



ABS-CBN INTERNATIONAL

ABS-CBN International is an internationally recognized foreign content provider and a premier source of high quality Filipino programming in over 50 territories all over the world.

2023

MEDIA KIT



- Target Market 1



1st Generation Filipinos

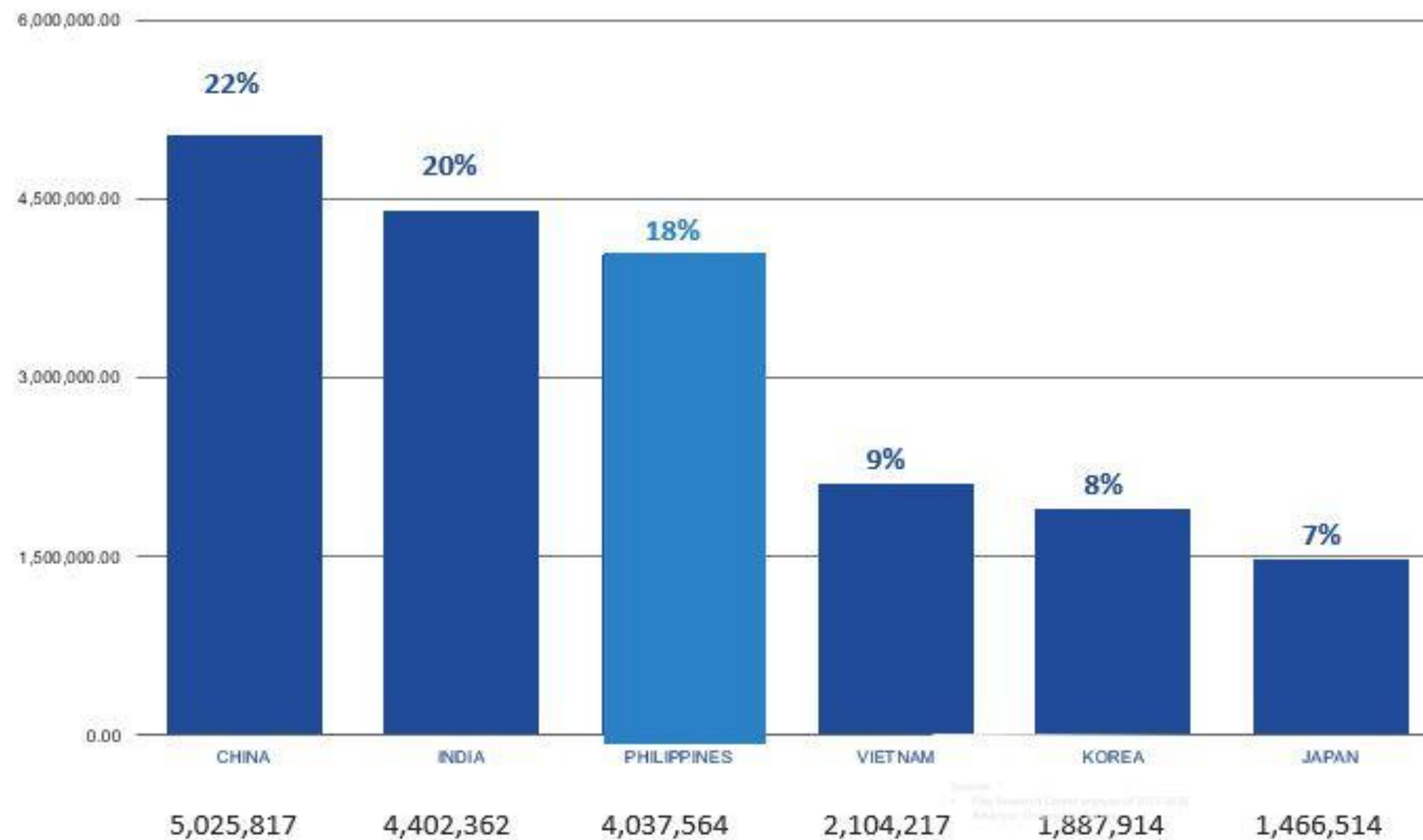
- Target Market 2



2nd & new Generation Filipinos

Target Market

FILIPINOS ARE THE 3RD LARGEST ASIAN GROUP IN THE US



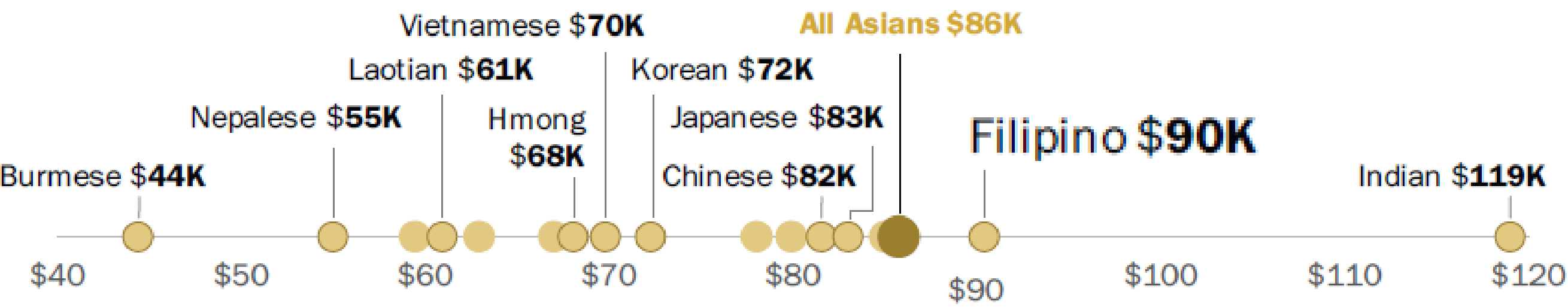
Sources:

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

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 vs. Other Network Viewers, per Comscore



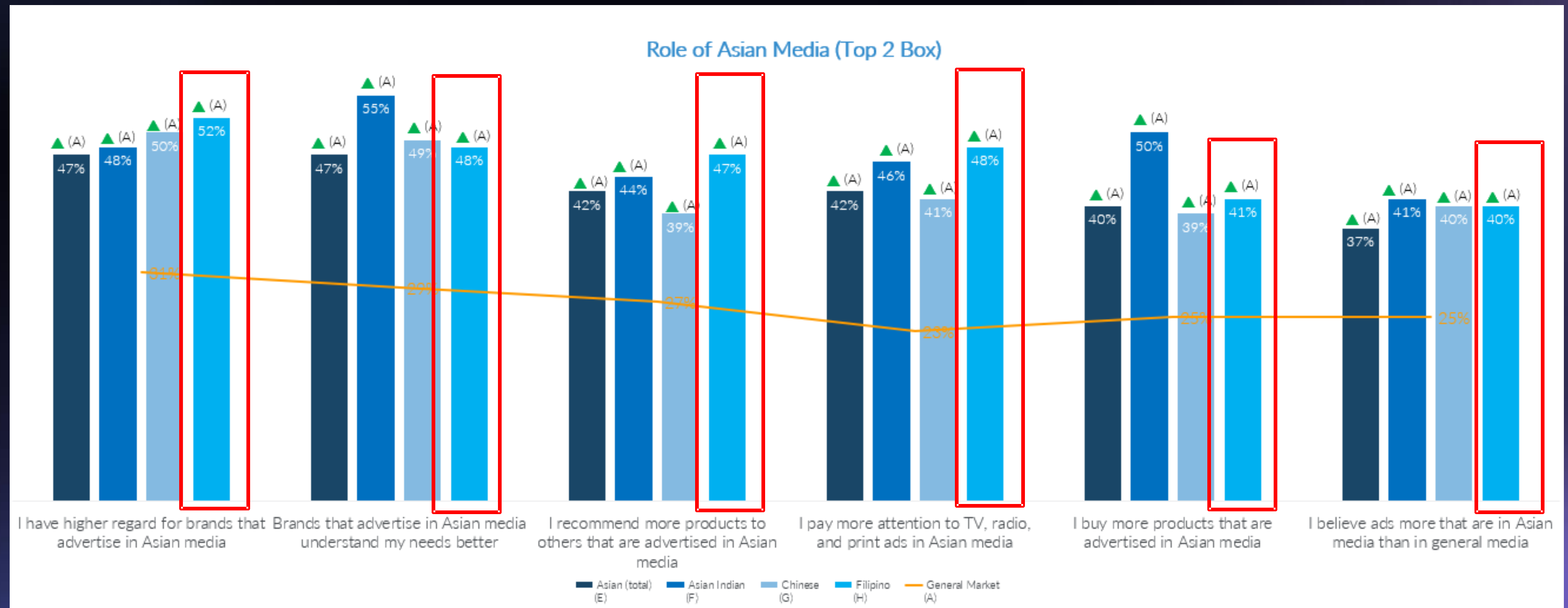
Other categories where TFC viewers over-index in consumption preference

- Food & Pharmacy
- Consumer services
- Travel
- Entertainment
- Special Retail - Beauty

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.



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



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

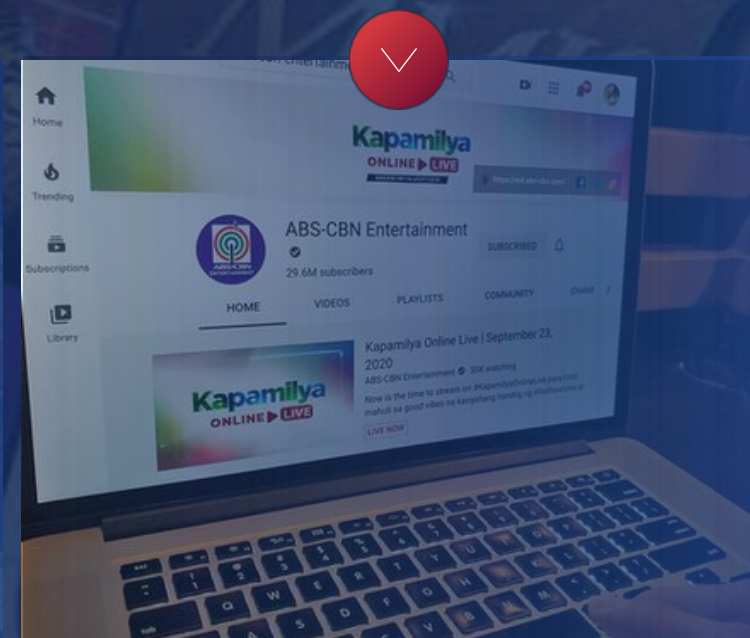
- Through our owned and operated OTT platform iWantTFC
 - Online streaming of all programs, movies and specials anytime and on any device.
 - Available through iOS and Android App and through Roku and Smart TVs



TVOD

Theatrical and TVOD

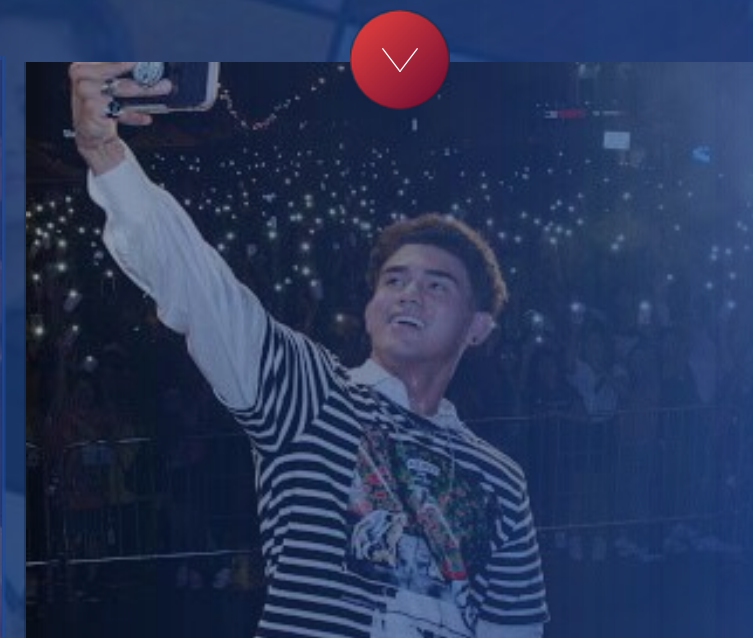
- Theatrical and TVOD distribution of Filipino films
- Films with subtitles in multiple languages



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 new markets and experimenting with new formats
- Virtual Events



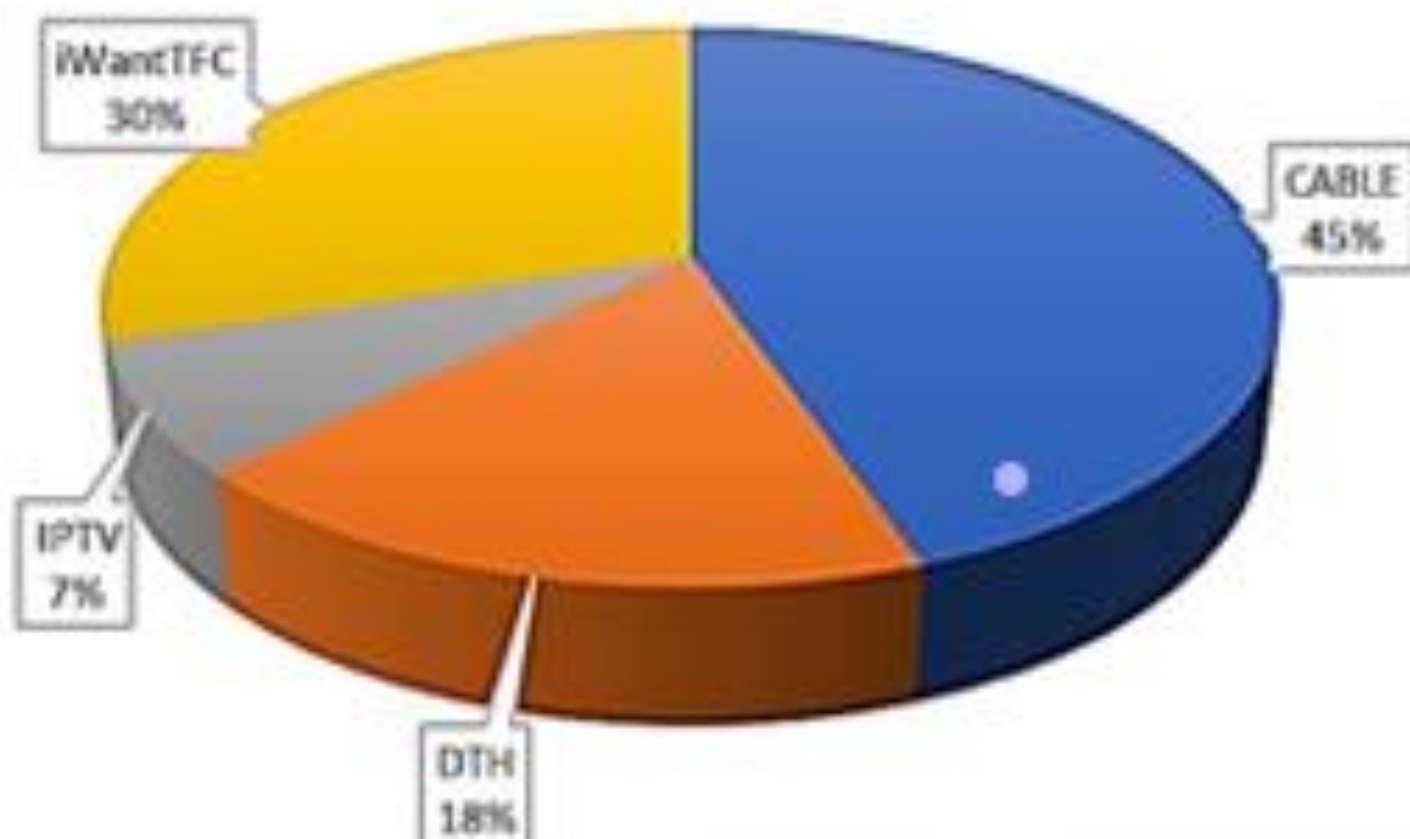
REACH IN USA

TOTAL VIEWERSHIP

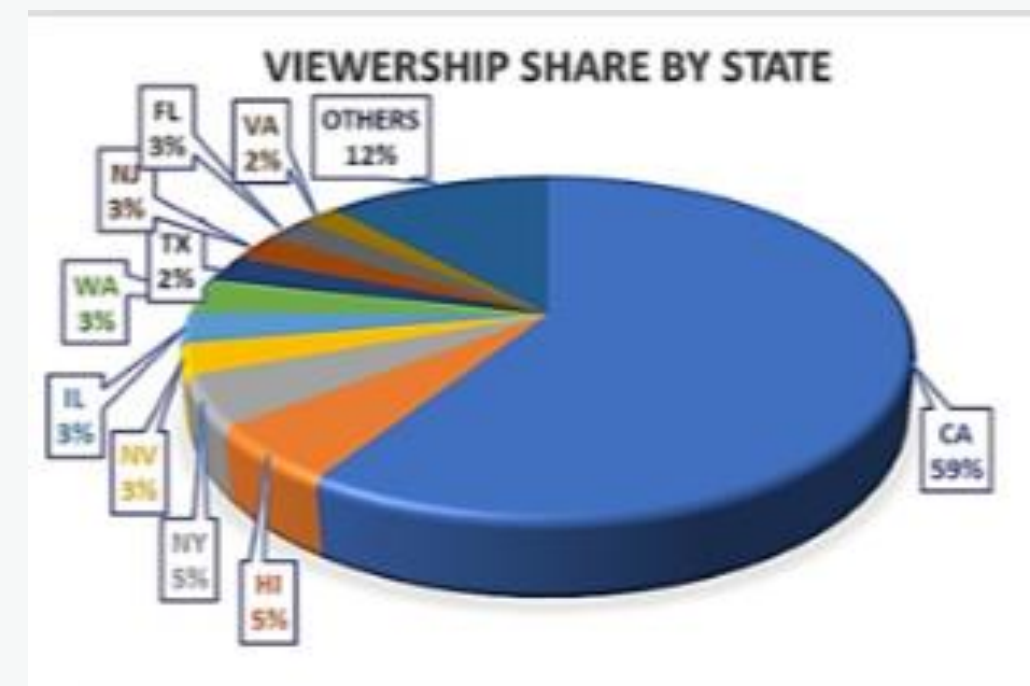
1.3M

Audience in USA across content subscription services – cable/satellite, IPTV and iWantTFC

SHARE BY PLATFORM - US



TFC VIEWERSHIP ACROSS
PLATFORMS:
TOP STATES



SOURCE:
Power BI
May 2023

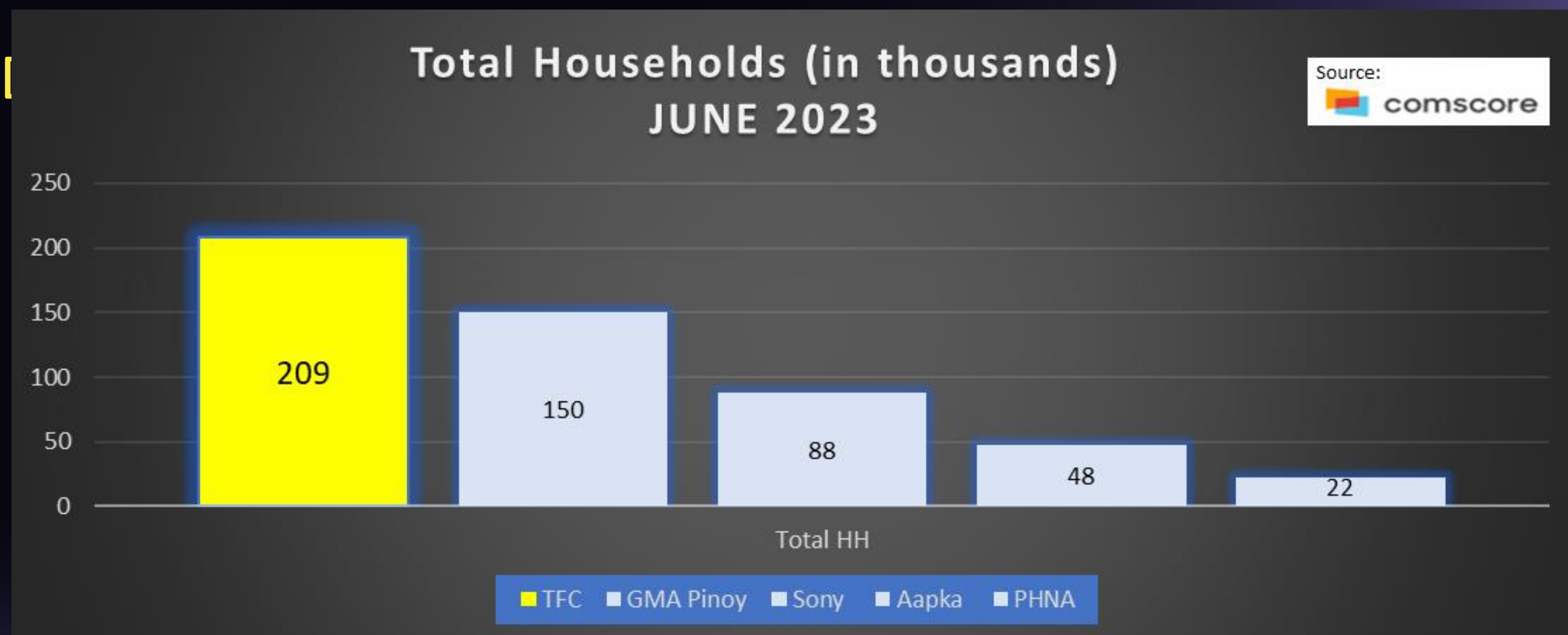
US VIEWERSHIP HIGHLIGHTS

March 2023



TFC STILL THE MOST-WATCHED
MULTI-CULTURAL NETWORK

207K Household watched TFC
for the month of March.



US VIEWERSHIP HIGHLIGHTS

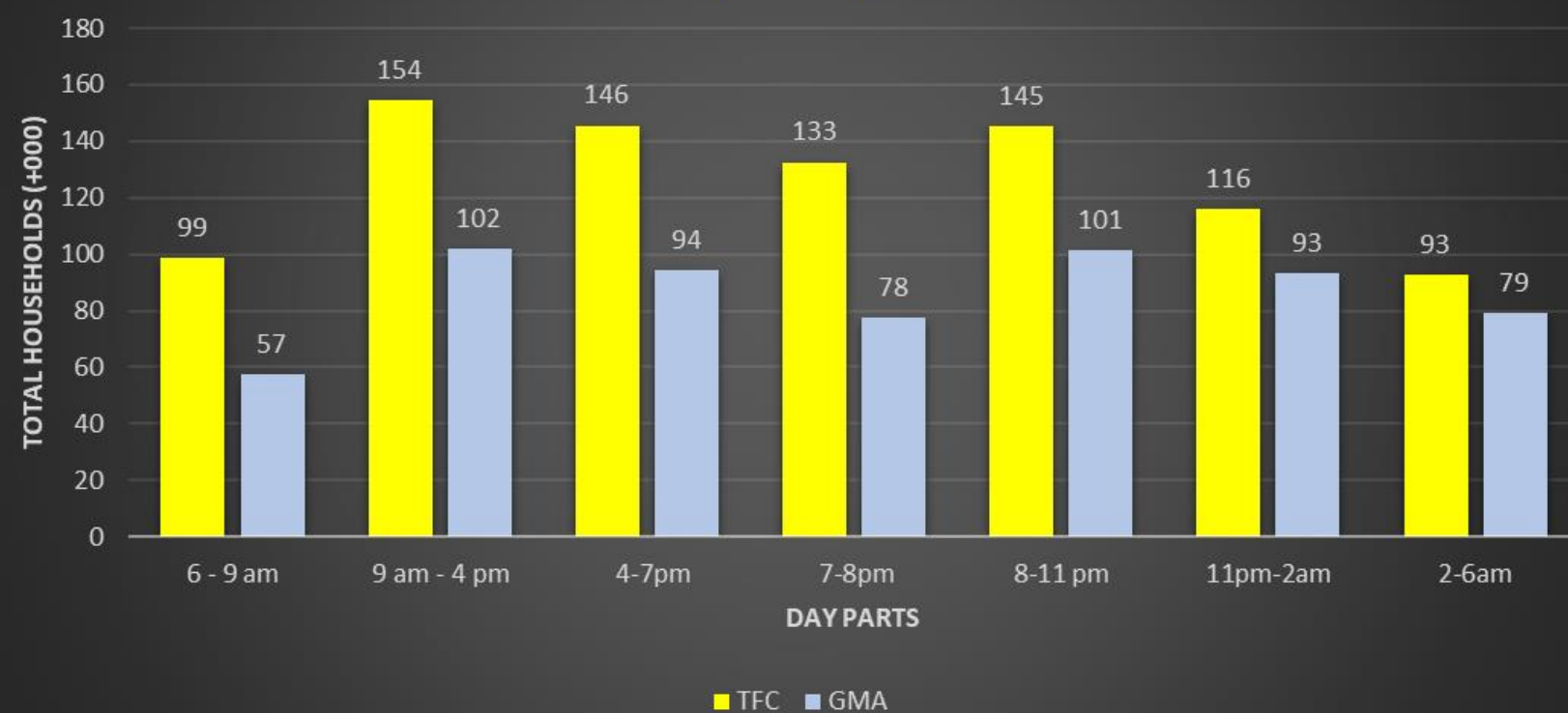
March 2023



TFC reached more households across key dayparts on weekdays & weekends

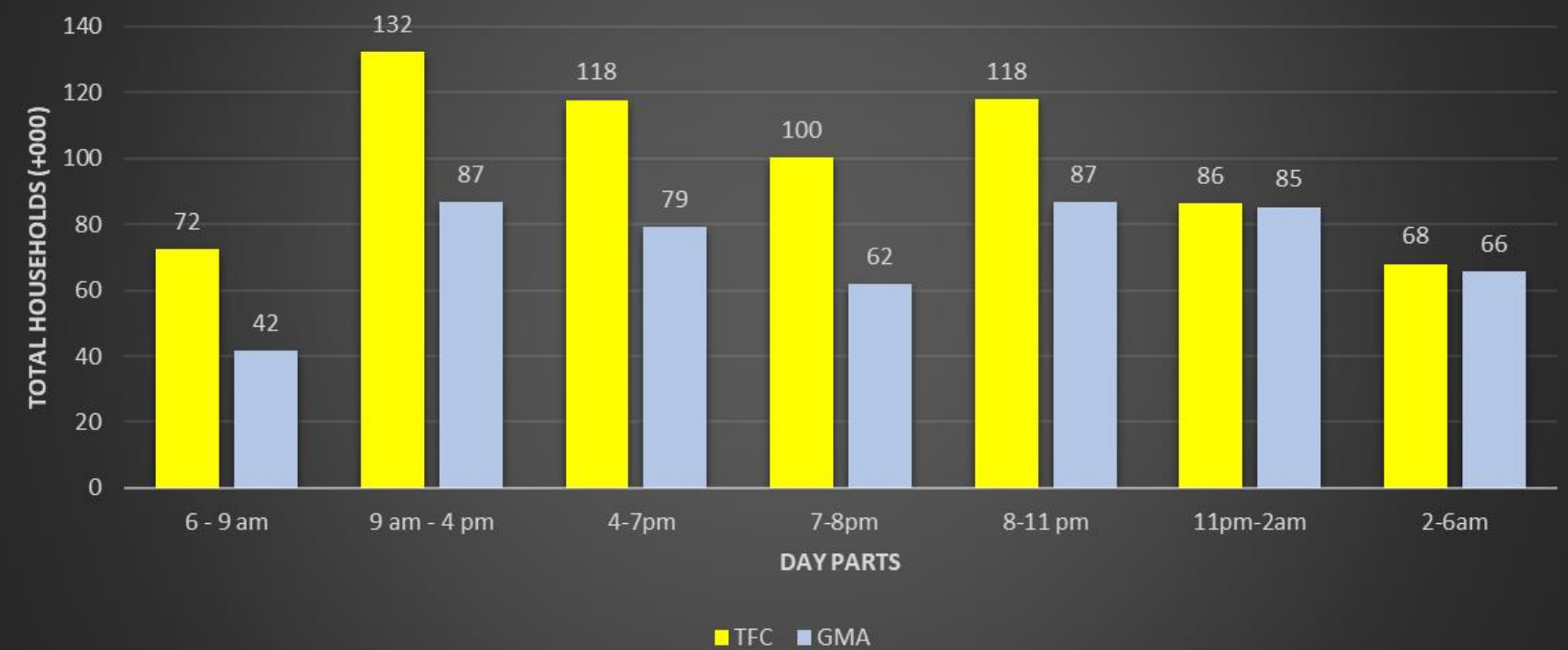
Households Reached, Weekdays

06/19 - 06/25



Households Reached, Weekends

06/19 - 06/25



TOP SHOWS FOR MAY

BATANG QUIAPO

IRON HEART

DIRTY LINEN

TV PATROL GLOBAL

I CAN SEE YOUR VOICE

IT'S SHOWTIME

ASAP NATIN 'TO

MYX NEWS

BRGY

TV PATROL LINGGO

MAGANDANG BUHAY

TV PATROL

NANG NGUMITI ANG
LANGIT

BOLA- BOLA

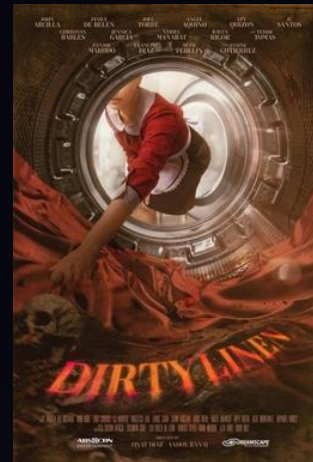
TV PATROL SABADO

TROPANG LOL

CHEF RV'S KITCHEN

KAPAMILYA DAILY MASS

IT'S A BEAUTIFUL
WORLD OF MISS O





iWantTFC

THE BIGGEST LIBRARY
OF FILIPINO CONTENT

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





iWantTFC

NORTH AMERICA

852K

Unique Users*

164.6.4M

Page Views*

3.28 hrs.

Ave
monthly time per
User*

USA

654K

Unique Users**

126M

Page Views**

3.54 hrs.

Ave time per User**



* Jan 2023 - June 2023, overall value (excluding Philippines)

** For the month of June 2023 (Source: Amplitude)



ABS-CBN DIGITAL AND SOCIAL PLATFORM PERFORMANCE: NOLA

ABS-CBN US WEBSITES*

1.83M

Uniques*

8.62M

Impressions*

FACEBOOK
432K

Followers*

YOUTUBE
50K

Views**

*Jan-June 2023

Source: Amplitude

EXPLORE ABS-CBN | ADVERTISE WITH US

ABS-CBN NEWS

HOME NEWS BUSINESS ENTERTAINMENT LIFE SPORTS OVERSEAS

EXPLORE ABS-CBN | ADVERTISE WITH US

ABS-CBN ENTERTAINMENT



TFC US

@TFCUSOfficial · Media/



ABS-CBN Entertainment ✓

@abscbnentertainment

42.1M subscribers

HOME

VIDEOS

SHORTS

LIVE



Kapamilya Online Li

ABS-CBN Entertainment ✓

Kapamilya Online Live - Janua
AM DEAR MOR 4:00 AM - 6:00

The background image shows a modern building facade with large glass windows. On the building, there are large, dark-colored logos for 'ABS' at the top and 'CBN' at the bottom, with a circular emblem in between. The entire image is covered with a semi-transparent blue overlay. Centered on this overlay is the text 'Locally Produced TV Shows' in a white, bold, sans-serif font.

Locally Produced TV Shows

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

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

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.



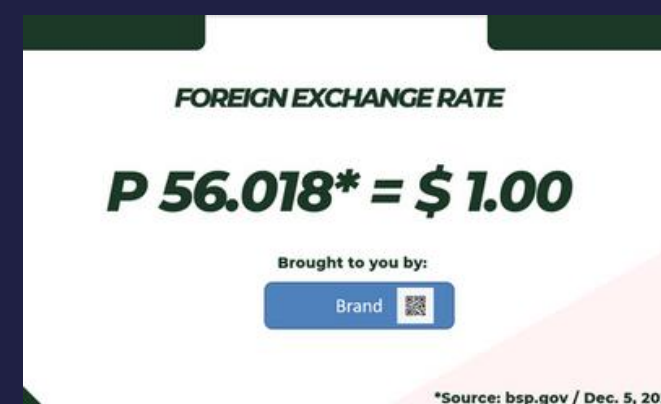
ON-AIR: TFC Cable/Satellite and IPTV
iWANTTFC: Video on demand

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 background image shows a low-angle shot of a modern building's exterior. On the left, there is a large glass window reflecting the sky and some greenery. To the right of the window, on a light-colored stone or concrete wall, are three prominent logos: 'ABS' at the top, a target symbol in the middle, and 'CBN' at the bottom. The entire image is overlaid with a semi-transparent dark blue filter. The text 'NEW SHOWS' is centered in a bold, white, sans-serif font.

NEW SHOWS

NEW SHOWS



A vlog series with an amazing mission - to help people and their families in need realize the dream of having beautiful homes. In less than one week, they grant renovations that will surely bring smiles!

Beginning on April 22 /23, 2023

North America		Sunday, 4:00PM Pacific
Middle East		Sunday, 4:30PM Saudi • London
Asia Pacific		Saturday, 5:30PM Asia • 7:30PM Guam



Get ready for your daily dose of motivation as Ogie Diaz uses his incredible blend of comedy, showbiz know-how, and talent management experience to inspire viewers around the world.

Beginning on April 29, 2023

North America		Saturday, 9:00PM Pacific
Middle East		Saturday, 9:30PM Saudi • London
Asia Pacific		Saturday, 9:30PM Asia • 11:30PM Guam



Making the world a better place, one positive story at a time. That's what Only Good is all about - delivering engaging and inspiring content to bring out the best in people. Powered by top-notch storytelling, OG works to delight, uplift and foster connections with our audience!

Beginning on April 29/30, 2023

North America		Sunday, 3:30PM Pacific
Middle East		Saturday, 5:30PM Saudi • London
Asia Pacific		Saturday, 5:00PM Asia • 7:00PM Guam

The background of the image is a photograph of a modern building's exterior. It features large glass windows reflecting the sky and surrounding environment. On the building's facade, there are two prominent logos: 'ABS' at the top and 'CBN' at the bottom, both in a bold, sans-serif font. Between these logos is a circular emblem with concentric rings and a central vertical element. The entire image is overlaid with a semi-transparent dark blue filter.

UPCOMING EVENTS

Dirty Linen Fan Convention

Featuring the lead stars of DIRTY LINEN: Zanjoe Marudo, Janine Gutierrez, Francine Diaz and Seth Fedelino.



June 24, 2023

Memorial Auditorium

Sacramento, CA

TFW

An exciting concert series that showcases multiple talented Asian Hip Hop and R&B artists.



June 25, 2023

Garden Amphitheater

Orange County, CA

G! Kapamilya DONBELLE or Batang Quiapo

A show featuring the tandem of Donny Pangilinan & Belle Mariano or the cast of Batang Quiapo.



August 18-27

Venue: TBD

Est. Attendance: 1500

1MX

The biggest international Filipino Music Festival will make its way, this time, to North America.



September 9 | Budweiser Stage
Toronto

626 NIGHT MARKET

Festival type concert.



September

Los Angeles

Est. Attendance: 1500

ROCKOUSTICS

Music Tour



October 20- October 29

Los Angeles | San Francisco | Las Vegas

Est. Attendance: 1500 -2000



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

138.8M

Current All-time Subscribers

87

Active YouTube Channels

104B

Current All-time viewer

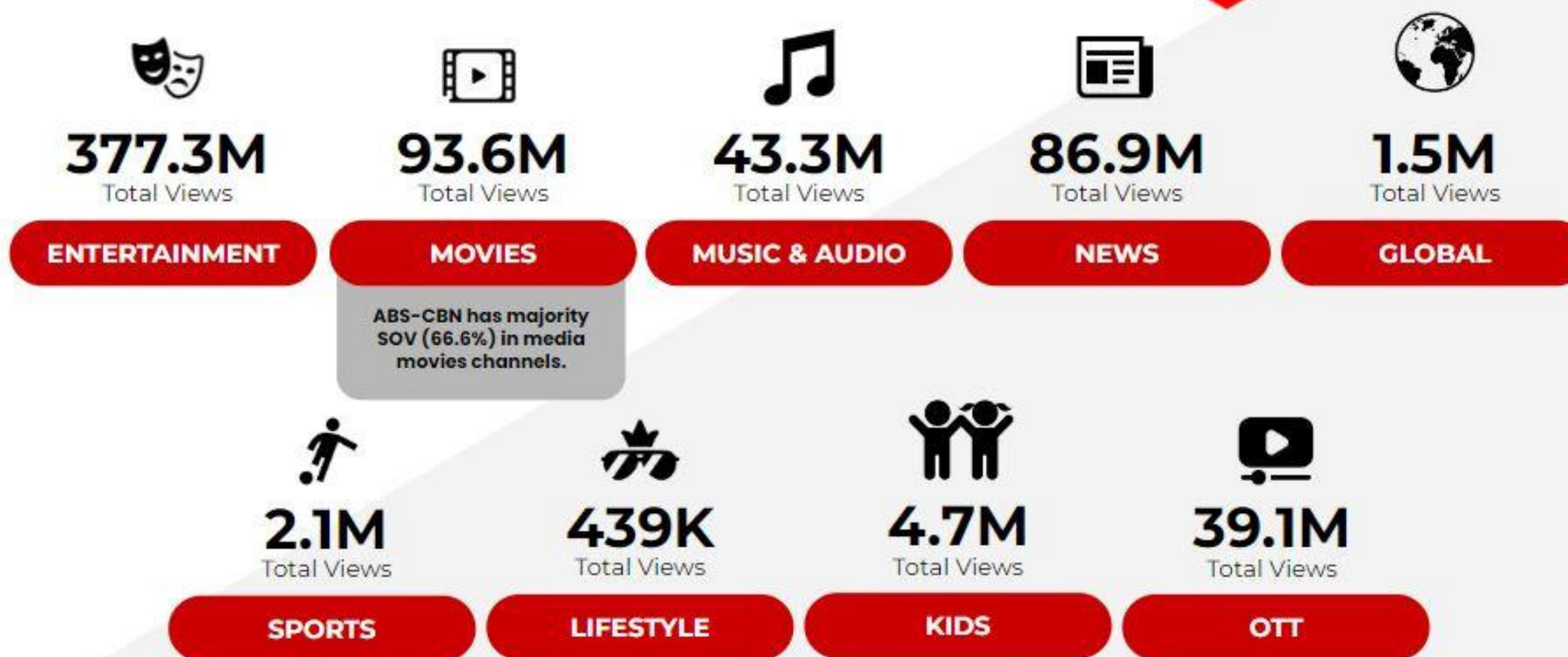
433B

Current All-time Minutes Watched



Numbers are lifetime data (from the start of the channel to January 31, 2023) based on all ABS-CBN's media and celebrity channels

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.



Lorem ipsum dolor sit amet,

2,364,532 views

40K

10K

SHARE

SAVE

...



Lorem ipsum
Published on Jul 26, 2019

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

WATCH ADDED

SUBSCRIBED 6.8M



STANDARD INVENTORY BUYS

In Video Overlay Ads -

OVERVIEW:

Display banner that hovers over the lower third of a video a user is watching.

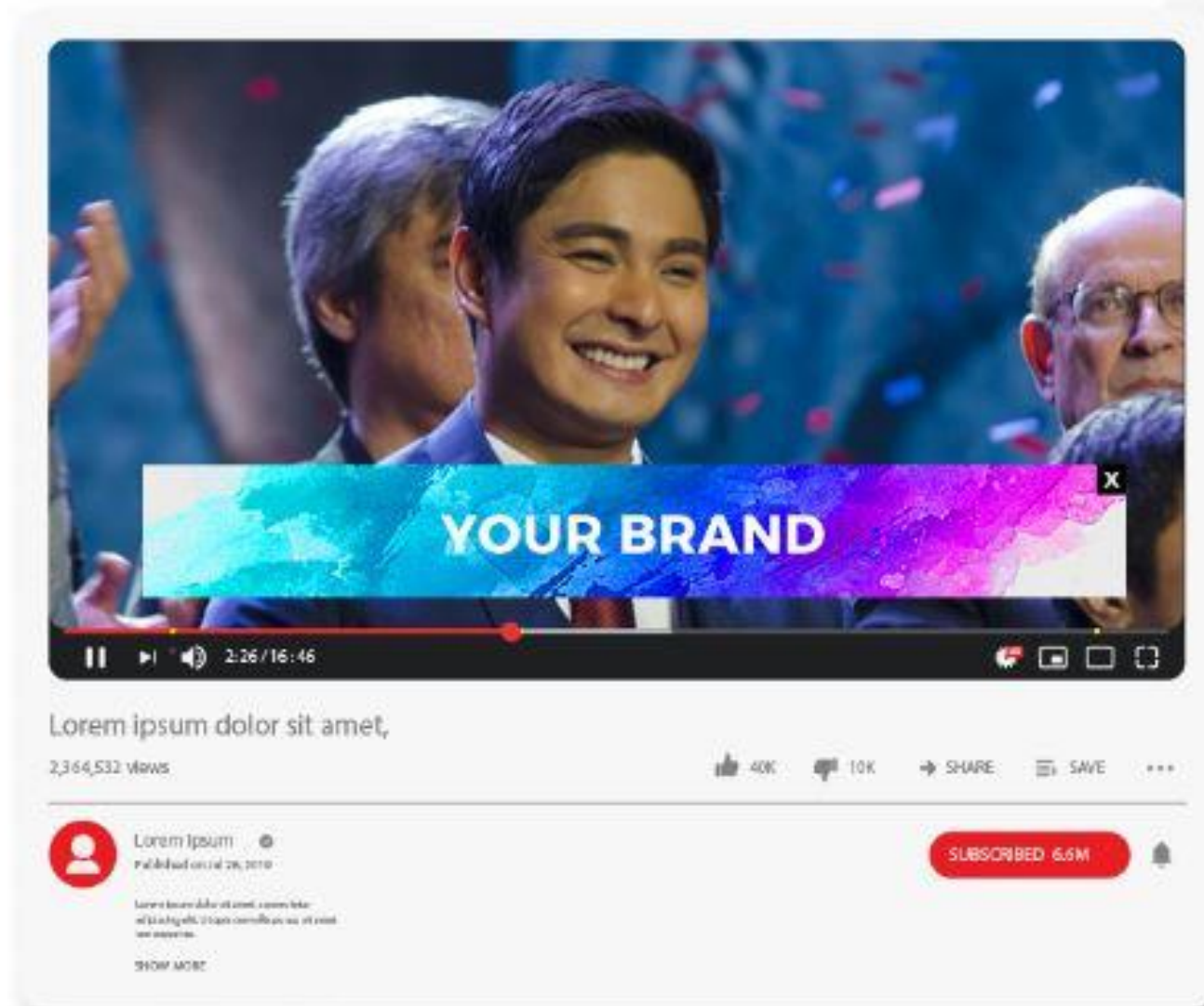
- Can only be run as a part of Sponsorship campaigns.
- Can click through to a website, brand channel or video.

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



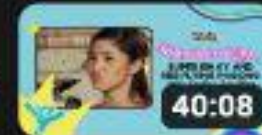
Wansapanataym Full Episodes brought to you by Rebisco



Wansapanataym: MEGA MAMENG
(With English Subtitles) | YeY

Yey Channel

2



Wansapanataym: SUPER KIKAY
AND HER FLYING PAGONG (With English Subtitles) | YeY

Yey Channel

3



Wansapanataym: INDAY BOTE
(With English Subtitles) | YeY

Yey Channel

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 a modern building facade with large glass windows. On the building, there are large, raised logos for 'ABS' at the top and 'CBN' at the bottom, with a circular emblem in between. The entire image is covered with a semi-transparent blue overlay.

Affiliate Stations



NORTHERN CALIFORNIA

WIDESPREAD FILIPINO AUDIENCE
60,000 FILIPINOS (18+) IN THE BAY AREA



Available TFC Program:





THE FILIPINO CHANNEL



THE BEAT OF OUR CULTURE

thank you
