

CHANNELS TIERING AND LOADING

Channels	Prime Time	Fringe Time
Tier 1		
AXN CNN Discovery Channel	5X	4X
Tier 2		
Animal Planet BBC Earth BBC World News CBN TV Disney Channel Hub E City Hub W Drama EURO SPORTS Channel HISTORY Lifetime ONE / ONE (ENGLISH) Hub Sports Arena Hub Sports 1 - 4 TLC TVN Oh! K Warner TV	4X	3X
Tier 3		
Asian Food Channel Cartoon Network CNBC CTI TV DIVA Universal E! Entertainment Food Network Asia HGTV Hub Sensasi HITS KBS World Love Nature Nickelodeon RTL CBS Entertainment Smithsonian TVBS Asia Vijay	3X	2X
Tier 4		
Max Toon STAR Plus SUN TV TVB8 TVBJ	2X	1.5X

Note: All prices do not include GST charges | * All media rates shown here are subject to changes and revisions.

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StarHub TV Channels Standard Rate Card for TV Spot Buy

Base Rate for 30-second Spot Buy

Prime Time: S\$500

Fringe Time: S\$200

- Bookings will be accepted on a Prime Time or Fringe Time basis.
- The following rates will apply, in accordance with TVC duration

Example for Rate Card Buy (without MC Commitment):

Channel: Discovery

Duration: 30sec

Cost per spot (Prime Time): $\$500 \times 5$ (loading) = \$2,500

Cost per spot (Fringe Time): $\$200 \times 4$ (loading) = \$2,000

Spot rate calculation for different duration

5 sec	0.3
10 sec	0.35
15 sec	0.5
20 sec	0.7
25 sec	0.85
30 sec	1.0
35 sec	1.175
40 sec	1.35
45 sec	1.5
50 sec	1.7
55 sec	1.85
60 sec	2.0

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