



ABS-CBN INTERNATIONAL

ABS-CBN International is an internationally recognized reliable foreign content provider and a premier source of high quality Filipino programming in over 50 territories all over the world.

Q1 2023

MEDIA KIT

Get to know us



ABS-CBN Global stands as a trailblazer in the realm of Trans-Pacific broadcasting, holding a prestigious position as one of the top producers and distributors of content inspired by Filipino culture.



THE FILIPINO CHANNEL

Designed to meet the unique needs of first-generation Filipinos living overseas, TFC delivers a combination of news, entertainment, and information cherished by its audience, preserving a connection to their homeland.



THE BEAT OF OUR CULTURE

Offering cutting-edge 360-degree entertainment, MYX thrusts the dynamic fusion of Filipino/Asian youth music culture into the global mainstream spotlight, empowering next generation Filipinos to reach a diverse, multicultural audience.

In the Service of the Filipino



- Target Market 1



1st Generation Filipinos

- Target Market 2



2nd & new Generation Filipinos

Target Market

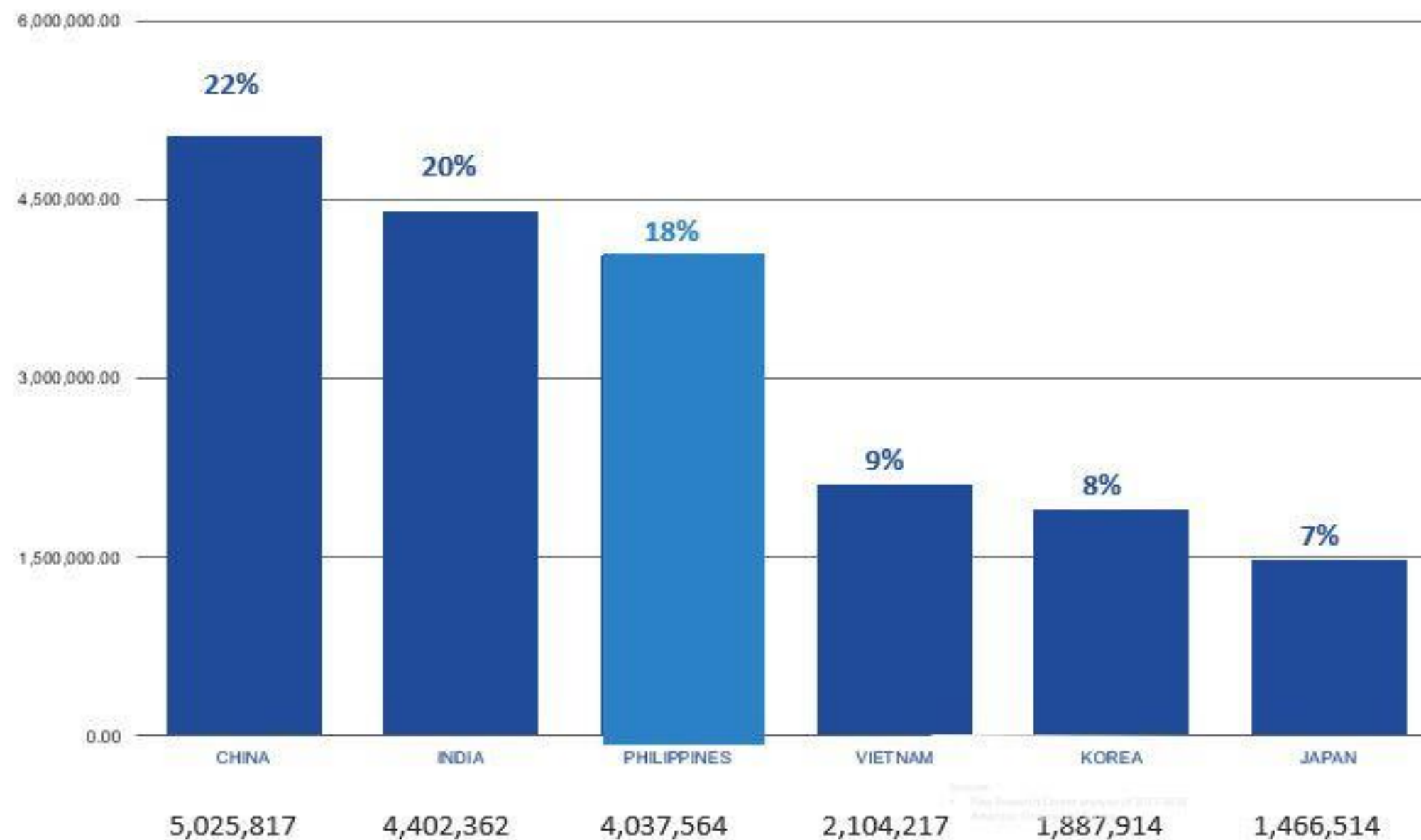


10M
Overseas Filipinos

4.9M
Filipinos in the US and
Canada

3RD
largest Asian group in North
America after China and
India

FILIPINOS ARE THE 3RD LARGEST ASIAN GROUP IN THE US



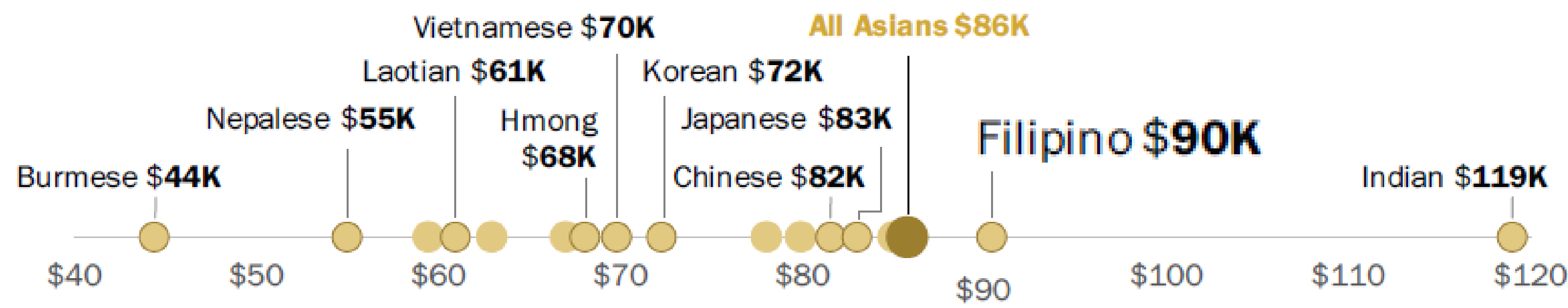
Sources:
◦ Pew Research Center analysis of 2017-2019 American Community Survey

FILIPINOS ARE THE 2ND HIGHEST INCOME EARNERS AMONG OTHER ETHNICITIES IN THE US

Sources:
◦ Pew Research Center analysis of 2017-
2019 American Community Survey

Median household income varies widely among Asian Americans

Median annual household income, 2019, by origin group



MOST POPULATED PROVINCES
Filipino and Filipino-Canadian population in the country are concentrated in 4 Canadian provinces – Ontario, Alberta, British Columbia, and Manitoba – as more than 90% of them reside and work in those provinces.

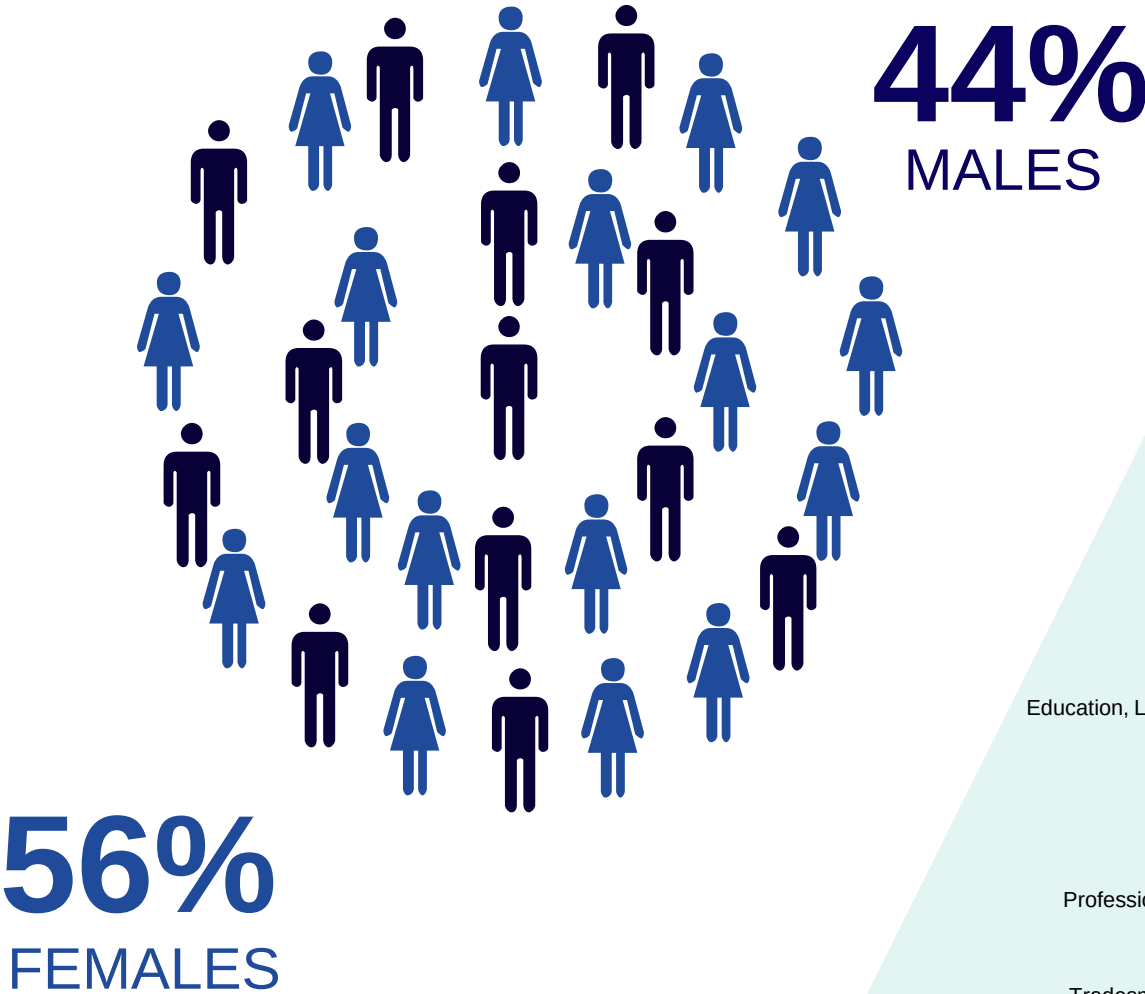
- VALUES**
- Family centricity, home-bound/indoor activities
 - Work
 - Mostly staying indoors (watch tv, internet)
 - Activities out of home (Church, grocery, visit relatives, malls, friends)

- LANGUAGE**
- 87.5% of all Filipinos in Canada speak Tagalog
 - Other dialects spoken by immigrants are Bikolano, Cebuano, Hiligaynon, Ilocano, Pampango, Pangasinan, and Waray-waray

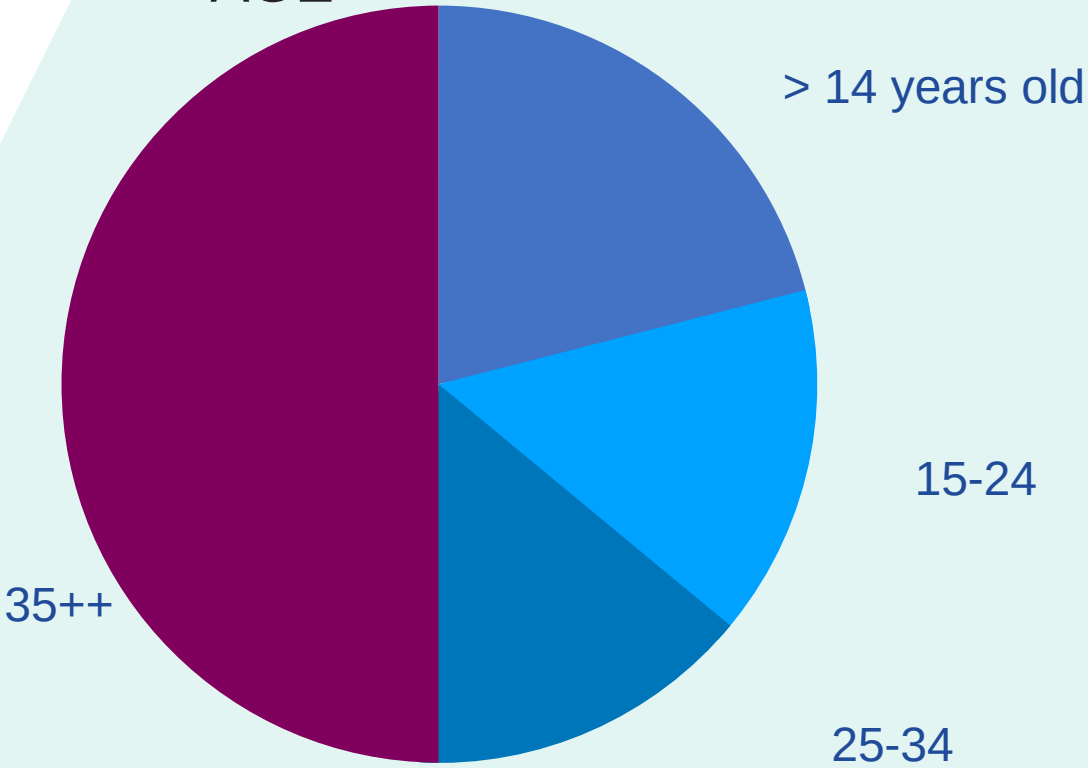
SOURCES: Source: StatsCan. 2021 Census | ABS-CBN Market Survey 2018

PROFILE OF FILIPINOS IN CANADA

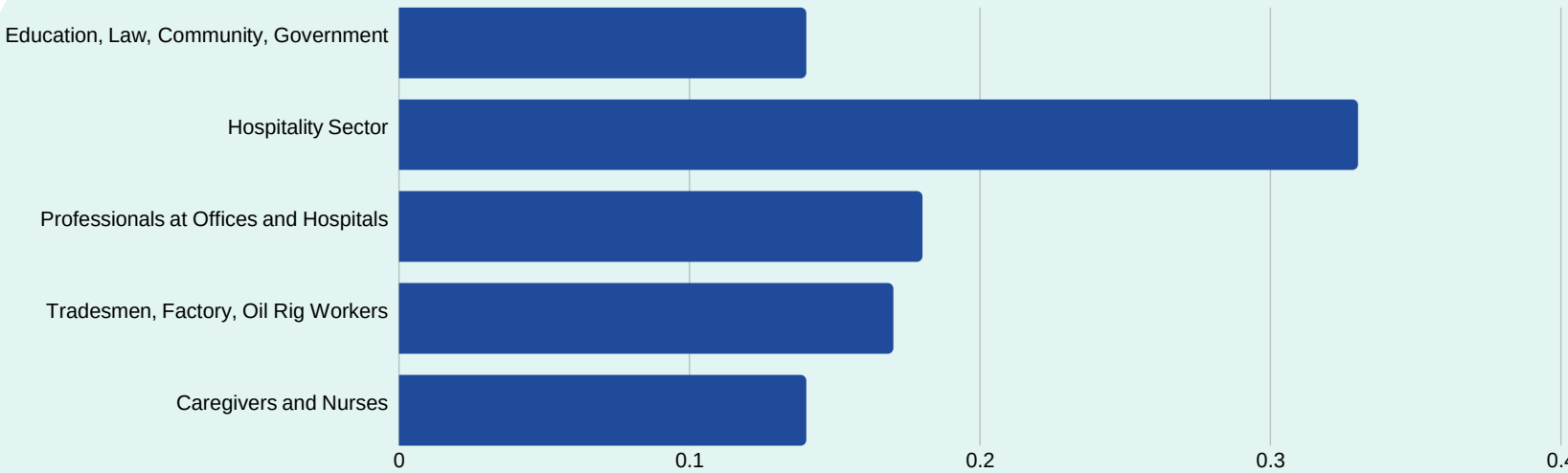
GENDER



AGE



OCCUPATION

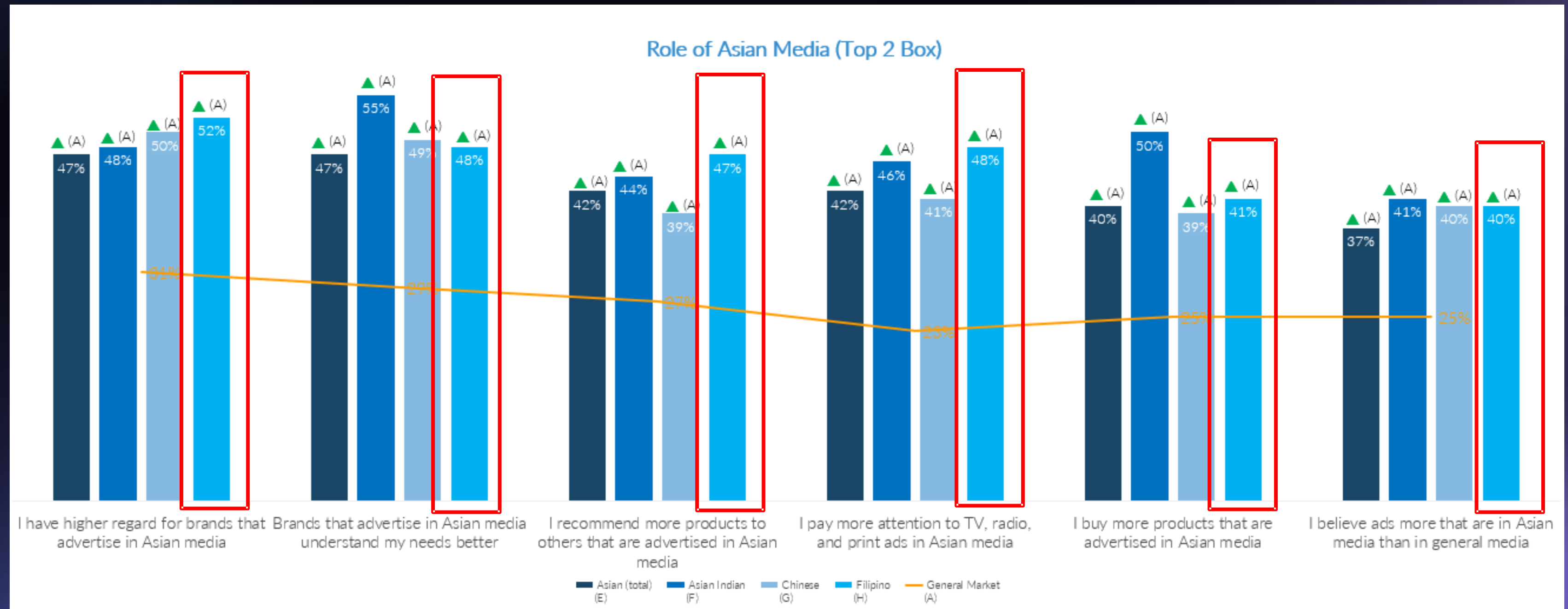


- Successful in chosen fields; increase in demand for caregivers
- Generally more laid-back than the US and more frugal

MEDIA HABITS OF FILIPINOS

Sparkle Insights: Post Pandemic Consumer Behaviors, Attitudes and Outlook, 2022

Filipinos across the board have a favorable impression of ads if aired on Filipino media.





THE FILIPINO CHANNEL



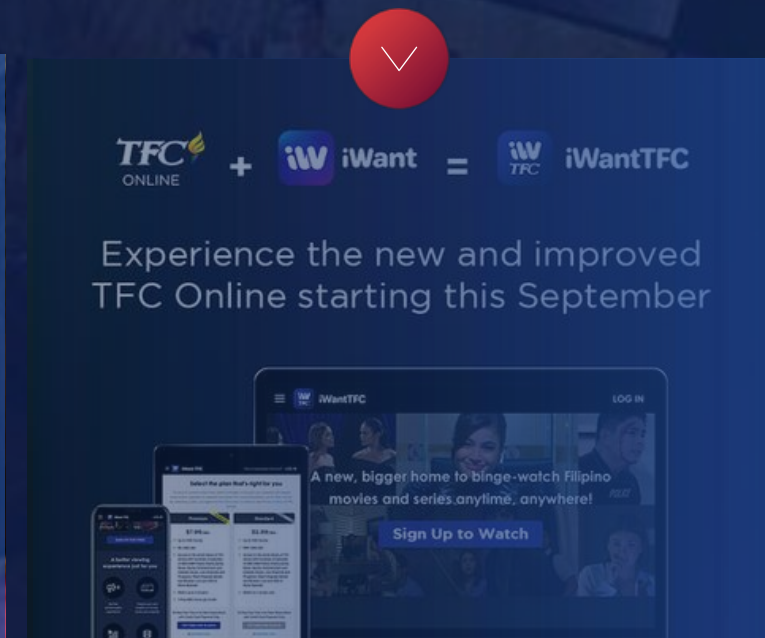
EXPANDING REACH THROUGH MULTI-PLATFORM DISTRIBUTION



TV

Pay TV

- 24-hour cable/satellite subscription service that offers the best all-Filipino programming worldwide.



OTT

OTT

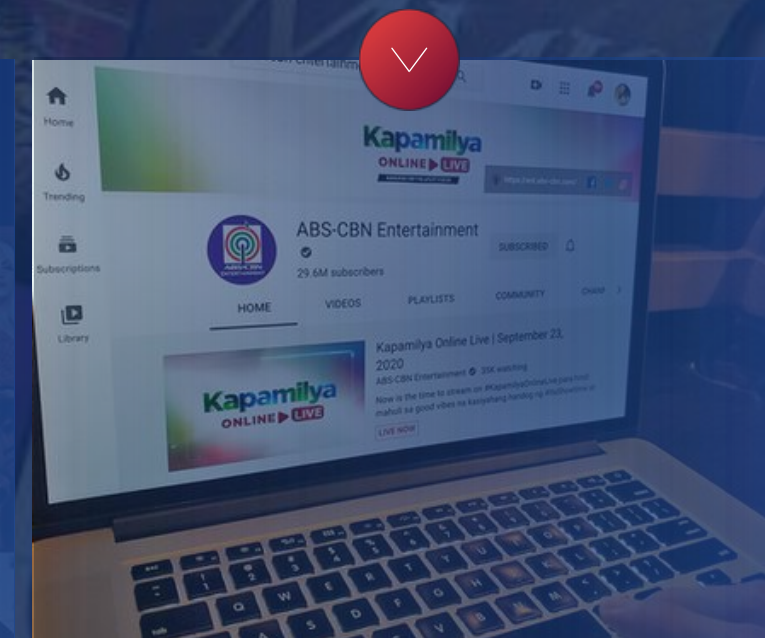
- Through our owned and operated OTT platform iWantTFC
 - Online streaming of all programs, movies and specials anytime and on any device.
 - Available through iOS and Android App and through Roku and Smart TVs



TVOD

Theatrical and TVOD

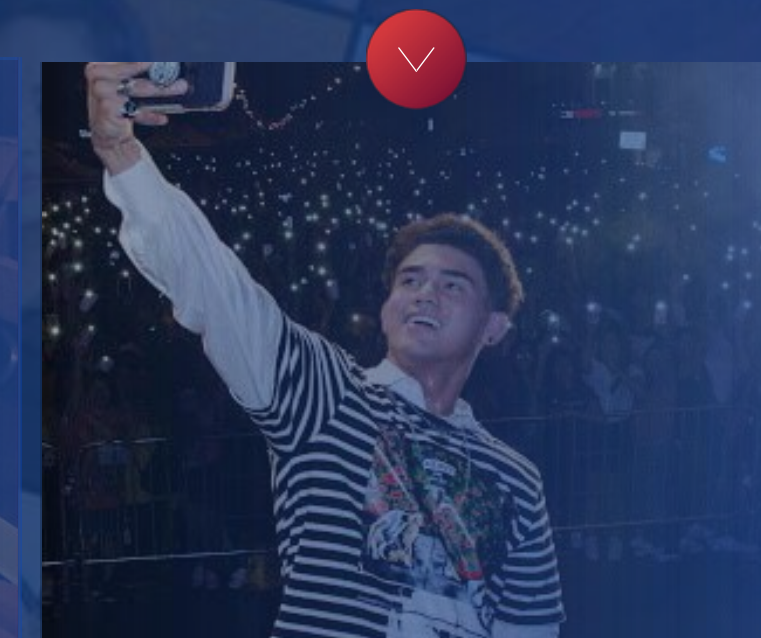
- Theatrical and TVOD distribution of Filipino films
- Films with subtitles in multiple languages



ONLINE

Online and Social Media

- Widest digital footprint of Filipino content in leading online publishers of news, entertainment, sports, music, lifestyle through ABS-CBN websites
- One of the most subscribed and followed accounts on various social media platforms



EXPERIENCES

On-ground Events

- On-ground events engaging new markets and experimenting with new formats
- Virtual Events
- KTX – Key to digital experiences (concerts, movies, events, fancon, celebrations, film festivals, special content)
 - Interactive fan experiences through chat boxes



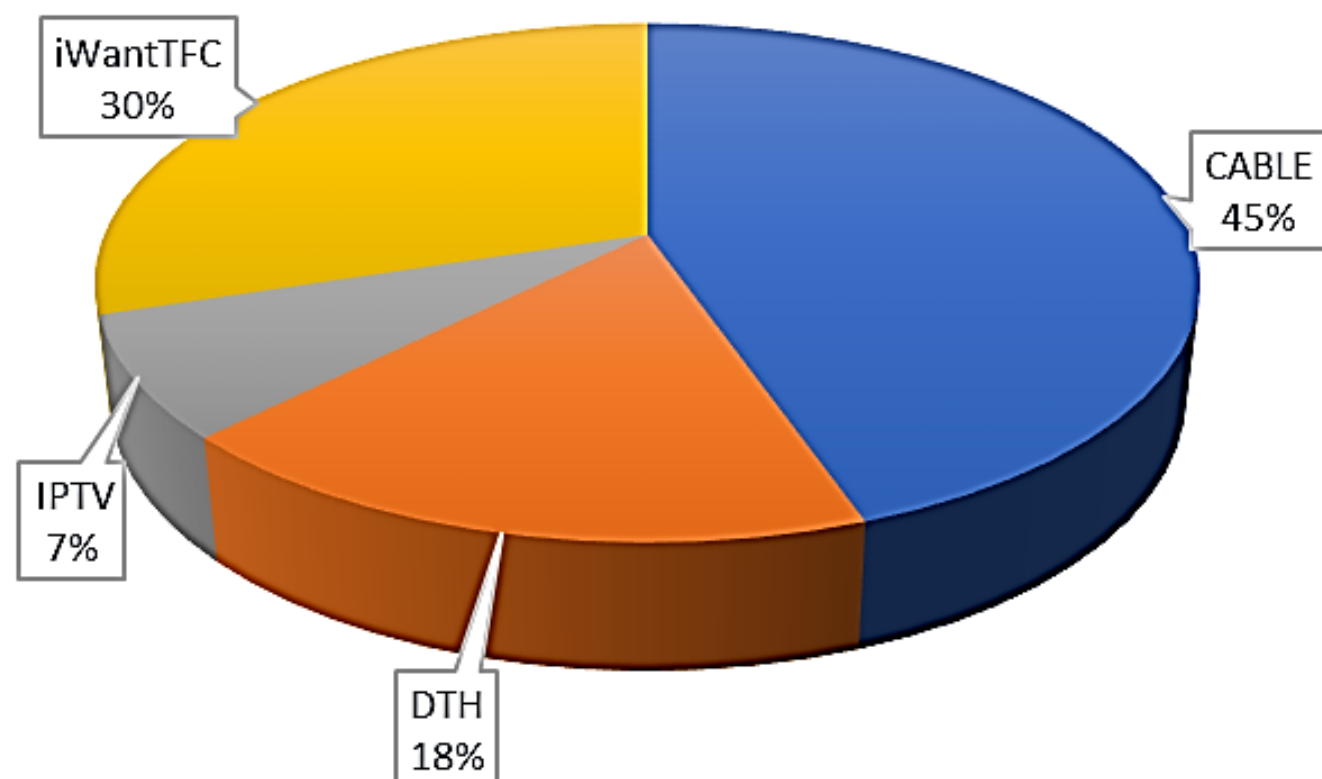
REACH IN USA

TOTAL VIEWERSHIP

1.2 M

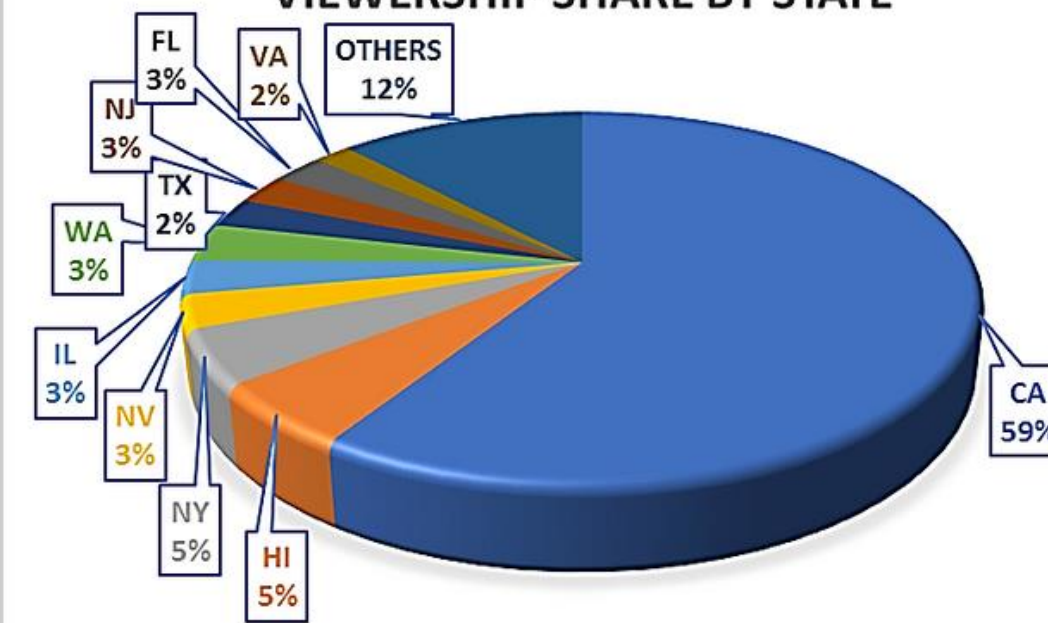
Audience in USA across content subscription services – cable/satellite, IPTV and iWantTFC

SHARE BY PLATFORM - US



TFC VIEWERSHIP ACROSS
PLATFORMS:
TOP STATES

VIEWERSHIP SHARE BY STATE



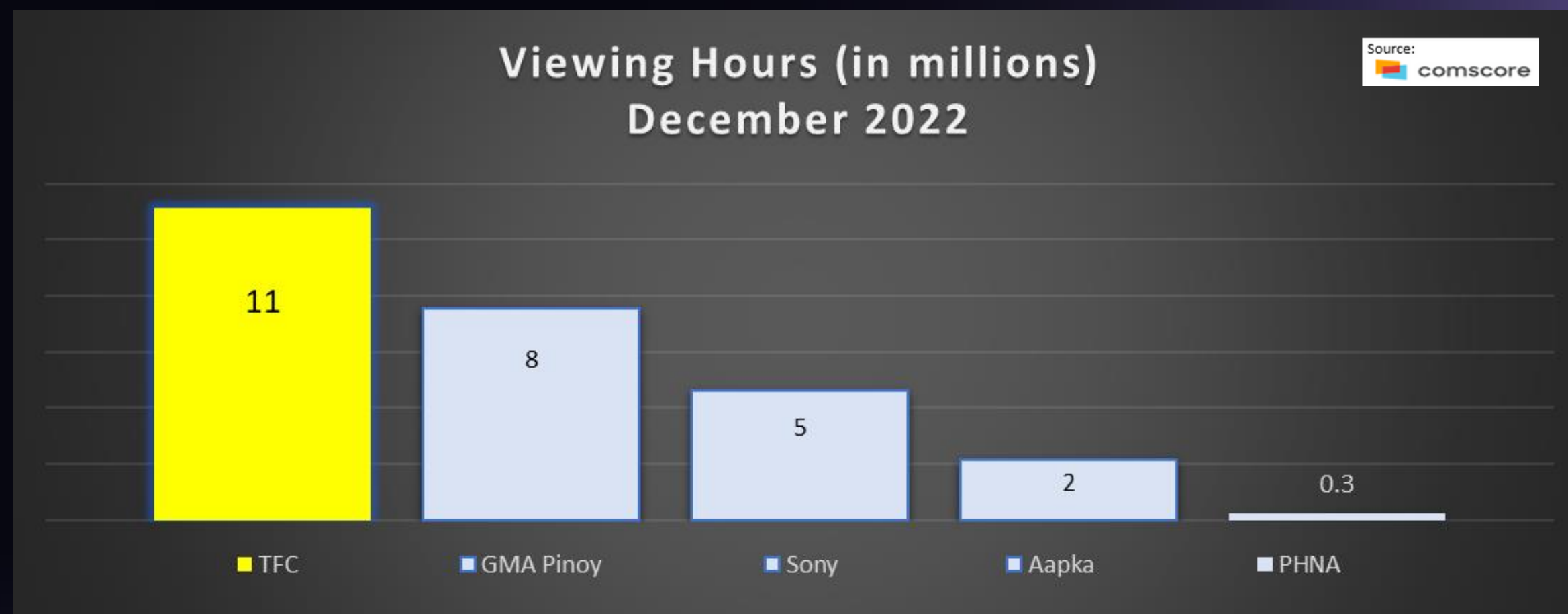
US VIEWERSHIP HIGHLIGHTS

December 2022



TFC STILL THE MOST-WATCHED MULTI-CULTURAL NETWORK

226K Household watched TFC for a combined total hours of 12M for the month of December.



US VIEWERSHIP HIGHLIGHTS

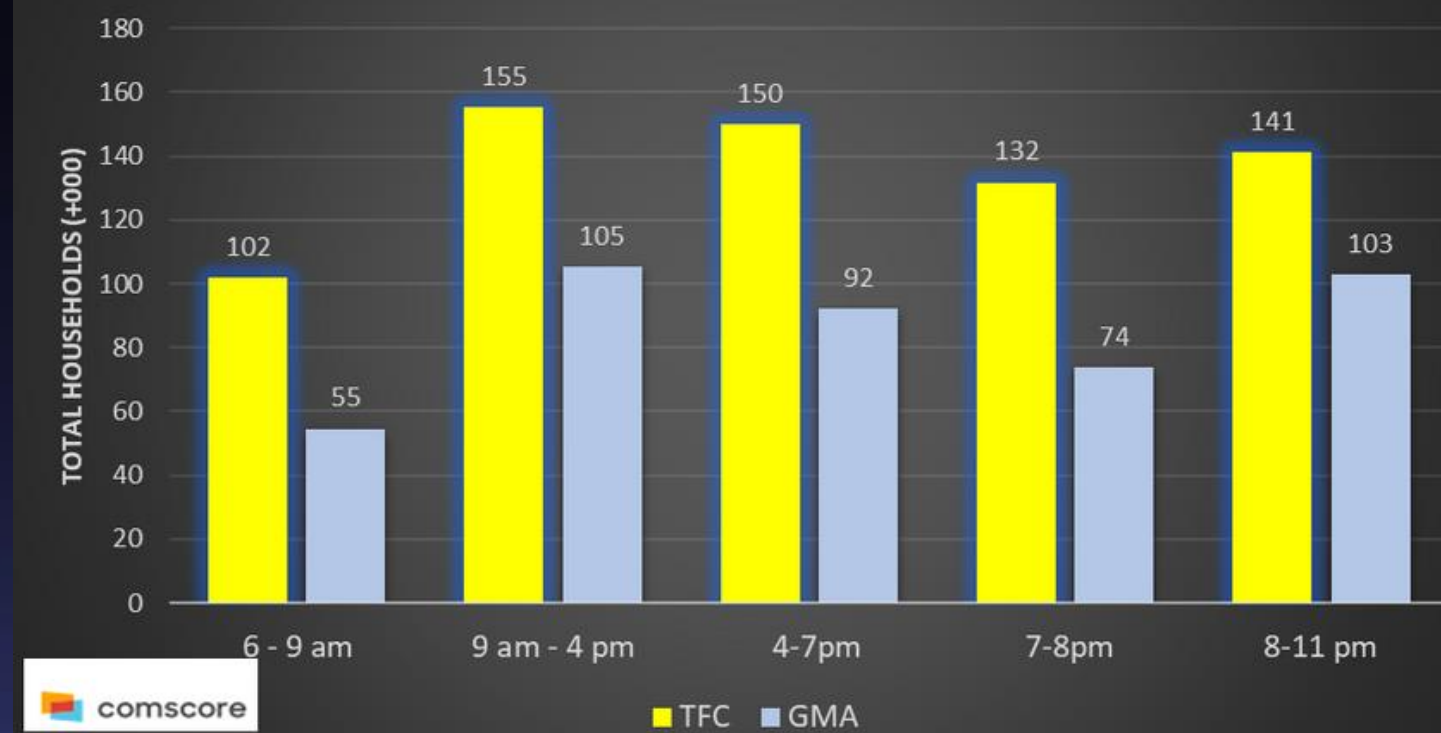
December 2022



TFC reached more households across key dayparts on weekdays & weekends

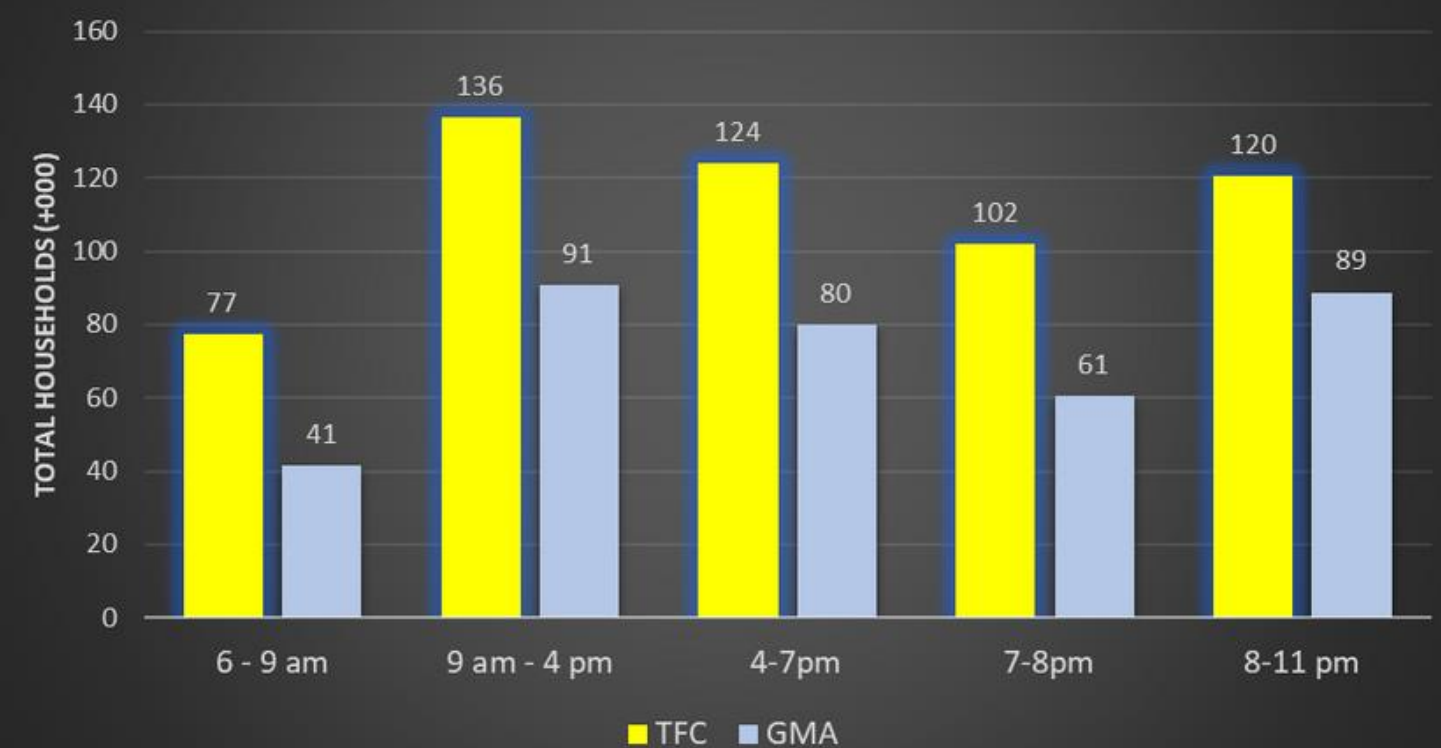
Households Reached, Weekdays

11/28 - 12/25



Households Reached, Weekends

11/28 - 12/25



TOP SHOWS FOR DECEMBER



1 DARNA

2 IRON HEART

3 TV PATROL

4 EVERYBODY SING!

5 ASAP



iWantTFC

THE BIGGEST LIBRARY
OF FILIPINO CONTENT

TFC owned OTT and streaming platform serving Filipinos all over the world





iWantTFC

1.78M

Unique Users*

1.58 B

Page Views*

3.99

Ave
monthly time per
User*

US

163K

Unique Users**

96.1M

Page Views**

3.06 hrs.

Ave time per User**

CANADA

62.7K

Unique Users**

26.7M

Page Views**

2.99 hrs.

Ave time per User**



* Jan 2022 - Dec 2022, overall value (excluding Philippines)

** For the month of Dec 2022 (Source: Amplitude)



ABS-CBN DIGITAL AND SOCIAL PLATFORM PERFORMANCE: NOLA

ABS-CBN U.S.A WEBSITES* Past 90 Days

1.83M

Uniques*

8.62M

Impressions*

**FACEBOOK
432k**

Followers*

ABS-CBN CANADA WEBSITES* Past 90 Days

480K

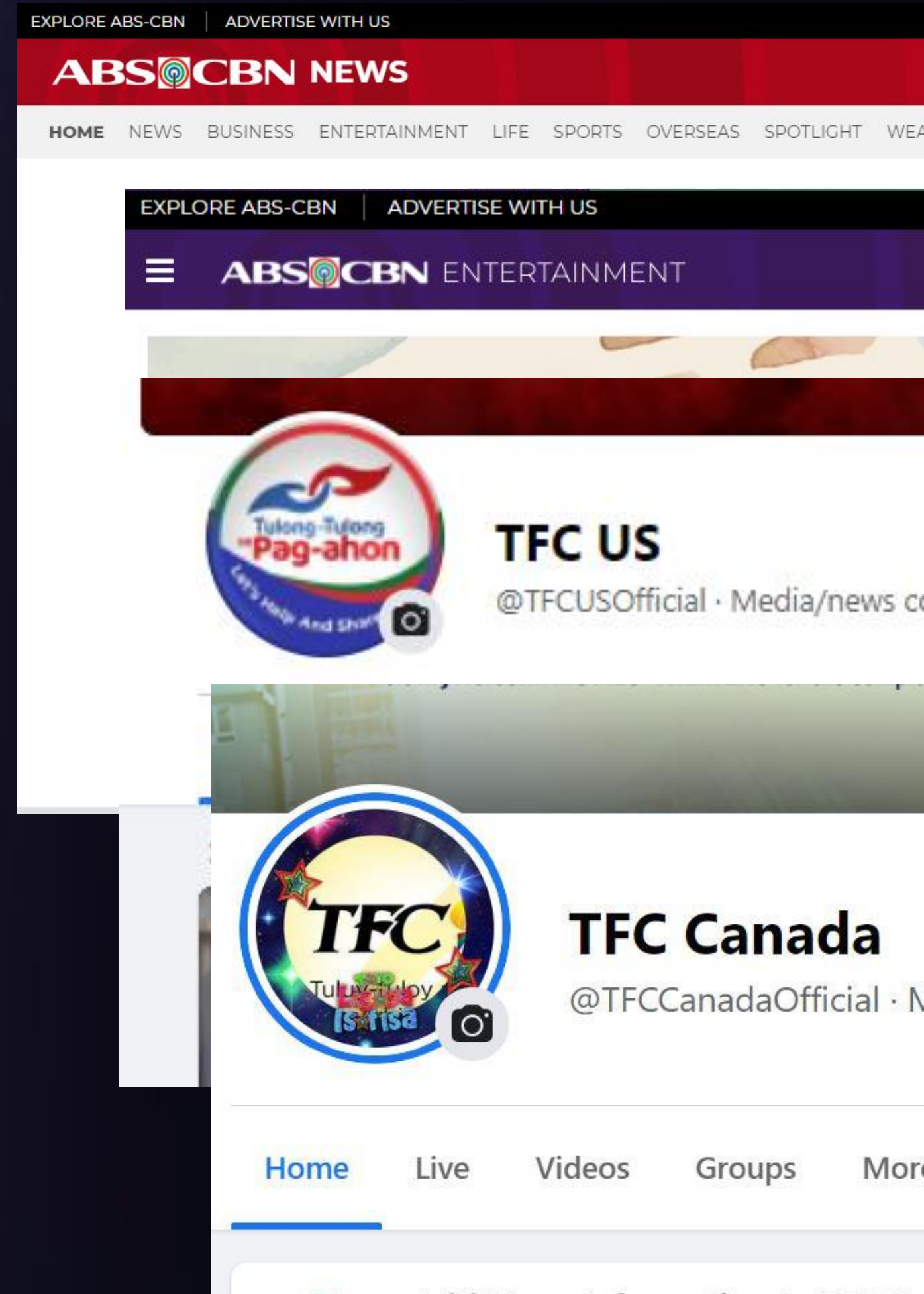
Uniques*

2.62M

Impressions*

**FACEBOOK
80K**

Followers*



The background image shows a modern building facade with large glass windows and stone panels. Two large, raised logos are visible on the stone panels: 'ABS' at the top and 'CBN' at the bottom, separated by a square frame containing a circular design. The entire image is covered with a semi-transparent blue overlay.

Locally Produced TV Shows

Locally Produced Content

BRGY

BRGY is a 30-minute magazine-talk-game show that allows Global Filipinos to share their stories and inspire the community. This show is our BARANGAY, where we can connect, be who really are and have



ADVERTISING OPPORTUNITIES

Branded promotional artcard and plug | In-program segment sponsorship | branded body bumper | Customized games | Celebrity endorser guesting | Product intrusion | Program graphics | Edit downs for posting on TFC/ABS-CBN social media/YouTube



Locally Produced Content

BARANGAYAN WITH GELO

BA 5-min light talk-game show where host Gelo engages directly with celebrities, experts or TFC fans, about anything or everything under the sun. Show title is a play of the word “barangay”, a Filipino term for “community”

Airs 3x a day on weekdays: Morning, Afternoon and Prime Time.



ON-AIR: TFC Cable/Satellite and IPTV
iWANTTFC: Video on demand
YOUTUBE/FACEBOOK: Edit downs uploaded on TFC/ABS-CBN pages

ADVERTISING OPPORTUNITIES

Branded promotional artcard and plug | In-program segment sponsorship | Customized games | Celebrity endorser guesting | Product intrusion | Program graphics | Edit downs for posting on TFC/ABS-CBN social media/YouTube



Locally Produced Content

TFC NEWS on TV PATROL GLOBAL



TFC News on TV Patrol Global is a 9-12min dedicated news program body within TV Patrol Global for overseas Filipinos. The show is anchored by ABS-CBN International News Bureau Chief TJ Manotoc.



ON-AIR: TFC Cable/Satellite and IPTV

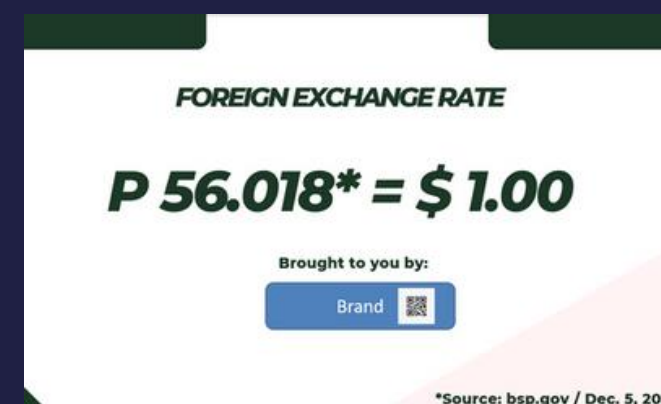
iWANTTFC: Video on demand

YOUTUBE/FACEBOOK: Edit downs uploaded on TFC/ABS-CBN pages (regional highlights, weekly recaps)

WEBSITE: TFC News tab on ABS-CBN News Website (highlights)

ADVERTISING OPPORTUNITIES

Brand ambassador or representative interview (can mention the brand/product name) | Logo/product incidental | Use of advertiser's existing visuals as added support to spiels | Can be repurposed as social media/YouTube post | Five second bumper showing latest foreign exchange rate as per BSP, with brand logo and QR code.



The background image shows a modern building facade with large glass windows. On the building, there are large, raised logos for 'ABS' at the top and 'CBN' at the bottom, with a circular emblem in between. The entire image is covered with a semi-transparent blue overlay. Centered over this is the text 'Globally Produced TV Shows' in a white, bold, sans-serif font.

Globally Produced TV Shows

Globally Produced Content

2 GOOD TO BE TRUE



ON-AIR: TFC Cable/Satellite and IPTV
iWANTTFC: Video on demand
YOUTUBE/FACEBOOK: Edit downs uploaded on
TFC/ABS-CBN pages

2 Good 2 Be True is a Philippine drama romantic comedy television series broadcast by Kapamilya Channel. Directed by Mae Cruz-Alviar, it stars Kathryn Bernardo and Daniel Padilla. The series premiered on the Kapamilya Channel's Primetime Bida evening block, A2Z, TV5, and worldwide via The Filipino Channel on May 16, 2022



ADVERTISING OPPORTUNITIES

Branded promotional artcard and plug | In-program segment sponsorship | Endorser or brand representative guesting | Product intrusion | Program graphics | Edit downs for posting on TFC/ABS-CBN social media/YouTube

Globally Produced Content

YOUTUBE-BORN/LIFESTYLE

CHEF RV'S KITCHEN



ON-AIR: TFC Cable/Satellite and IPTV

iWANTTFC: Video on demand

YOUTUBE/FACEBOOK: Edit downs uploaded on TFC/ABS-CBN pages

A collection of cooking and baking video tutorials of chef restaurateur and award-winning cookbook author, RV Manabat.

Cooking has never been this easy and fun! Let's get cooking with Chef RV, our new cooking buddy!



ADVERTISING OPPORTUNITIES

Branded promotional artcard and plug | In-program segment sponsorship | Endorser or brand representative guesting | Product intrusion | Program graphics | Edit downs for posting on TFC/ABS-CBN social media/YouTube

Globally Produced Content

LIFESTYLE/CONTENT ACQUISITION

STYLISH DOCUS



Marane



Naima



Albert

ON-AIR: TFC Cable/Satellite and IPTV, MYX GLOBAL and PH
iWANTTFC: Video on demand
YOUTUBE/FACEBOOK: Edit downs uploaded on TFC/ABS-CBN
pages

Target season premiere: April
Stylish Docus is a 30-minute show that documents the creative process of the Stylish Magazine team and its Collaborators in mounting editorial shoots and producing magazine content led by editor-in-chief, Marane Plaza, a lifestyle and fashion journalist for 16 years. America's Next Top Model Cycle 4 winner, Naima Mora, is coming in as one of contributing fashion editors. One of the show's main cast members is contributing beauty editor, Albert Kurniawan,, celebrity makeup artist.



ADVERTISING OPPORTUNITIES

Branded promotional artcard and plug | In-program segment sponsorship | Endorser or brand representative guesting | Product intrusion | Program graphics | Edit downs for posting on TFC/ABS-CBN social media/YouTube

Globally Produced Content

YOUTUBE-BORN/LIFESTYLE

THAT GUY SLATER



ON-AIR: TFC Cable/Satellite and IPTV
iWANTTFC: Video on demand
YOUTUBE/FACEBOOK: Edit downs uploaded on TFC/ABS-CBN pages

Target new season premiere: April
Join Slater Young as he brings you the niftiest DIYs design tips, and household hacks in That Guy Slater.

Ongoing shoot for season 3



ADVERTISING OPPORTUNITIES

Branded promotional artcard and plug |
In-program segment sponsorship |
Endorser or brand representative
guesting | Product intrusion | Program
graphics | Edit downs for posting on
TFC/ABS-CBN social media/YouTube

Globally Produced Content

LIFESTYLE

HAPPY PLACE



ON-AIR: TFC Cable/Satellite and IPTV

iWANTTFC: Video on demand

YOUTUBE/FACEBOOK: Edit downs uploaded on TFC/ABS-CBN pages

Meet Happy Ongpauco-Tiu, a wife, mother of four, chef, businesswoman, restaurateur, collector, foodie, sister, daughter and most of all, a happy person. Join her as she shares inspiring stories and life essentials in finding a Happy Place in everyday moments.

Ongoing season 2 pre-prod



ADVERTISING OPPORTUNITIES

Branded promotional artcard and plug | In-program segment sponsorship | Endorser or brand representative guesting | Product intrusion | Program graphics | Edit downs for posting on TFC/ABS-CBN social media/YouTube

Global Produced Content

LIFESTYLE

CO-BRANDED CONTENT



Streaming in all TFC platforms including iWantTFC
Depending on the program concept, the show can also air in other platforms such as MYX, YouTube and social media.

ABS-CBN Global can conceptualize, line produce, promote and air co-branded content partnerships with advertisers or content creators. Agreement is inclusive of relevant talent fees, production costs, media costs and licensing fees.

Branding will be seen across all distribution platforms unless stated otherwise.



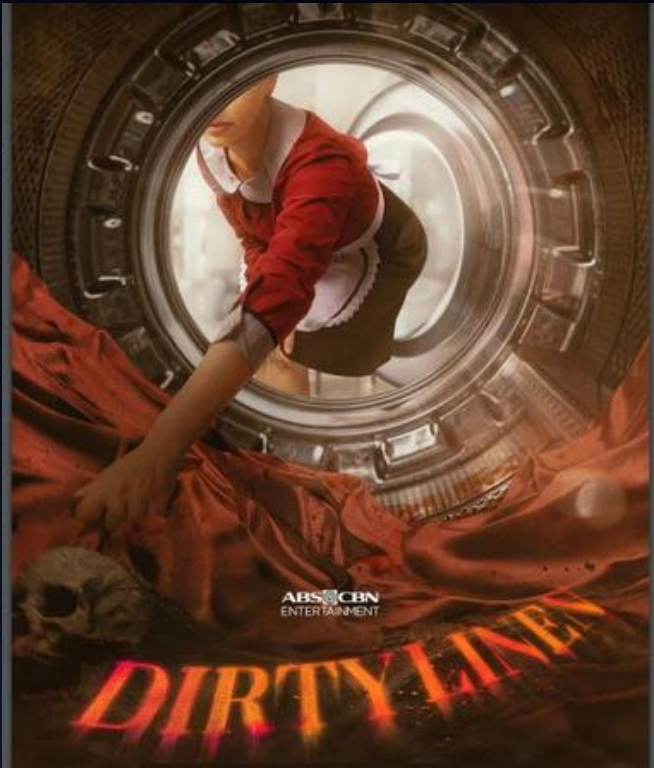
ADVERTISING OPPORTUNITIES

Spot buys liquidation | Branded promotional materials | Product incidentals | Endorser or brand representative guesting | Branded segments | Major intrusions | Program graphics | Branded spiels | Edit downs for posting on TFC/ABS-CBN/advertiser's social media/YouTube

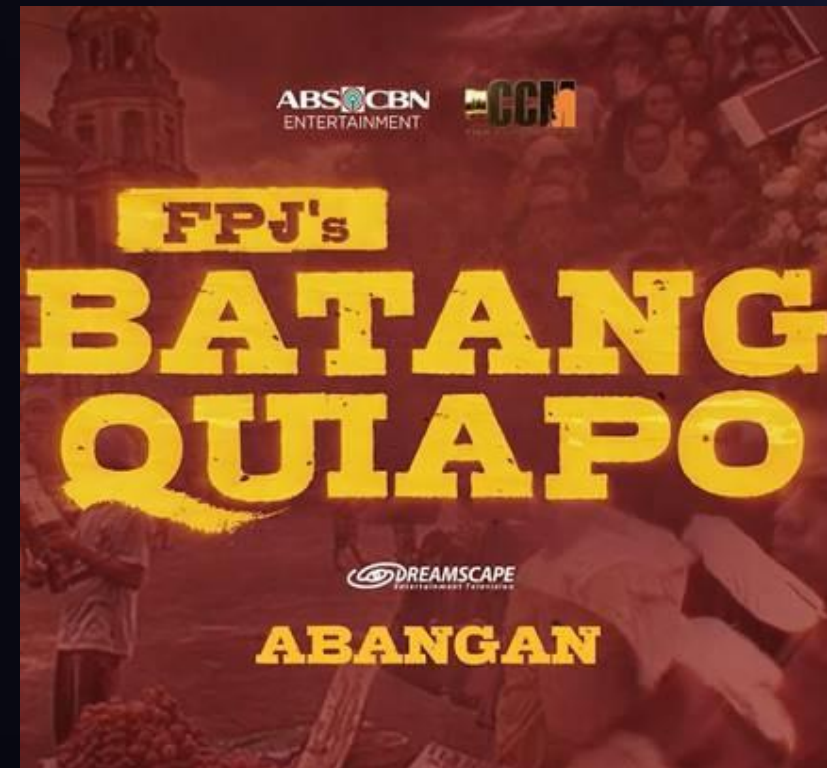
The image shows a close-up of a building's exterior wall. On the wall is a large, metallic-looking CBS eye logo. Above the logo, the letters "ABS" are mounted in a bold, sans-serif font. Below the logo, the letters "CBN" are mounted in a similar bold, sans-serif font. The entire scene is overlaid with a semi-transparent blue filter. The text "NEW SHOWS" is centered over the image in a white, bold, sans-serif font.

NEW SHOWS

NEW SHOWS



Four houseworkers of a well-known aristocratic family mysteriously vanished one by one without a trace, meanwhile four people are out to get their hellish revenge against the prominent family itself
Airing Date: January 23, 2023.



It is an upcoming Philippine action-comedy drama television series based on the 1986 action-comedy film of the same title starring Fernando Poe Jr. and Maricel Soriano, the series stars Coco Martin, Poe's daughter Lovi Poe, and Charo Santos together with an ensemble cast.
Airing date: Late January/Early February



Unbreak My Heart, a series brought by the unprecedented and first collaboration for PH TV from two network giants, GMA and ABS-CBN will be topbilled by GMA and ABS-CBN stars Joshua Garcia, Gabbi Garcia, Richard Yap, and Jodi Sta. Marcia. It is set to air on TV and stream in 15 territories outside of the Philippines on Viu!

The background image shows the exterior of a modern building, likely the ABS-CBN headquarters. The facade features large glass panels and a central stone or concrete panel with the ABS-CBN logo. The logo consists of the letters 'ABS' at the top, a stylized circular emblem in the middle, and the letters 'CBN' at the bottom. The entire image is covered with a semi-transparent blue overlay.

IWantTFC Originals



TENTPOLE
ORIGINALS



Genre

Teen Romance

No. of Episodes

13 episodes

Directed By

Chad Vidanes

Produced By

iWantTFC

Shoot Date

November 2021
January 2022

Release Date

March 2022

SYNOPSIS

The kilig continues! In the second season, Max and Deib experience the joys and challenges of being in a new relationship – adjusting to each other's personalities, learning to trust each other amidst changes, and, living with the truth that they have to accept each other's past to move forward.

Helping them along this journey are their friends who also have to deal with their own love stories and personal struggles. But just when Max and Deib have figured out how to be a couple, the tragic secret that ties their families together comes to light, forcing them to ask themselves if love can truly conquer all.

CAST MEMBERS

Donny Pangilinan
Belle Mariano
Kaori Oinuma
Rhys Miguel
Jeremiah Lisbo
Vivoree Esclito
Joao Constancia

Criza Taa
Melizza Jimenez
Sophie Reyes
Ashley del Mundo
Gello Marquez
Dalia Varde
Limer Veloso

**Genre**

Coming-of-Age
Friendship

No. of Episodes

10 episodes

Produced By

iWantTFC

Shoot Date

October 2021

Release Date

September 2022

SYNOPSIS

W.I.S.E or Walang Iwanan Sa Ere is a group of teenagers led by Cars (Daniella Stranner) and Rocky (Anthony Jennings) who found friends and family in each other, in an abandoned truck they have transformed into a mobile cafe.

Having issues of their own and differences with each other, they learn together some crucial lessons in life. They also learn about love as they go through various destinations from Mountain Province in the spirit of adventure, and as they navigate their way to adulthood.

CAST MEMBERS

Daniella Stranner
Anthony Jennings
Kaori Oinuma
Rhys Miguel
Vivoree Esclito
Zach Castaneda
CJ Salonga

Anna Abad Santos
Benjie paras
Christian Vasquez
Aleck Bovick
Manuel Chua
Nina Alagao



TENTPOLE
ORIGINALS



TENTPOLE
ORIGINALS



Genre

Romance
Musical

No. of Episodes

13 episodes

Produced By

iWantTFC

Shoot Date

February 2022

Release Date

July 2022

SYNOPSIS

After her celebrity dad left them, Zoe's family struggles financially, forcing her to transfer to a less prestigious school.

To her surprise, Zoe finds herself in toxic school environment called Teen Clash -- a longstanding fight for dominance between the male and female students. With the goal of changing the system, Zoe vows to end the Teen Clash by beating the boy faction in the much-coveted Sing and Dance Competition with the help of her newfound bandmates.

Getting an exposure after playing in famous bar, Zoe's band finds themselves working with their rival boy group to save the beloved music place.

In the process, Zoe gets entangled in a love triangle involving two guys from the Boy Band -- Ice and Xander -- who are about to become brothers legally with the upcoming marriage of their widowed parents.

CAST MEMBERS

Jayda Avanzado
JC Alcantara

KD Estrada
Lance Carr

SEVEN SUNDAYS



Genre

Family Drama

No. of Episodes

26 episodes

Produced By

iWantTFC
Joint Ventures/Signal

Shoot Date

March 2022

Release Date

July 2022

SYNOPSIS

A reimagination of the blockbuster and modern family movie, *Seven Sundays*.

OFW Manuel finally comes home, but he finds himself a stranger to his own family. His wife Marie, who practically lived the life of a single parent while he was away, has become so independent that she doesn't seem to need him.

His eldest Allan barely comes home as he is pursuing a career in dance. His other son, Bryan, lives in a dorm in Manila while finishing his studies. Her daughter Cha, is constantly out with her boyfriend Jerry, who Manuel disapproves of. Youngest son Dex barely speaks with him.

When Manuel gets diagnosed with cancer, he asks his family to spend the remaining Sundays of his life in their home. But being together again in one house also forces them to confront their hidden pains and unacknowledged resentment towards each other.

CAST MEMBERS

Joey Marquez
JC Alcantara
Donny Pangilinan

Karina Bautista
KD Estrada
Lance Carr



TENTPOLE
ORIGINALS



TENTPOLE
ORIGINALS

LYRIC and BEAT

Genre

Musical
Coming-of-Age
Drama

No. of Episodes

8 episodes

Produced By

Dreamscape

Shoot Date

February 13, 2022

Release Date

March 28, 2022

SYNOPSIS

"Lyric and Beat" is a light musical drama about a young girl named Lyric who's striving to make a name for herself.

As Lyric enters Philippine National Conservatory of Music (PNCM), the top school in the Philippines that hones world-class musicians, she meets different students who are all dreaming to make it big in the industry. She meets Beat, a quiet boy who is unable to sing in public due to the death of his mother; Jazz, the leader of the Prime Belters who is trying to prove to his parents that he is the next big star; and Cadence, a dancer who is trying to fulfill her mother's dream of having a singer in the family. She also meets Viola, an old groupmate of her late mother Isay, and also the head of the premier show choir of PNCM which is the Prime Belters.

Together with Wolfgang's show choir, Team Werpa. Lyric and the members navigate through the world of PNCM as they try to beat the Prime Belters as the representative of PNCM for the upcoming National Competition.

CAST MEMBERS

Andrea Brillantes
Seth Fedelin

Darren Espanto
AC Bonifacio

The background of the image is a photograph of the ABS-CBN building's exterior, featuring large glass windows and stone panels with the network's logo. A semi-transparent blue filter is applied over the entire image. The text "iWantTFC Top Shows" is centered in a white, bold, sans-serif font.

iWantTFC Top Shows

TOP 12 SHOWS ON iWANTTFC

source: Amplitude . December 1-31. USA & Canada



ADVERTISE WITH US!



ADVERTISING OPPORTUNITIES

Branded Playlist
Branded Hero Video for
Content Sponsorship
Video Ads

Branded Playlist Branded
Hero Video for Content
Sponsorship Video Ads

Available
on!



iWantTFC



TOP MOVIES ON iWANTTFC

source: Amplitude . December 1-31. USA & Canada



ADVERTISE WITH US!



ADVERTISING OPPORTUNITIES

Branded Playlist
Branded Hero Video for
Content Sponsorship
Video Ads

Branded Playlist Branded
Hero Video for Content
Sponsorship Video Ads

The background image shows a building facade with a large, dark blue-tinted overlay. On the building, there are two prominent logos: 'ABS' at the top and 'CBN' at the bottom, both in a bold, sans-serif font. Between the logos is a circular emblem with concentric rings and a central vertical element. The text 'UPCOMING EVENTS' is centered over the image in a large, white, bold, sans-serif font.

UPCOMING EVENTS

POP x RnB

A show featuring the best Pop x RnB artists in the Philippines is slated to happen in the 1st Quarter of 2023

March – April 2023



ACOUSTIC ROCK

A concert that will bring to stage the top young acoustic rock artists in the Philippines.

April – May 2023



NEW GEN US TOUR

Get ready to see the New Generation of performers, Inigo Pascual, Darren Espanto and EZ Mill are set to perform this May!

May 2023



THE HEARTHROBS 2.0

Daniel Padilla, Zanjoe Marudo, Joshua Garcia, Eric Nicolas and Kathryn Bernardo will go on stage and make your heart skips a bit this coming June.

June 2023



ASAP DIVAS

The ASAP Divas: Ehla, Angeline Quinto, Jona, Sheen, Lara will showcase their singing prowess as they take the stage this August.

August 2023



TNT CHAMPIONS

The Champions: JM, Reiven, Elaine, Janine and TNT Judge Erik Santos, will serenade you this October.

October 2023





ABS-CBN YOUTUBE AD SOLUTIONS

ABS-CBN plays a significant role in the large viewership of YouTube in the country, with our strong subscriber base and aggregated channel views

138.8M

Current All-time Subscribers

87

Active YouTube Channels

104B

Current All-time viewer

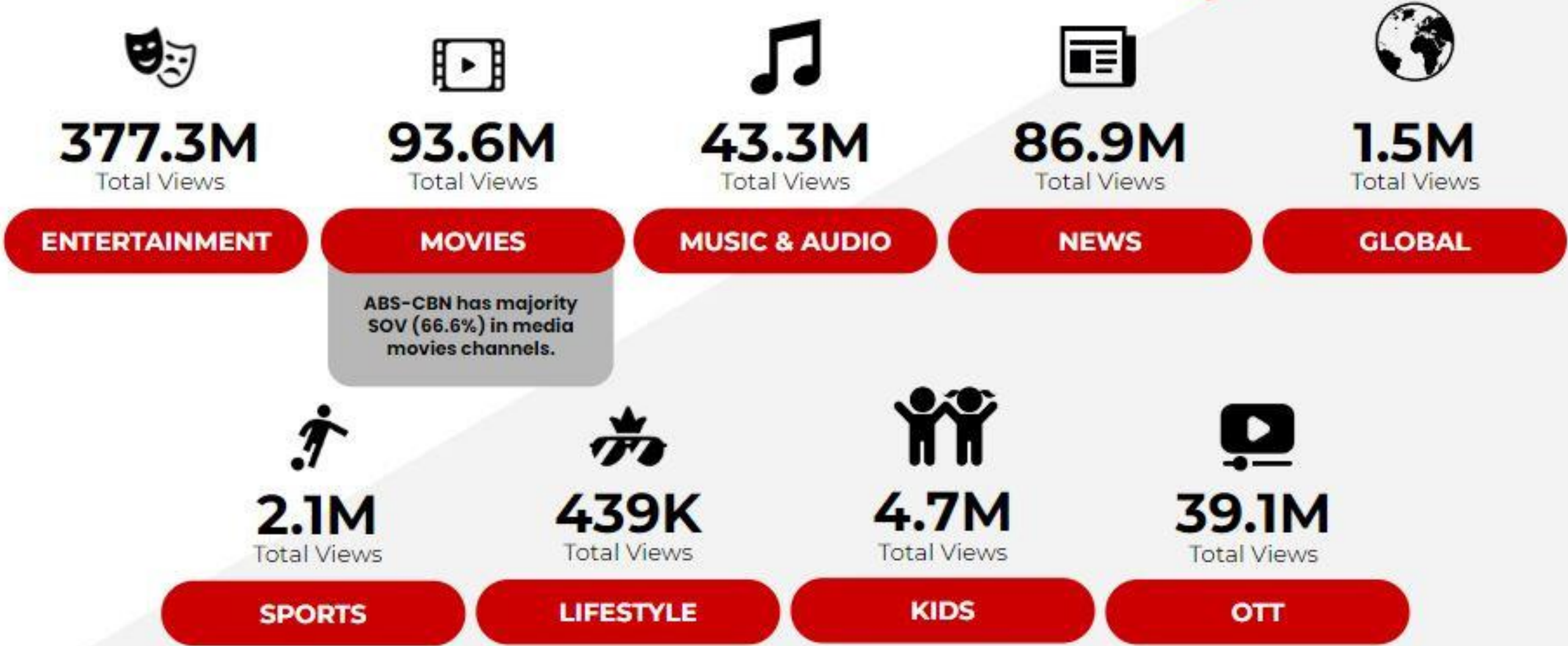
433B

Current All-time Minutes Watched



Numbers are lifetime data (from the start of the channel to January 31, 2023) based on all ABS-CBN's media and celebrity channels

ABS-CBN has a wide channel portfolio on YouTube with very strong viewership, covering all relevant content verticals among viewers.



Monthly video views of select ABS-CBN media channels for Jan 2023

ABS-CBN YOUTUBE DIRECT ADVERTISING

Standard Inventory-Specific Buys

Non-skippable Video Ads |
Skippable Video Ads | Bumper
Video Ads | Live ads | Reserved Ads



Native Implementation Buys

Brand Placement on Title Card |
Brand Placement on End Screen |
Branded Playlist | TVC in
Kapamilya Playlist | Community
Tab | YouTube Stories | Etc.



STANDARD INVENTORY BUYS

Bumper Ads

OVERVIEW:

Bumper ads are mobile-first, 6-second, non-skippable in-stream units designed to drive awareness and reach. Bumper ads can fill non-skip as well as skippable ad calls driving maximized monetization opportunity. Bumper ads are another user friendly ad format developed to meet advertisers needs but also drive a positive user experience allowing YouTube to drive increased monetization on the platform for our creators.

SIZE IN GOOGLE AD MANAGER:

480x360v and 480x361v - MUST BOOK BOTH

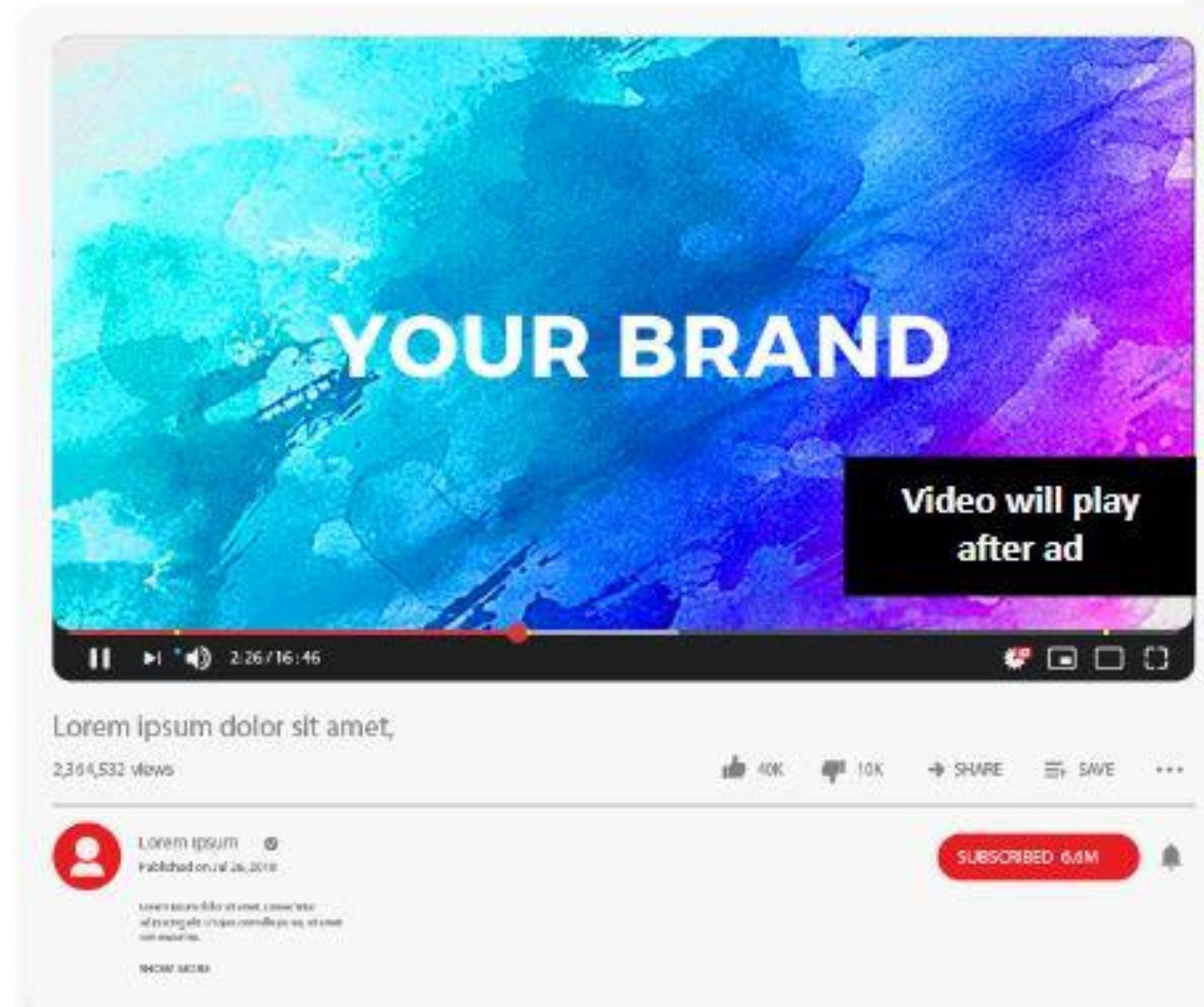
Cross-Sell Partners Only - You may also book solely 480x361v if you wish to only fill the skippable ad slot

CREATIVE ASSETS:

- Pre
- Max ad duration: 6s

PLATFORMS: Run of platform (Desktop, mobile, connected TV, embeds, video ads on GDN)

PRICING: Fixed CPM - Product only available in select countries.



STANDARD INVENTORY BUYS

In Video Overlay Ads -

OVERVIEW:

Display banner that hovers over the lower third of a video a user is watching.

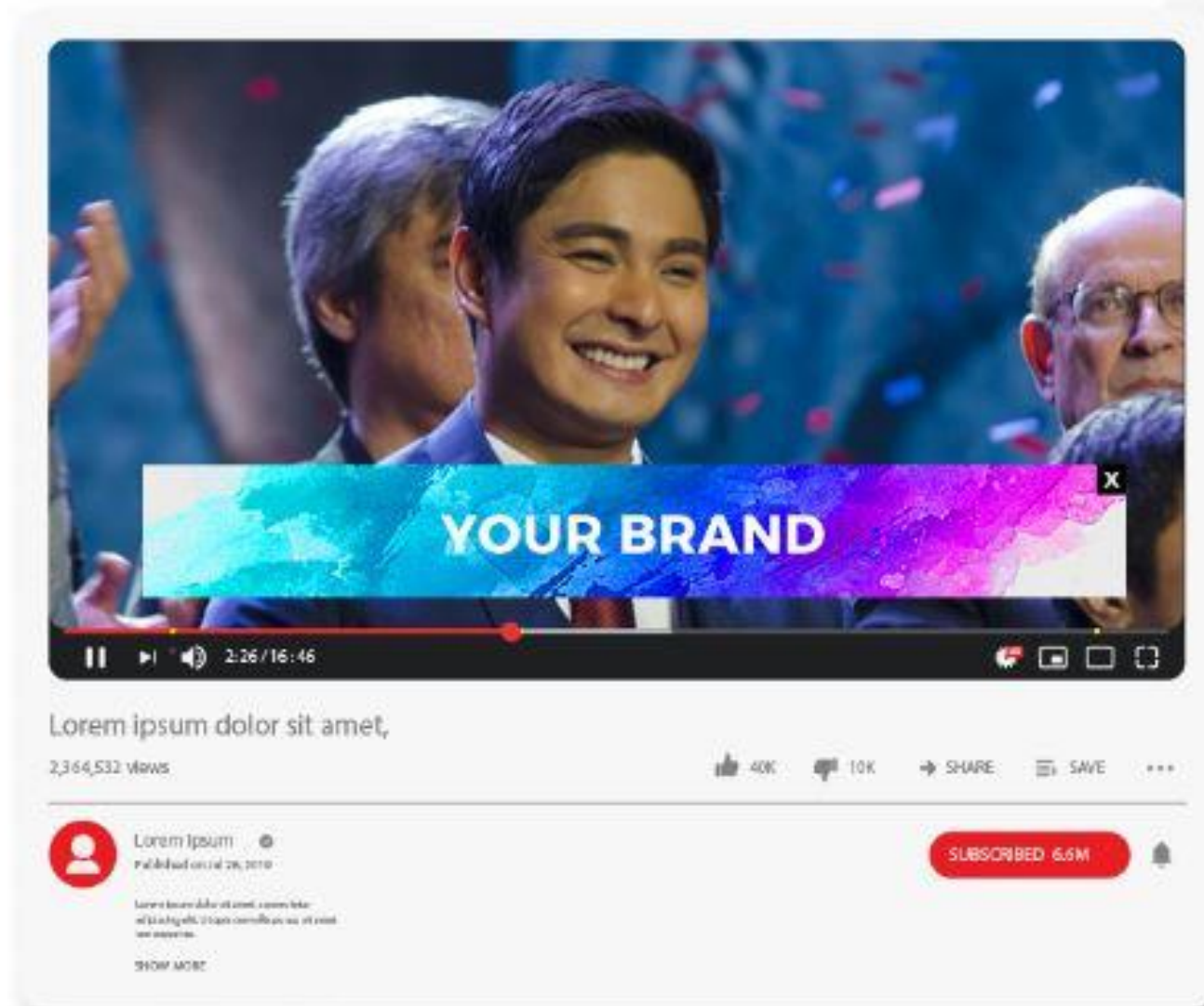
- Can only be run as a part of Sponsorship campaigns.
- Can click through to a website, brand channel or video.

CREATIVE ASSETS:

- 480x70 display overlay banner

PLATFORMS: Desktop, Embeds

Note: This is for sponsorship only.



ABS-CBN YOUTUBE DIRECT ADVERTISING

Standard Inventory-Specific Buys

Non-skippable Video Ads |
Skippable Video Ads | Bumper
Video Ads | Live ads | Reserved Ads



Native Implementation Buys

Brand Placement on Title Card |
Brand Placement on End Screen |
Branded Playlist | TVC in
Kapamilya Playlist | Community
Tab | YouTube Stories | Etc.



NATIVE IMPLEMENTATION BUYS

Brand Placement in Playlist

Where:
Playlist Title

Type:
Text for brand name

Metric available:
Playlist Views



Wansapanataym Full Episodes brought to you by Rebisco

-  **Wansapanataym: MEGA MAMENG**
(With English Subtitles) | YeY
Yey Channel
-  **Wansapanataym: SUPER KIKAY
AND HER FLYING PAGONG (Wit...**
Yey Channel
-  **Wansapanataym: INDAY BOTE**
(With English Subtitles) | YeY
Yey Channel

NATIVE IMPLEMENTATION BUYS

Brand Placement on Video Card

Allowed: VOD

Where:

Within the video

Type:

1. Website Link
2. Static brand logo cover on website link
3. Video link
4. Metadata

Metric available:

1. Card Teasers Shown
2. Card Teaser Clicks
3. Cards Shown (Impressions)
4. Card Clicks



The background image shows a building facade with large glass windows. On the wall, there are two prominent logos: 'ABS' at the top and 'CBN' at the bottom, separated by a circular emblem. The text 'Affiliate Stations' is overlaid in the center in a white, bold, sans-serif font.

Affiliate Stations

KNET-25.5

SOUTHERN CALIFORNIA



KNET Transmit Channel 32,
Virtual Channel 25 is part of the
KNLA transmitter

Reaches **1.5 million** households over the air
Broadcast ranges the **Greater Los Angeles Area**
including key cities (Irvine, Riverside and Simi Valley)



Will offer both **BROADBAND (streaming)** and
BROADCAST (over the air)

Available **FREE** to download on major platform
including Roku, Smart TV, etc; LocalBTV app
also offers the ability to stream KNET 25.5



To maintain a **strong social media** and
YouTube Live presence; Ability to market
partnered programs or businesses on social media
platforms, while engaging public eye

Launching Jan 2022
Available TFC Program:



NORTHERN CALIFORNIA

WIDESPREAD FILIPINO AUDIENCE
60,000 FILIPINOS (18+) IN THE BAY AREA

Available TFC Program:



RATE CARD: \$150 per 30 second spot

The background image shows a building facade with a large target symbol in the center. Above the target is the text 'ABS' and below it is 'CBN'. The entire image is overlaid with a dark blue gradient.

Rate Card TFC

US RATE CARD

RATE CARD - TFC US TV SPOTS				
In USD	30s	15s	45s	60s
10 am - 5 pm (Day Time)	\$ 305.00	\$ 183.00	\$ 457.50	\$ 610.00
5 - 11 pm (Prime Time)	\$ 399.00	\$ 240.00	\$ 599.00	\$ 799.00
11 pm - 10 am (Overnight to Morning)	\$ 210.00	\$ 126.00	\$ 315.00	\$ 420.00

RATE CARD - TFC US DIGITAL ADS		
In USD	CPM	Platforms
Video Rolls	\$ 35.00	iWantTFC, ABS-CBN Websites, IPTV, Roku, YouTube
Banner Ads	\$ 8.00	ABS-CBN Websites, myx.global

RATE CARD - TFC US OTHER EXECUTIONS		Cost	Platforms / Shows / Other details:
In USD			
Social Media Post		\$ 300.00	Facebook, Instagram, Twitter
OBB / CBB "Brought to you by..."		\$ 120.00	Linear, Digital
Lower Screen Graphics:	10 am - 5 pm (Day Time)	\$ 183.00	Linear, Digital Limited to 1 per show Minimum of \$1k buy
	5 - 11 pm (Prime Time)	\$ 240.00	
	11 pm - 6 am (Overnight to Morning)	\$ 126.00	
Branded Segment: 60s - 90s		\$ 1,500.00	Barangayan with Gelo
Branded Segment: 60s - 90s		\$ 1,500.00	BRGY
Advertorial: 60s - 90s		\$ 2,000.00	TFC News
Email Marketing		\$ 1,000.00	Set-up Fee
		\$ 10.00	Cost per 100 recipients



THE FILIPINO CHANNEL



THE BEAT OF OUR CULTURE

THANK YOU
