



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

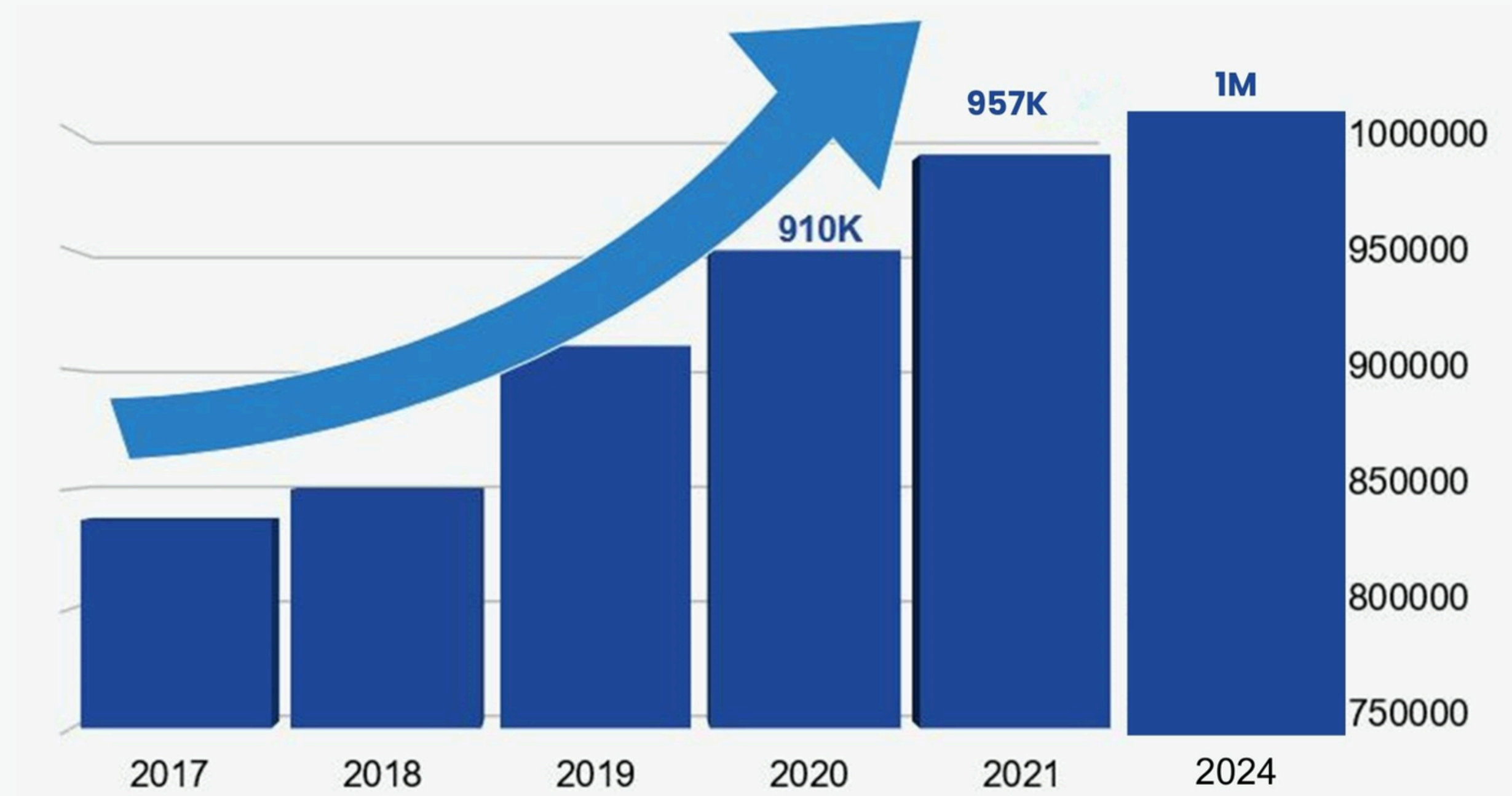


2nd & new Generation Filipinos

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

Watch More Shows and Movies
Anytime, Anywhere



Satellite customers only.



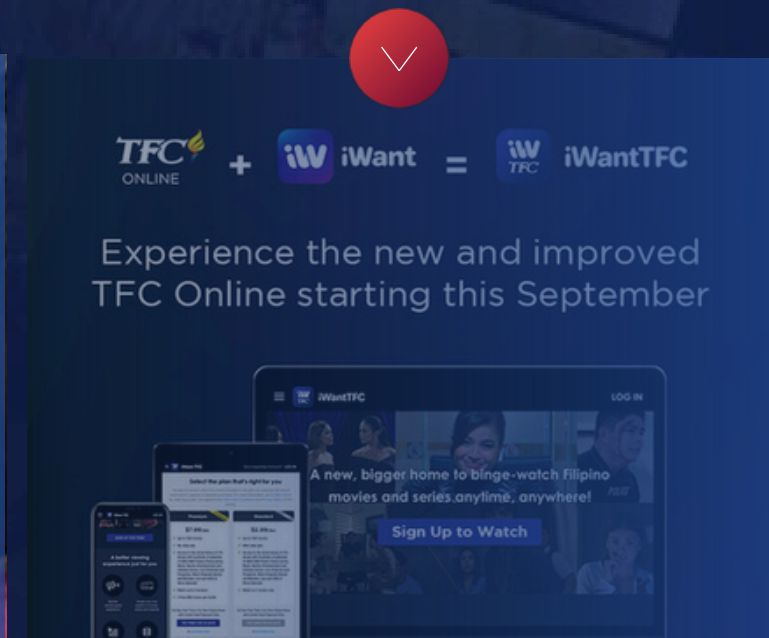
THE FILIPINO CHANNEL



EXPANDING REACH THROUGH MULTI-PLATFORM DISTRIBUTION



TV



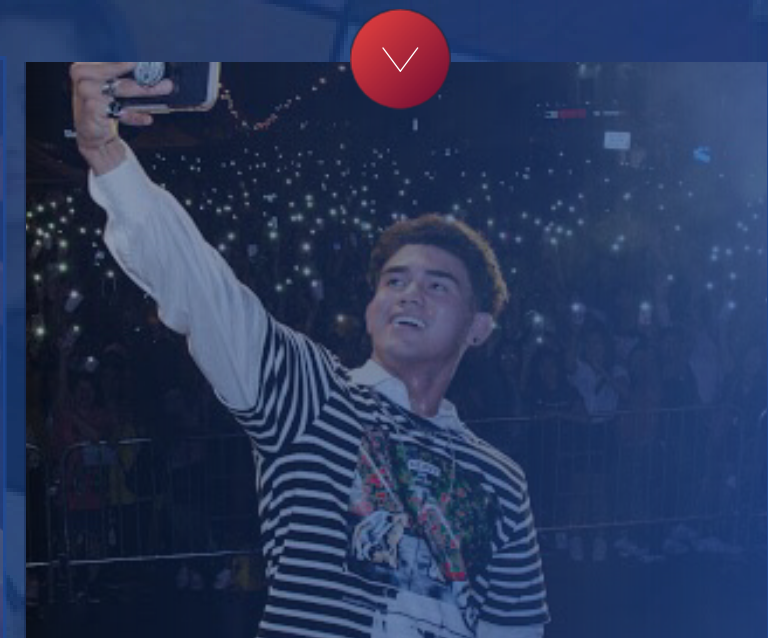
OTT



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, available in major streaming platforms such as Netflix, Prime, etc.
- 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 the consumer in-person, generating product experiences and



VIEWERSHIP IN NORTH AMERICA



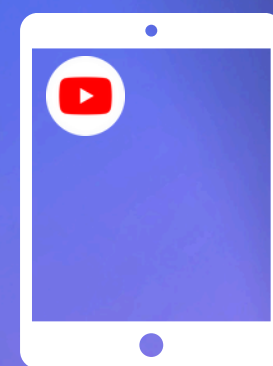
CABLE/SATELLITE*

831K



OTT**

305K



YOUTUBE***

1.1 M



Sources:

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

**Internal Subs Data

***YouTube Analytics



VIEWERSHIP IN CANADA



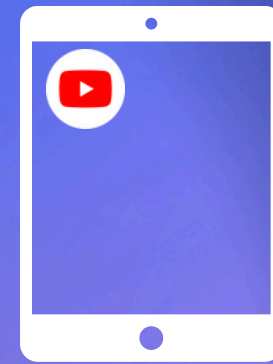
CABLE*

99K



OTT*

90K



YOUTUBE**

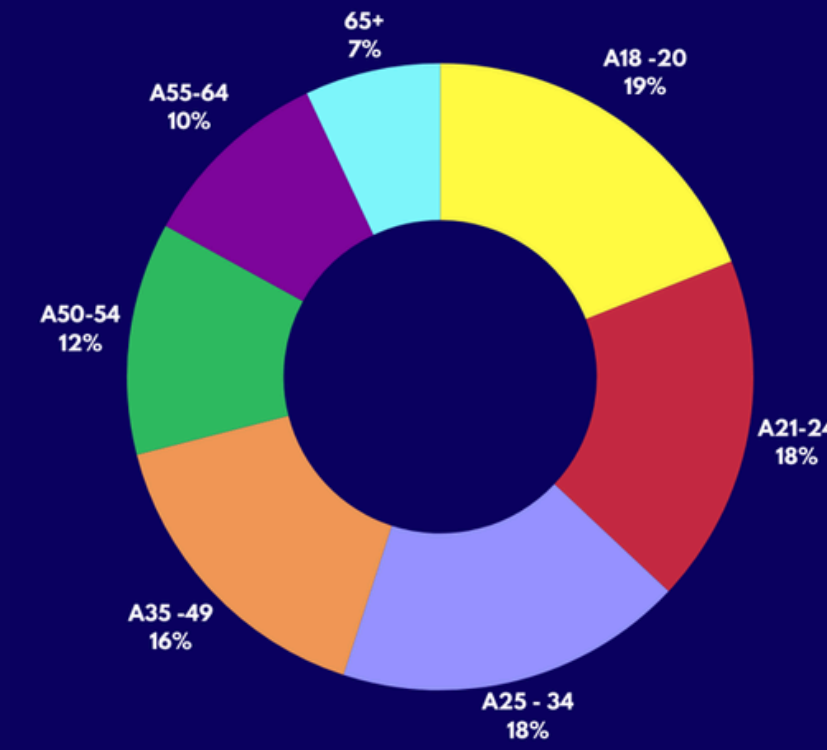
280K



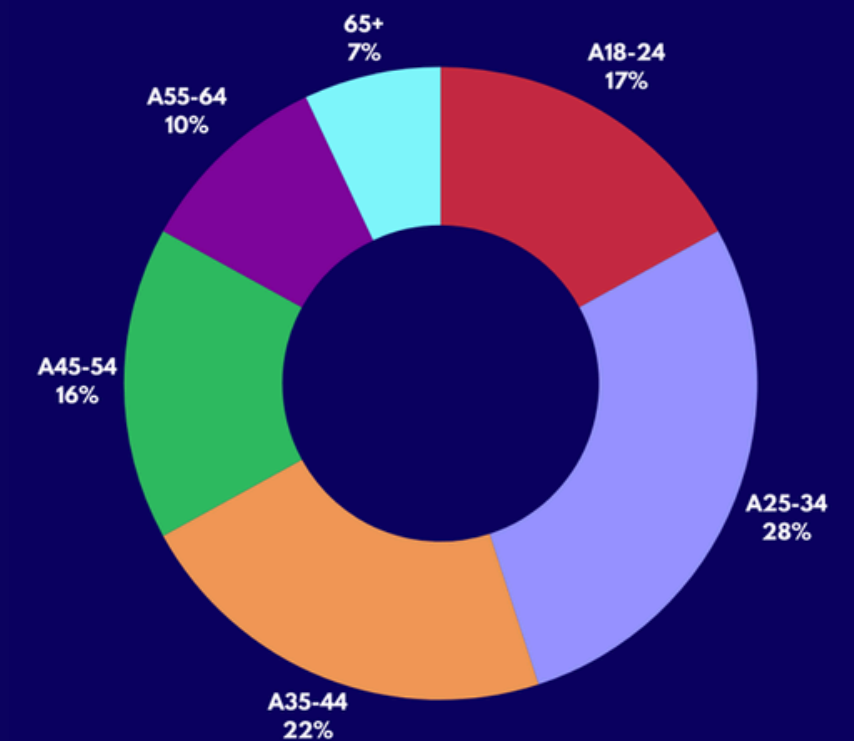
Sources:
*Internal Subs Data
**YouTube Analytics

OUR AUDIENCE

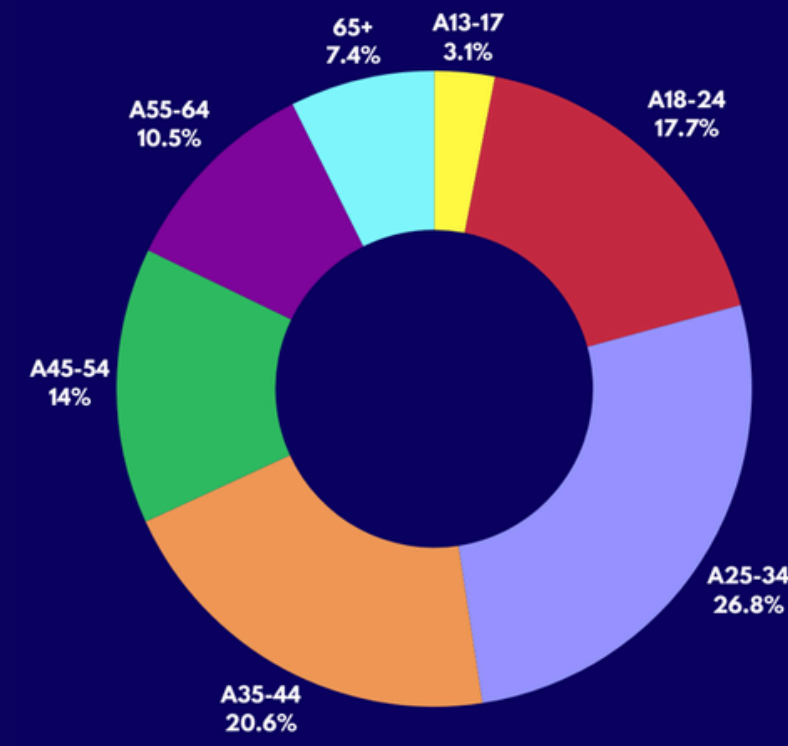
- Among linear viewers, there is an almost even spread across the age ranges 18-20, 21-24, 25-34 and 35-49, though a bigger chunk still comprise of those 50 yrs old and older..
- Among OTT viewers, 2/3rds (67%) belong to ages 18 – 44.
- Among YT viewers, 60% of those who watch News come from 25-54 y.o.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



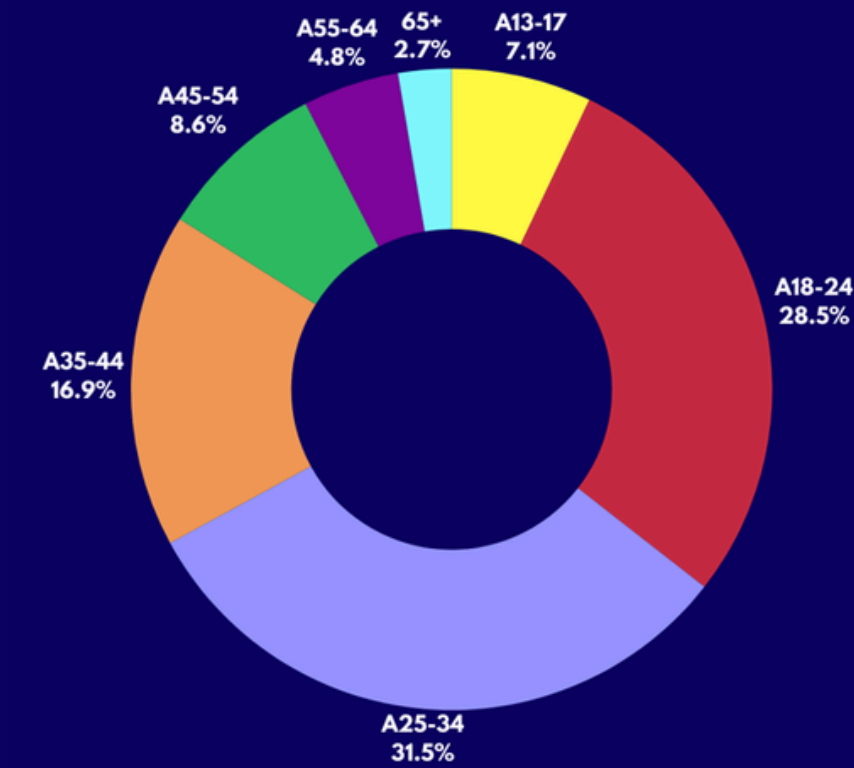
TFC Linear*



TFC OTT**



YouTube*** ABS-CBN News



YouTube*** ABS-CBN Entertainment

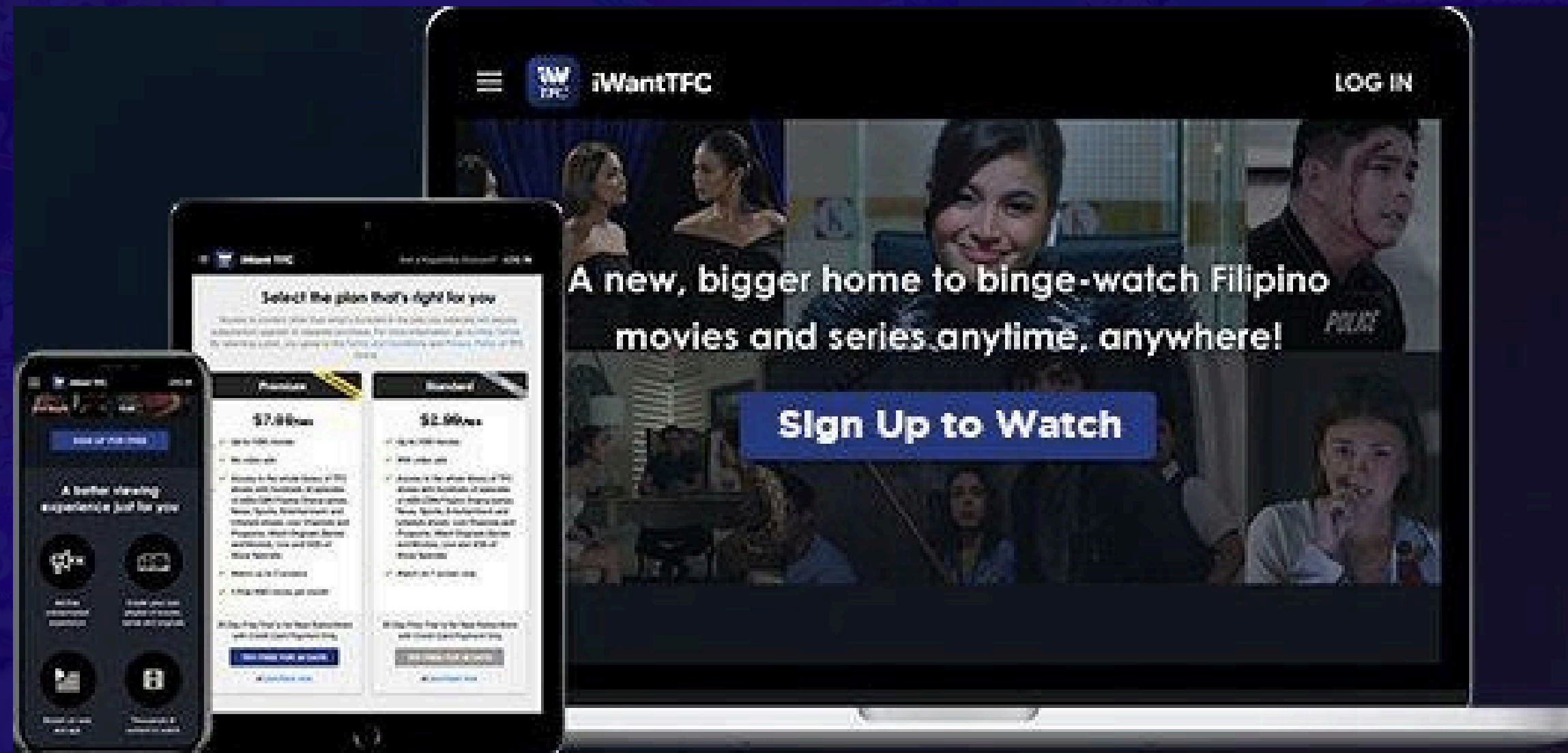
Sources:
 *Comscore
 **Amplitude
 ***YouTube Analytics



iWantTFC

THE BIGGEST LIBRARY
OF FILIPINO CONTENT

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



A new, bigger home to binge-watch Filipino
movies and series anytime, anywhere!

[Sign Up to Watch](#)

Select the plan that's right for you

Premium **Standard**

\$7.99/mo

\$2.99/mo

- 4K Ultra HD video
- 1080p HD video
- Access to the entire library of TFC
- 100+ titles per month
- Watch on 4 devices at once
- No ads
- No watermark
- Watch on 2 devices at once
- Access to the entire library of TFC
- 100+ titles per month
- Watch on 2 devices at once
- No ads
- No watermark



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 for 'kapamilyatfc' with 19,592 posts and 116K followers. The middle page is for 'TFC Canada' with 40K likes and 231K followers. The bottom page is for 'TFC US' with 163K likes and 430K followers. Each page features the TFC logo and a navigation bar at the bottom with options like Posts, About, Mentions, Followers, Photos, Videos, and More.



The Filipino Channel

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

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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>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>BRAVO CALIFORNIA (MAY 9-11, 16-18) Est: 1,500-2,000 pax</p>	<p>FIESTA MO SA USA FLORIDA (AUG 2) Est: 3,000-5,000 pax</p>	<p>*ASAP VANCOUVER (Q4) Est: 5,000-6,000 pax</p>
	<p>PIDC - PARADE NYC (JUN 1), PINOY FESTIVAL BURNABY BC (JUN 14) Est: 3,000-5,000 pax</p>	<p>FUN PHIL TORONTO (JUL 5-6) Est: 100k pax</p>	<p>TMX 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>FILEXPO DUBAI (NOV) Est: 3,000-5,000 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>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

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

TFC CANADA RATE CARD

RATE CARD – TFC CANADA OTHER EXECUTIONS In CAD	COST	PLATFORMS/SHOWS/OTHER DETAILS
ArtCard/Photo/Story/Link Post	\$660	Facebook/Instagram/X/Tiktok
Reel/Video Highlights/Video Post	\$780	Facebook/Instagram/X/Tiktok
FB Cover Photo/Cover Video (1 Day)	\$780	Facebook
OBB/CBB “Brought to you by...”	\$144	Linear, Digital

TFC CANADA RATE CARD

RATE CARD – TFC CANADA OTHER EXECUTIONS In USD		COST	PLATFORMS/SHOWS/OTHER DETAILS
Social Media Post		\$550	Facebook/Instagram/X/Tiktok
OBB/CBB “Brought to you by...”		\$650	Facebook/Instagram/X/Tiktok
Lower Screen Graphics (LSG)	6am-10am	\$54	Linear, Digital Limited to 1 per show Minimum of \$1K buy
	10am - 5pm	\$72	
	5pm - 11pm	\$90	
	11pm - 1am	\$54	
	1am - 6am	\$30	

TFC CANADA RATE CARD

RATE CARD – TFC US OTHER EXECUTIONS In USD	COST	PLATFORMS/SHOWS/OTHER DETAILS
Branded Segment: 60s -90s	\$2,400	BRGY
Advertorial: 60s-90s	\$3,500	TFC News
Email Marketing	\$1,200	Set-up Fee
	\$12	Cost per 100 recipients



ABS-CBN
GLOBAL

TFC
THE FILIPINO CHANNEL

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