



Campaign No.: 2002046
Date: May 21, 2002

亞洲人氣偶像劇場 - 來我家吧 廣告計劃 ASIAN IDOL DRAMA - COME TO MY PLACE ADVERTISING CAMPAIGN

《來我家吧》是由台灣炙手可熱的人氣組合 F4、超級偶像許茹芸、范植偉及天心所合演的。改編自日本著名漫畫 "同居新時代"，描寫現代年輕男女的同居生活和彼此之間複雜的感情糾結。故事講述鋼琴師小文（許茹芸飾）與攝影師千勇（范植偉飾）在居酒屋內認識，繼而開始半同居的生活，後來因兩人工作際遇不同而產生分歧以致分開。期間，小文重遇前度男友一也（言承旭飾），小文得知一也是爲了自己才放棄音樂後，歉疚的心情讓她將憐憫當作愛，於是在一也、千勇間不知如何是好。

Adapted from the famous Japanese comic "Come To My House", this cult drama has made an instant hit throughout Asia. Starring the heartthrob pop group, F4, together with the hottest idols Valen Hse, Fan Chih Wei and Tien Sin, the main storyline is one which revolves around a complex love triangle. Xiao Wen (Valen Hsu), a pianist, meets Qian Yong (Fan Chih Wei) at a pub. Almost too quickly, they fall for each other. Then, they begin to live together, each hoping that their relationship is for keeps. However due to the pressures of societal difference and their conflicting perspectives, their relationship gradually shifts from bliss to reality. As when the two go their separate ways, Xiao Wen sets her sights on her ex-boyfriend Ye Yi (Jerry Yan), who has given up his career in music since they parted. In these moments of vulnerability, Xiao Wen is further confused if she should give her love back to Ye Yi out of gratitude and sympathy, or if there is a chance for a reconciliation with Xiao Wen...

TELECAST PERIOD*: July 07 - September 16, 2002

CHANNEL: Entertainment (Channel No. 12)

NO. OF EPISODES: 11

TRANSMISSION SCHEDULE*:

Run	Time
1st Run	2000 - 2100 (Sun)
Re-run	2430 - 2530 (same day)
	2900 - 3000 (same day)
	1300 - 1400 (next day)

* Tentative only, subject to final confirmation from the Station.



ENTITLEMENTS:

Inside Programme: 1 x 30-sec spot & 2 x BBIDs per run

Programme	No. of Spots (30-sec)	No. of BBIDs
1st Run	11	22
Re-run	33	66
Total	44	88

Bonus Spots: To be utilised on or before Jul 31, 2002

Channel	Zone / Rate	No. of Spots (30-sec)
Any Channel	A / R	30

Floating BBIDs Tag to Station Promos: To be telecast from Jul 03 to Sep 10, 2002

Channel	Zone A	Zone B	Zone C	Total
News 1 / 2	5	5	5	15
Movie 1 / 2	5	5	5	15
Entertainment	30	30	30	90
Total	40	40	40	120

Conversion Bonus*: To be utilised on or before Jul 31, 2002

Channel	Zone / Rate	No. of Spots (30-sec)
Entertainment	A / R	8

* Apply to CABLE TV Prime Time Advance Booking Scheme 2002 Conversion.

PACKAGE COST (30-sec): **\$ 72,000 (RC 2002)**
 \$ 68,000 (RC 2002A)

PRODUCT EXCLUSIVITY:

- ♦ Advertiser buying 3 shares to promote one product will be given product exclusivity of the programme.

BILLING SCHEDULE: **100% in July 2002**

SALES CONDITIONS:

Please observe the followings in addition to our General Terms and Conditions as stipulated in the prevailing Rate Card:

1. Bookings will be accepted on a first-come-first served basis. However, acceptance of bookings will be at the Station's entire discretion.
2. The presentation of the commercials inside programme will be at the absolute discretion of the Station and will be rotated on the fairest possible basis.
3. Advertisers advertising one product only will pre-empt advertisers advertising a number of products in the same number of package(s), at the Station's discretion, such as pre-emption is deemed necessary.
4. All bookings are non-cancellable.
5. The Station reserves the right to schedule regular advertising spots inside the programme in the event the programme is not fully sold.
6. Whilst packages purchased under this contract are not eligible for volume rebates, the total cost of such packages will be taken into account by the Station when calculating volume rebate available to the Advertiser under the prevailing Rate Card.