

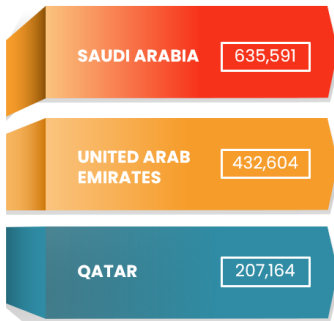


ABS-CBN MIDDLE EAST

In The Service Of The Filipino Worldwide

The Filipino population in the Middle East is a strong **1.5 million** which represents almost 18% of the 9 million growing Filipinos living outside of the Philippines.

FILIPINO POPULATION IN THE MIDDLE EAST



- 85% of the Filipino population in the region is in 3 major GCC countries (KSA, UAE, QAT)
- Close to a 50-50 split between male and female with 65% aged from 29 to 45 years old.
- While skilled, service and domestic workers make up more than 50% of the population, a steady increase of managers and professionals are being seen in the region for the past years.

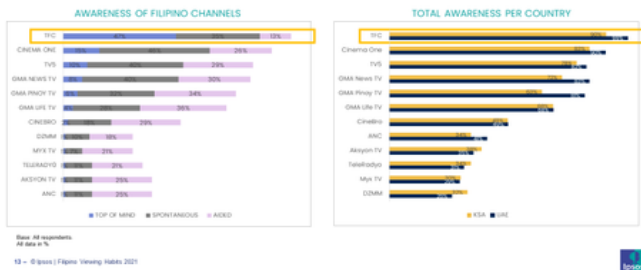
ABS-CBN Global, through The Filipino Channel (TFC) is the world's first trans-pacific Asian broadcaster targeted to the Filipino diaspora and the largest creators and distributors of Filipino content representing world-class Filipino talent, entertainment and connectivity recognized in the international stage.

THE FILIPINO CHANNEL HAS 94% AWARENESS WITH AN OVERALL LIKEABILITY SCORE OF 8.2 AMONG FILIPINOS IN THE UAE & KSA

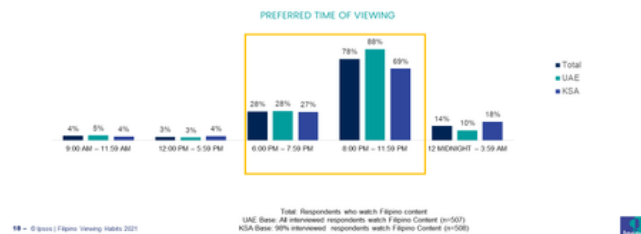


Filipino TV Viewership in UAE and KSA, IPSOS STUDY 2021

TFC AWARENESS IS VERY HIGH IN BOTH COUNTRIES WITH GOOD SPONTANEOUS RECALL AS WELL. IT HAS THE HIGHEST AWARENESS SCORES V/S COMPETITION.



MAJORITY PREFER TO WATCH FILIPINO CONTENT AT NIGHT BETWEEN 6 PM & MIDNIGHT.



- As compared to competitors, TFC has the highest spontaneous recall across both countries and the highest awareness at 94% which is close to saturation values.
- Cinema One Global ranks a distant second from the competitor channels proving that Filipinos are highly inclined to consuming movies as a content.
- Majority of Filipinos watch TFC from 6PM to 12AM with over 70% watching more than 4 times a week.

DOWNLOAD THE FULL IPSOS STUDY REPORT HERE

