



ABS-CBN is the world's largest creator and distributor of Filipino content.

OUR MISSION: To serve the Filipino wherever they may be.



The Filipino Channel

ABS-CBN's flagship channel that delivers top quality content to Filipinos all over the world.

TFC serves as the Filipinos' window to news, entertainment and information, connecting them to their culture and thereby preserving their unique cultural identity.

Target Markets

Primary



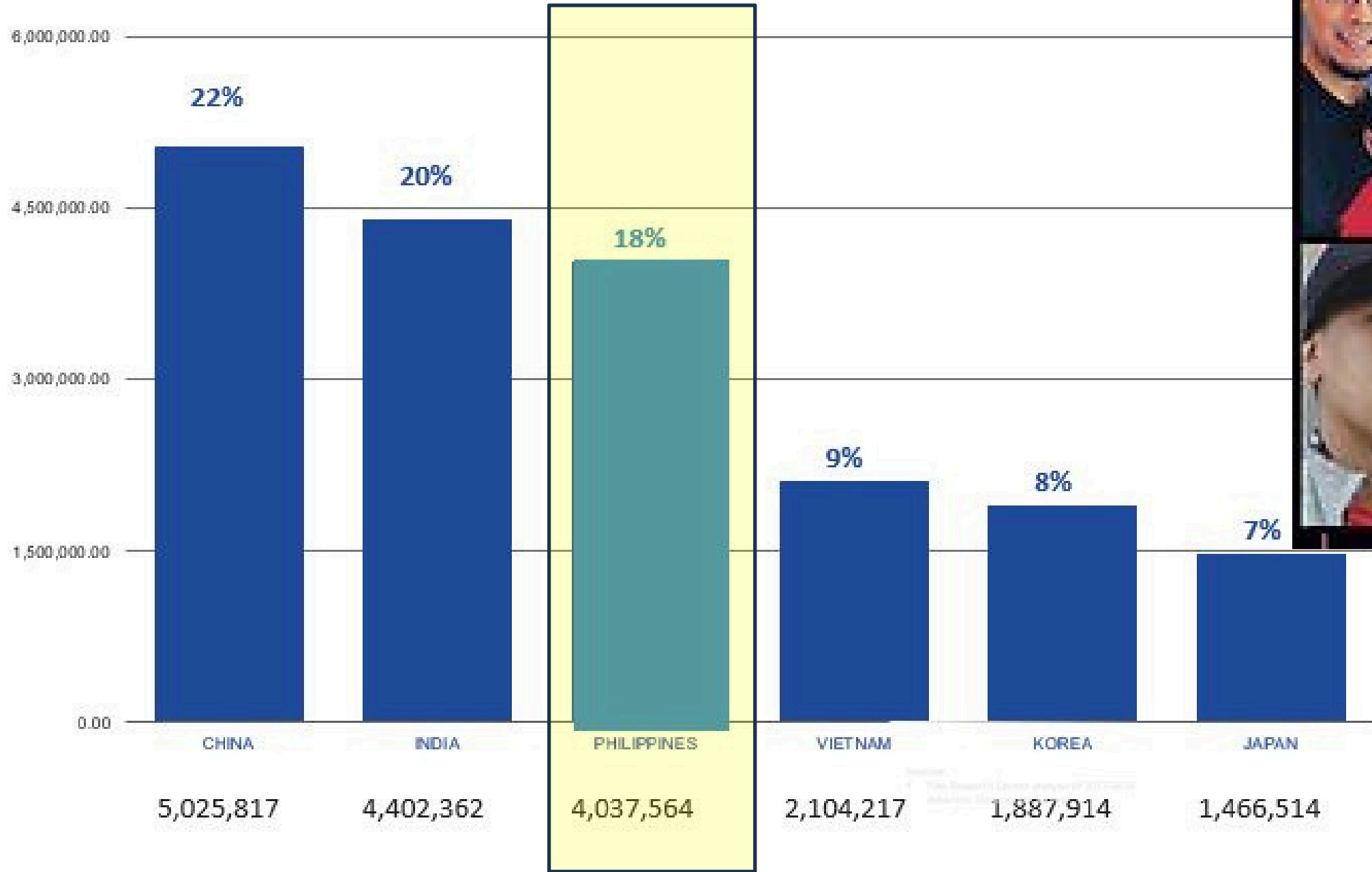
1st Generation Filipinos:
Migrants and Transients

Secondary



2nd & new Generation Filipinos

FILIPINOS COMPRISE THE 3RD LARGEST ASIAN GROUP IN THE US

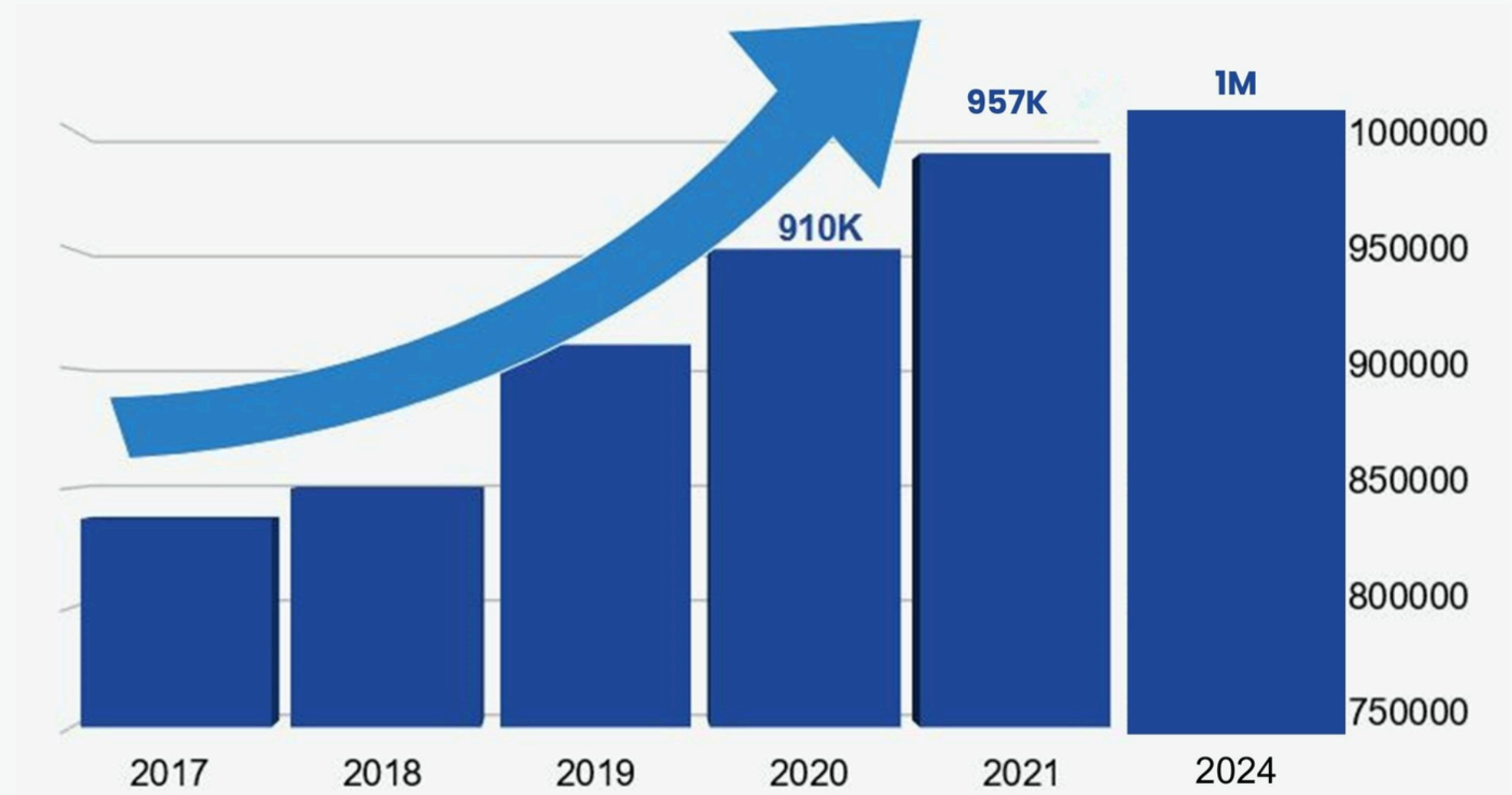


Sources:
 ○ Pew Research Center analysis of 2017-2019 American Community Survey

Filipino Population Saw the Biggest Increase from 2016; Estimated to Have Exceeded 1M in 2024

Per Canada's 2021 Census, The Philippines is the third-largest country of origin for immigrants to Canada.

Filipino Canadians are the largest group of Southeast Asian Canadians.

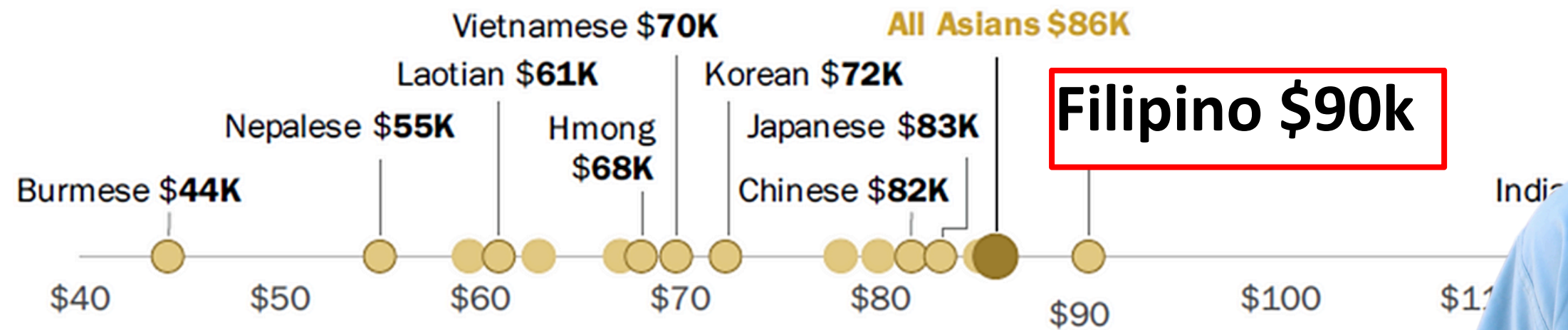


Sources:
○ Statistics Canada, 2021 Census
○ www150.statcan.gc.ca

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

Median household income varies widely among Asian Americans

Median annual household income, 2019, by origin group



Sources:

- Pew Research Center analysis of 2017-2019 American Community Survey

TFC VIEWERS OVER-INDEX IN CONSUMPTION PREFERENCES VS AVE US HH



HH's that purchased products/services at the below categories watch The Filipino Channel at a higher rate than the average U.S. HH

• An index of 100 is the average and a score above this denotes increased viewer activity during network programming such as inquiries, subscriptions, and purchases.



INVESTMENT INSTITUTIONS
Index: 125



CONSUMER SERVICES
Index: 103



INSURANCE
Index: 127



TRAVEL SERVICES
Index: 149



TAX SERVICES
Index: 104



BEAUTY
Index: 107



TRAVEL
Index: 133



AIRLINES
Index: 155



CLUB WAREHOUSES
Index: 274



CRUISE
Index: 118



AMUSEMENT PARKS
Index: 141



WIRELESS CARRIERS
Index: 191

Watch More Shows and Movies
Anytime, Anywhere



Satellite customers only.



THE FILIPINO CHANNEL



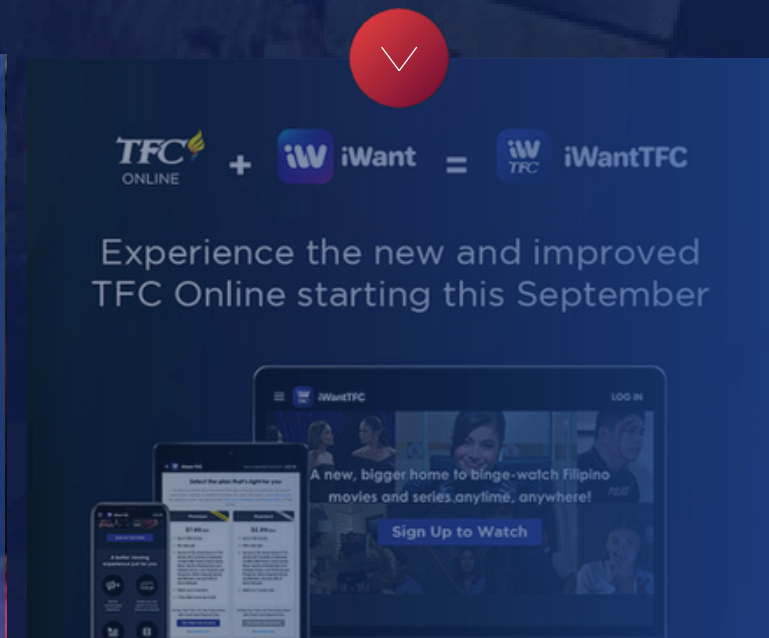
EXPANDING REACH THROUGH MULTI-PLATFORM DISTRIBUTION



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

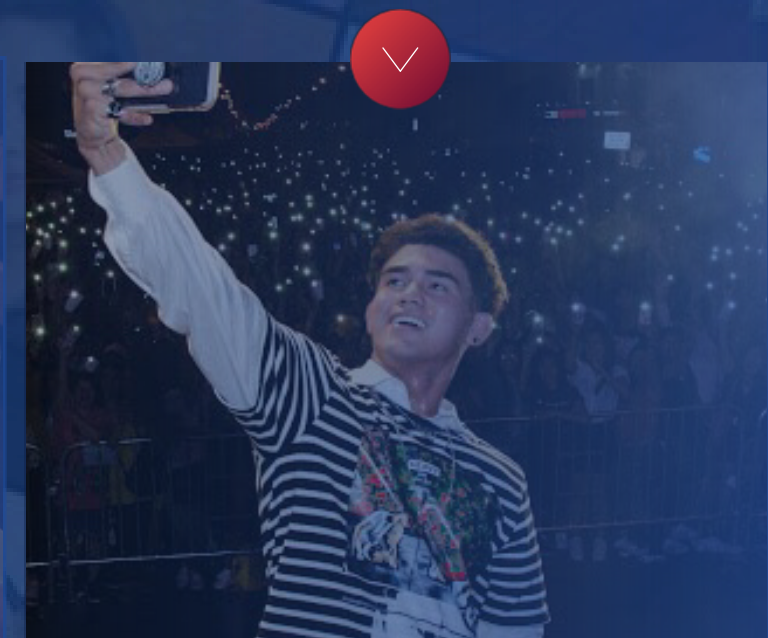
- Theatrical and TVOD distribution of Filipino films, available in major streaming platforms such as Netflix, Prime, etc.
- Films with subtitles in multiple languages



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 the consumer in-person, generating product experiences and



VIEWERSHIP IN NORTH AMERICA



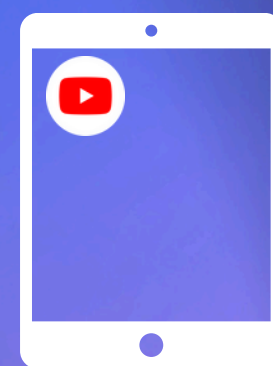
CABLE/SATELLITE*

831K



OTT**

305K



YOUTUBE***

1.1 M



Sources:

*Comscore (US) / Internal Subs Data (CA)

**Internal Subs Data

***YouTube Analytics



VIEWERSHIP IN USA



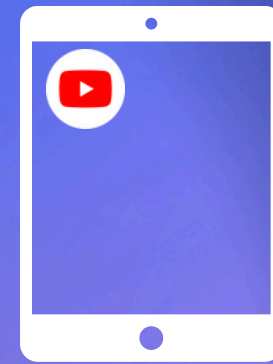
CABLE/SATELLITE*

732K



OTT**

215K



YOUTUBE***

772K



Sources:
*Comscore
**Internal Subs Data
***YouTube Analytics



VIEWERSHIP IN CANADA



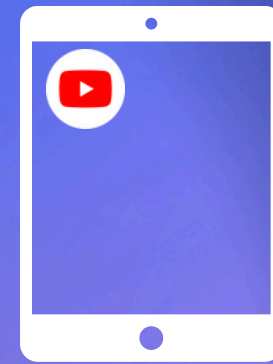
CABLE*

99K



OTT*

90K



YOUTUBE**

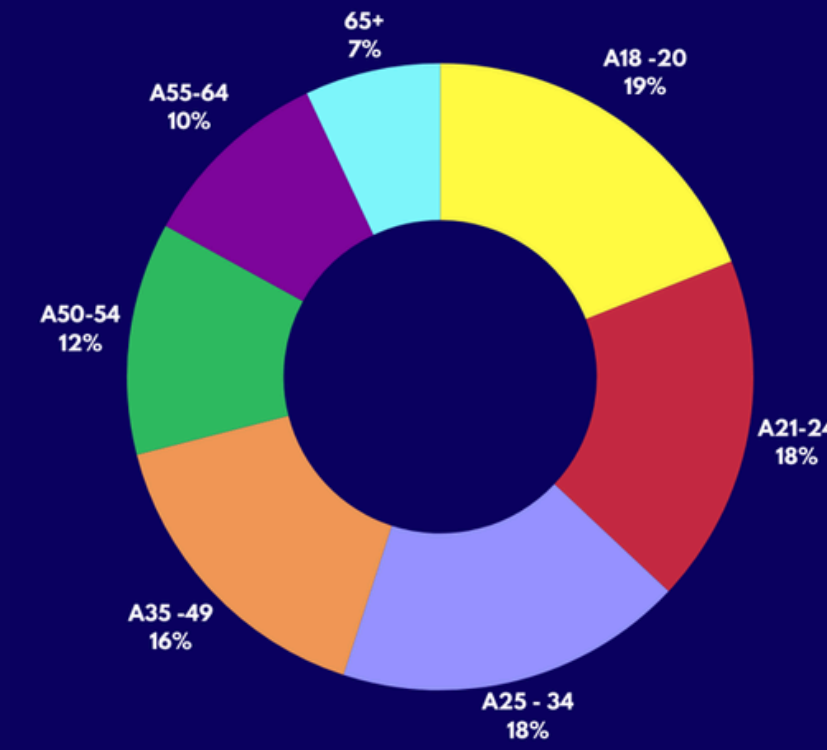
280K



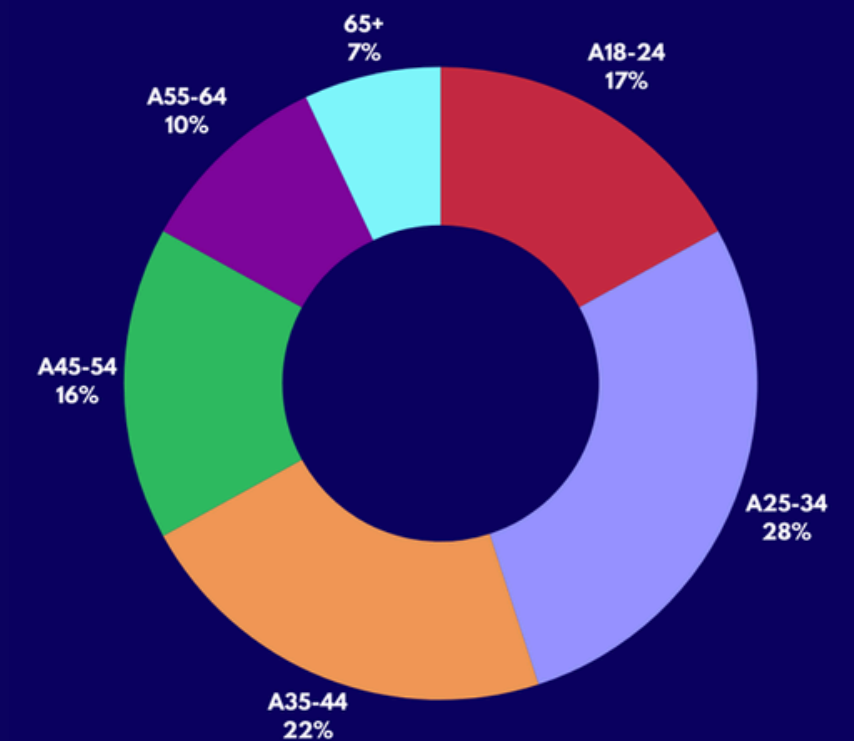
Sources:
*Internal Subs Data
**YouTube Analytics

OUR AUDIENCE

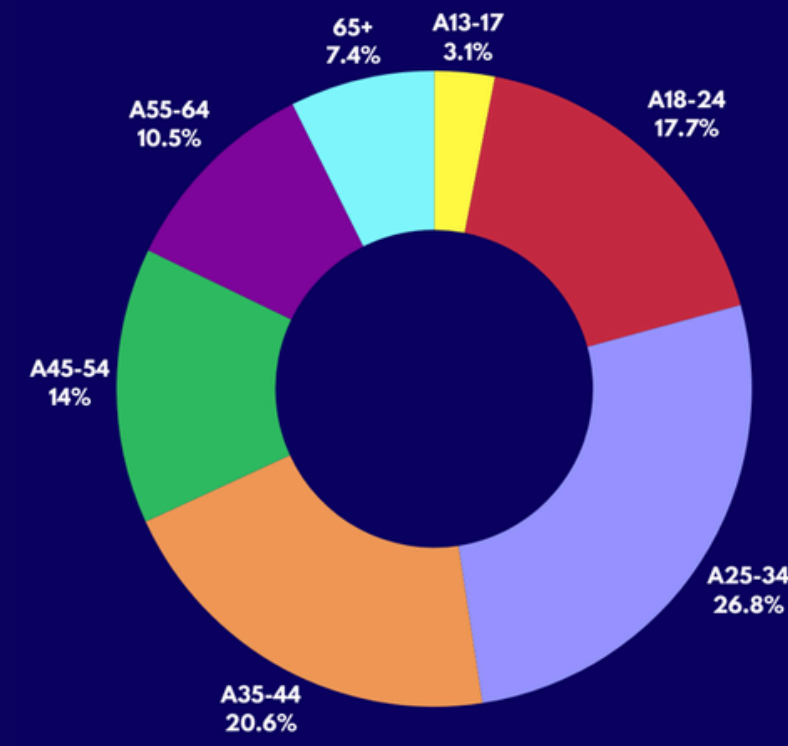
- Among linear viewers, there is an almost even spread across the age ranges 18-20, 21-24, 25-34 and 35-49, though a bigger chunk still comprise of those 50 yrs old and older..
- Among OTT viewers, 2/3rds (67%) belong to ages 18 – 44.
- Among YT viewers, 60% of those who watch News come from 25-54 y.o.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



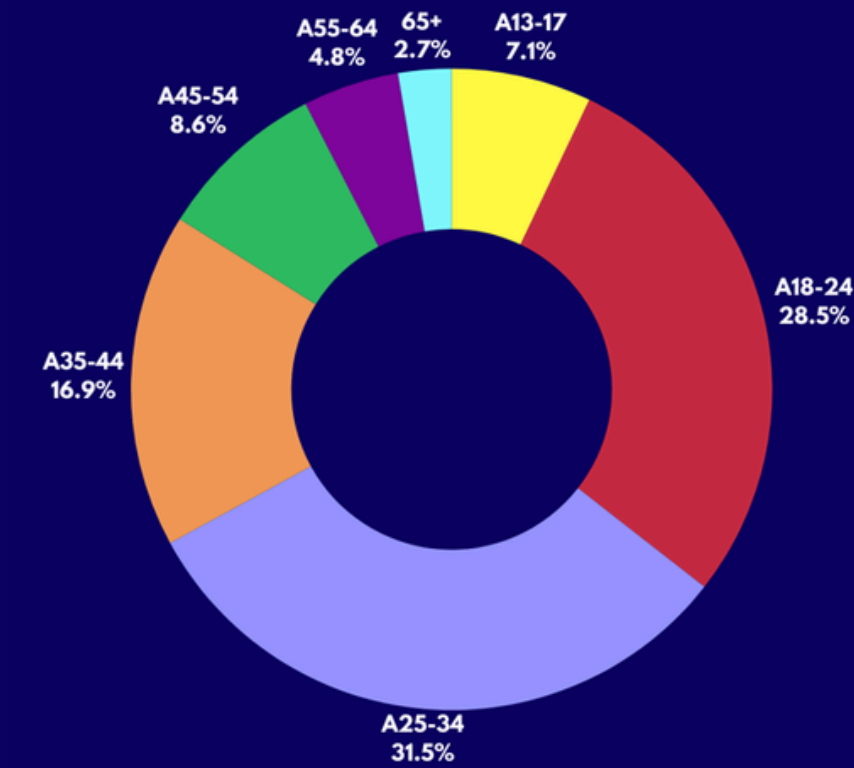
TFC Linear*



TFC OTT**



YouTube*** ABS-CBN News



YouTube*** ABS-CBN Entertainment

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



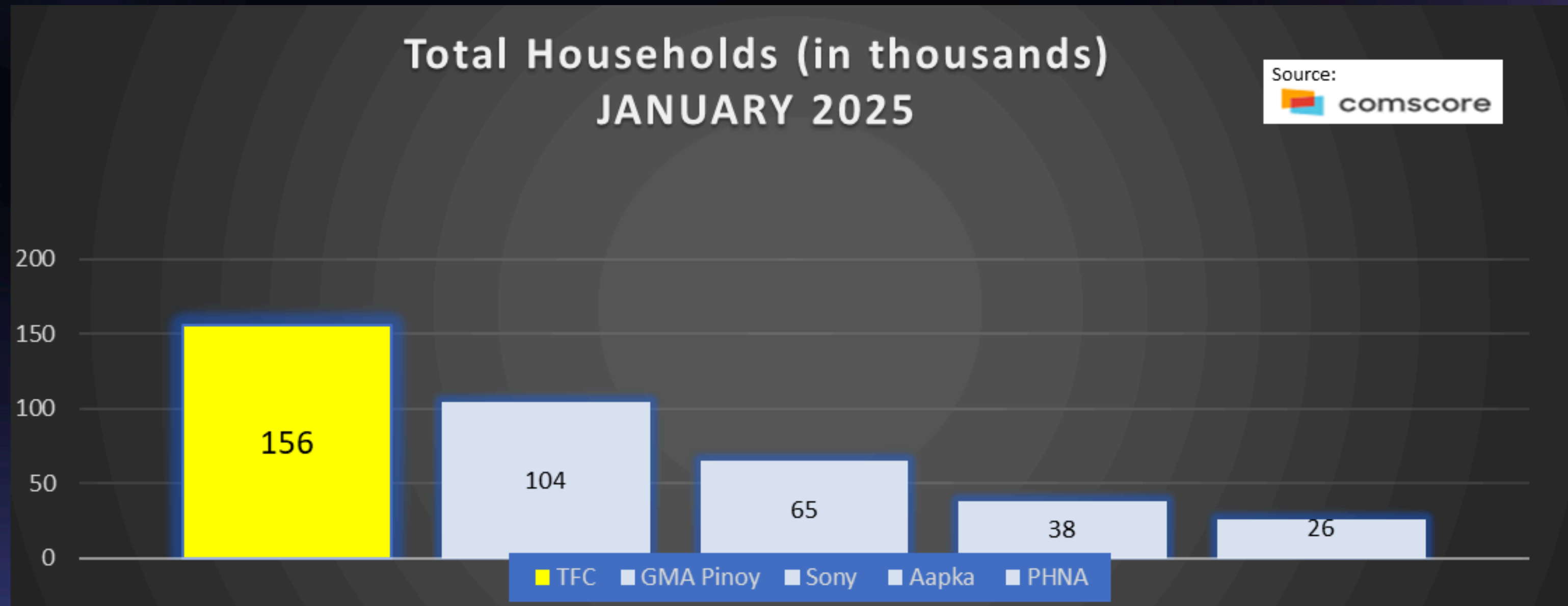
The Filipino Channel

LINEAR TV

US VIEWERSHIP HIGHLIGHTS



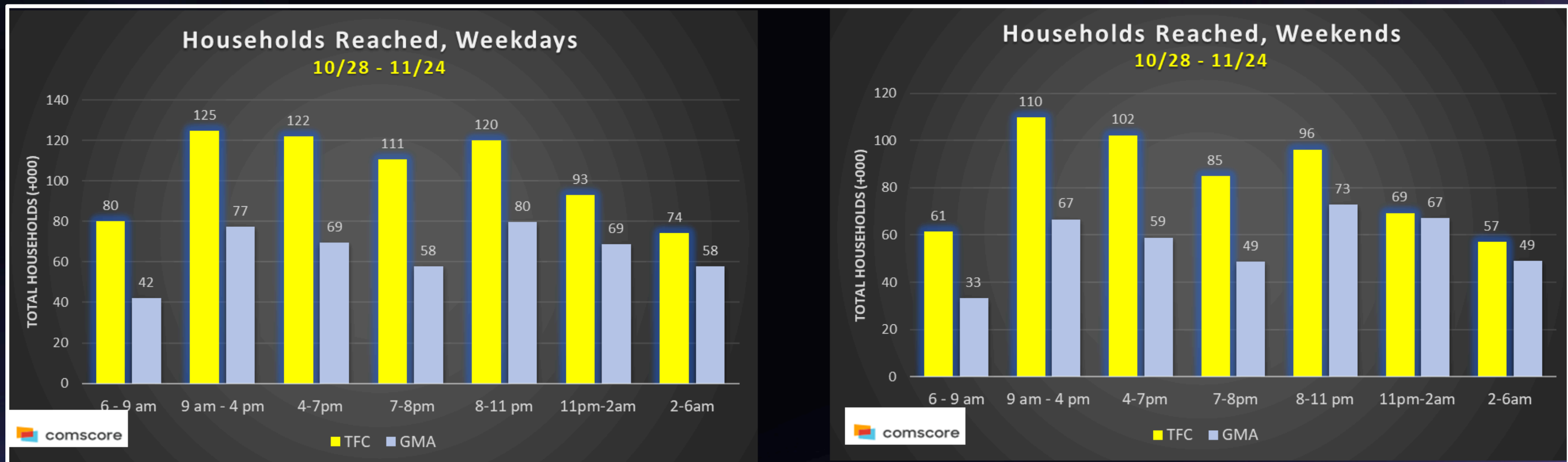
TFC is the most-watched multi-cultural network on US TV.



US VIEWERSHIP HIGHLIGHTS



TFC reached more households across key dayparts on weekdays & weekends





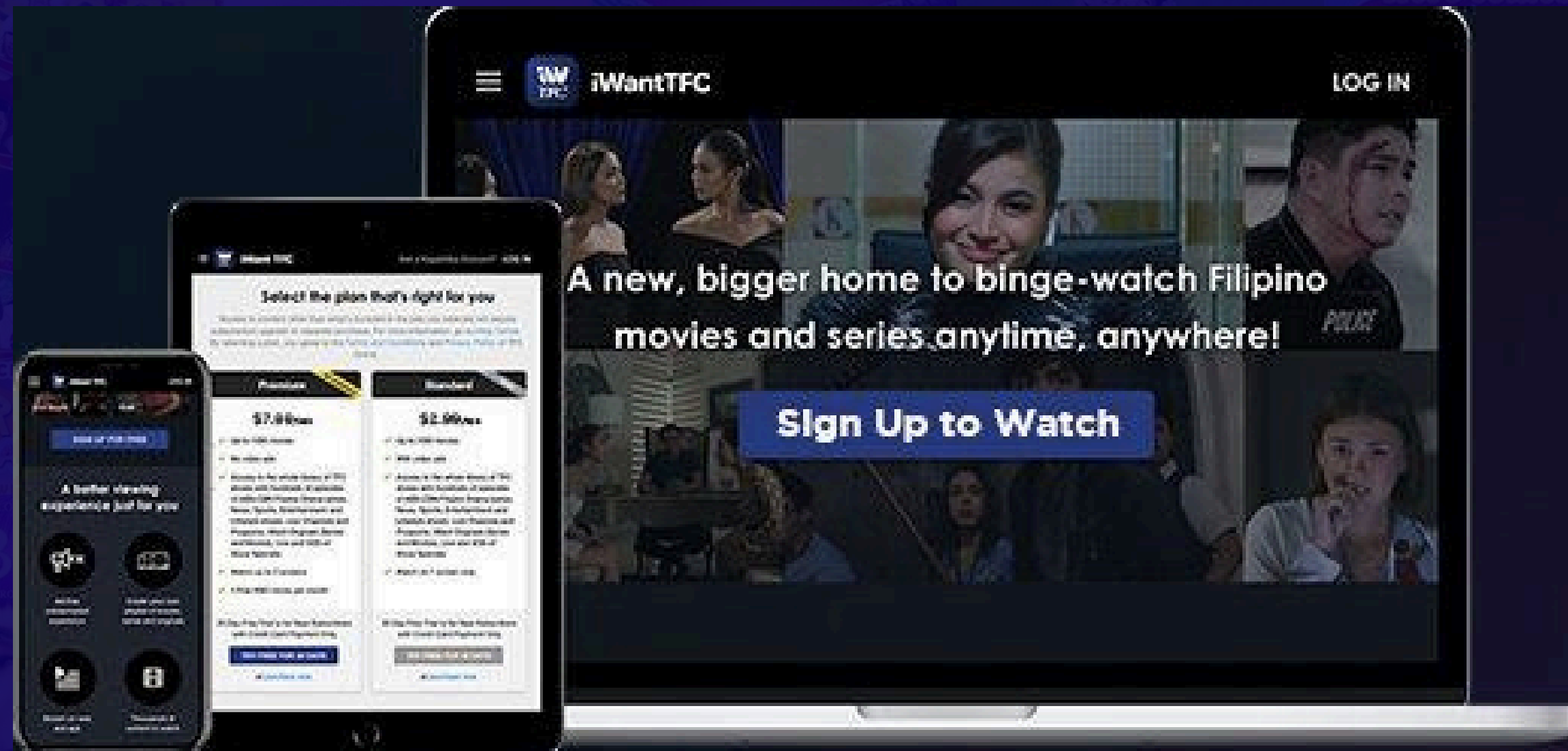
OTT



iWantTFC

THE BIGGEST LIBRARY
OF FILIPINO CONTENT

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





iWantTFC

NORTH AMERICA

442K

Ave. Monthly Unique Users*

10.3M

Ave. Monthly Views**

Sources:

*Internal subs data, Q4 2024

**Amplitude Q4 2024

USA

360K

Monthly Users*

7.5M

Monthly Views**

Canada

82K

Monthly Users*

2.8M

Monthly Views**





WEBSITES AND SOCIALS

WEBSITES

North America

4.1M

Page Views*

14.7M

Avg Monthly Impressions Available**

USA

3.3M

Page Views*

11.4M

Avg Monthly Impressions Available**

Canada

767K

Page Views*

3.3M

Avg Monthly Impressions Available**



iWantTFC



Sources:

*Amplitude Q4 2024

**GAM, Video + Display

SOCIAL MEDIA FOLLOWERS



430K - US

231K - Canada



116K - Global, TFC

8M+ - Global, ABS-CBN

The image shows a vertical stack of three social media profile pages for TFC. The top page is the main TFC profile (kapamilyatfc) with 19,592 posts and 116K followers. The middle page is TFC Canada with 40K likes and 231K followers. The bottom page is TFC US with 163K likes and 430K followers. Each page features the TFC logo and a profile picture. The bottom navigation bar includes links for Posts, About, Mentions, Followers, Photos, Videos, and More.



ENGAGING THE AUDIENCE

Branded Content

NEWS



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

MAGAZINE/TALK/GAME



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

CONTENT PARTNERSHIPS



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

Branded Content

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.

Advertiser 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 Filipino Channel

EVENTS

TENTPOLE EVENT

ASAP LIVE is the longest-running, most successful and multi-awarded musical variety show in the Philippines.

ABS-CBN brings all the ASAP artists to North America to perform live before its Filipino fan base. In 2024, ASAP Live was held at the Toyota Arena in Ontario, California with an audience size exceeding 8K!

Brands have a chance to engage this audience in-person.



ABS-CBN STUDIOS TFC ABS-CBN INTERNATIONAL PRESENT

asap natin 'to CALIFORNIA

AUGUST 3, SATURDAY
TOYOTA ARENA, ONTARIO, CALIFORNIA

Over 30 world-class performers are set to rock the Golden State!

WITH SPECIAL GUESTS

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PINOY PRIDE ARTISTS

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

SECURE YOUR SEAT TODAY!
For ticket info and purchase, visit mytfc.com/ASAPinCalifornia

SPONSORED BY: OLIVIA QUIDO, SENDWAVE, PARTNERS: [Logos], MEDIA PARTNERS: [Logos]

COMMUNITY EVENTS



The Filipino Channel (TFC) and MYX partner with various Filipino organizations across the United States and Canada to support their community events.

TFC and MYX artists bring the excitement, and draw the crowds, in these events.

Brands are able to engage the consumer in a more intimate way through booth activities, on-ground promotions and stage time.



2025 CALENDAR

US

CANADA

MIDDLE EAST

EUROPE

ASIA

AU-NZ

AFRICA

JAN-MAR	APR-JUN	JUL-SEPT	OCT-DEC
	<p>BARYO HIFI LA (MAY 3) *TBC Est: 8,000-10,000 pax</p> <p>BRAVO CALIFORNIA (MAY 9-11, 16-18) Est: 1,500-2,000 pax</p>	<p>OBRA/MANILA SOUND SEPTEMBER Est: 1,000-1,200 pax</p>	<p>PASKUHAN LA (DEC 6/13) Est: 2,000-2,500 pax</p>
	<p>PIDC – PARADE NYC (JUN 1), PINOY FESTIVAL BURNABY BC (JUN 14) Est: 3,000-5,000 pax</p>	<p>FIESTA MO SA USA FLORIDA (AUG 2) Est: 3,000-5,000 pax</p> <p>FUN PHIL TORONTO (JUL 5-6) Est: 100k pax</p>	<p>*ASAP VANCOUVER (Q4) Est: 5,000-6,000 pax</p> <p>1MX TORONTO Est: 5,000-6,000 pax</p>
<p>DUBAI BARRIO FIESTA (FEB 23) Est: 4,000-5,000 pax</p>	<p>SAMA SAYA RIYADH (APR 1) Est: 4,000 pax</p> <p>PIDC DUBAI (JUN 1), DOHA (JUN 20) Est: 3,000-5,000 pax</p>	<p>BARRIO FIESTA BIRMINGHAM (JUL 12-13), LONDON (JUL 20) Est: 4,000-5,000 pax</p>	<p>FILEXPO DUBAI (NOV) Est: 3,000-5,000 pax</p> <p>SHOWSTOPPERS SAUDI (DEC) Est: 1,500 pax</p>
<p>SHOWSTOPPERS PARIS (MAR 23) Est: 1,500 pax</p>	<p>UBE FESTIVAL STUTTGART GERMANY (JUN 29)* Est: 3,000-5,000 pax</p>	<p>ASAP ENGLAND BIRMINGHAM (AUG 30) Est: 5,000 pax</p>	
	<p>MAKI INDONESIA (JUN) Est: 1,000-1,500 pax</p>	<p>TJ MONTERDE SG & TW (JUL-AUG) Est: 1,000-1,500 pax</p>	<p>PHIL FIESTA TOKYO (DEC 7) Est: 1,500-2,000 pax</p> <p>PISTANG PILIPINO CHRISTCHURCH NZ (OCT)* Est: 1,500-2,000 pax</p>
<p>ERASERHEADS MELBOURNE (MAR 1) Est: 6,000 pax</p>	<p>SYDNEY COMMUNITY EVENT (JUN)* Est: 3,000-5,000 pax</p>	<p>LOVE IN FAITH BASIL VALDEZ, JAMIE RIVERA, NOEL CABANGON, THE COMPANY AUNZ (SEPT-OCT) Est: 1,000-1,500 pax</p>	<p>PASKUHAN SYDNEY (NOV 17) Est: 1,500-2,000 pax</p>
	<p>KENYA FAN MEET & SAFARI (JUN 28) Est: 1,500-2,000 pax</p>		

MUSIC FESTIVALS

CULTURAL EVENTS

MUSIC EVENT

PREMIERES

FAN-BASED

EXCLUSIVE BRAND SPONSOR*

Ad Products

Take advantage of endless possibilities and ways to promote your products and services.

LINEAR TV

- Video commercials: 15s, 30s, 45s
- Interstitials: 60s, 90s, 120s,
- Segment Sponsorships
 - Opening Billboards, Closing Billboards, Lower Screen Graphics

DIGITAL / ONLINE

- Video commercials: 6s, 15s, 30s
- Banner displays
- Site take-over
- Social media posts
- Website articles
- Customized landing pages or microsites
- Online radio ads and sponsorships

ON-GROUND

- Booth set-up
- Stage time
- Banner displays

EVENTS

- Community Events
- Branded Events



**Rate Card
TFC**

TFC US RATE CARD

RATE CARD – TFC US TV SPOTS In USD	30s	15s	45s	60s
10am -5pm (Day Time)	\$305	\$183	\$457.50	\$610
5-11pm (Prime Time)	\$399	\$240	\$599	\$799
11pm-10am (Overnight morning)	\$210	\$126	\$315	\$420

TFC US RATE CARD

RATE CARD – TFC US DIGITAL ADS In USD	CPM	PLATFORMS
Video Rolls, up to 30s, Skippable	\$35.00	iWantTFC, ABS-CBN Websites, IPTV, YouTube
Video Rolls, up to 30s, Non-Skippable	\$40.00	iWantTFC, ABS-CBN Websites, IPTV, YouTube
Banner Ads	\$8.00	ABS-CBN Websites, myx.global

TFC US RATE CARD

RATE CARD – TFC US OTHER EXECUTIONS In USD		COST	PLATFORMS/SHOWS/OTHER DETAILS
ArtCard/Photo/Story/Link Post		\$550	Facebook/Instagram/X/Tiktok
Reel/Video Highlights/Video Post		\$650	Facebook/Instagram/X/Tiktok
FB Cover Photo/Cover Video (1 Day)		\$650	Facebook
Lower Screen Graphics (LSG)	10am-5pm (Day Time)	\$183	Linear, Digital Limited to 1 per show Minimum of \$1K buy
	5pm-11pm (Prime Time)	\$240	
	11pm -6am (Overnight to Morning)	\$126	

TFC US RATE CARD

RATE CARD –TFC US OTHER EXECUTIONS In USD	COST	PLATFORMS/SHOWS/OTHER DETAILS
Branded Segment: 60s -90s	\$2,000	BRGY
Advertorial: 60s-90s	\$2,000	TFC News
Email Marketing	\$1,000	Set-up Fee
	\$10	Cost per 100 recipients

A woman in a white dress is standing on a beach, looking towards the camera. The image is overlaid with a teal color. In the center, the word 'MEYX' is written in large, white, stylized letters. Below it, the phrase 'THE BEAT OF OUR CULTURE' is written in a teal, handwritten-style font. At the bottom, a white paragraph of text describes the company.

MEYX

THE BEAT OF OUR CULTURE

IS A MUSIC CENTRIC MEDIA COMPANY, A GLOBAL STAGE WHERE YOU CAN WATCH, LISTEN, AND EXPERIENCE A MUSIC CULTURE BEYOND SOUND, AMPLIFIED THROUGH THE LENS OF FILIPINO AND ASIAN CURATORS.



CONNECTING WITH GENMYX

MYX's community is uniquely named GENMYX. They are an energetic, enthusiastic group of young Filipino and Asian Millennials, Gen Zs, and Gen Alphas ranging from the ages of 16–29. GENMYX embrace a multicultural mindset and approach to life. Our platform is designed to meet our community where they are. Here are a few more interesting details about them:

- Fluent in English and multilingual
- Seek alignment with their cultural roots
- Musically adventurous – listens to a wide range music from R&B, Hip Hop, Dance, Remixes, Top 40, Asian Pop, Indie, etc.
- Highly active and social on digital platforms
- Smartphones are their primary device
- Bias towards brands with social causes

MYX

CONTENT OVERVIEW

MYX curates and creates original long-form and short-form music centric content appealing to the global Filipino and Asian Gen Z and Millennial audiences. MYX gives you behind-the-scenes access to your favorite artists via special docuseries, interviews, lifestyle and entertainment content, and exclusive performances available on both linear tv and digital platforms.

MYX'S MULTI-PLATFORM CAPABILITIES MAXIMIZE INTEGRATED SOLUTIONS

MYX reaches fans at every touchpoint. We leverage our own and operated assets and partners to create moments across multiple platforms (video, audio, social, experiences and other verticals) to reach the maximum audience possible.

WATCH

LISTEN

EXPERIENCE



DISTRIBUTION: DIGITAL

YOUTUBE.COM/MYXGLOBAL is MYX's primary channel for content. It features digital shorts, and exclusive content you won't see on our linear or VOD platforms.

HIGHLIGHTS

- **VIEWS: 6.7M**
- **IMPRESSIONS: 54.2M**
- **CLICK THROUGH: 6.8%**
- **AVERAGE VIEW DURATION: 3M:16S**
- **LIVESTREAM VIEWS: 91.2K**

MYX THE BEAT OF OUR CULTURE

MYX Global
@MYXGlobal 1.4MM subscribers 1.3K videos
Official YouTube account of the #1 music channel in the Philippines & MYX.

HOME VIDEOS SHORTS LIVE PLAYLISTS COMMUNITY CHANNELS ABOUT

The Lumpia Challenge | Pano To Pinoy | EP 2
201 views · 4 days ago
It's crunch time! Hermands challenges his kids to cook traditional Filipino egg rolls called "lumpia." But Preston and Gobby can't seem to wrap their heads around the recipe written in Tagalog.
Preston and Gobby learn more about their Filipino roots through a series of challenges conjured up by their dad Hermands...
READ MORE

Pano To Pinoy | Made for YouTube ▶ Play all
Pano To Pinoy is all about the how-to's of Pinoy life. The catch? It's done through a series of reality challenges with a Filipino family: Hermands (the dad) and his two kids. If you've always been...

The Lumpia Challenge | Pano To Pinoy | EP 2
MYX Global
201 views · 4 days ago

American Family Cooks Filipino Dinig | Pano To...
MYX Global
1.2K views · 11 days ago

Catch the Pinatula as they cook the world-famous...
MYX Global
180 views · 12 days ago

Meet the Pinatula | Pano To Pinoy
MYX Global
180 views · 12 days ago

Challenge accepted! | Pano To Pinoy
MYX Global
141 views · 12 days ago

Myx Hits Different ▶ Play all

Olave performs "UMAY" | MYX Hits Different
MYX Global
2.2K views · 3 days ago

BEYO performs "Hunting ang Manda" | MYX Hits...
MYX Global
17K views · 7 months ago

Bianca Gomez performs "Para Sa'yo" | MYX Hits...
MYX Global
1.5K views · 8 months ago

Denise Julia performs "TVM2" | MYX Hits Different
MYX Global
5.1K views · 8 months ago

Marlo Maral performs "Tala" | MYX Hits Different
MYX Global
1.2K views · 8 months ago

syd hartha performs "kung mag-ahab" | MYX Hits...
MYX Global
1.4K views · 8 months ago

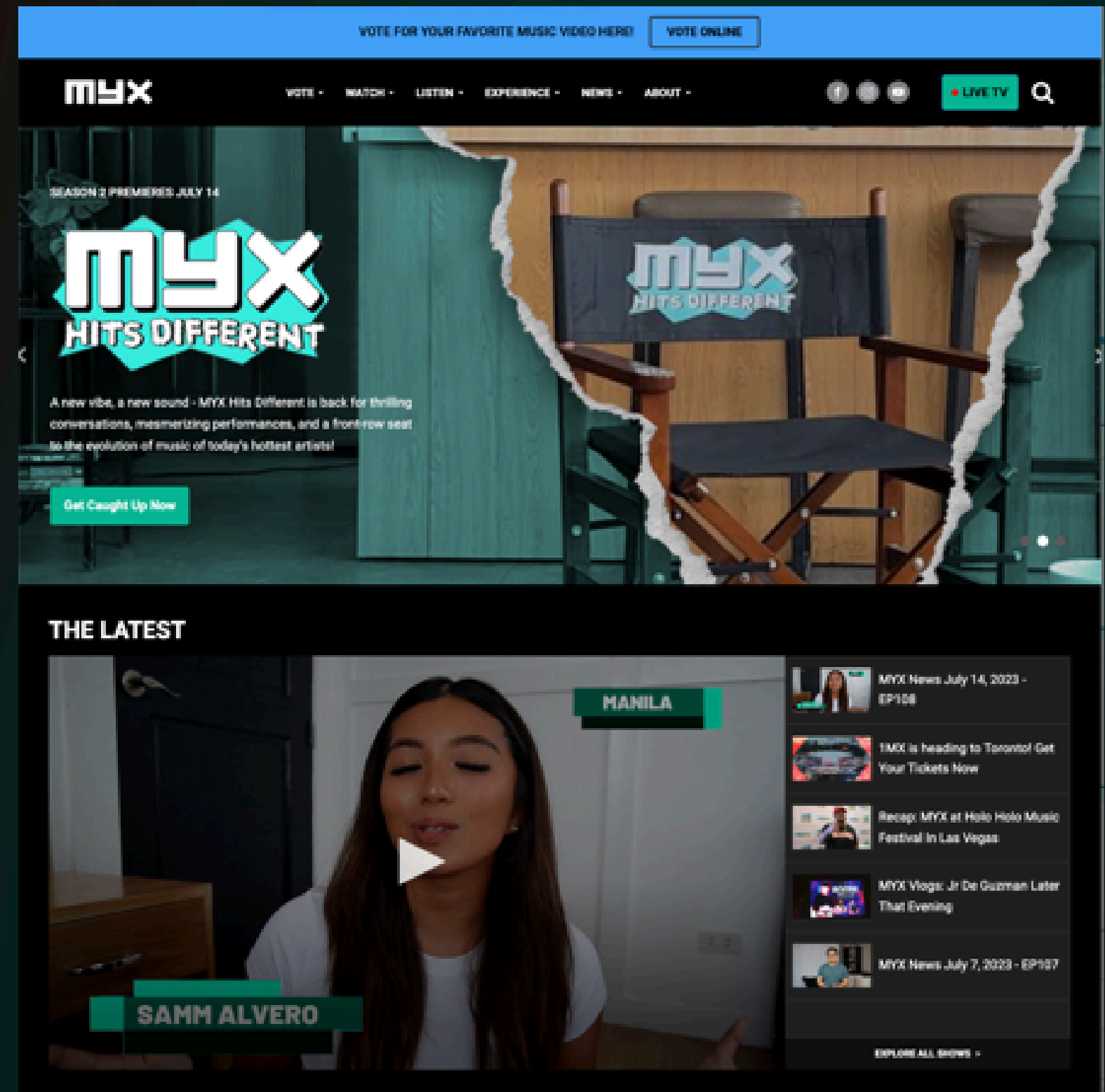
MYX Toronto Music Festival ▶ Play all
Catch here all the latest updates on MYX Toronto Music Festival!

DISTRIBUTION: DIGITAL

MYX.GLOBAL is the digital hub for all things MYX, a place where MYXers can vote for their favorite artists, watch live tv, stream videos on demand, and discover new music through online radio

HIGHLIGHTS

- **PAGEVIEWS:** 2.3M
- **USERS:** 457K
- **NEW USERS:** 454K
- **SESSIONS:** 616K
- **GENDER:** MALE 61.6%, FEMALE 38.4%
- **AGE:** 18-24 – 33%, 25-34 – 28%
- **TOP LOCATIONS:** PH, US, CAN, UK, SING



DISTRIBUTION: TV/VIDEO

MYX TV can be seen in 20M homes via cable & satellite through providers like Direct TV, Comcast, Spectrum & Cox. In the Philippines, it's available nationwide on Sky Cable. In addition, MYXers can stream MYX's live channel and VOD through its website and the IWantTFC website & app. Plus, you can find MYX original programs on Amazon Prime Video, reaching over 150M Prime members.

HIGHLIGHTS

- MYX's stream is FAST compatible.



DISTRIBUTION: AUDIO

MYX RADIO is a digital audio platform artists use to create meaningful experiences with their fans – Home to 2 online radio stations and podcasts (coming soon).

DISTRIBUTION

In addition to our own platform, MYX Radio can be heard around the world on the following digital audio platforms cumulating up to 13.9M monthly listen.



Discover R&B, Hip-Hop, Pop & Dance music by Filipino artists alongside international stars from around the world.



The world's first and only official P-Pop Radio Station. Your favorite P-Pop artists and music all in one place.



DISTRIBUTION: SOCIAL MEDIA CHANNELS



YOUTUBE
SUBSCRIBERS: 1.4M
VIEWS: 6.7M
WATCH TIME: 373K HOURS
TOP LOCATIONS: PH, US, CAN, UAE, SAUDI
GENDER: MALE 64.6%, FEMALE 35.3%
AGE RANGE: 18-24 – 25%, 25-34 – 35.6%, 35-44 – 20.6%



INSTAGRAM
FOLLOWERS: 491K
TOP LOCATIONS: PH, US, UAE, SAUDI, CAN
GENDER: MALE 28.5%, FEMALE 71.4%
AGE RANGE: 18-24 – 24.8%, 25-34 – 51.9%, 35-44 – 16.4%



TWITTER
FOLLOWERS: 6.3M
TWEET IMPRESSIONS: 2.31M
TOP LOCATIONS: PH, US, CAN, UAE, SAUDI
GENDER: MALE 64.6%, FEMALE 35.3%
AGE RANGE: 18-24 – 25%, 25-34 – 35.6%, 35-44 – 20.6%



TIKTOK
FOLLOWERS: 569K
VIEWS: 1M
TOP LOCATIONS: PH, SAUDI
GENDER: MALE 26%, FEMALE 74%



FACEBOOK
FOLLOWERS: 8.7M
LIKES: 7.3M
TOP LOCATIONS: PH, US, UAE, SAUDI, VIET
GENDER: MALE 43.8%, FEMALE 56.2%
AGE RANGE: 18-24 – 15%, 25-34 – 30%, 35-44 – 9%



RATE CARD



MYX TV SPOT PLACEMENTS

ADVERTISING	COST	SPONSORSHIP	COST
:15 Spot	\$90	Show sponsor - Opening (Billboard)	\$35
:30 Spot	\$150	Show sponsor - Closing (Billboard)	\$35
:60 Spot	\$300	Title Sponsor Mention at the top of every hour for 1 day – (24x)	\$2000
Paid programming	\$1000	Weekend Promo Sponsor *Call for details	\$3500



WEBSITE EXECUTIONS

ADVERTISING	COST	SPONSORSHIP	COST
Stand Alone Video :15 - Firework*	\$8/CPM	Sponsored pages (ex. Voting) - 1Wk	\$200
Stand Alone Video :30 - Firework*	\$9/CPM	Sponsored Blog Placement - 1Mo	\$1,000
Banner Ad 300 x 250 – Firework*	\$8/CPM	Sponsored Blog Writing – 500 words	\$100
Banner Ad 720x98	\$8/CPM		
Banner Ad 350x350	\$7/CPM		



WEBSITE EXECUTIONS

HYBRID / CUSTOM *based on editorial discretion	COST
Custom web page 1 Month	\$1,500
Custom blog feature (4 articles)	\$1,000
Paid/Sponsored content – 1 Month	\$1,250



ABS-CBN
GLOBAL

TFC
THE FILIPINO CHANNEL

MYX
THE BEAT OF OUR CULTURE

For More Information,
visit
<https://mytfc.com/advertise/northamerica>