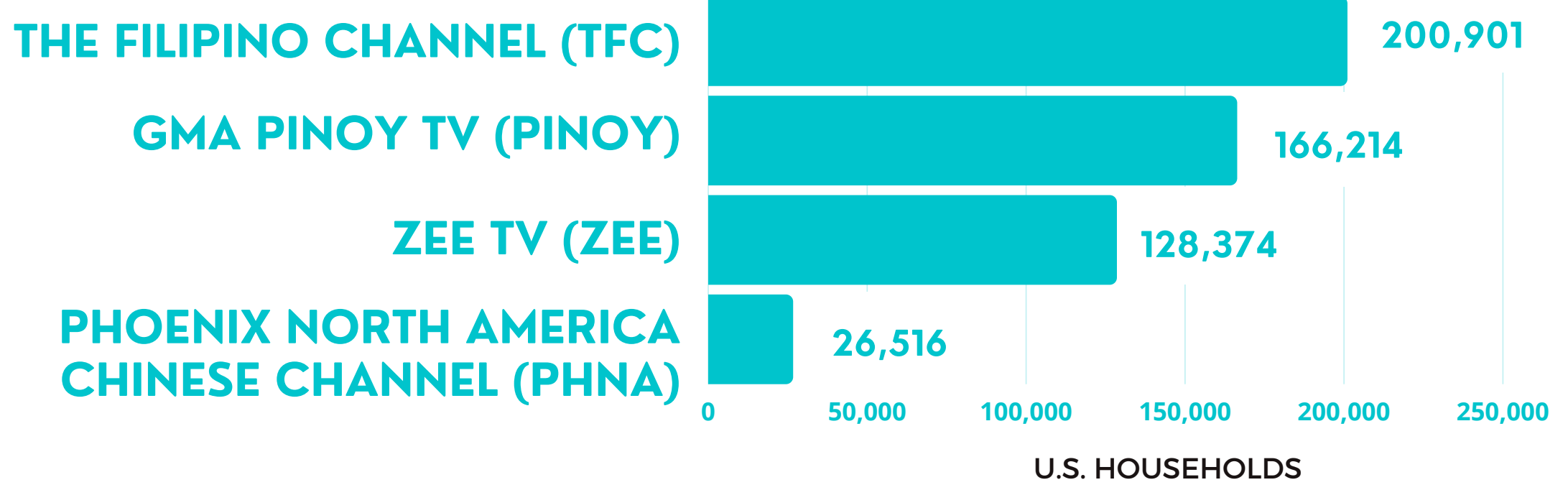




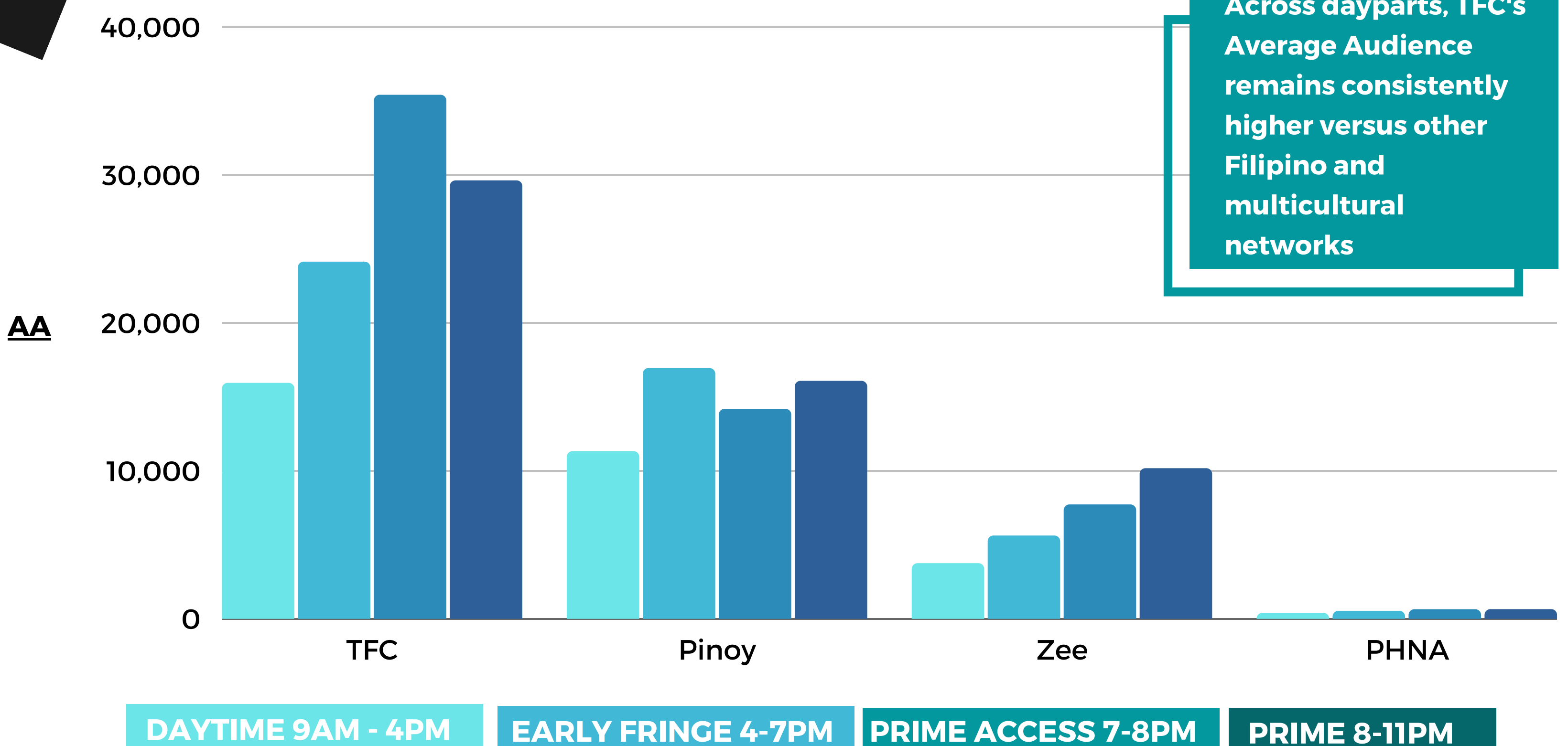
NETWORK RATINGS

COMSCORE TV ESSENTIALS MARCH 1 - 28, 2021

TFC was the preferred Filipino channel and among the most-watched multicultural networks with **200K households** and 11M hours in March 2021



	HOURS VIEWED	RTG	CVG RTG	% REACH	AA
TFC	11,019,509	0.0163	3.390	0.199%	16,398
PINOY	8,368,578	0.0124	3.310	0.165%	12,453
ZEE	3,145,168	0.0046	1.048	0.127%	4,680
PHNA	252,588	0.0004	0.1400	0.026%	376



Across dayparts, TFC's Average Audience remains consistently higher versus other Filipino and multicultural networks



90% of the Top 20 most-watched programs are from TFC (18/20). The top 8 programs are TFC weekday and weekend primetime shows.



PROGRAM	NETWORK	DAY	TIME	RTG	AA	HH
FPJ's Ang Probinsyano	TFC	WEEKDAYS	7:30 PM	0.0454	45,701	834,263
Huwag Kang Mangamba	TFC	WEEKDAYS	8:10 PM	0.0406	40,855	178,599
Ang sa Iyo ay Akin	TFC	WEEKDAYS	8:10 PM	0.0403	40,635	531,010
Balitang America	TFC	WEEKDAYS	7:00 PM	0.0334	33,619	702,774
Walang Hanggang Paalam	TFC	WEEKDAYS	8:50 PM	0.0314	31,678	597,623
TV Patrol Global Edition	TFC	WEEKDAYS	5:40 PM	0.0301	30,335	819,288
Your Face Sounds Familiar	TFC	WEEKENDS	8:00 PM	0.0296	29,770	118,128
Your Face Sounds Familiar	TFC	WEEKENDS	8:00 PM	0.0290	29,238	127,038
Kapuso Mo: Jessica Soho	PINOY	SUNDAY	9:30 PM	0.0289	29,096	149,020
TV Patrol Sabado	TFC	SATURDAY	6:00 PM	0.0273	27,517	131,991
PBB Newsbreak	TFC	WEEKENDS	8:50 PM	0.0272	27,368	93,714
Maalaala Mo Kaya	TFC	SATURDAY	9:00 PM	0.0270	27,152	116,336
ASAP Natin 'To	TFC	SUNDAY	12:00 PM	0.0250	25,152	151,799
Ang sa Iyo ay Akin	TFC	WEEKDAYS	4:10 PM	0.0249	25,041	408,820
Bagong Umaga	TFC	WEEKDAYS	9:32 PM	0.0247	24,871	490,492
Magpakailanman	PINOY	SUNDAY	8:15 PM	0.0246	24,792	117,448
Huwag Kang Mangamba	TFC	WEEKDAYS	4:10 PM	0.0246	24,772	101,351
Walang Hanggang Paalam	TFC	WEEKDAYS	4:50 PM	0.0244	24,573	515,310
Paano kita mapasalamatan	TFC	SATURDAY	7:00 PM	0.0236	23,787	126,758
FPJ's Ang Probinsyano	TFC	WEEKDAYS	3:30 PM	0.0236	23,769	506,076

DEFINITION OF TERMS

AVERAGE AUDIENCE (AA): The average number of TVs tuned into an entity (teletext, series, or station) throughout the selected time frame.

COVERAGE RATING (CVG RTG): % of HH that viewed the network vs total subscribers

HOUSEHOLD: Number of unique households reporting min of 1 min viewing

RATING (RTG): % of households (HH) that viewed the network versus total TV HH in the nation

% REACH: Total HH divided by HH universe

TOTAL HOURS VIEWED: For a given time frame, the total hours viewed of an entity (teletext, series, or station). Aggregated from all views of one minute or longer



For more information, contact your TFC Account Executive

WWW.MYTFC.COM/ADVERTISE-WITH-US

<https://WWW.LINKEDIN.COM/COMPANY/THE-FILIPINO-CHANNEL/>