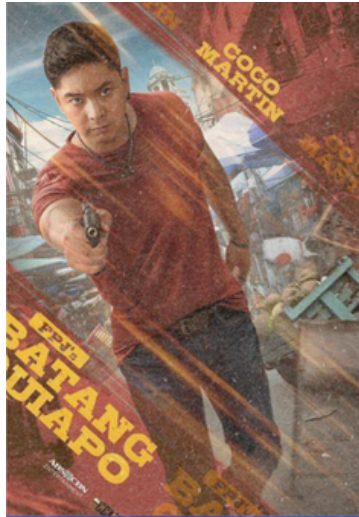


# TFC VIEWERSHIP HIGHLIGHTS

SEPTEMBER 2024



## What's In This Month's Highlights

- Lavender Fields Reaches #2 Spot After Blockbuster September Premiere on TFC.
- Rainbow Rumble Climbs to #6 from #17 in July
- Viewing Hours Increased from 1.9 to 2.3 in September

# SEPTEMBER HIGHLIGHTS



## LAVENDER FIELDS SOARS TO #2 AFTER PREMIERE

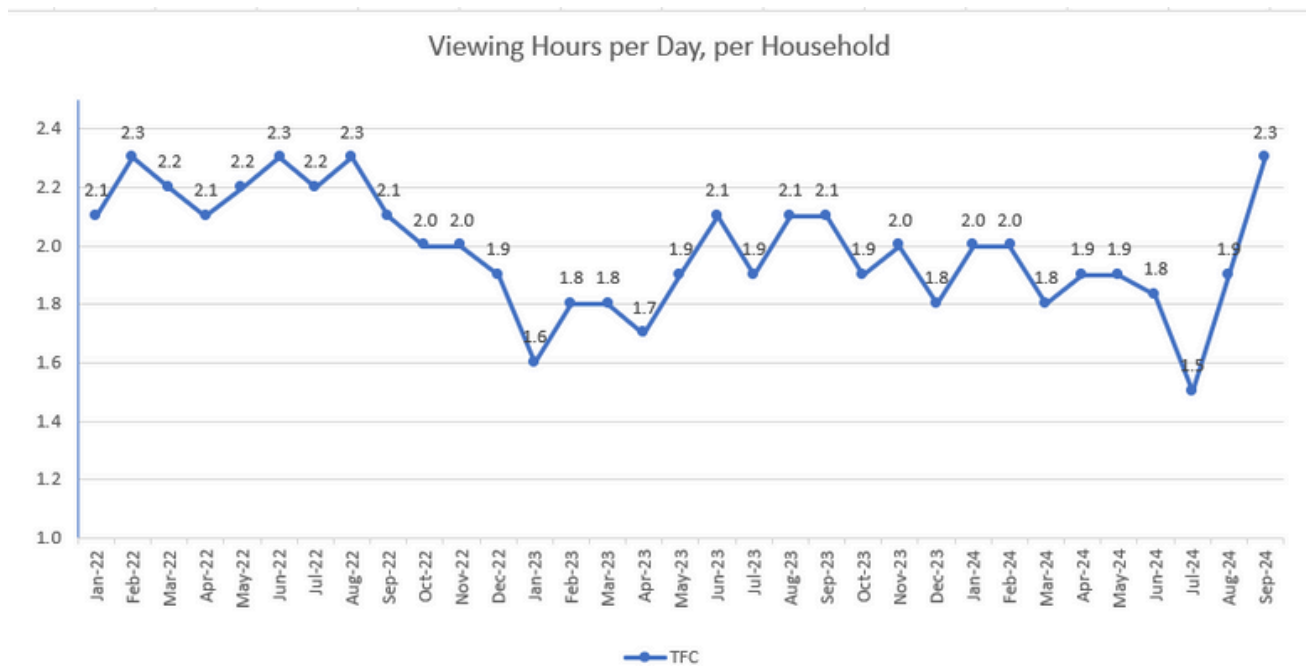
Lavender Fields made an impressive debut on TFC, quickly capturing viewers' attention. Following its September premiere, the show soared to the #2 spot, cementing its place as one of the most popular programs on the network.

## RAINBOW RUMBLE CLIMBS TO #6 WITH CONSISTENT GROWTH

Rainbow Rumble has been steadily climbing the ranks, demonstrating consistent growth in recent months. Starting at #17 in July, the show moved to #9 in August and has now reached the impressive position of #6, which reflects the growing resurgence of the game show genre among Filipino-American audiences. The sense of community, lighthearted competition, and opportunity for everyday people to shine on national and international stages resonates strongly with Filipino values of togetherness and celebration.



# SEPTEMBER HIGHLIGHTS



## VIEWING HOURS INCREASED FROM 1.9 TO 2.3 IN SEPTEMBER

Viewing hours experienced a significant increase in September, rising from 1.9 to 2.3. The viewing completion rate of our top shows contributed to this increase. In August, the average completion rate of our top 3 shows was only 63%. In September, this grew to 72%, indicating that more people are spending more time watching our top shows, namely Batang Quiapo, Lavender Fields and Pamilya Sagrado.

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