

AUGUST 2023

# US VIEWERSHIP HIGHLIGHTS

## UNRIVALED DOMINANCE: 18 OUT OF 20 SHOWS SOAR WITH TFC!

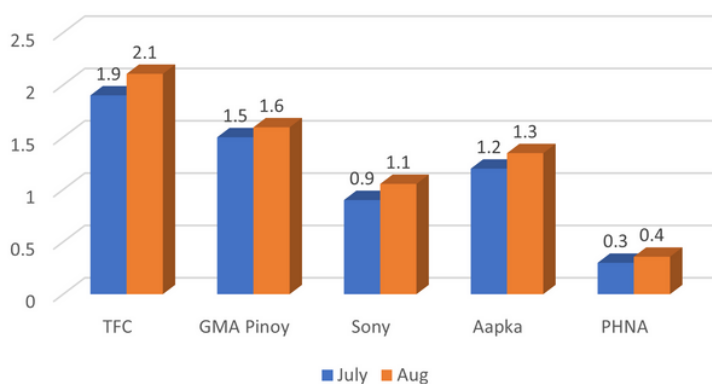
TFC shows continue to maintain their position as the top choice among Filipinos in America. With its compelling storytelling, diverse content, and unwavering connection to our community's hearts, TFC programs have solidified their place as a beloved source of entertainment and culture.

### TOP SHOWS FOR THE MONTH

RTG	Series	Network	Rtg Rnk	Series	Network
1	FPJ's Batang Quiapo	The Filipino Channel	26	Kapuso Mo: Jessica Soho	GMA Pinoy
2	The Iron Heart	The Filipino Channel	27	Familia Home Makeover	The Filipino Channel
3	Dirty Linen	The Filipino Channel	28	Since I Found You	The Filipino Channel
4	Nag-aapoy na Damdamin	The Filipino Channel	29	100 Days Miracles	The Filipino Channel
5	TV Patrol Global Edition	The Filipino Channel	30	Till I Met You	The Filipino Channel
6	Pira-Pirasong Paraiso	The Filipino Channel	31	Rated Korina	The Filipino Channel
7	Everybody, Sing!	The Filipino Channel	32	Cinemabnews	The Filipino Channel
8	I Can See Your Voice	The Filipino Channel	33	Bagman	The Filipino Channel
9	Abot Kamay Na Pangarap	GMA Pinoy	34	Huwag Kang Mangamba	The Filipino Channel
10	It's Showtime	The Filipino Channel	35	The Seed of Love	GMA Pinoy
11	Unbreak My Heart	The Filipino Channel	36	M.O.M.S (MHIES on a mission)	The Filipino Channel
12	Nang Ngumiti Ang Langit	The Filipino Channel	37	Golden Arch Café	The Filipino Channel
13	ASAP Natin 'To	The Filipino Channel	38	Unbreak My Heart	GMA Pinoy
14	TV Patrol	The Filipino Channel	39	Tao Po	The Filipino Channel
15	Magandang Dilag	GMA Pinoy	40	Familiya Talk with Tita Jing	GMA Pinoy
16	Be Careful With My Heart	The Filipino Channel	41	24 Oras	GMA Pinoy
17	Chef RV's Kitchen	The Filipino Channel	42	How to move on in 30 days	The Filipino Channel
18	Magandang Buhay	The Filipino Channel	43	Citizen Pinoy	The Filipino Channel
19	BRGY	The Filipino Channel	44	Drag you & me	The Filipino Channel
20	Kapamilya Daily Mass	The Filipino Channel	45	The Healing Eucharist	The Filipino Channel
21	TV Patrol Linggo	The Filipino Channel	46	Magpakailanman	GMA Pinoy
22	Barangayan with Gelo	The Filipino Channel	47	Royal Blood	GMA Pinoy
23	TV Patrol Sabado	The Filipino Channel	48	Happy to Get Her	GMA Pinoy
24	Beached	The Filipino Channel	49	SAKSI	GMA Pinoy
25	OG: Only good stories	The Filipino Channel	50	Over a Glass or Two	The Filipino Channel

## TFC VIEWERSHIP: MOST VIEWS, HIGHER GROWTH

Viewing Hrs Per HH, Per Day



In the month of August, we witnessed a remarkable surge in viewing hours, surpassing our July figures. This impressive growth underscores our continuous efforts to provide engaging content and connect with our audience.

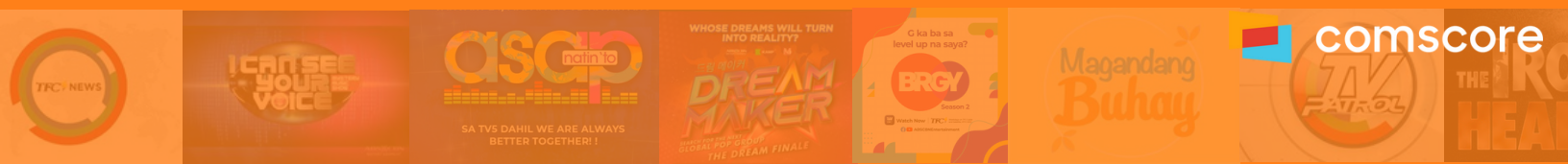
## TFC VIEWERS RETAIL SPENDING HABITS

HH's that watch The Filipino Channel purchased products/services from retailers below at a higher rate than the average U.S. HH  
Index: relative viewership of the segment households, compared to the viewership in all market households



## TFC VIEWERS LOVE SHOPPING AT THESE RETAIL STORES

As per Comscore's Advance Audience data, households that watch TFC have a higher tendency to shop at popular retail stores such as Ross, Macy's and IKEA.



# GET YOUR HEART RACING: THE NEW THRILLER TV SERIES HAS JUST PREMIERED!

NOTHING IS WHAT IT SEEMS

ABS-CBN ENTERTAINMENT iWantTFC

## SENIOR HIGH

Premieres August 28 | Mondays to Fridays

TFC iWantTFC Kapamilya ONLINE LIVE @abscbnentertainment

\*Select countries and territories

Senior High is a thrilling new series that exposes the hidden secrets behind the façade of teenage popularity. From dramatic love triangles to deceitful power plays, this series will have you second-guessing every character's motives.

Featuring the future of Philippine entertainment - Andrea Brillantes, Kyle Echarri, Juan Karlos Labajo, Elijah Canlas, Zaijan Jaranilla, Xyriel Manabat, Daniela Stranner, Miggy Jimenez, Tommy Alejandrino and Gela Atayde.

Together with the industry's finest - Angel Aquino, Baron Geisler, Desiree Del Valle, Mon Confiado, Ana Abad Santos, Gerald Madrid, Angeli Bayani, Ryan Eigenmann, Kean Cipriano, Rans Riful, Rap Robes, Kakki Teodoro, Inka Magnaye, Floyd Tena and Sylvia Sanchez.

**Call your Account Executive now**  
and secure access to this gripping tale of justice, revenge, and teenage turmoil.

NO OTHER NETWORK CAN TAKE YOUR BRAND INTO MORE FILIPINO HOMES THAN **TFC**

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