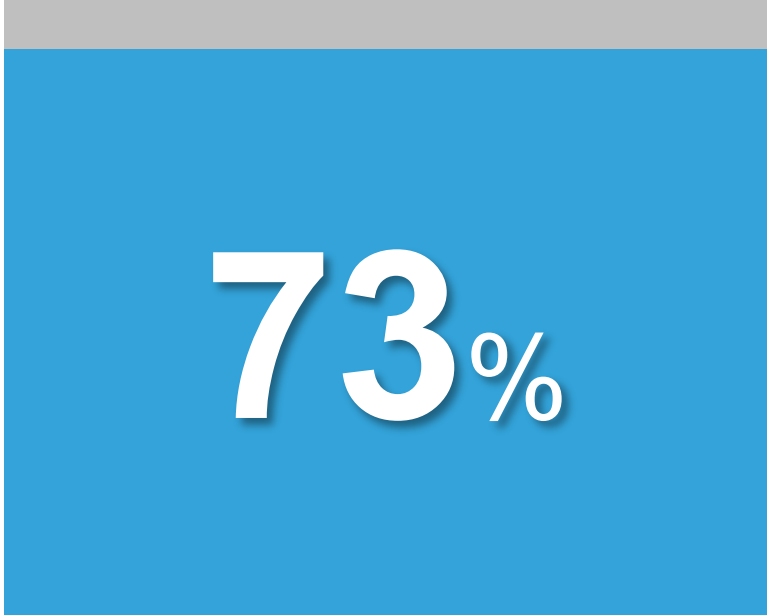
Source: Nielsen 2018 LINE Use Behavior Research Survey
Base: 15-69-year-olds who have used LINE in the past seven days; N=1,014; weighted thousands of people: 15,140,000 people

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



80%

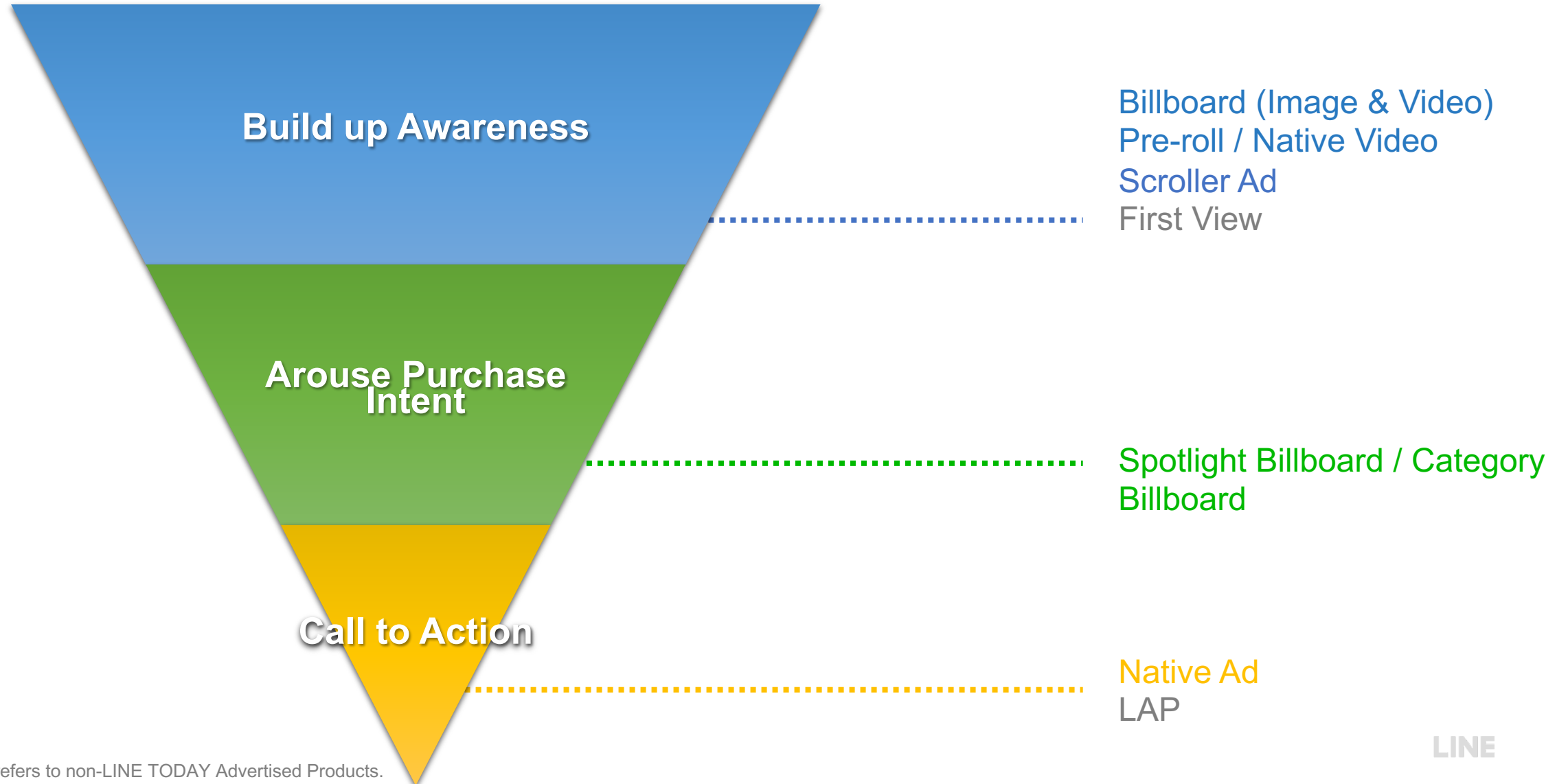
LINE TODAY is the first place for me to get news and information every day



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.



Homepage Billboard

The best way to building up awareness during launch
Events or important period

The first
place users
stop at

Large-scale
and precise
impressions

News Home Page, where it is most visible

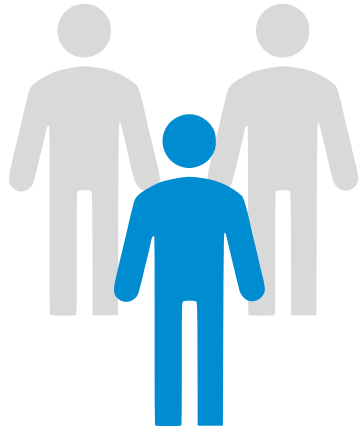
The first
place users
stop at

80% ↑

User visits that come from the LINE TODAY Home Page

Precise impressions on a large scale, delivering Ads to the target audiences

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 categories of Interests

Q4
Newly
launched

Health and Nutrition
Body-shaping and Weight Loss
Baby Products
Love for Homes

Cosmetics and Beauty
Fashion Icon
Apparel and Accessories
Food and Drink

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 lock conditions across general categories will see a 20% price increase for every condition 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 duration.

* User age, gender/region/type of interest, and other lock conditions, please contact LINE Sales for detailed options.

Billboard Video Impressions Value increased

Billboard Video (limited to materials below 60s)

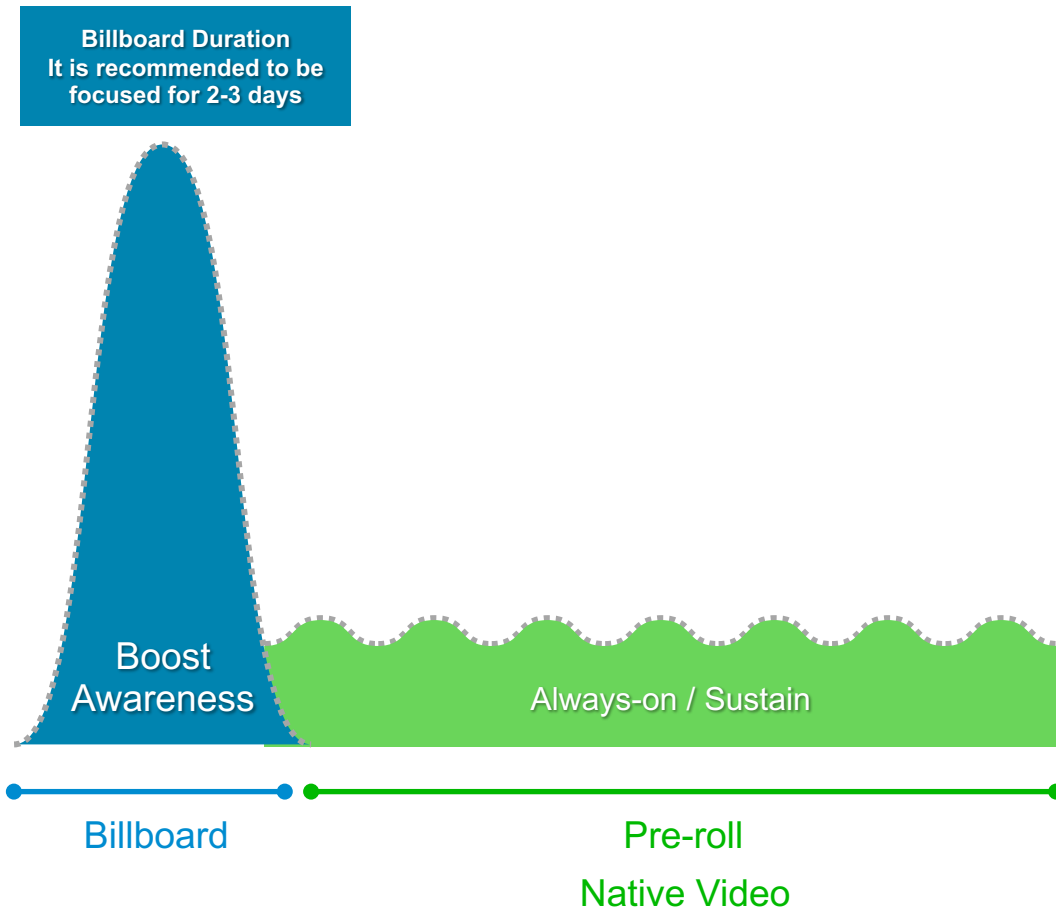
- ▶ Presented in 16:9 screens, giving the Ad a highly eye-catching effect
- ▶ The video plays automatically, and the viewing experience is good
- ▶ Click on the video screen to connect to the specified link
- ▶ The default setting is to play the video muted, and people can adjust the volume as they please


50% of the video
Appears in a visible
range
Only the Ad is
charged

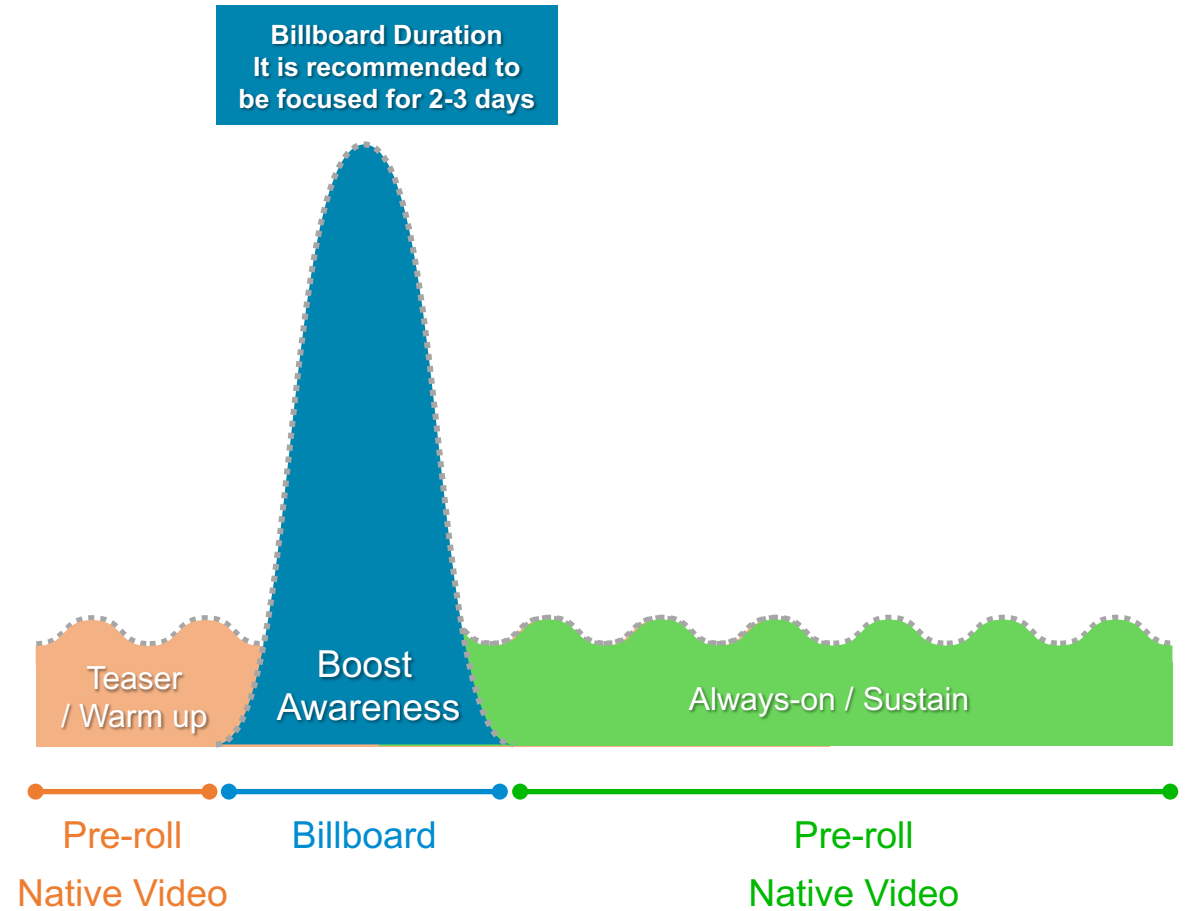


Video Solution: Staged Operation

Scenario 01: Expand impressions when launched + continuously maintain volume



Scenario 02: Pre-roll warm-up + expand impressions when launched + continuously maintain the volume



Billboard Rate Card



Graphic Image

- \$200,000(not including tax) ▶ 2.5 million impressions
- \$400,000(not including tax) ▶ 5 million impressions

Movie Video (Under 60s)

- \$300,000(not including tax) ▶ 1 million visible impressions
- \$600,000(not including tax) ▶ 2 million visible impressions
(Impression is defined as 50% of the film being viewed)

Precautions

1. Launch time: The Ad is launched at 10:00 Taiwan time, and the Ad ends at 22:59 Taiwan time.
2. Viewable impressions of the Video: defined as 50% of the video displayed in the browser window (0 seconds).
3. Precise Impressions: options for targeting conditions, please refer to the list of launch materials for more details. If you want to lock the conditions, additional fees will be applied, adding a condition increases the price by 20%.
4. Purchase threshold: Single Billboard Image purchases must reach NTD \$200,000 threshold; single Billboard Video purchases must reach the NTD \$300,000 threshold.
5. Ad Price: LINE reserves the right to change the prices. If there are any adjustments, they will be announced one month before the price change.
6. Ad Rotation: The Ads are preset on a rotation. If the customer has specified to book an entire slot, the Ad will skip that time zone and won't be delivered.
7. Ad Booked Slot: If you want to book a slot and have the Ad delivered at a specified time, you need to quote a price separately and please contact your LINE Ad Services liaison.
8. Ad Delivery: If the Ad comes across a booked slot during its duration, Ad delivery will prioritize the booked slot.
9. Ad Positioning: The positioning of the Ad is for reference only, the actual presentation should be based on the launched version and LINE reserves the right to make changes to the Ad.

Image Ad Format/Ad Specifications

Responsive Banner Ad

- Format: JPG / PNG / GIF
- Size: 1200x600, <1MB
(Note: The width of the Ad will change according to user devices, but the 2:1 aspect ratio will be maintained)
- Animated Ads (GIF) duration and speed of animation:
 1. The total duration of the animation cannot exceed 30 seconds
 2. The animation can be played repeatedly. Please do not set the replay count to 0, infinite, the default value, or infinite times (this name may be different depending on the GIF file generation software). For example: if your original GIF file is 9 seconds, the maximum number of replays will be 3 times, and the calculation method is $30 \text{ seconds} / 9 \text{ seconds} = 3.333$ times (please round down the decimal point unconditionally)
 3. Animated GIF Ads must not exceed 5 frames per second
- URL: Please provide it in the https format, and the URL has to support Click/Impression third-party tracking. Please contact the liaison for more details.
- Material Submission Time: 5 working days before the Ad is launched
- Material Change/Rotation: up to 3 sets (needs to be handed in at the same time), it will be preset by the system to optimize the delivery ratio based on CTR performance

Precautions

- Reservation: the number of impressions will be reserved after IO is signed back.
- TA lock: If you specify Targeting Conditions, please confirm the expiration date with the LINE Ad Services liaison.
- Material and Launch List: Please provide it 5 working days before the Ad is launched.
- Ad Specifications: Please refer to the Sales Kit-Appendix industry and product publication standards.
- Ad Positioning: The Ad is placed above the "TODAY's Hot Videos" module on the LINE TODAY Home Page (Today's Headlines), the position of the Ad may be adjusted with changes to the Home Page's layout. LINE reserves the right to adjust the position of the Ad.



Video Ad Format/Ad Specifications

Responsive Video Ad

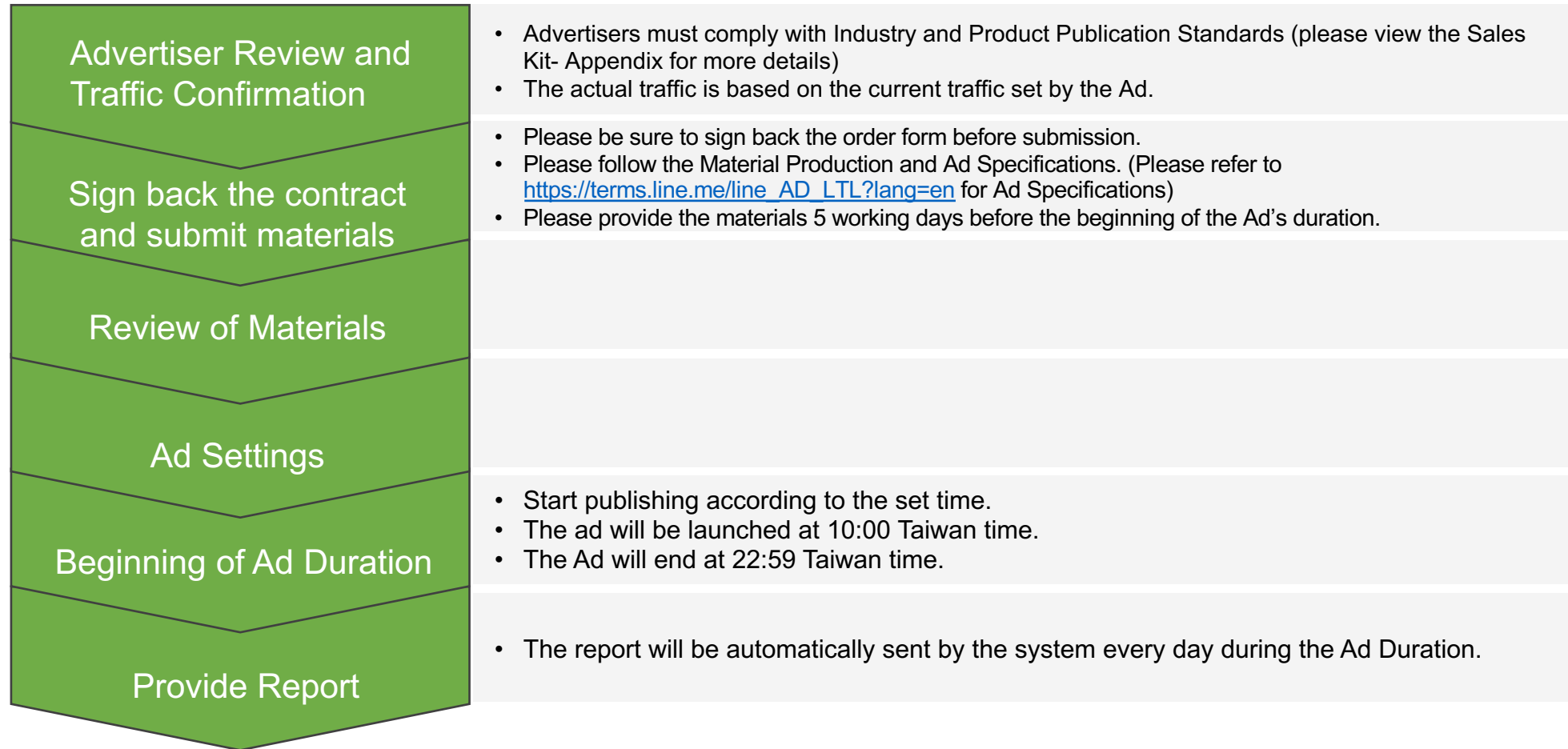
- Format : MP4
- Video Duration: under 60 seconds
- Video Resolution: 16:9 HD quality, recommended resolution should be better than 1280x720P, <100MB
(Note: The width of the Ad will change depending on the user's device, but the 16:9 aspect ratio will be maintained)
- URL: Please provide it in the https format, and the URL has to support Click/Impression third-party tracking. Please contact the liaison for more details.
- Material Submission Time: 5 working days before the Ad is launched
- Material Change/Rotation: multiple material changes or rotations are not provided
- End card: There are “Watch again” and “Learn more” buttons, please refer to the diagram on the right

Precautions





- Reservation: the number of impressions will be reserved after IO is signed back.
- TA lock: If you specify Targeting Conditions, please confirm the expiration date with the LINE Ad Services liaison.
- Material and Launch List: Please provide it 5 working days before the Ad is launched.
- Ad Specifications: Please refer to the Sales Kit-Appendix industry and product publication standards.
- Ad Positioning: The Ad is placed above the “TODAY's Hot Videos” module on the LINE TODAY Home Page (Today's Headlines), the position of the Ad may be adjusted with changes to the Home Page's layout. LINE reserves the right to adjust the position of the Ad.



Ad Publication Process



Ad Setup Complete: Screenshot of an example

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

Ad Report Diagram

Billboard Image

Date	Line Item	Total impressions	Total clicks	Total CTR

Billboard Video

Date	Line item	Total impressions	Total Active View viewable impressions	Total clicks	Total CTR	Start (View)	First quartile	Midpoint	Third quartile	Complete	Completion rate

* This is a schematic diagram of the report. The actual version should be based on the format of the received report.

* Billboard Video impression is defined as: Impressions are 50% + 0 seconds; Active View Viewable Impressions are 50% + 2 seconds.

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)
- Mail 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.

The Landing Page and materials must be reviewed in advance

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

It is prohibited to use LINE's logo, characters, services, or other content without permission and authorization to confuse or mislead users into thinking that the 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 web pages that are not directly related to the content 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, things such as the text on the webpage are too small, being too difficult to read, or the image exceeds the webpage limits and is incomplete are not allowed.

Prohibited content that may make users feel uncomfortable or offensive

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

※1 Images containing swimsuits or underwear that are not related to the Ads are prohibited.

※2 Sensational, discriminative, personal attacks and violence, violence, horror, indecent text, 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 a better discount or quality than it is in reality.

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 based on the protection of users.

The 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” are 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 the LINE TODAY Billboard.