



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.

2024

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

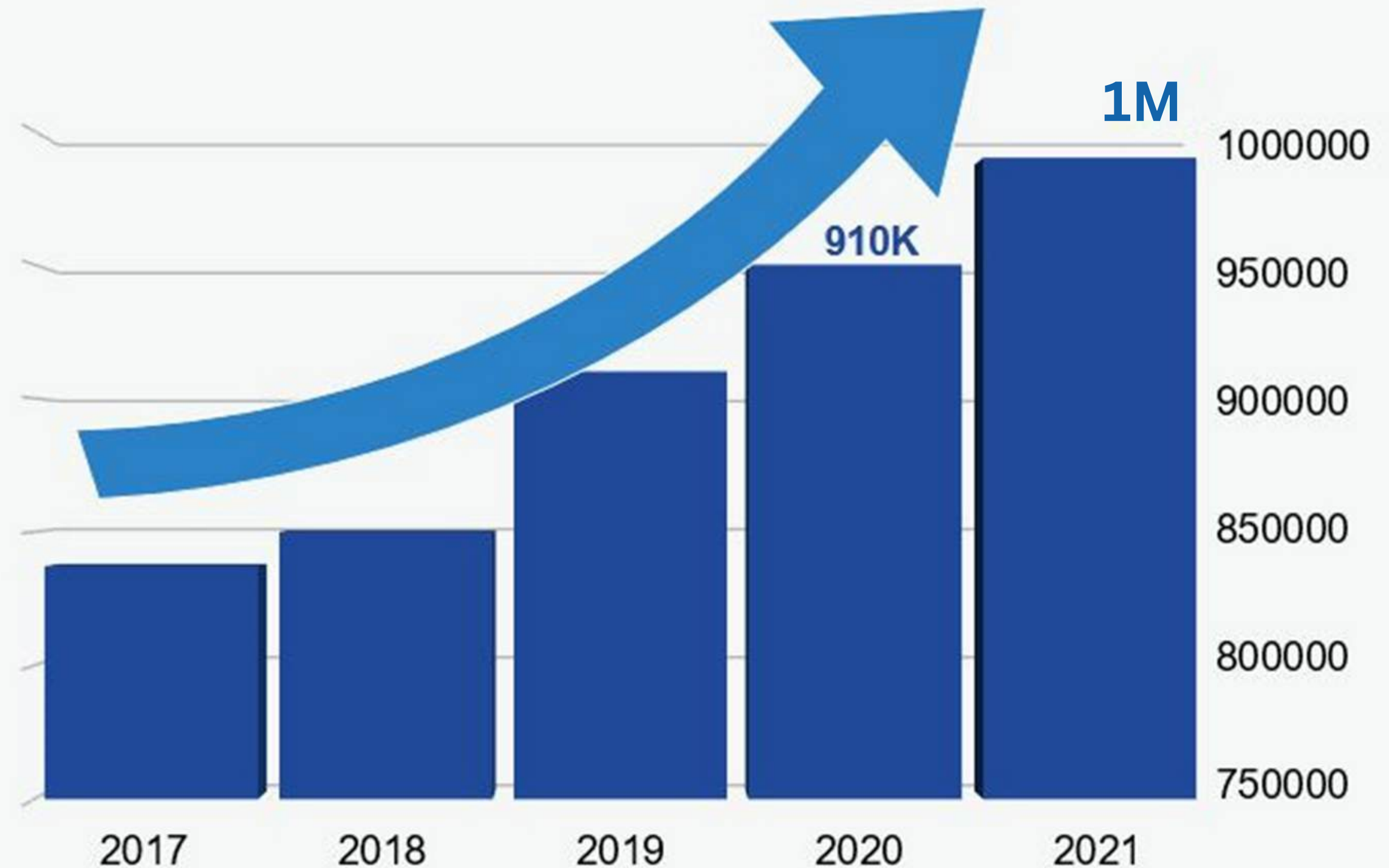
4.9M
Filipinos in the US and Canada

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

FILIPINOS ARE ONE OF THE FASTEST GROWING IMMIGRANT GROUPS IN CANADA

The Filipino population is one of the fastest growing Asian immigrant groups. By 2021, the Filipino population neared 1 Million or 2.6% of the country's total population.

Filipino (+177,000) population saw the biggest increases from 2016 to 2021



Sources:
○ Statistics Canada, 2021 Census
○ www150.statcan.gc.ca

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

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

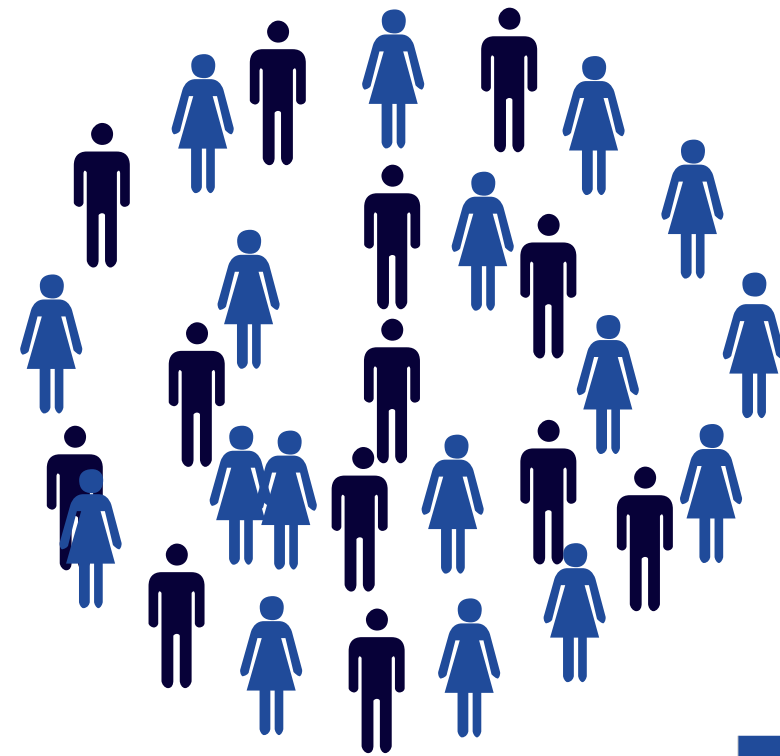
LANGUAGE

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

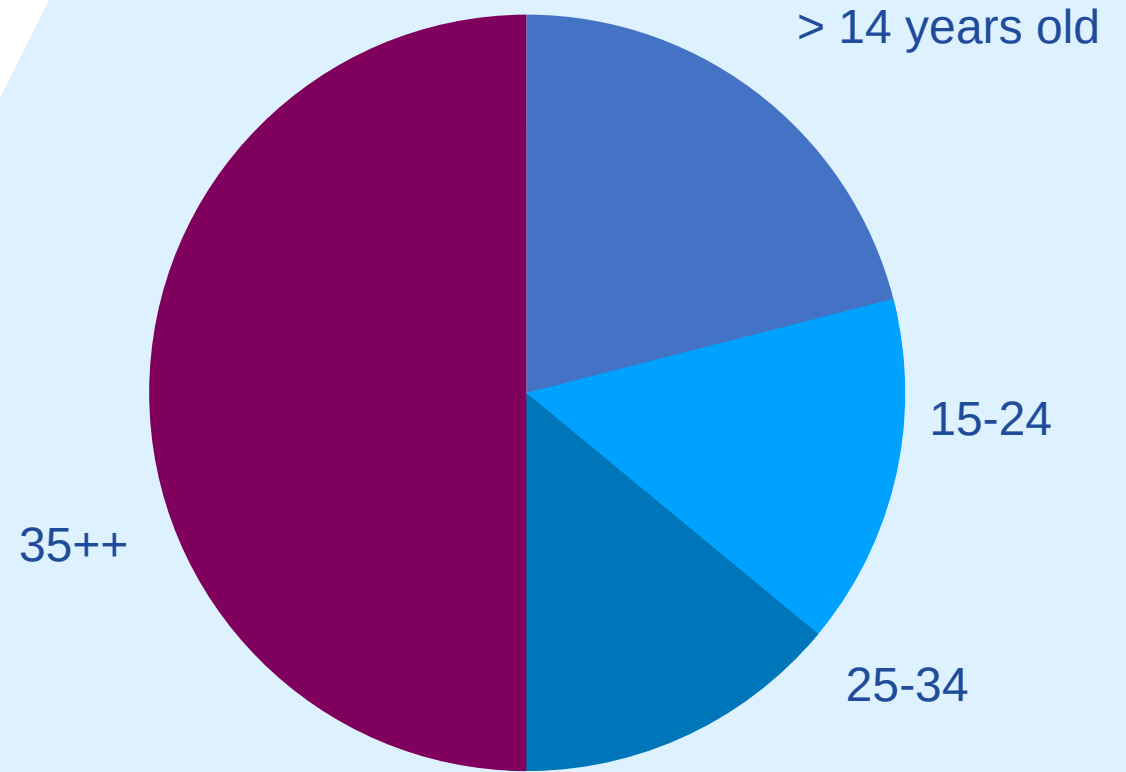
SOURCES: Source: StatsCan. 2021 Census | ABS-CBN Market Survey 2018

PROFILE OF FILIPINOS IN CANADA

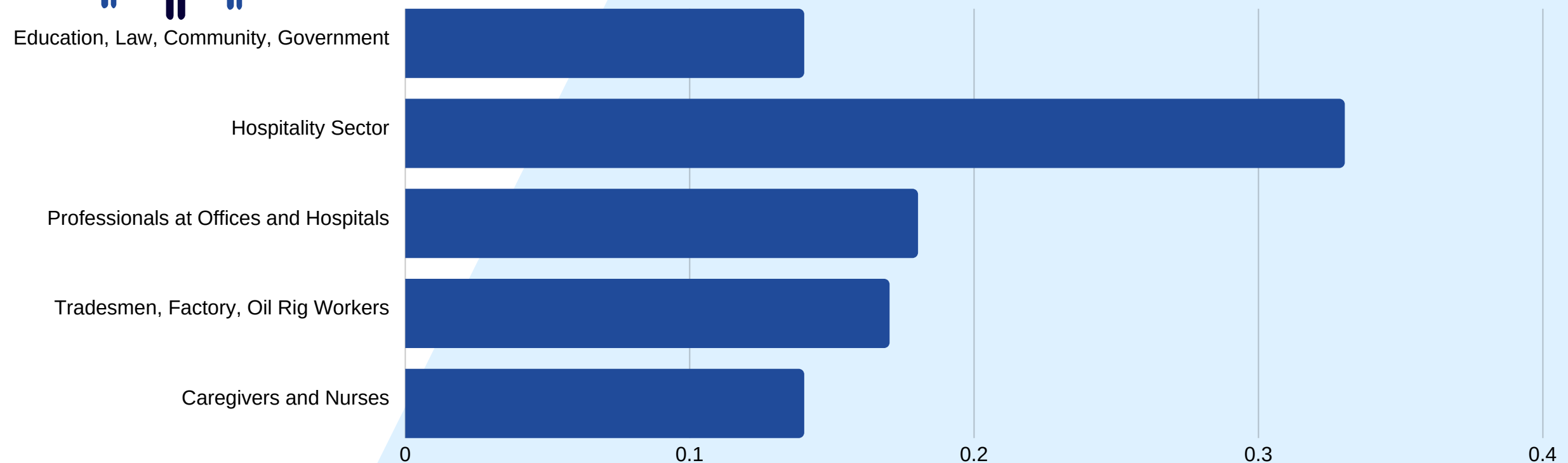
GENDER



AGE



OCCUPATION

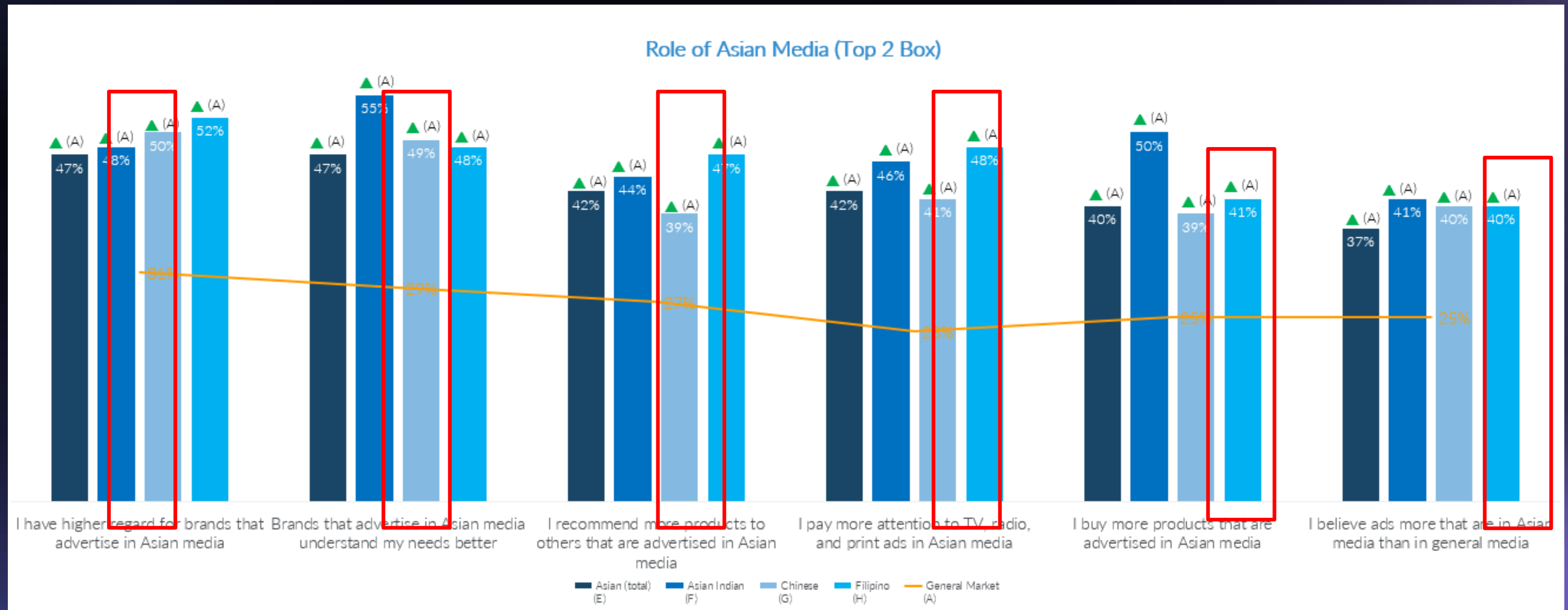


- o Successful in chosen fields; increase in demand for caregivers
- o Generally more laid-back than the US and more frugal

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.



Watch More Shows and Movies



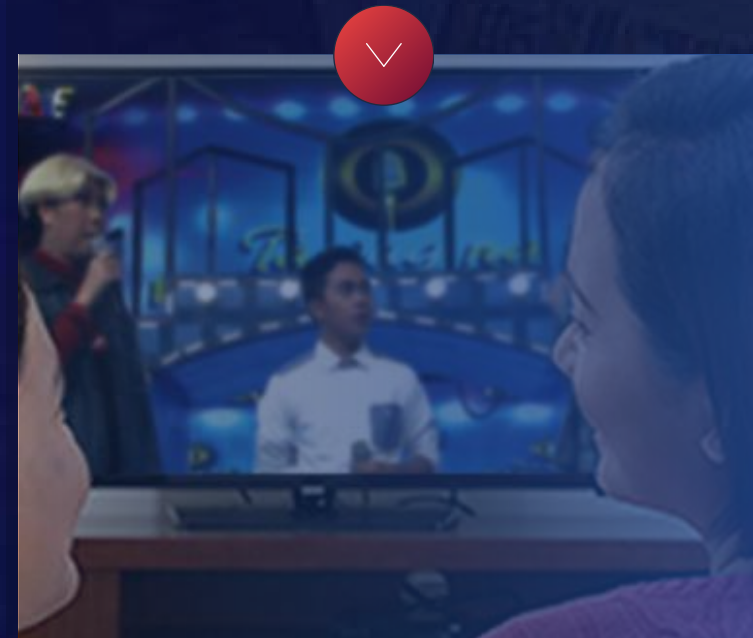
Not available in the Philippines and some countries. For Active & Individual TFC Cable & Satellite customers only.



THE FILIPINO CHANNEL



EXPANDING REACH THROUGH MULTI-PLATFORM DISTRIBUTION



TV



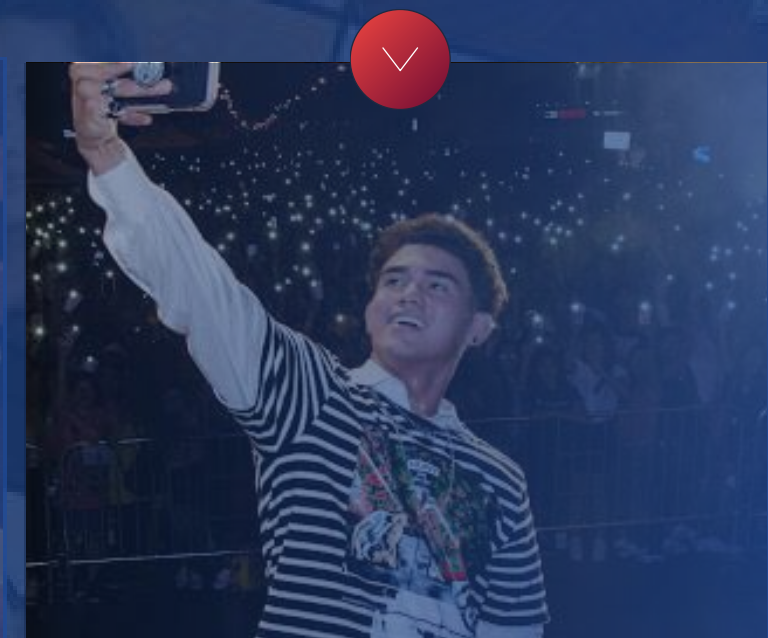
OTT



TVOD



ONLINE



EXPERIENCES

Pay TV

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

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

Theatrical and TVOD

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

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

On-ground Events

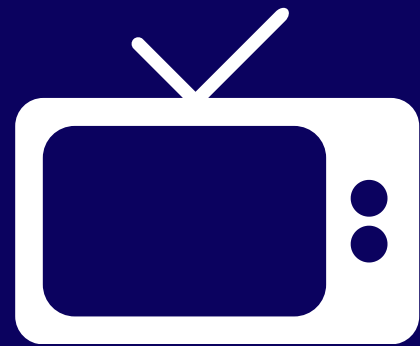
- On-ground events engaging new markets and experimenting with new formats
- Virtual Events
- KTX – Key to digital experiences (concerts, movies, events, fancon, celebrations, film festivals, special content)
 - Interactive fan experiences through chat boxes

TFC VIEWERSHIP IN CANADA



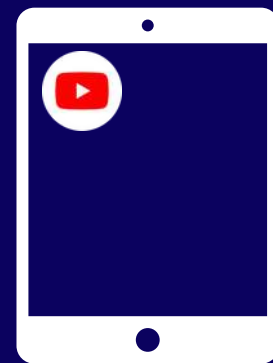
CABLE/SATELLITE*

95K



IPTV/iWantTFC**

115k



YOUTUBE***

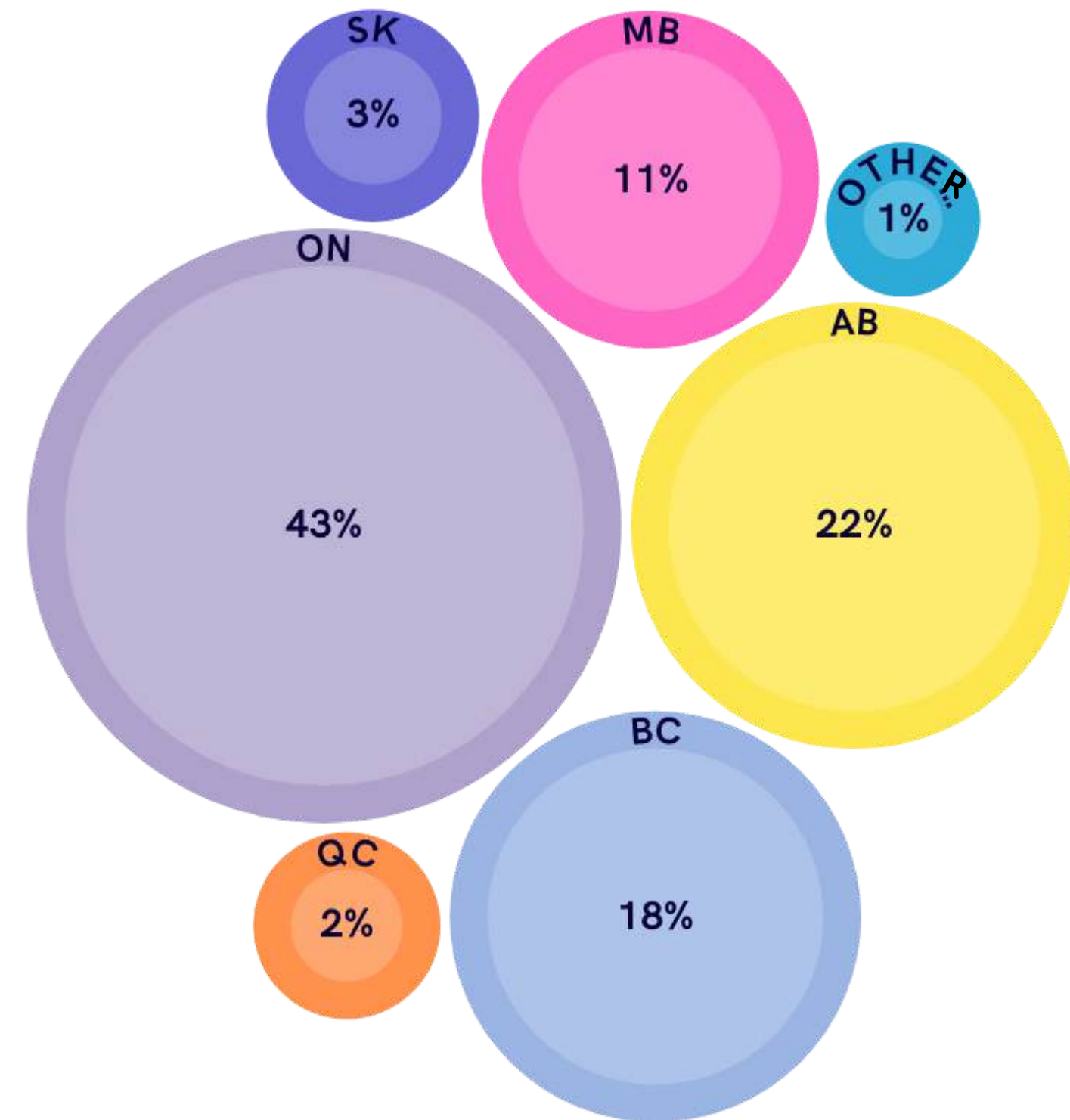
234K

*Source: Comscore

**Source: Internal Subs Ct & Amplitude

***YT Analytics

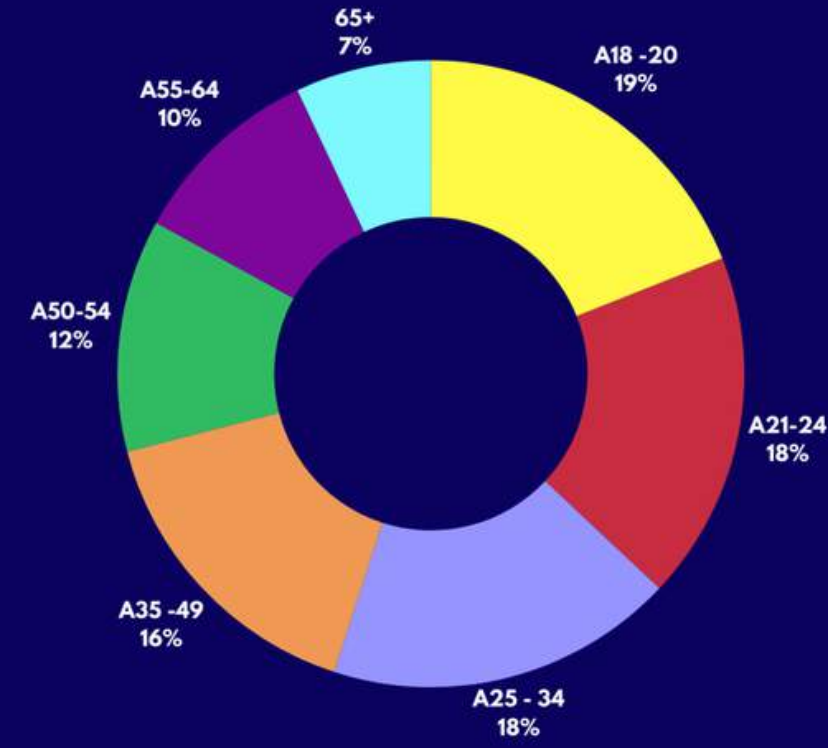
TOP PROVINCES Linear



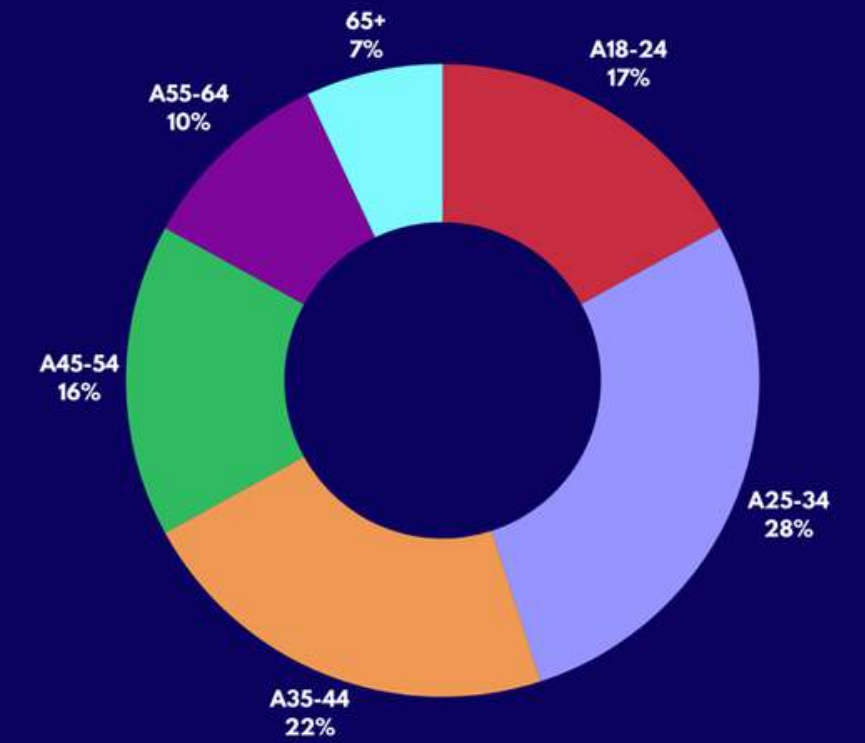
OUR AUDIENCE

- Among linear viewers, there is an almost even spread across the age ranges 18-20, 21-24, 25-34 and 35-49, though a bigger chunk still comprise of those 50 yrs old and older..
- Among OTT viewers, 2/3rds (67%) belong to ages 18 – 44.
- Among YT viewers, 60% of those who watch News come from 25-54 y.o. bracket, while 60%of those who watch Entertainment come from 18-34 bracket.

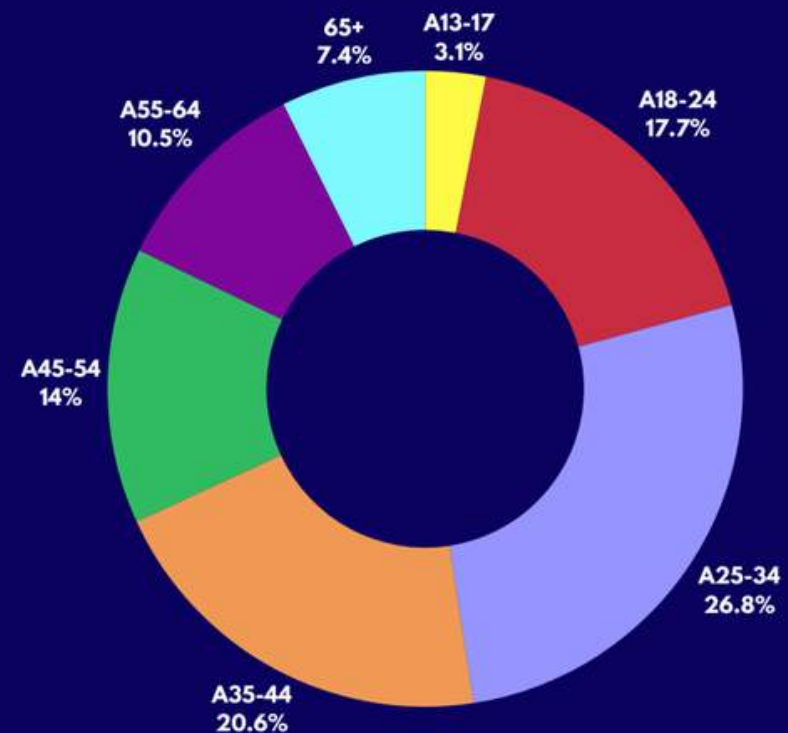
Sources:
 *Comscore
 **Amplitude
 ***YouTube Analytics



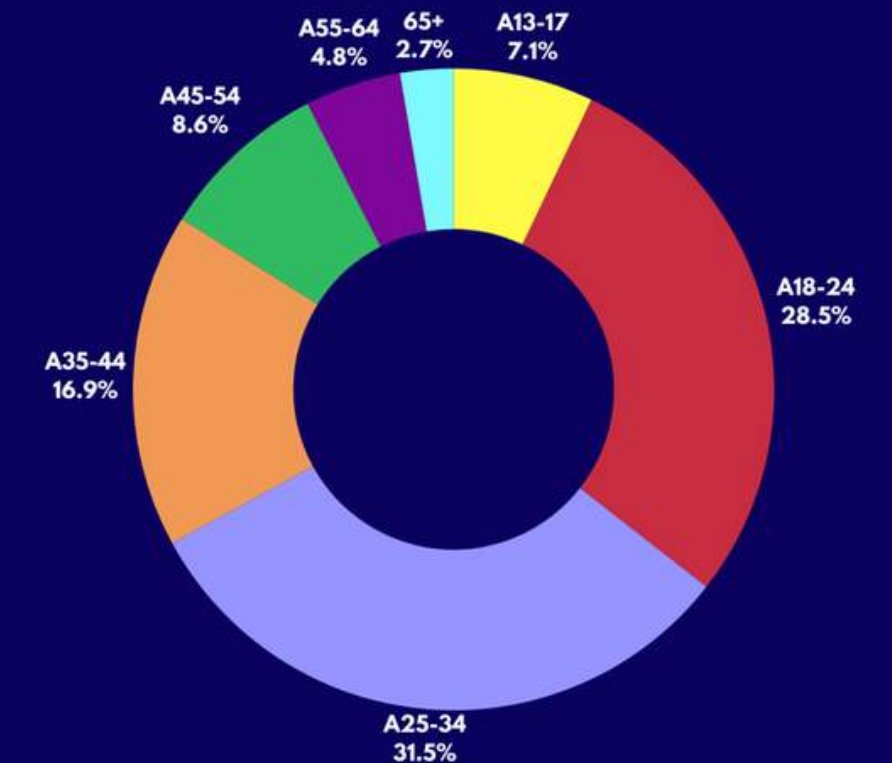
TFC Linear



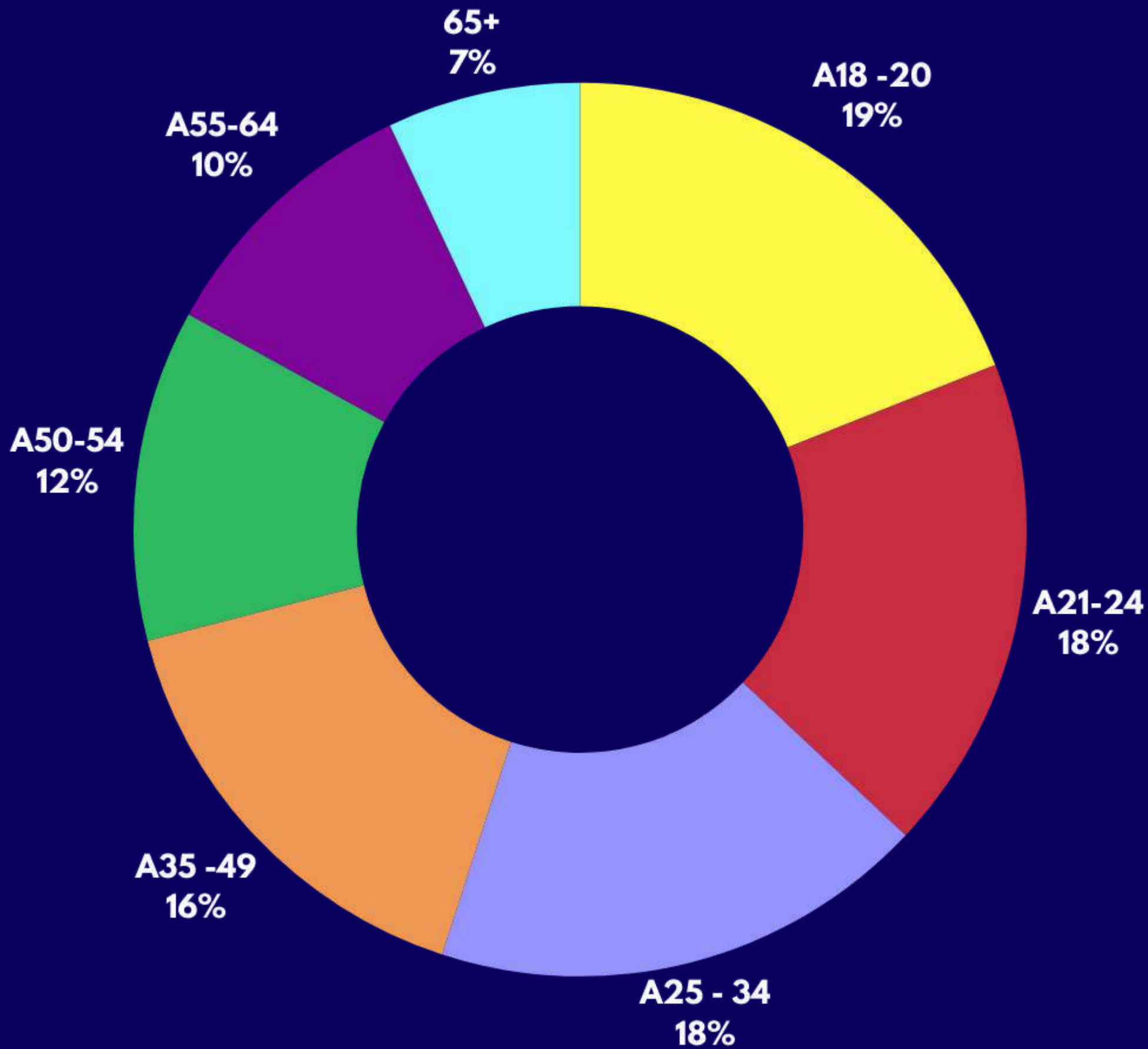
TFC OTT



YouTube ABS-CBN News



YouTube ABS-CBN Entertainment



OUR AUDIENCE

Linear

The Filipino Channel

Source: Comscore (3rd Quarter 2023)

TOP SHOWS FOR TFC

BATANG QUIAPO

LAVENDER FIELDS

PAMILYA SAGRADO

ASAP NATIN TO

TV PATROL GLOBAL

RAINBOW RUMBLE

HIGH STREET

IT'S SHOWTIME

RATED KORINA

MAALALA MO
KAYA

BRGY

KAPAMILYA DAILY MASS

BEST 10 BETS

FIRST BITE

CITIZEN PINOY

THE B SIDE

GOING BULILIT





iWantTFC

THE BIGGEST LIBRARY OF FILIPINO CONTENT

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





iWantTFC

NORTH AMERICA

6.03M

Unique Users

211M

Page Views

2.75 M

Monthly Unique Users*

71.6M

Monthly Page Views*

Source: Amplitude July -September2024

*September 2024



ABS-CBN DIGITAL AND SOCIAL PLATFORM PERFORMANCE: NOLA

ABS-CBN US WEBSITES

8.19M

Uniques*

32M

Views*



*September 2024
Source: Amplitude

ABS-CBN DIGITAL AND SOCIAL PLATFORM PERFORMANCE: NOLA

ABS-CBN SOCIAL MEDIA PAGES

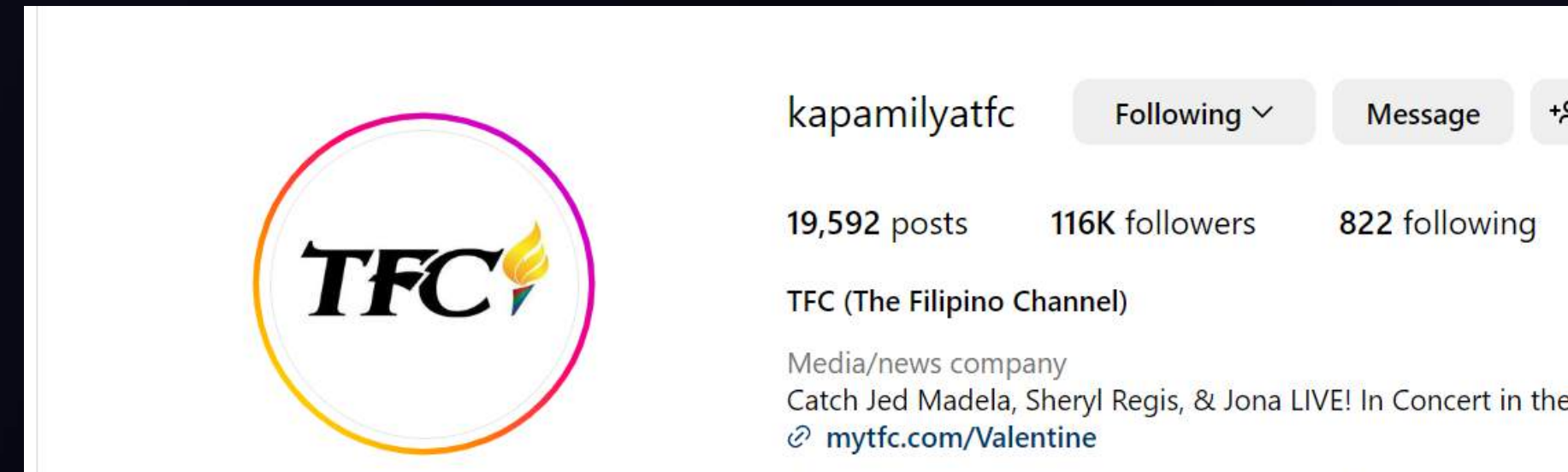


206K
Followers*



129K
Followers**

As of September 2024
*Canada Facebook Followers
**Global Followers



The background image shows a building facade with a large window reflecting the sky and trees. On the building, there are embossed logos for 'ABS' at the top and 'CBN' at the bottom. In the center of the facade is a square emblem containing a circular logo with a stylized 'C' and 'B' intertwined. The entire image is overlaid with a semi-transparent blue filter.

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””

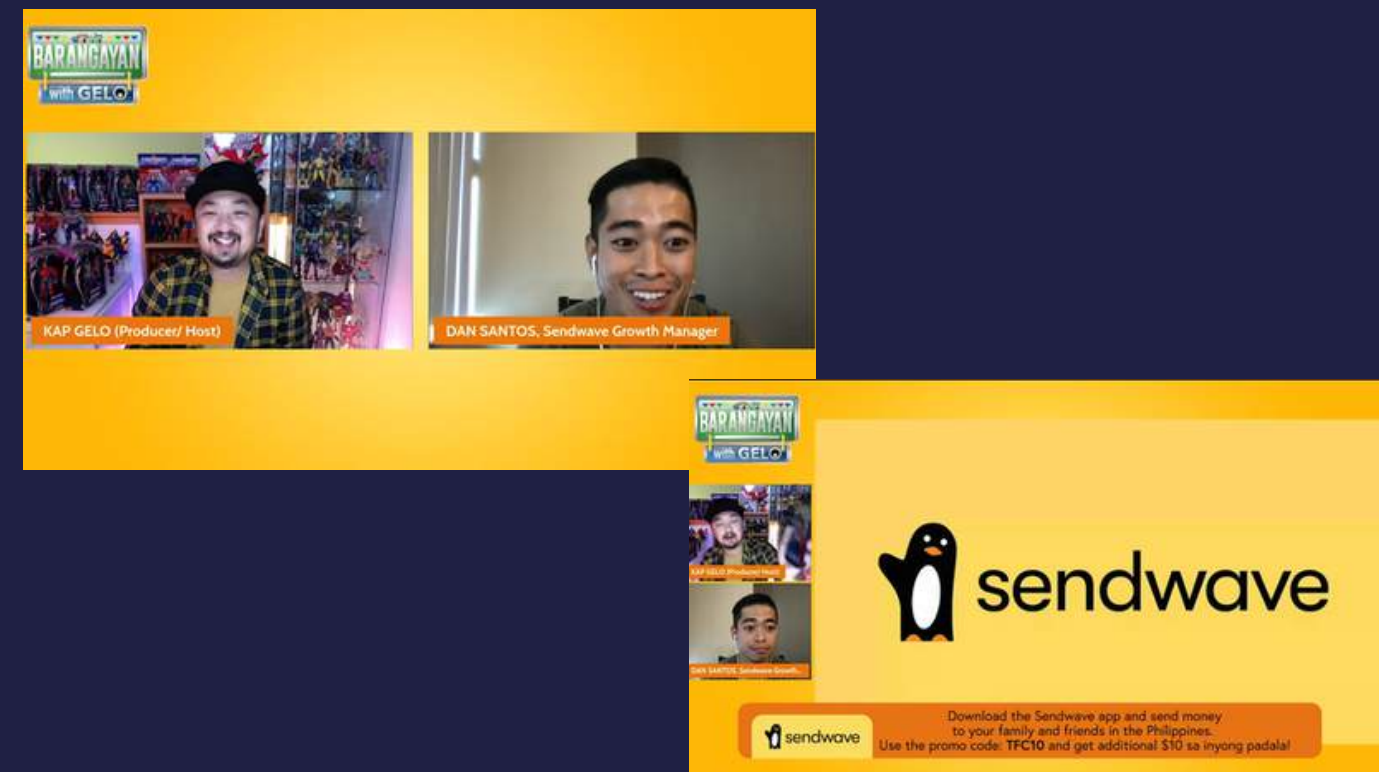
Airs 3x a day on weekdays: Morning, Afternoon and Prime Time.



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)

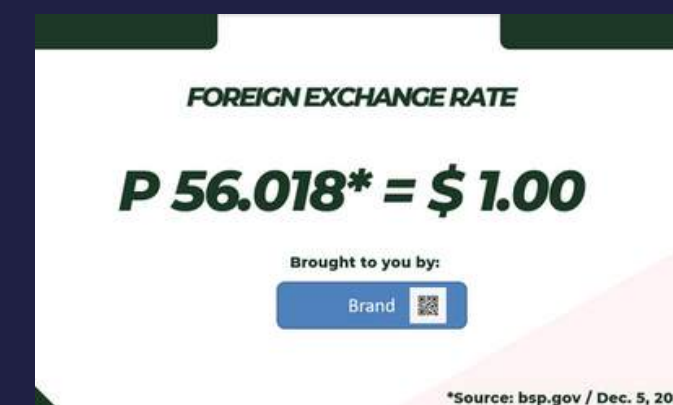
WEBSITE: TFC News tab on ABS-CBN News Website (highlights)

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.

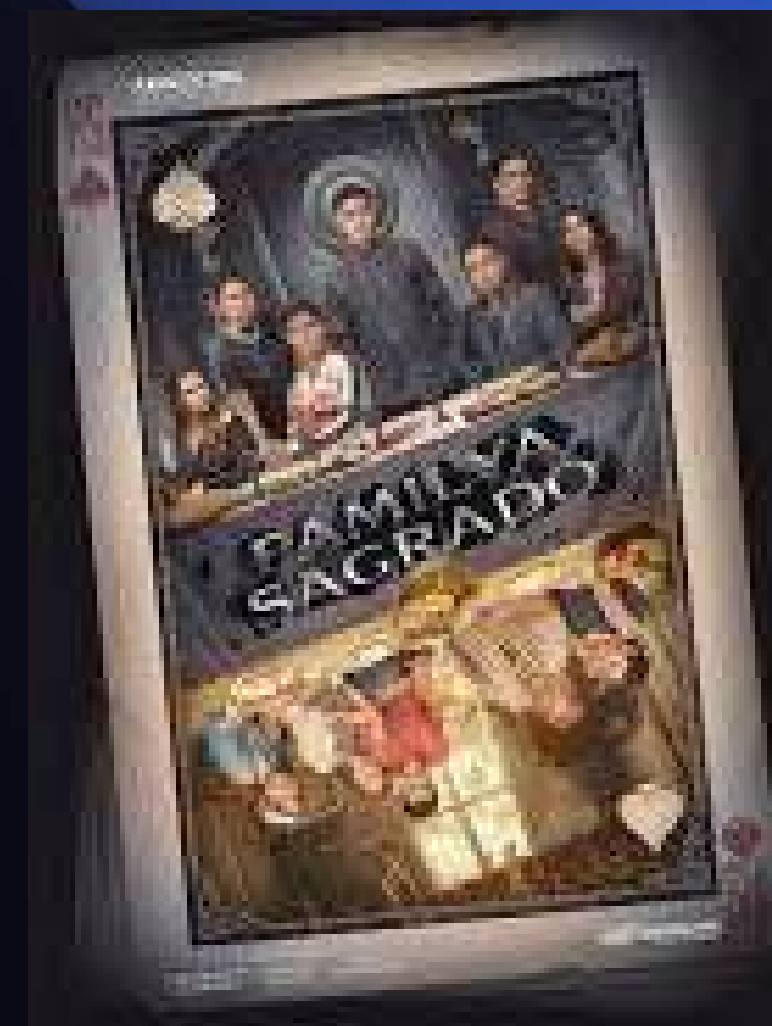


The image shows a close-up of a building's exterior with a large, embossed CBS eye logo. The logo is centered and features the letters 'CBS' above the eye and 'CBS' below it. The entire scene is overlaid with a semi-transparent blue filter. The text 'TOP RATING SHOWS' is superimposed in white, bold, sans-serif font across the middle of the image.

TOP RATING SHOWS



FPJ'S BATANG QUIAPO (FPJ's Quiapo Kid) – A young man rises to be one of the biggest outlaws in the neighborhood while he navigates his way in life to survive in Quiapo. Hoping to earn the affection of his parents, his feat draws him closer to the truth about his identity.



Pamilya Sagrado is a gripping tale on the value of brotherhood and loyalty to one's family. The story will navigate the complex world of fraternities and hazing and what it means to go against one's morals for the sake of protecting one's reputation.

ASAP NATIN 'TO (This is our ASAP – All Star Afternoon Party) – the longest running Sunday noontime variety show on ABS-CBN and on Philippine television, showcasing ABS-CBN's best and the brightest artists and world-class performers!



IT'S SHOWTIME – What began as a search for the country's most entertaining acts evolves into a hit variety program thriving on spontaneity and animated conversations while drawing talents from all walks of life.



TFC IPTV / CABLE TV GUIDE

NORTH AMERICA (Eastern DST)



EASTERN	MONDAY JULY 15	TUESDAY JULY 16	WEDNESDAY JULY 17	THURSDAY JULY 18	FRIDAY JULY 19	SATURDAY JULY 13	SUNDAY JULY 14
12:00 AM	WHAT'S WRONG WITH SECRETARY KIM? (SUN) 11:50 PM	HIGH STREET 12:00 AM	HIGH STREET 12:00 AM	HIGH STREET 12:00 AM	HIGH STREET 12:00 AM	HIGH STREET 12:00 AM	WHAT'S WRONG WITH SECRETARY KIM? (SAT) 11:50 PM
1:00 AM	SAN DIEGO FILIPINO FILM FESTIVAL SHOWCASE 1:00 AM	IT'S SHOWTIME (NEW) (R) 12:40 PM	IT'S SHOWTIME (NEW) (R) 12:40 PM	IT'S SHOWTIME (NEW) (R) 12:40 PM	IT'S SHOWTIME (NEW) (R) 12:40 PM	ZOOMERS (SEASON 2) 12:40 AM	OGIE DIAZ INSPIRES 1:00 AM
2:00 AM						IT'S SHOWTIME (R) 1:20 AM	BFF: BEST FRIENDS FOREVER (NEW) 1:30 AM
3:00 AM	ASAP NATIN 'TO (R) 2:30 AM						
4:00 AM		JAMES & PAT & DAVE (NEW) 3:00 AM	THE BREAKUP PLAYLIST (NEW) 3:00 AM	RPG METANOIA (NEW) 3:00 AM	LILY (NEW) 3:00 AM	STAR KA! (SEASON 1) (R) 3:40 AM	BANANA SUNDAE 3:30 AM
5:00 AM	FOOD PRINTS (SEASON 3) 4:30 AM	DIRTY LINEN (NEW) (R) 5:00 AM	DIRTY LINEN (NEW) (R) 5:00 AM	DIRTY LINEN (NEW) (R) 5:00 AM	DIRTY LINEN (NEW) (R) 5:00 AM	FIRST BITE BY JAYZAR RECINTO (SEASON 2) (R) 4:30 AM	TABING ILOG (R) 4:30 AM
6:00 AM	PRINCESS AND I 5:40 AM	PRINCESS AND I 5:40 AM	PRINCESS AND I 5:40 AM	PRINCESS AND I 5:40 AM	PRINCESS AND I 5:40 AM	THANK YOU, DOC (R) 5:00 AM	SENIOR HIGH (R) 5:30 AM
7:00 AM	NOAH 6:20 AM	NOAH 6:20 AM	NOAH 6:20 AM	NOAH 6:20 AM	NOAH 6:20 AM	TULONG KO, PASA MO (R) 6:00 AM	HE'S INTO HER (SEASON 1) (R) 6:30 AM (NEW)
8:00 AM	GISING PILIPINAS 7:00 AM	GISING PILIPINAS 7:00 AM	GISING PILIPINAS 7:00 AM	GISING PILIPINAS 7:00 AM	GISING PILIPINAS 7:00 AM	TEAM FITFIL 7:00 AM	THE HEALING EUCHARIST 7:30 AM
	KABAYAN 8:30 AM	KABAYAN 8:30 AM	KABAYAN 8:30 AM	KABAYAN 8:30 AM	KABAYAN 8:30 AM	KAPAMILYA DAILY MASS 7:30 AM	
						TAO PO (R) 8:00 AM	TV PATROL LINGGO (LIVE) 8:30 AM
						TV PATROL SABADO (LIVE) 8:30 AM	

TFC IPTV / CABLE TV GUIDE

NORTH AMERICA (Eastern DST)



EASTERN	MONDAY JULY 15	TUESDAY JULY 16	WEDNESDAY JULY 17	THURSDAY JULY 18	FRIDAY JULY 19	SATURDAY JULY 13	SUNDAY JULY 14
9:00 AM						PAMILYA TALK WITH TITA JING (R) 9:15 AM	CITIZEN PINOY (R) 9:15 AM
10:00 AM	TV PATROL (LIVE) 9:30 AM	TV PATROL (LIVE) 9:30 AM	TV PATROL (LIVE) 9:30 AM	TV PATROL (LIVE) 9:30 AM	TV PATROL (LIVE) 9:30 AM	ASTIG VEGAN 9:55 AM	SO JANNELLE (R) 10:00 AM
11:00 AM	KAPAMILYA DAILY MASS 11:00 AM TFC KIDS' ZONE 11:30 AM	KAPAMILYA DAILY MASS 11:00 AM TFC KIDS' ZONE 11:30 AM	KAPAMILYA DAILY MASS 11:00 AM TFC KIDS' ZONE 11:30 AM	KAPAMILYA DAILY MASS 11:00 AM TFC KIDS' ZONE 11:30 AM	KAPAMILYA DAILY MASS 11:00 AM TFC KIDS' ZONE 11:30 AM	THANK YOU, DOC 10:30 AM MY PUHUNAN 11:30 AM	BRO. EDDIE CLASSICS 10:30 AM KAPAMILYA JOURNEYS OF HOPE WITH FR. TITO CALUAG 11:30 AM
12:00 PM	PRINCESS AND I (R) 12:05 PM MAGPAHANGGANG WAKAS 12:45 PM	PRINCESS AND I (R) 12:05 PM MAGPAHANGGANG WAKAS 12:45 PM	PRINCESS AND I (R) 12:05 PM MAGPAHANGGANG WAKAS 12:45 PM	PRINCESS AND I (R) 12:05 PM MAGPAHANGGANG WAKAS 12:45 PM	PRINCESS AND I (R) 12:05 PM MAGPAHANGGANG WAKAS 12:45 PM	STAR KA! (SEASON 1) 12:00 PM	TAO PO 12:00 PM PAMILYA TALK WITH TITA JING 12:30 PM
1:00 PM	DARNA 1:20 PM	DARNA 1:20 PM	DARNA 1:20 PM	DARNA 1:20 PM	DARNA 1:20 PM	TULONG KO, PASA MO 1:00 PM	BFF: BEST FRIENDS FOREVER (NEW) (R) 1:00 PM
2:00 PM	MAGANDANG BUHAY 2:00 PM	MAGANDANG BUHAY 2:00 PM	MAGANDANG BUHAY 2:00 PM	MAGANDANG BUHAY 2:00 PM	MAGANDANG BUHAY 2:00 PM	HE'S INTO HER (SEASON 1) 2:00 PM (NEW)	
3:00 PM							ASAP NATIN 'TO 3:00 PM
4:00 PM	IT'S SHOWTIME 3:00 PM	IT'S SHOWTIME 3:00 PM	IT'S SHOWTIME 3:00 PM	IT'S SHOWTIME 3:00 PM	IT'S SHOWTIME 3:00 PM	IT'S SHOWTIME 3:00 PM	
5:00 PM	FPJ'S BATANG QUIAPO (R) 5:25 PM	FPJ'S BATANG QUIAPO (R) 5:25 PM	FPJ'S BATANG QUIAPO (R) 5:25 PM	FPJ'S BATANG QUIAPO (R) 5:25 PM	FPJ'S BATANG QUIAPO (R) 5:25 PM	TABING ILOG 5:20 PM	BEST 10 BETS (SEASON 2) 5:00 PM
6:00 PM	PAMILYA SAGRADO (R) 5:55 PM HIGH STREET (R) 6:25 PM	PAMILYA SAGRADO (R) 5:55 PM HIGH STREET (R) 6:25 PM	PAMILYA SAGRADO (R) 5:55 PM HIGH STREET (R) 6:25 PM	PAMILYA SAGRADO (R) 5:55 PM HIGH STREET (R) 6:25 PM	PAMILYA SAGRADO (R) 5:55 PM HIGH STREET (R) 6:25 PM	DIRTY LINEN	OGIE DIAZ INSPIRES (NEW) 2:50 PM TAO PO (NEW) (R) 3:20 PM

TFC IPTV / CABLE TV GUIDE

NORTH AMERICA (Eastern DST)



	EASTERN	MONDAY JULY 15	TUESDAY JULY 16	WEDNESDAY JULY 17	THURSDAY JULY 18	FRIDAY JULY 19	SATURDAY JULY 13	SUNDAY JULY 14
7:00 PM		DIRTY LINEN 7:00 PM	DIRTY LINEN 7:00 PM	DIRTY LINEN 7:00 PM	DIRTY LINEN 7:00 PM	DIRTY LINEN 7:00 PM	FIRST BITE BY JAYZAR RECINTO (SEASON 2) 7:10 PM	ANO NA BEV? (NEW) 3:50 PM
		TV PATROL EXPRESS 7:35 PM	TV PATROL EXPRESS 7:35 PM	TV PATROL EXPRESS 7:35 PM	TV PATROL EXPRESS 7:35 PM	TV PATROL EXPRESS 7:35 PM		SO JANNELLE 7:30 PM
8:00 PM		GOIN BULILIT (SEASON 15) 7:50 PM	GOIN BULILIT (SEASON 15) 7:50 PM	GOIN BULILIT (SEASON 15) 7:50 PM	GOIN BULILIT (SEASON 15) 7:50 PM	GOIN BULILIT (SEASON 15) 7:50 PM	CHEF RV'S KITCHEN SEASON 13 7:50 PM	GOIN BULILIT (SEASON 15) 8:00 PM
		BRGY 8:30 PM	BRGY 8:30 PM	BRGY 8:30 PM	BRGY 8:30 PM	BRGY 8:30 PM	GOIN BULILIT (SEASON 15) 8:30 PM	TV PATROL LINGGO (R) 8:45 PM
9:00 PM		TV PATROL GLOBAL EDITION 9:00 PM	TV PATROL GLOBAL EDITION 9:00 PM	TV PATROL GLOBAL EDITION 9:00 PM	TV PATROL GLOBAL EDITION 9:00 PM	TV PATROL GLOBAL EDITION 9:00 PM	TV PATROL SABADO (R) 9:15 PM	CITIZEN PINOY 9:30 PM
10:00 PM		FPJ'S BATANG QUIAPO 10:40 PM	FPJ'S BATANG QUIAPO 10:40 PM	FPJ'S BATANG QUIAPO 10:40 PM	FPJ'S BATANG QUIAPO 10:40 PM	FPJ'S BATANG QUIAPO 10:40 PM	I CAN SEE YOUR VOICE (SAT) 10:00 PM	RATED KORINA 10:00 PM
11:00 PM		PAMILYA SAGRADO 11:20 PM	PAMILYA SAGRADO 11:20 PM	PAMILYA SAGRADO 11:20 PM	PAMILYA SAGRADO 11:20 PM	PAMILYA SAGRADO 11:20 PM	SENIOR HIGH 10:50 PM	I CAN SEE YOUR VOICE (SUN) 11:00 PM
							<small>WHAT'S WRONG WITH SECRETARY KIM? (SAT) 11:50 PM</small>	<small>WHAT'S WRONG WITH SECRETARY KIM? (SUN) 11:50 PM</small>

The image shows a building facade with a large, embossed 'ABS' logo at the top and a 'CBN' logo at the bottom. In the center, the text 'NEW SHOWS' is written in a bold, white, sans-serif font. The entire image is overlaid with a blue gradient that is darker at the top and bottom and lighter in the middle.

NEW SHOWS

NEW SHOWS



"Going Bulilit," the beloved Filipino children's show that everyone missed, is making its comeback on TV. Get ready for more laughter and fun with the new generation of Going Bulilit Kids—Argus, Brisels, Enicka, Imogen, Kelsey, Kulot, and Jaze. These talented young stars are set to bring good vibes and plenty of laughs to viewers of all ages.

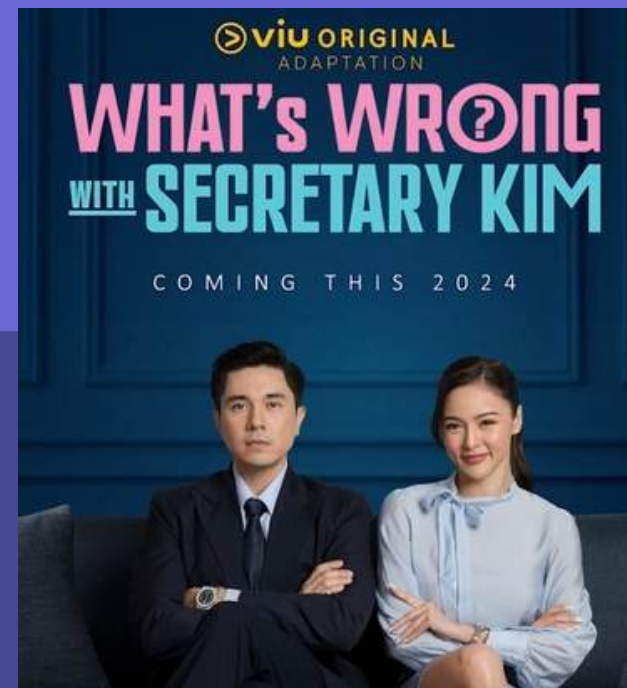


The latest youth-centric Kapamilya series follows senior high school students Jiggs (Harvey Bautista), Hope (Criza), Kokoy (Luke Alford), Tania (Kryst Ball), and Atom (Ralph de Leon), who developed a close friendship during the pandemic. Set in a post-pandemic world, the series explores how their bond is put to the test as they navigate personal challenges, struggles, and aspirations. Watch as they confront the realities of growing up and the strength of their friendships in this new era.

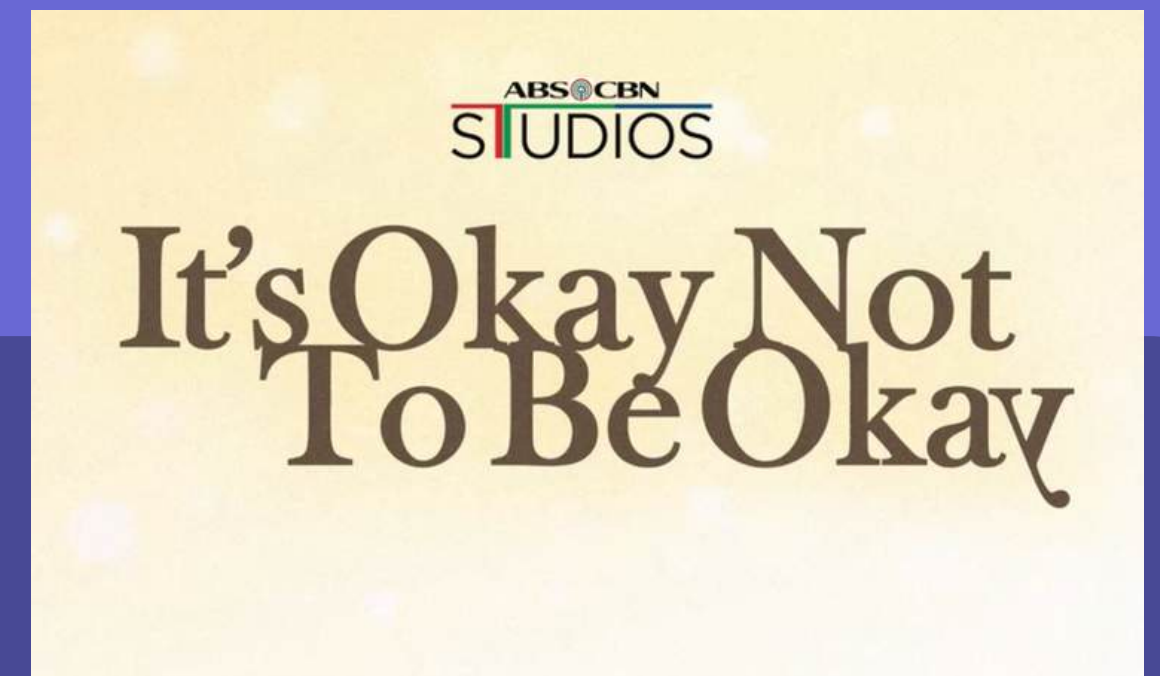
NEW SHOWS



A spin-off from the critically acclaimed digital series "Bagman" starring Arjo Atayde, who is set to reprise his role as Benjo Malaya, a neighborhood barber turned governor's henchman, entangled in a perilous web of crime, corruption, and political turmoil. In "The Bagman," Benjo discovers the tragic news of his missing family, compelling him to re-enter the underworld he had abandoned. Tasked as a bagman for the sitting president of the Republic of the Philippines, Benjo embarks on a mission to avert an impending civil war.



Upcoming Philippine adaptation of the popular Korean romantic-comedy series. The heartwarming story starts with the introduction of a handsome, narcissistic vice-chairman of a major corporation. His seemingly perfect world will turn upside down when his highly competent secretary of many years announces her resignation from her position. He will do everything it takes to keep her by his side, and in the process they start to develop romantic feelings for each other.



Upcoming Philippine adaptation of the popular Kdrama series. The story revolves around a busy health worker at a psychiatric ward and a successful but socially distant children's book author. Despite their initial differences, they slowly help each other heal emotionally.

NEW SHOWS



New season of The Voice Teens, a Philippine reality singing television competition for teens based on the Dutch reality singing competition of the same name.



Pinoy Big Brother, more popularly known by its abbreviated title **PBB**, is the Philippine version of the *Big Brother* reality game show franchise.

The background image shows the facade of an ABS-CBN building. The word "ABS" is visible in large, raised letters at the top, and "CBN" is visible in large, raised letters at the bottom. In the center, there is a circular logo with a stylized tree or plant inside. The entire image is overlaid with a semi-transparent blue filter. The text "ABS-CBN YOUTUBE AD SOLUTIONS" is written in white, bold, uppercase letters across the middle of the image.

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

SUBSCRIBE NOW FOR THE LATEST VIDEOS

<https://ent.abs-cbn.c>

138.8M

Current All-time Subscribers

87

Active YouTube Channels

104B

Current All-time viewer

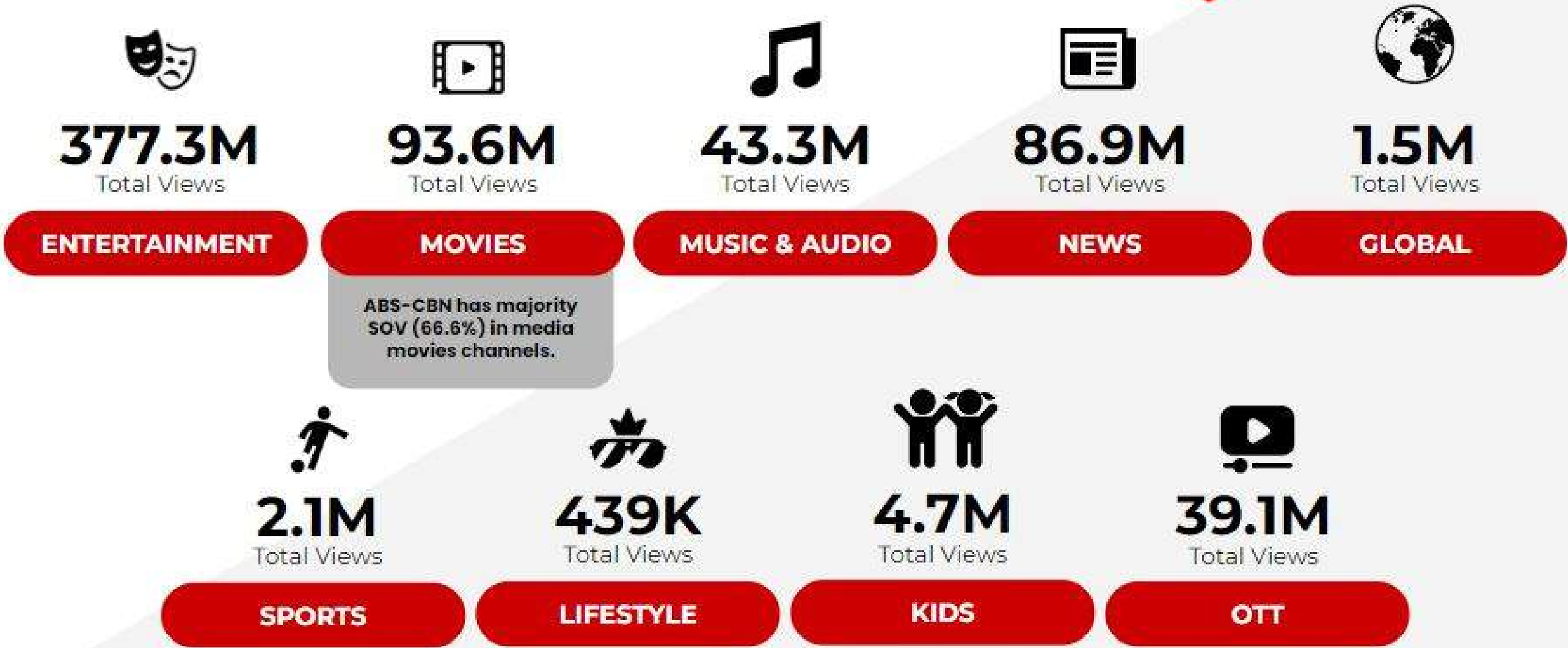
433B

Current All-time Minutes Watched



LIVE

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



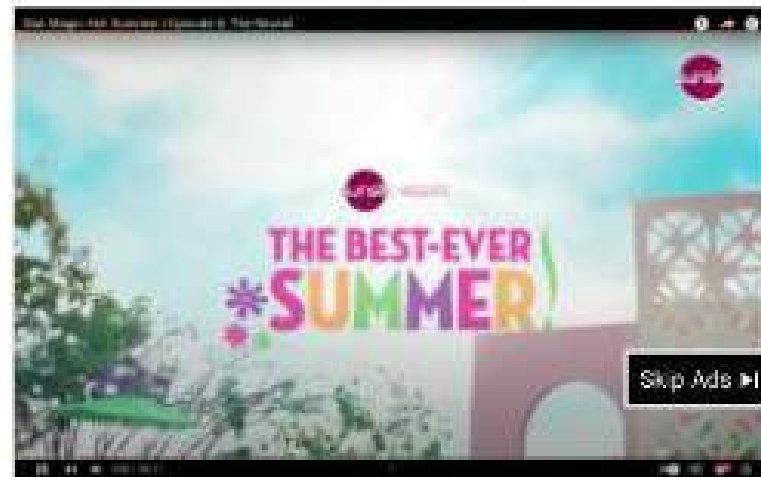
Monthly video views of select ABS-CBN media channels for Jan 2023



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

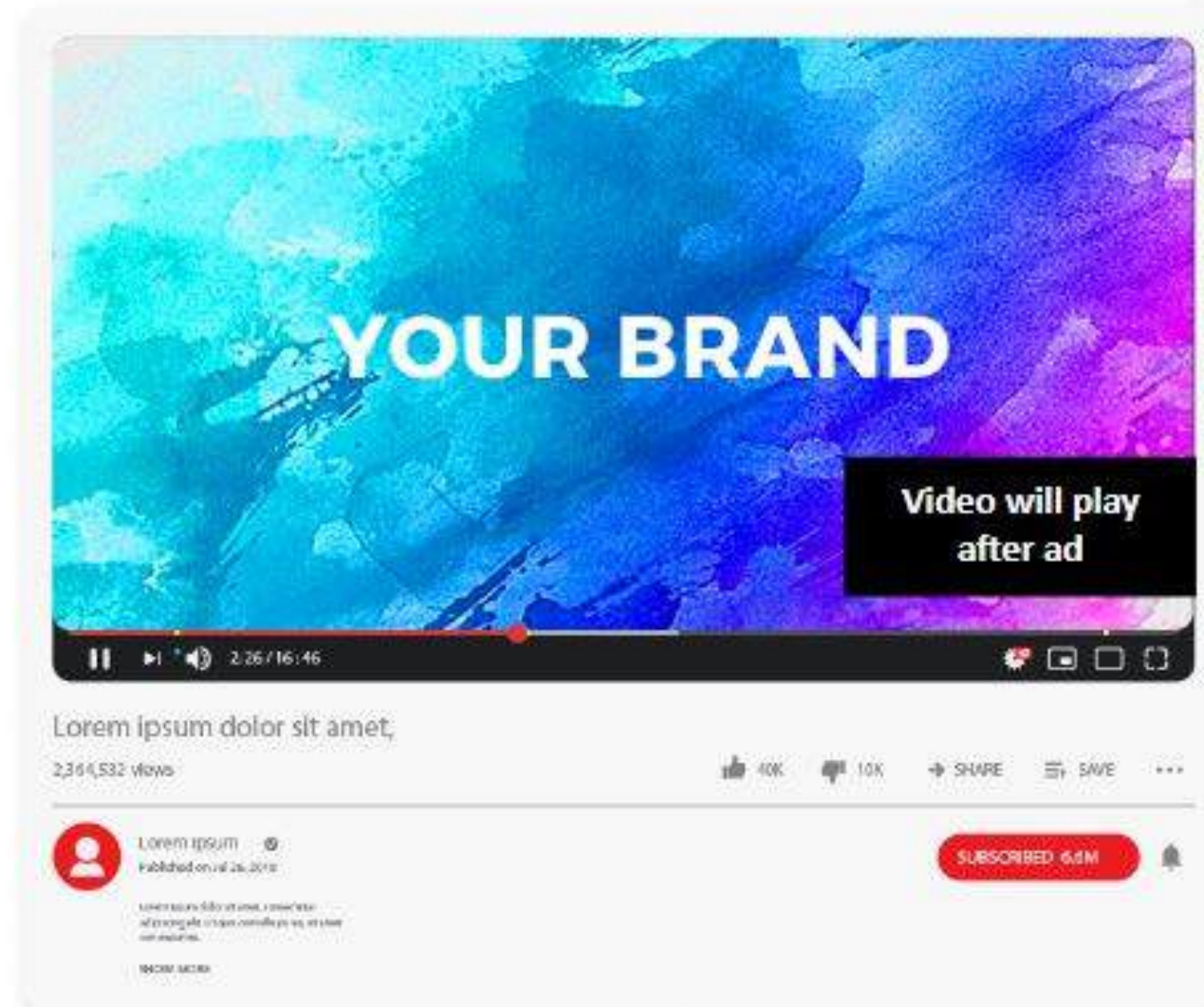
Cross-Sell Partners Only - You may also book solely 480x361v if you wish to only fill the skippable ad slot

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.

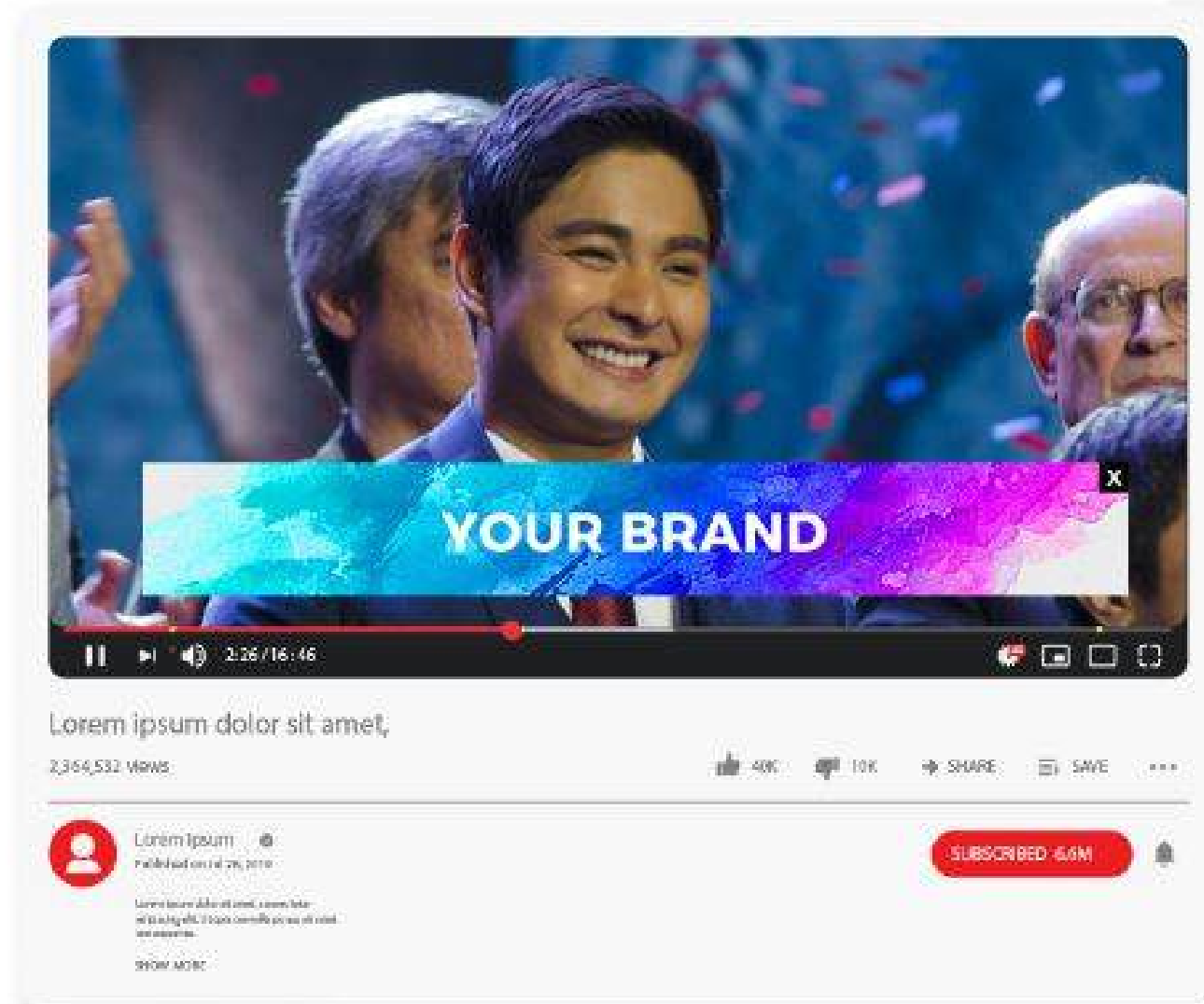
- Can only be run as a part of Sponsorship campaigns.
- Can click through to a website, brand channel or video.

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
55:12
-  **Wansapanataym: SUPER KIKAY**
AND HER FLYING PAGONG (Wit...
Yey Channel
40:08
-  **Wansapanataym: INDAY BOTE**
(With English Subtitles) | YeY
Yey Channel
51:48

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 the facade of the ABS-CBN building, featuring the letters 'ABS' at the top and 'CBN' at the bottom, with a central logo. The entire image is overlaid with a semi-transparent blue filter. The text 'Rate Card' and 'TFC' is centered in white.

Rate Card
TFC

CA RATE CARD

In CAD

RATE CARD - TFC CANADA TV SPOTS In CAD	30s	15s	45s	60s
6 - 10 am (Morning)	\$ 90.00	\$ 54.00	\$ 135.00	\$ 180.00
10 am - 5 pm (Day Time)	\$ 120.00	\$ 72.00	\$ 180.00	\$ 240.00
5 - 11 pm (Prime Time)	\$ 150.00	\$ 90.00	\$ 225.00	\$ 300.00
11 pm - 1 am (Late Night)	\$ 90.00	\$ 54.00	\$ 135.00	\$ 180.00
1 - 6 am (Over Night)	\$ 50.00	\$ 30.00	\$ 75.00	\$ 100.00
RATE CARD - TFC CANADA DIGITAL ADS In CAD	CPM	Platforms		
Video Rolls	\$ 42.00	iWantTFC, ABS-CBN Websites, IPTV, Roku, YouTube		
Banner Ads	\$ 12.00	ABS-CBN Websites, myx.global		

RATE CARD - TFC CANADA OTHER EXECUTIONS In CAD		Cost	Platforms / Shows / Other details:
Social Media Post		\$ 360.00	Facebook, Instagram, Twitter
OBB / CBB "Brought to you by "		\$ 144.00	Linear, Digital
Lower Screen Graphics	6-10AM	\$ 54.00	Linear, Digital
	10AM -5PM	\$72.00	
	5-11PM	\$90.00	
	11PM-1AM	\$54.00	
	1-6AM	\$30	
Branded Segment: 60s - 90s		\$ 1,800.00	Barangayan with Gelo
Branded Segment: 60s - 90s		\$ 1,800.00	BRGY
Advertorial: 60s - 90s		\$ 2,400.00	TFC News
Email Marketing		\$ 1,200.00	Set-up Fee
		\$ 12.00	Cost per 100 recipients



ABS-CBN
GLOBAL



THE FILIPINO CHANNEL



THE BEAT OF OUR CULTURE

THANK YOU
