



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.

2024

MEDIA KIT



● Target Market 1



1st Generation Filipinos

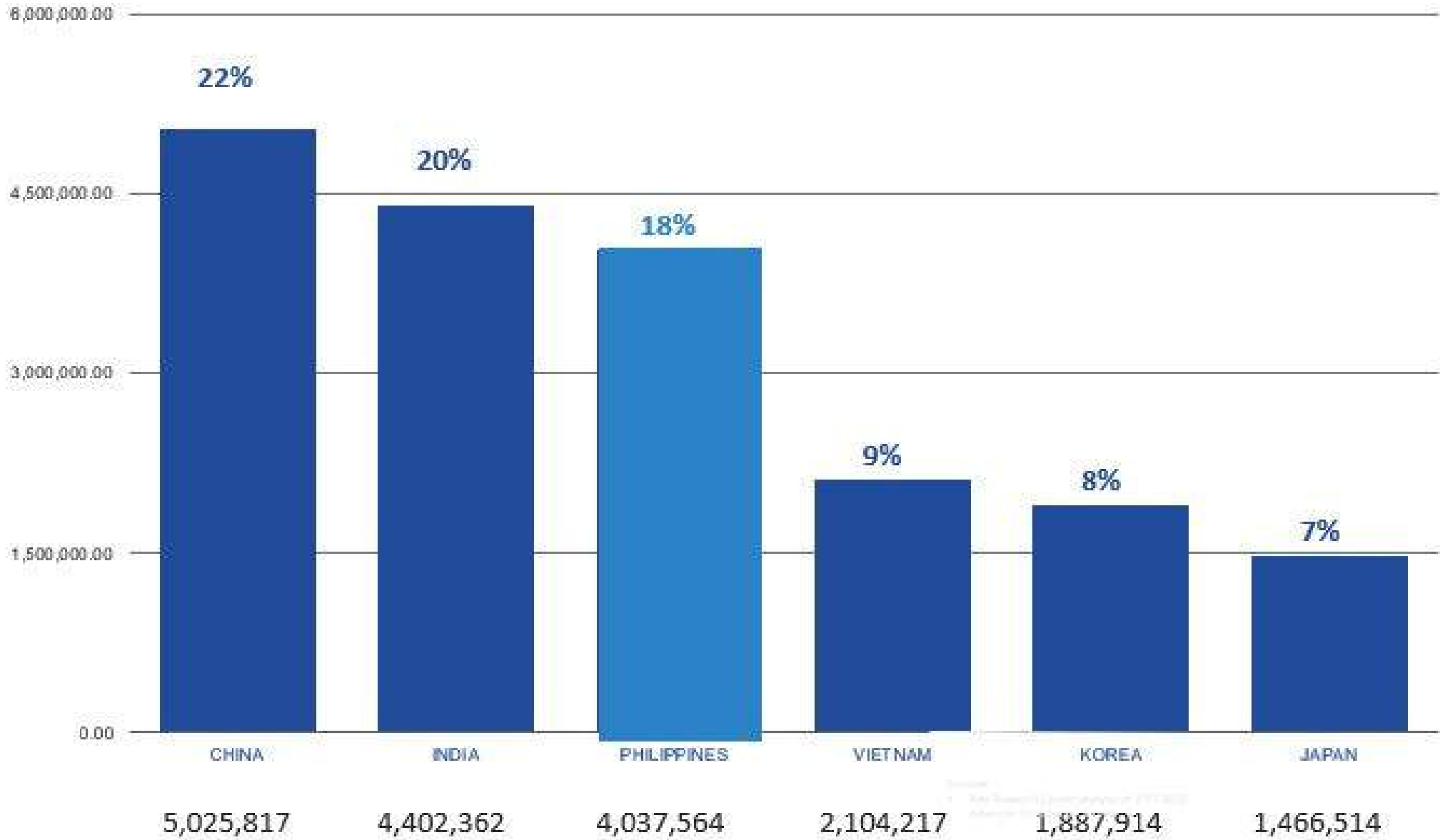
● Target Market 2



2nd & new Generation Filipinos

Target Market

FILIPINOS ARE THE 3RD LARGEST ASIAN GROUP IN THE US

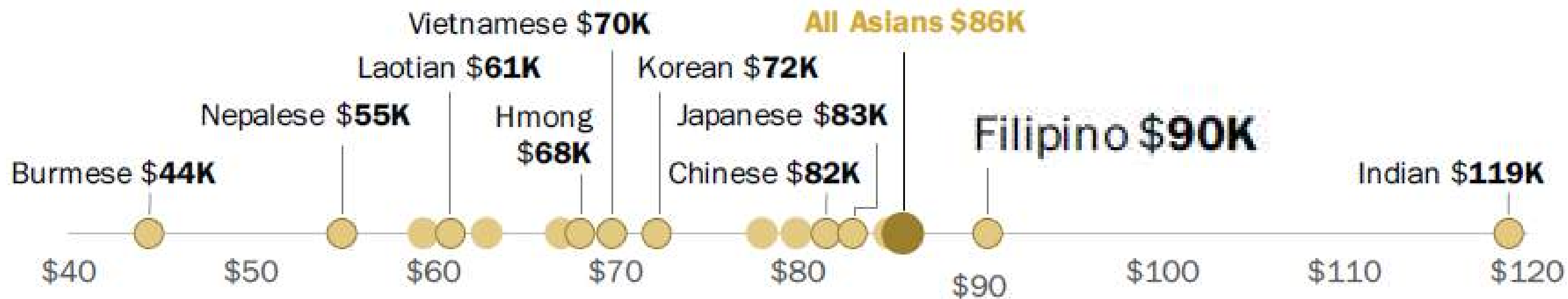


Sources:
o Pew Research Center analysis of 2017-2019 American Community Survey

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

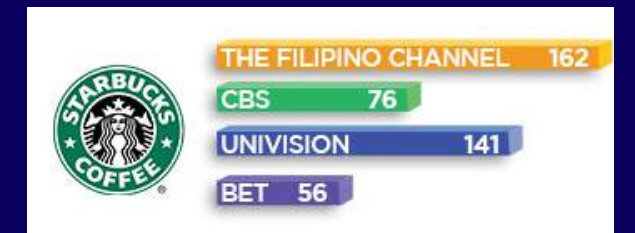
Median household income varies widely among Asian Americans

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

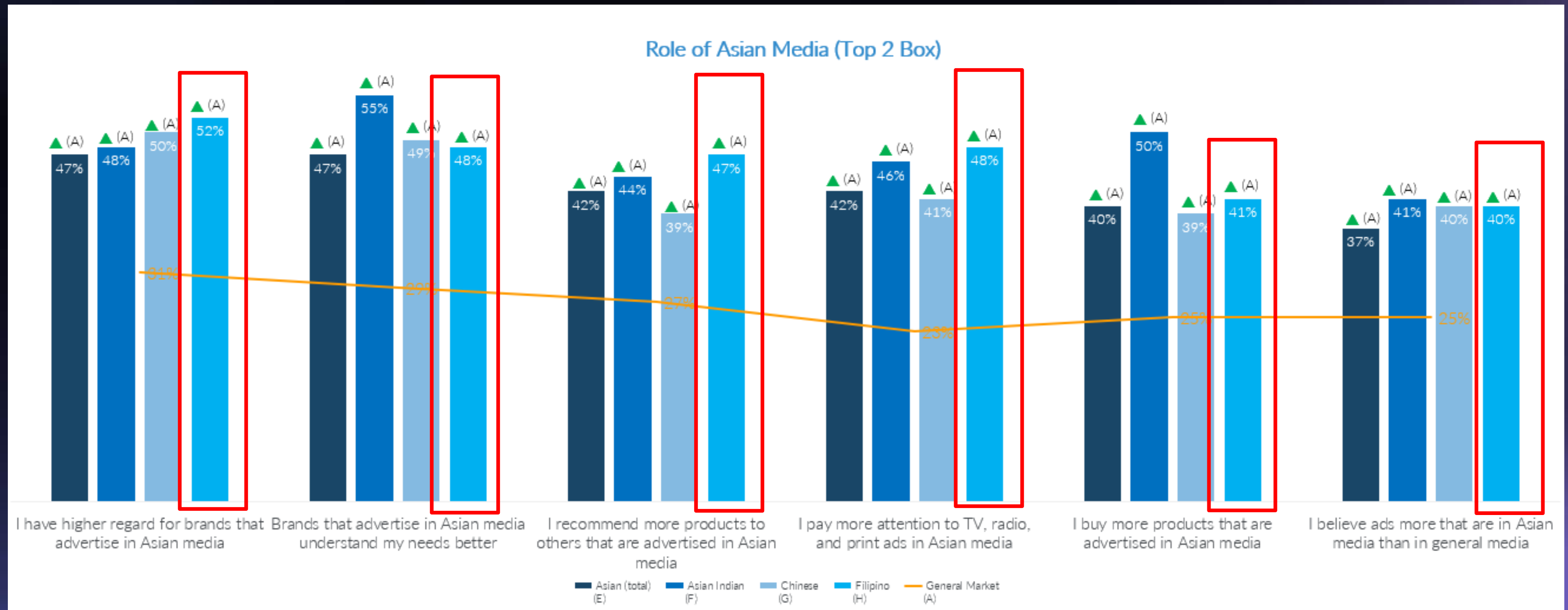
Travel Entertainment

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

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.

TFC

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.

MYX

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

Watch More Shows and Movies Anytime, Anywhere



Unlock your TFC Everywhere access today!
mytfc.com/TFCeverywhere



Terms and Conditions apply. Not available in the Philippines and some countries. For Active & Individual TFC Cable & Satellite customers only.



THE FILIPINO CHANNEL



EXPANDING REACH THROUGH MULTI-PLATFORM DISTRIBUTION



TV



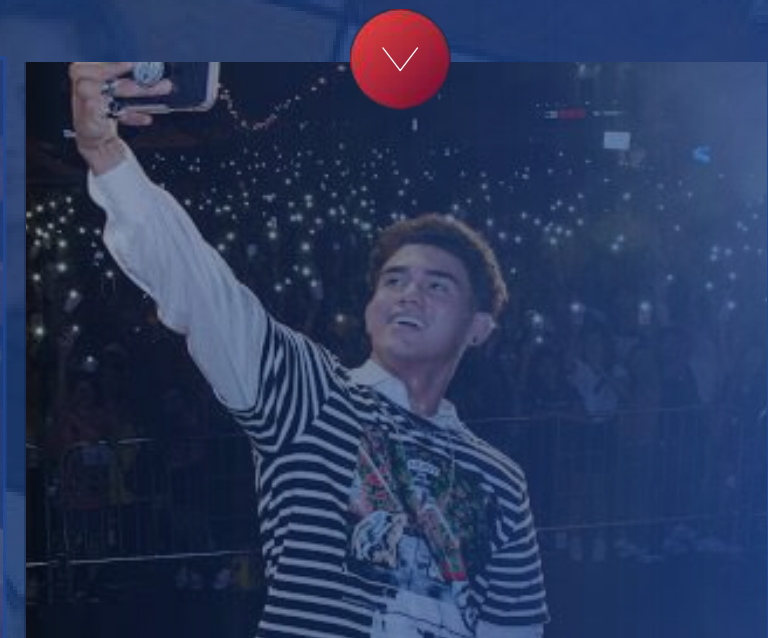
OTT



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
- 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

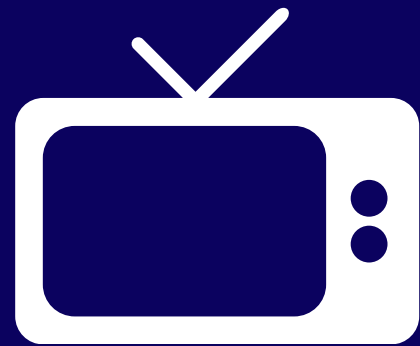
- On-ground events engaging new markets and experimenting with new formats
- Virtual Events

TFC VIEWERSHIP IN THE USA



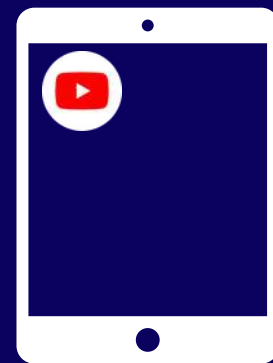
CABLE/SATELLITE*

791K



IPTV/iWantTFC**

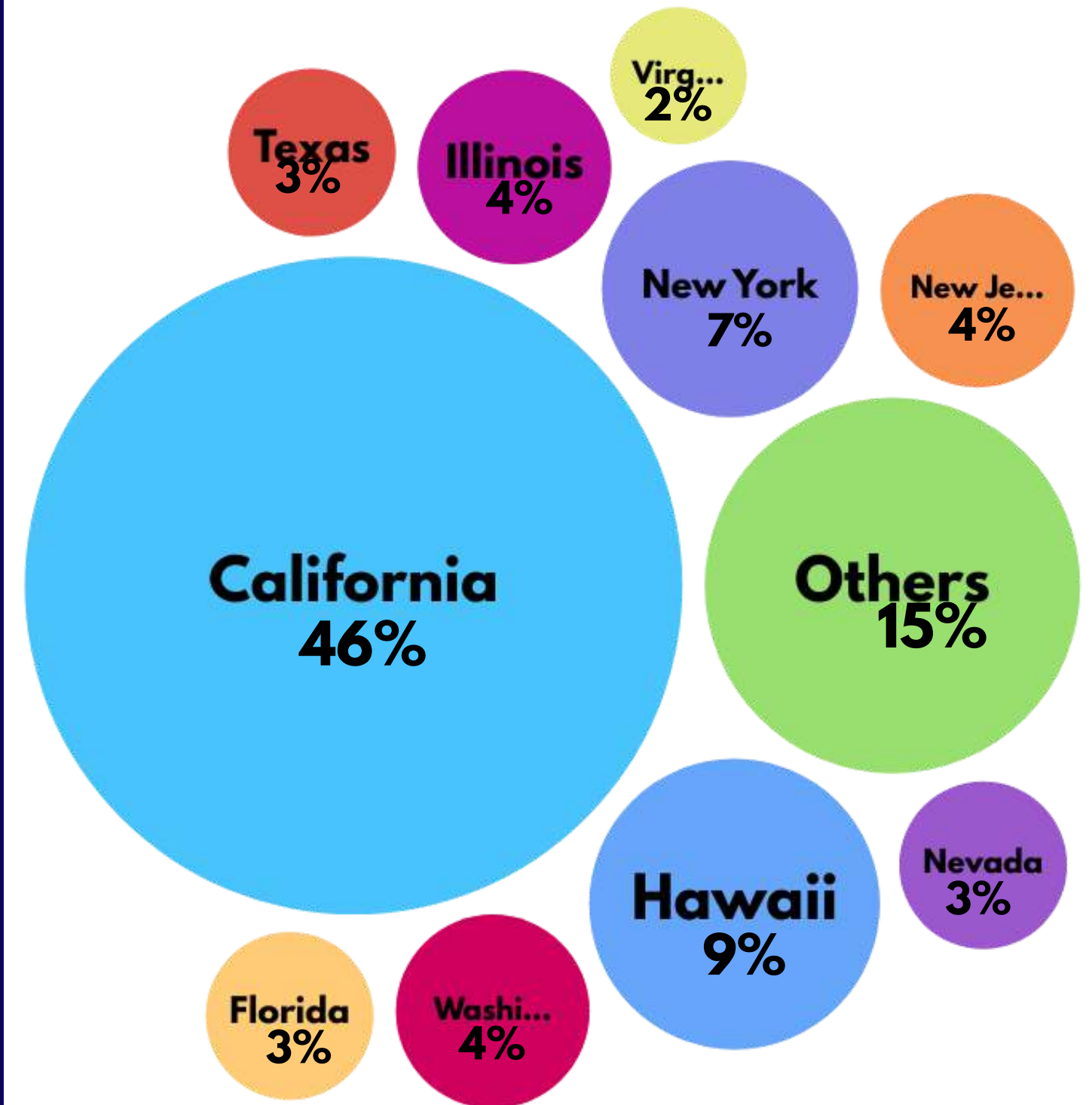
288K



YOUTUBE***

668K

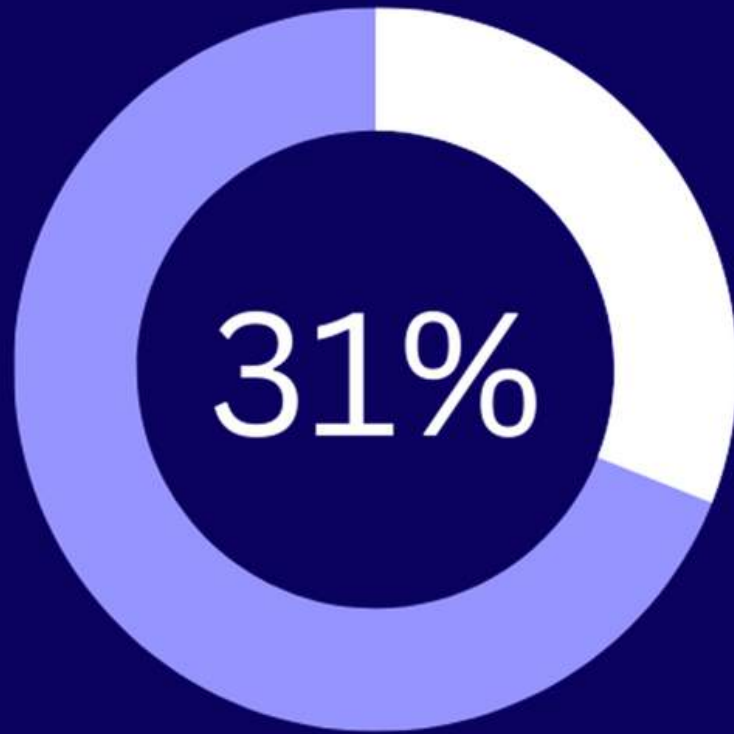
TOP STATES (Linear)



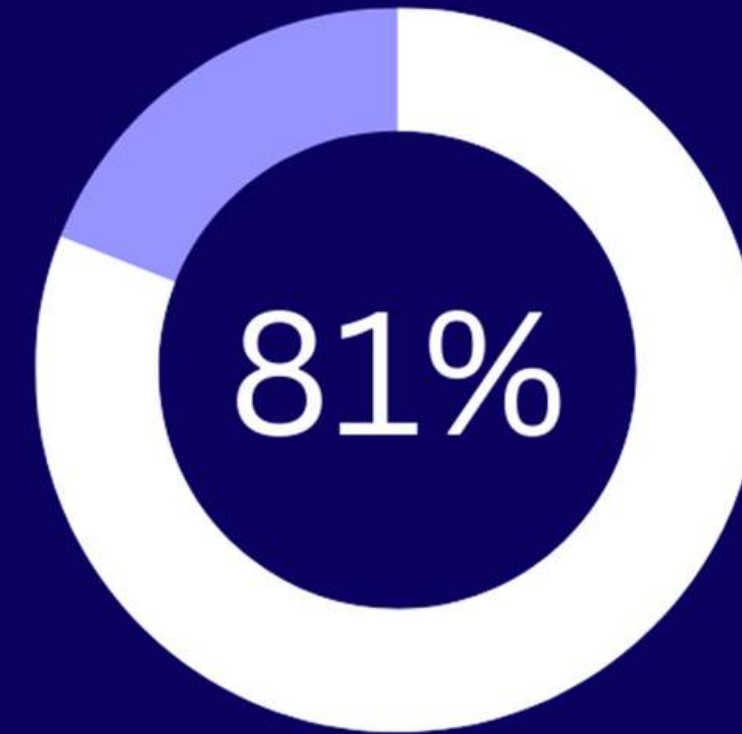
Sources:
*Comscore
**Amplitude
***YouTube Analytics

OUR AUDIENCE

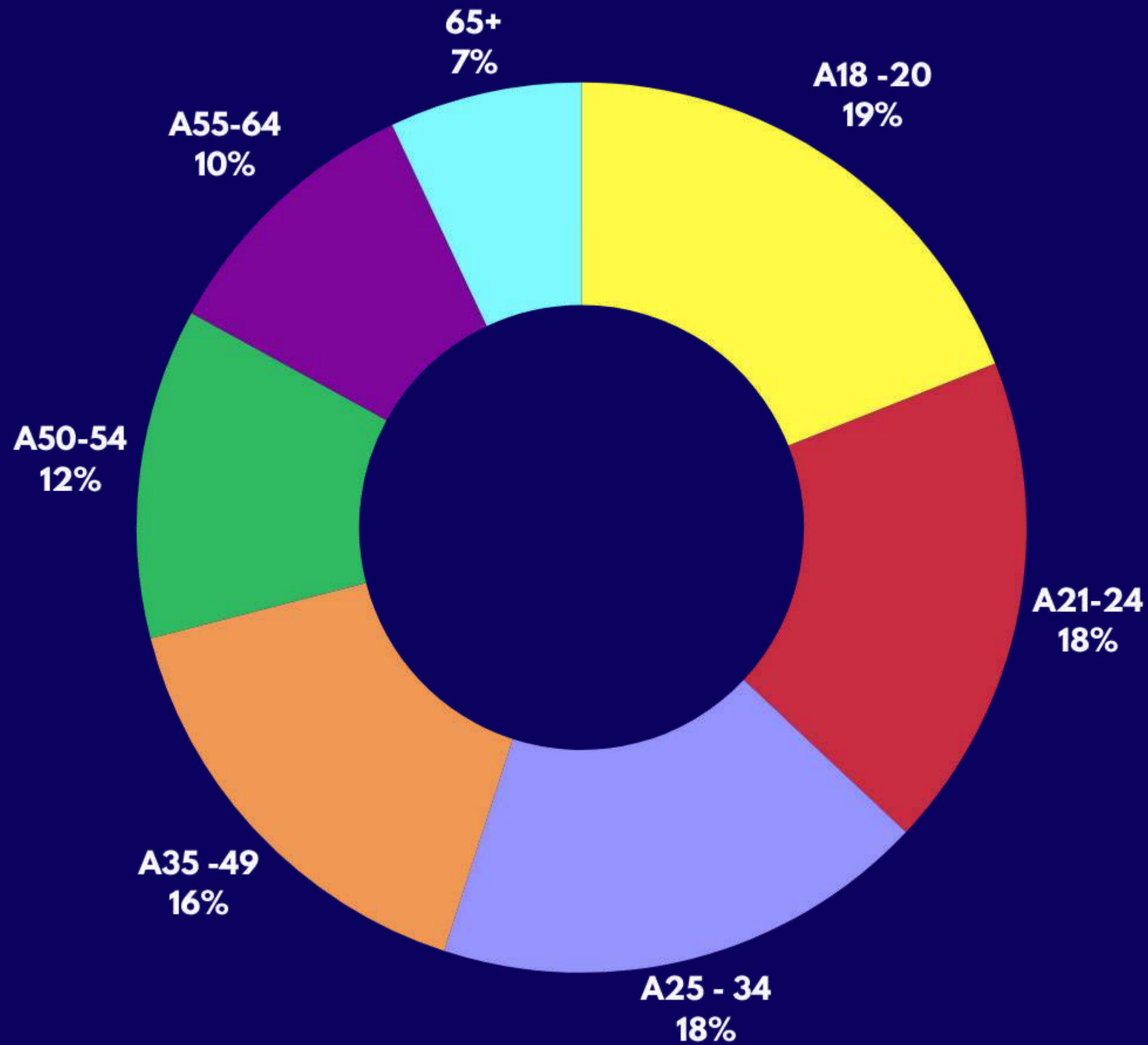
The Filipino Channel – The Family Dynamic



31% of TFC's HH Live Average Audience for 2023 can be attributed to HH w/ Children Present



81% of HH w/ Children Present that consumed TFC content in 2023 had one or two kids



OUR AUDIENCE

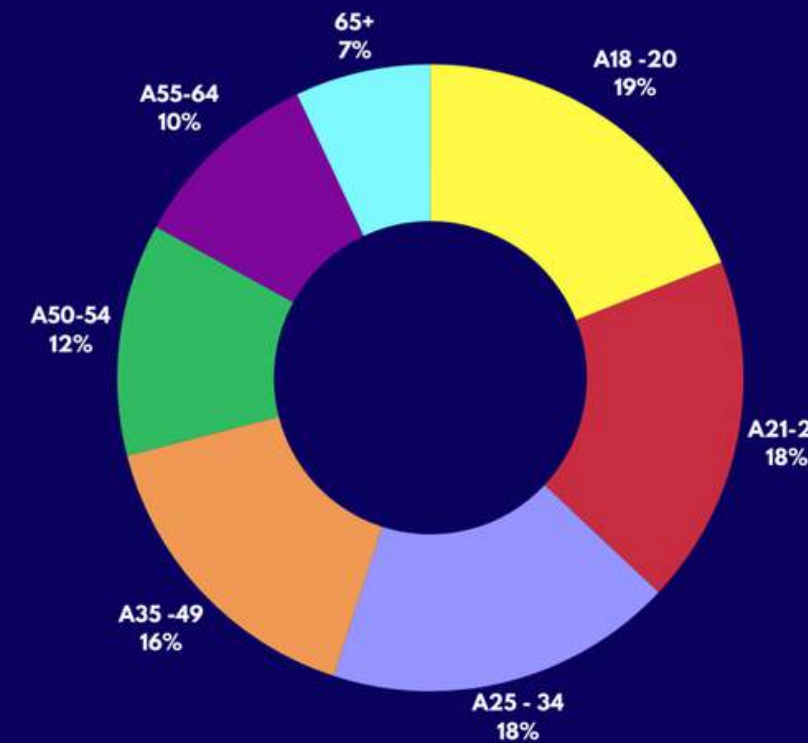
Linear

The Filipino Channel

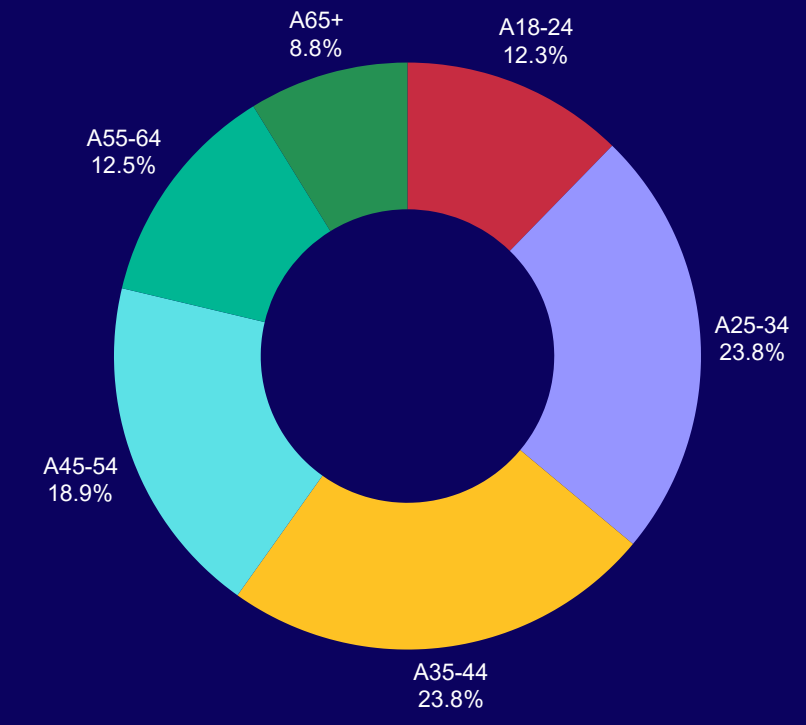
Source: Comscore (3rd Quarter 2023)

OUR AUDIENCE

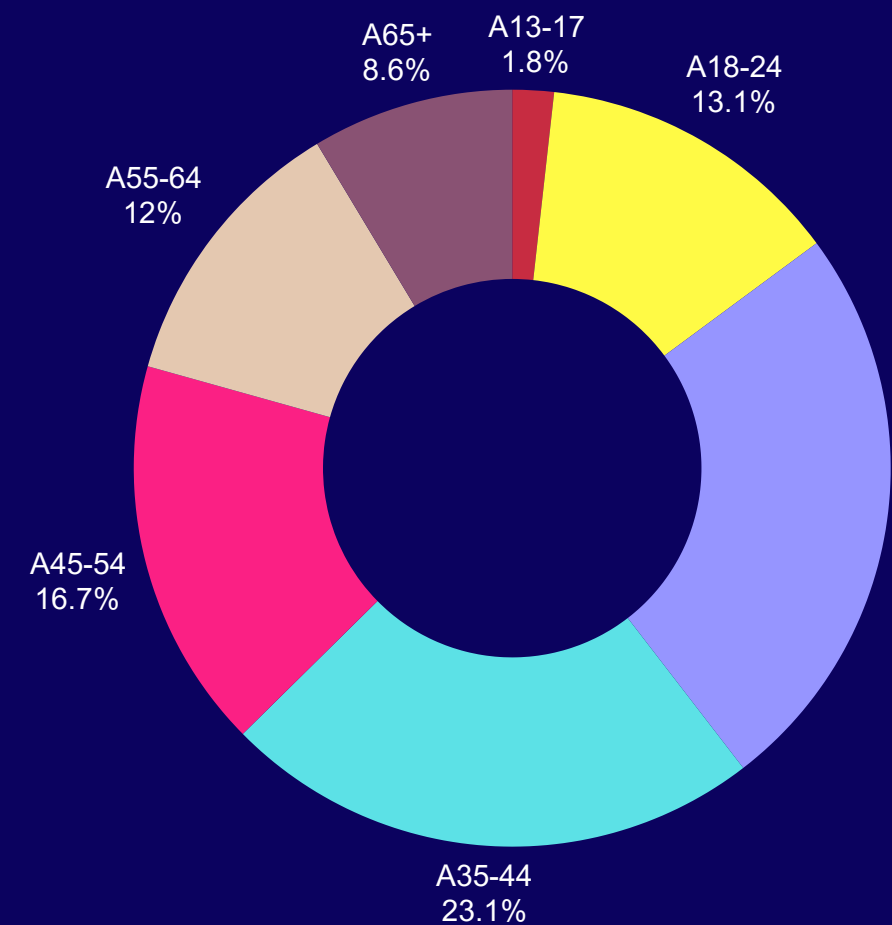
- Among linear viewers, there is an almost even spread across the age ranges 18-20, 21-24, 25-34 and 35-49, though a bigger chunk still comprise of those 50 yrs old and older.
- Among OTT viewers, 2/3rds (67%) belong to ages 25 – 54.
- Among YT viewers, 65% of those who watch News come from 25-54 y.o. bracket, while 78% of those who watch Entertainment come from 18-44 bracket.



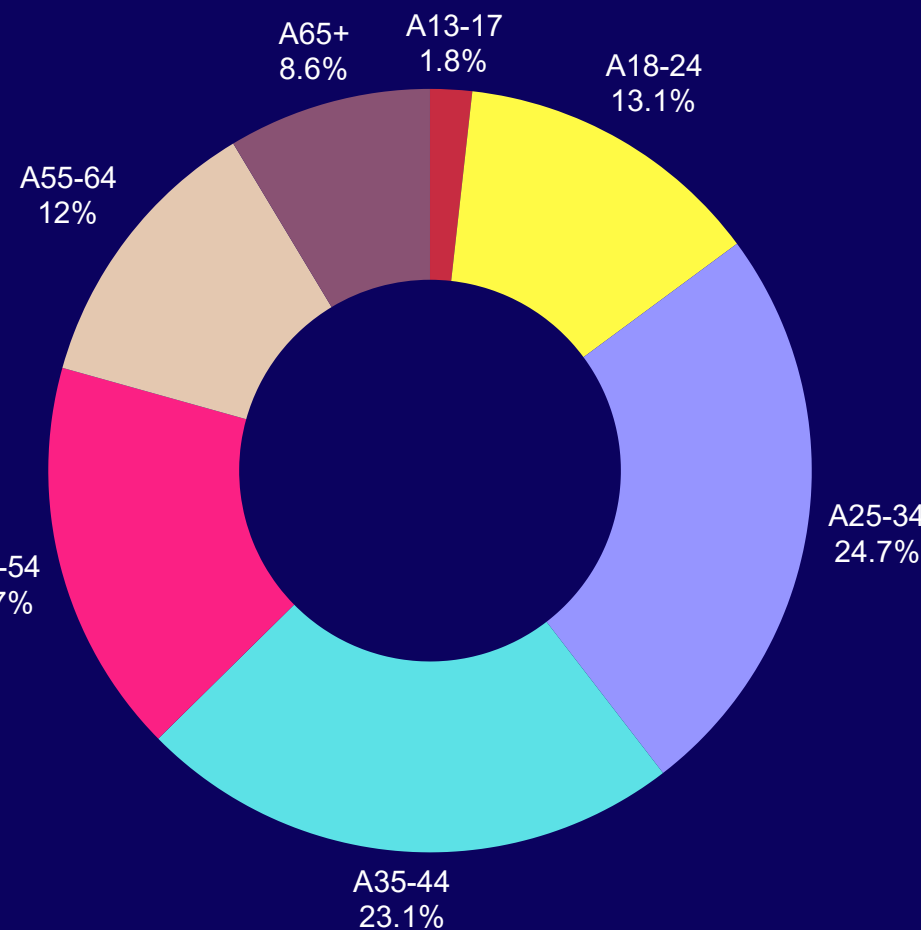
TFC Linear



TFC OTT

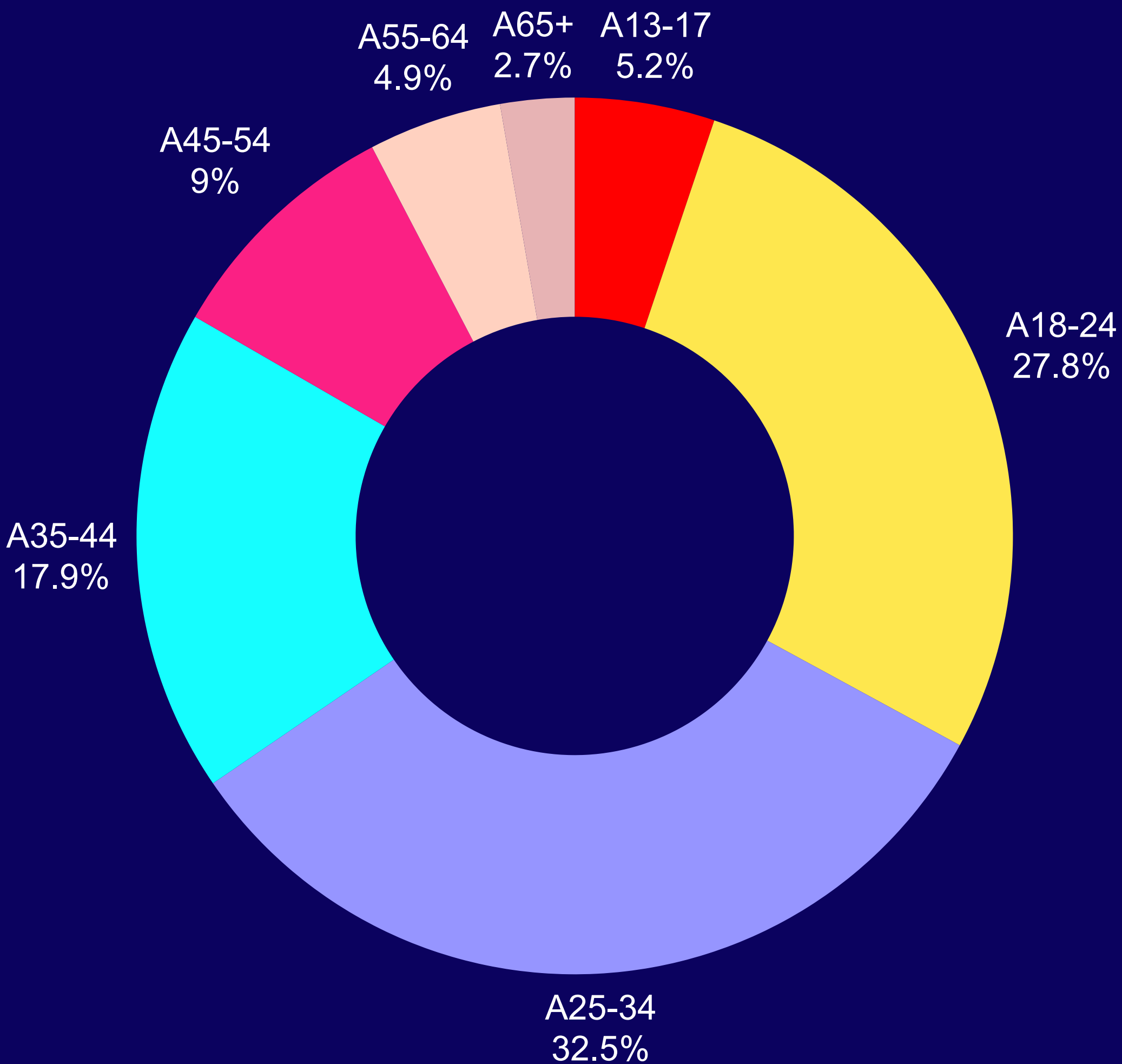


YouTube ABS-CBN News



YouTube ABS-CBN Entertainment

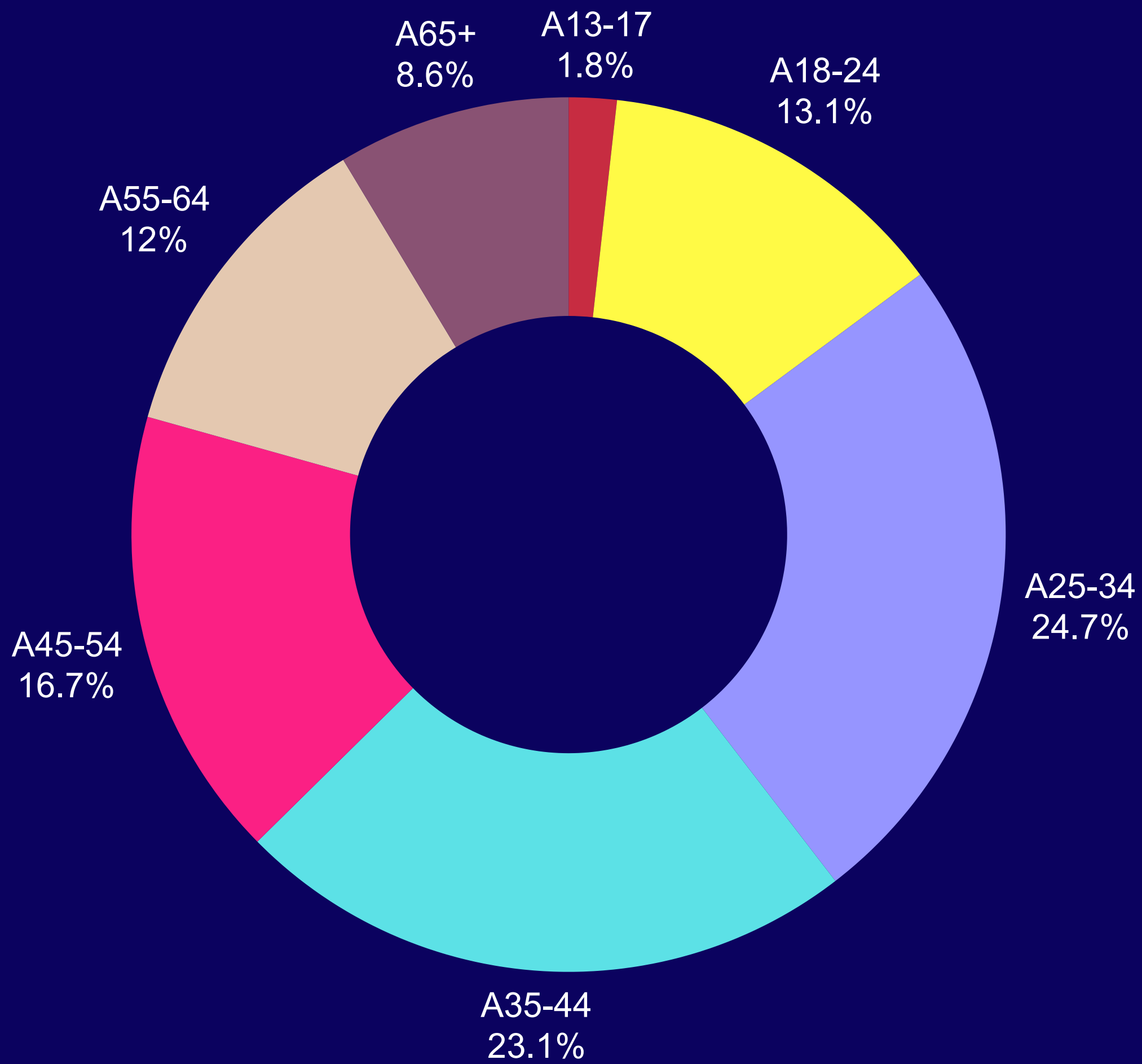
Sources:
 ***Amplitude
 ***YouTube Analytics



OUR AUDIENCE

Youtube Demographics for
ABS-CBN Entertainment

Source: YT Analytics (YEAR 2023)



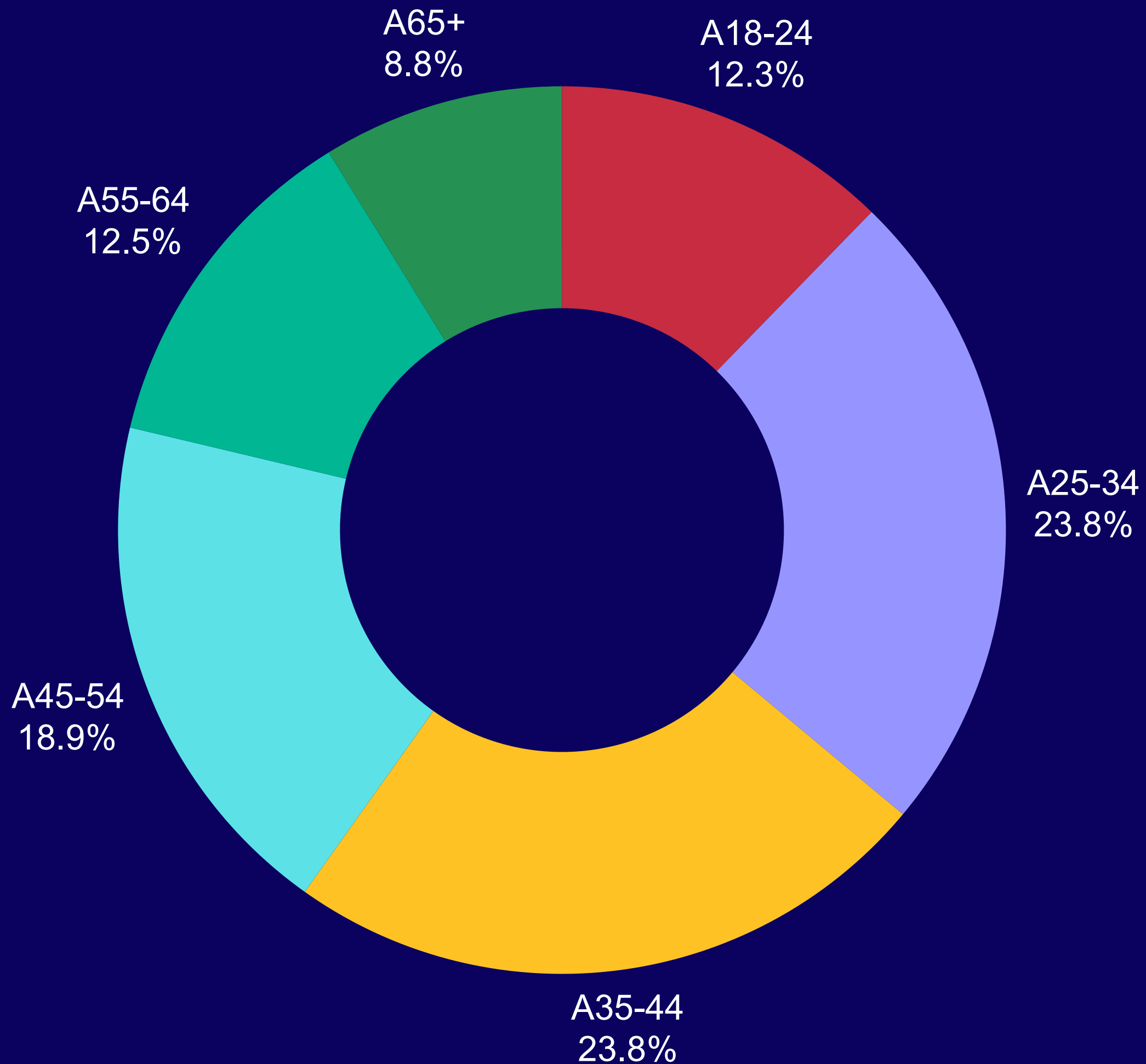
OUR AUDIENCE

Youtube Demographics for
ABS-CBN News

Source: YT Analytics (YEAR 2023)

OUR AUDIENCE

Demographics for iWantTFC



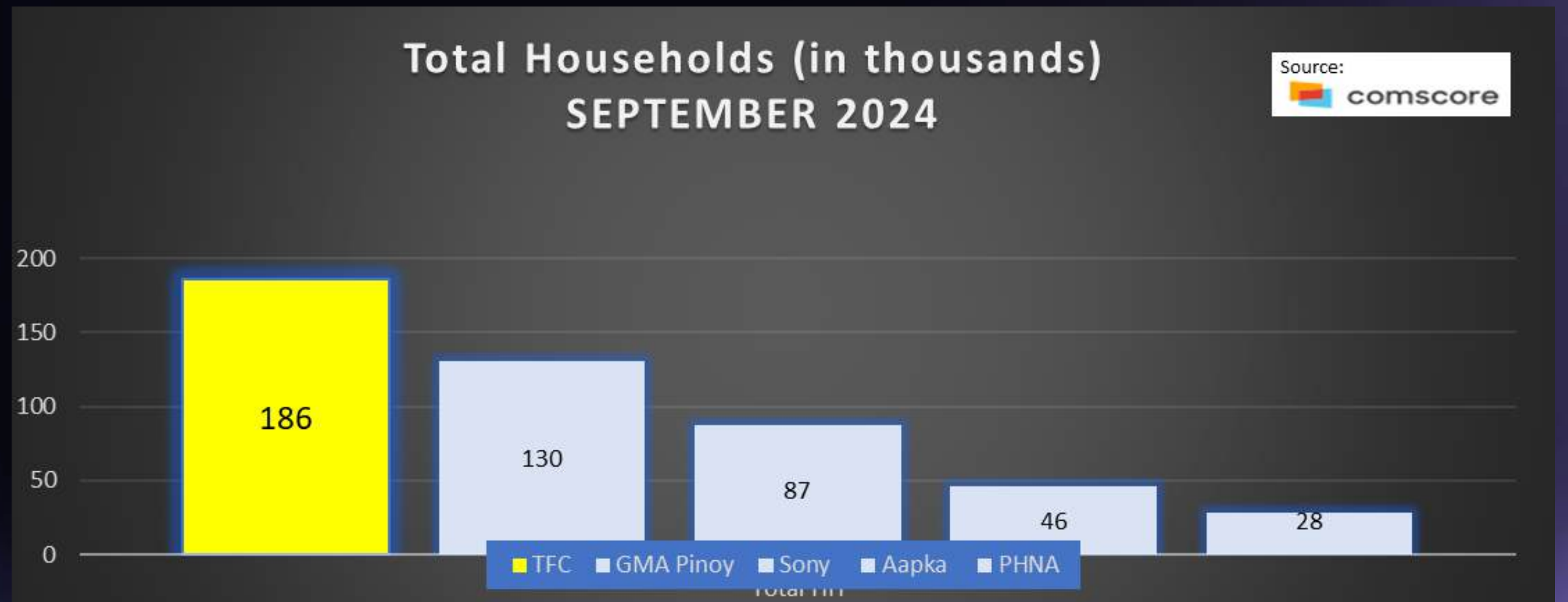
Source: Amplitude. Jan 2024 - August 2024.

US VIEWERSHIP HIGHLIGHTS



TFC IS STILL THE MOST-WATCHED MULTI-CULTURAL NETWORK

186K Household watched TFC for the month of September

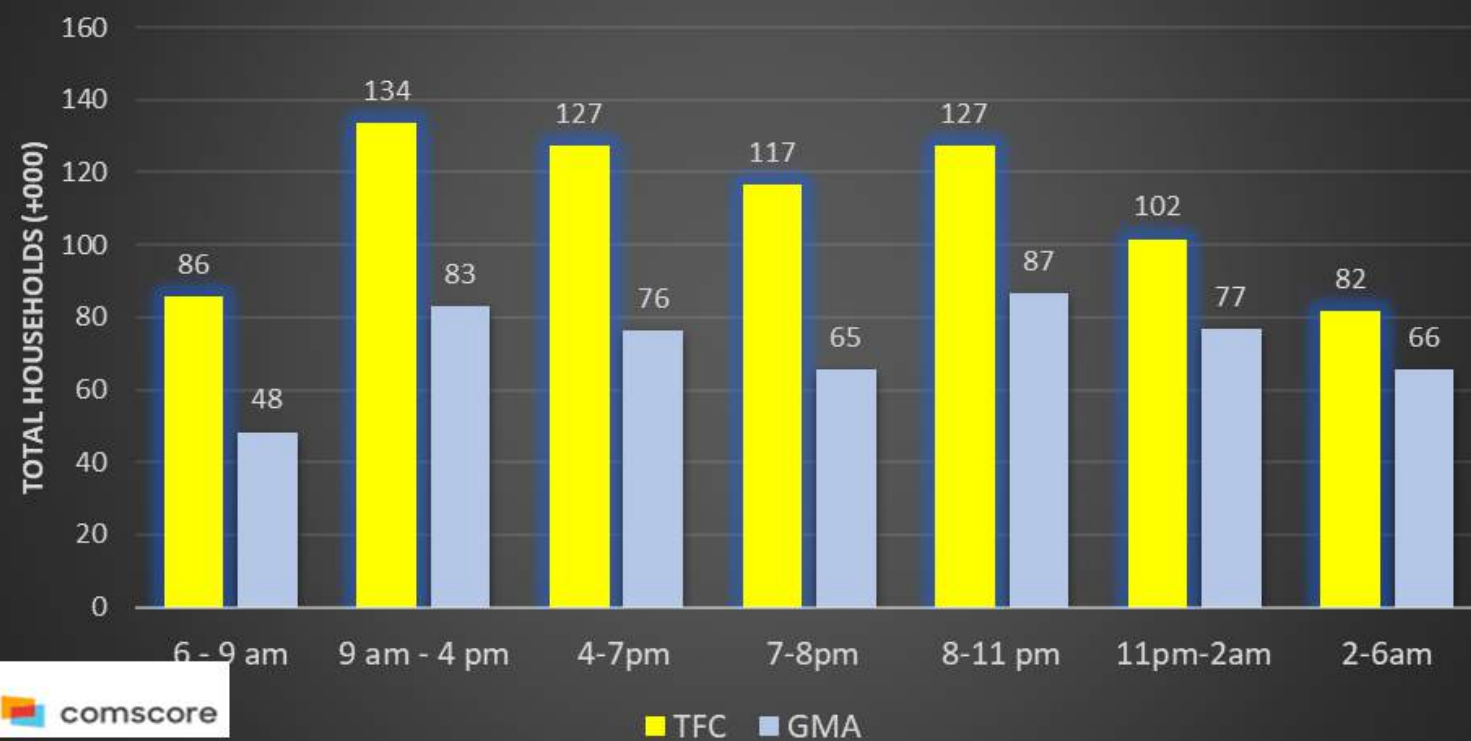


US VIEWERSHIP HIGHLIGHTS

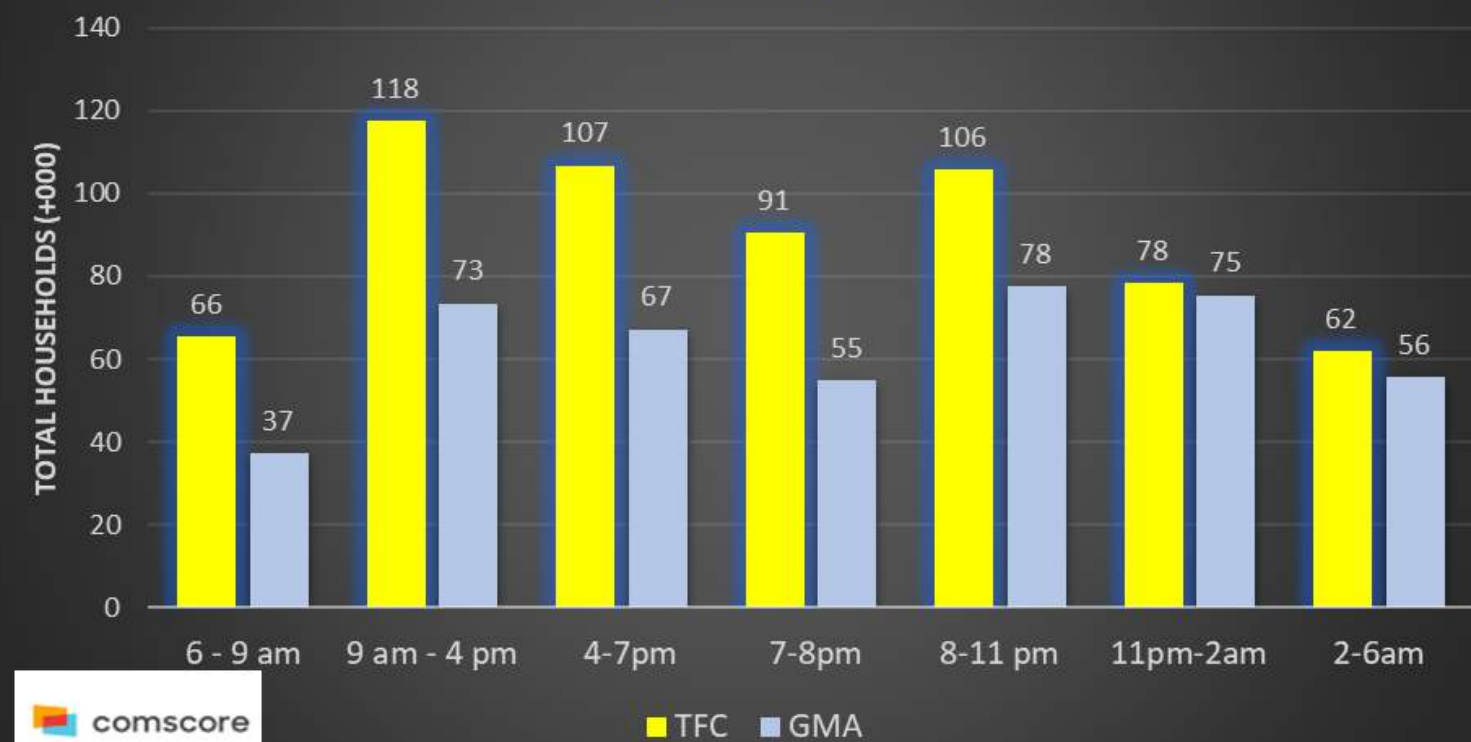


TFC reached more households across key dayparts on weekdays & weekends

Households Reached, Weekdays
08/26 - 09/29



Households Reached, Weekends
08/26 - 09/29



TOP SHOWS FOR TFC

BATANG QUIAPO

LAVENDER FIELDS

PAMILYA SAGRADO

ASAP NATIN TO

TV PATROL GLOBAL

RAINBOW RUMBLE

HIGH STREET

IT'S SHOWTIME

RATED KORINA

MAALALA MO
KAYA

BRGY

KAPAMILYA DAILY MASS

BEST 10 BETS

FIRST BITE

CITIZEN PINOY

THE B SIDE

GOING BULILIT





iWantTFC

THE BIGGEST LIBRARY
OF FILIPINO CONTENT

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





iWantTFC

NORTH AMERICA

6.03M

Unique Users

2.75 M

Monthly Unique Users*

211M

Page Views

71.6M

Monthly Page Views*

Source: Amplitude July -September2024

*September 2024



ABS-CBN DIGITAL AND SOCIAL PLATFORM PERFORMANCE: NOLA

ABS-CBN US WEBSITES

8.19M

Uniques*

32M

Views*



*September 2024
Source: Amplitude

ABS-CBN DIGITAL AND SOCIAL PLATFORM PERFORMANCE: NOLA

ABS-CBN SOCIAL MEDIA PAGES



466K
Followers*



129K
Followers**


As of SEPTEMBER 2024
*US Facebook Followers
**Global Followers

kapamilyatfc Following Message

19,592 posts 116K followers 822 following

TFC (The Filipino Channel)

Media/news company
Catch Jed Madela, Sheryl Regis, & Jona LIVE! In Concert in the
mytfc.com/Valentine

 **TFC US**

163K likes • 430K followers

Contact us Message

DINGDONG DANTES AND MARIA
Rewind

The background image shows a building facade with a large window. On the wall, there are two logos: 'ABS' at the top and 'CBN' at the bottom. The 'ABS' logo is in a stylized, bold font. Below it is a square logo with a circular design inside. The 'CBN' logo is also in a bold, stylized font. The entire image has a blue tint and a semi-transparent dark blue overlay.

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.



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.

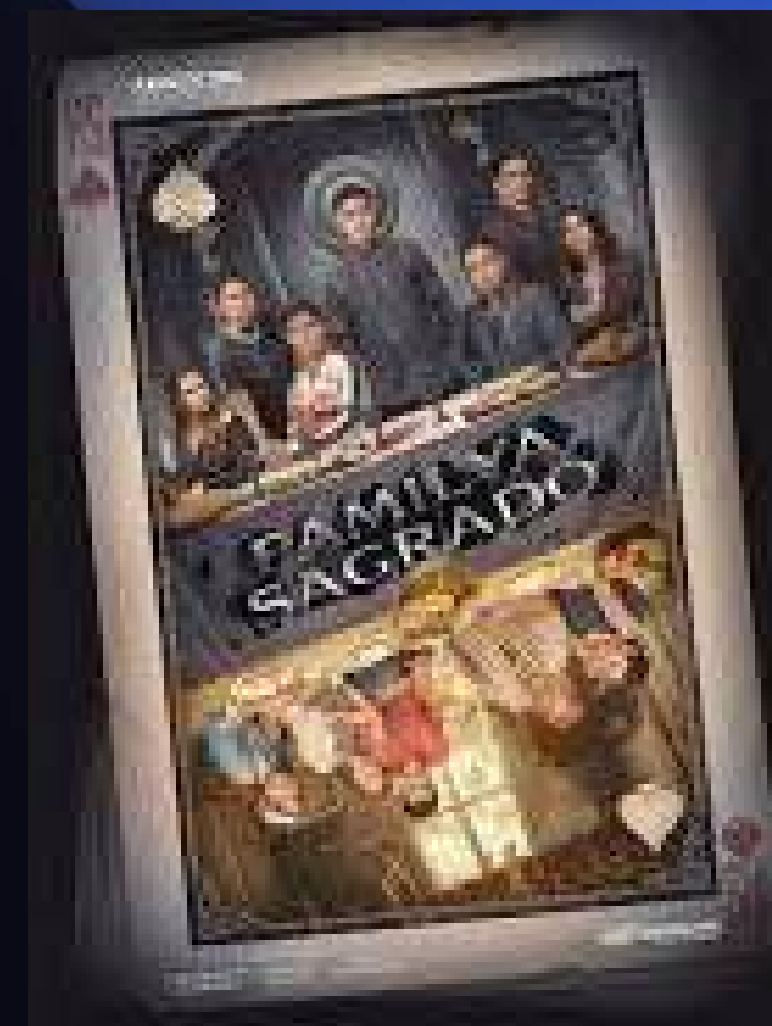


The image shows a close-up of a building's exterior with a large, embossed CBS eye logo. The logo is centered and features the letters 'CBS' above the eye and 'CBS' below it. The entire scene is overlaid with a semi-transparent blue filter. The text 'TOP RATING SHOWS' is superimposed in white, bold, sans-serif font across the middle of the image.

TOP RATING SHOWS



FPJ'S BATANG QUIAPO (FPJ's Quiapo Kid) – A young man rises to be one of the biggest outlaws in the neighborhood while he navigates his way in life to survive in Quiapo. Hoping to earn the affection of his parents, his feat draws him closer to the truth about his identity.



Pamilya Sagrado is a gripping tale on the value of brotherhood and loyalty to one's family. The story will navigate the complex world of fraternities and hazing and what it means to go against one's morals for the sake of protecting one's reputation.

ASAP NATIN 'TO (This is our ASAP – All Star Afternoon Party) – the longest running Sunday noontime variety show on ABS-CBN and on Philippine television, showcasing ABS-CBN's best and the brightest artists and world-class performers!



IT'S SHOWTIME – What began as a search for the country's most entertaining acts evolves into a hit variety program thriving on spontaneity and animated conversations while drawing talents from all walks of life.



TFC IPTV / CABLE TV GUIDE

NORTH AMERICA (Pacific DST)



PACIFIC	MONDAY SEPTEMBER 16	TUESDAY SEPTEMBER 17	WEDNESDAY SEPTEMBER 18	THURSDAY SEPTEMBER 19	FRIDAY SEPTEMBER 20	SATURDAY SEPTEMBER 14	SUNDAY SEPTEMBER 15
12:00 AM	BEST 10 BETS (SEASON 3) 12:00 AM	FINDING YOU (NEW) 12:00 AM	ONE GREAT LOVE (NEW) 12:00 AM	APOY SA KARAGATAN (NEW) 12:00 AM	HAUNTED MANSION (NEW) 12:00 AM	STAR KA! (SEASON 2) (NEW) (R) 12:00 AM	JOLOGS (NEW) 10:30 PM
1:00 AM	FOOD PRINTS (SEASON 5) (R) 1:00 AM					MAALAALA MO KAYA (R) 1:00 AM	BANANA SUNDAE 12:30 AM
2:00 AM	HAWAK KAMAY 2:00 AM	HAWAK KAMAY 2:00 AM	HAWAK KAMAY 2:00 AM	HAWAK KAMAY 2:00 AM	HAWAK KAMAY 2:00 AM	SENIOR HIGH SUN (R) 2:00 AM	TABING ILOG (R) 1:30 AM
	PRINCESS AND I 2:40 AM	PRINCESS AND I 2:40 AM	PRINCESS AND I 2:40 AM	PRINCESS AND I 2:40 AM	PRINCESS AND I 2:40 AM		SENIOR HIGH SAT (R) 2:30 AM
3:00 AM	NOAH 3:20 AM	NOAH 3:20 AM	NOAH 3:20 AM	NOAH 3:20 AM	NOAH 3:20 AM	TULONG KO, PASA MO (R) 3:00 AM	HE'S INTO HER (SEASON 1) (R) 3:30 AM
4:00 AM	GISING PILIPINAS 4:00 AM	GISING PILIPINAS 4:00 AM	GISING PILIPINAS 4:00 AM	GISING PILIPINAS 4:00 AM	GISING PILIPINAS 4:00 AM	TEAM FITFIL 4:00 AM	THE HEALING EUCHARIST 4:30 AM
5:00 AM						KAPAMILYA DAILY MASS 4:30 AM	
	KABAYAN 5:30 AM	KABAYAN 5:30 AM	KABAYAN 5:30 AM	KABAYAN 5:30 AM	KABAYAN 5:30 AM	TAO PO (R) 5:00 AM	TV PATROL LINGGO (LIVE) 5:30 AM
6:00 AM						TV PATROL SABADO (LIVE) 5:30 AM	TV PATROL LINGGO (LIVE) 5:30 AM
						FIRST BITE BY JAYZAR RECINTO (SEASON 3) (NEW) (R) 6:15 AM	CITIZEN PINOY (R) 6:30 AM

TFC IPTV / CABLE TV GUIDE

NORTH AMERICA (Pacific DST)



PACIFIC	MONDAY APRIL 15	TUESDAY APRIL 16	WEDNESDAY APRIL 17	THURSDAY APRIL 18	FRIDAY APRIL 19	SATURDAY APRIL 13	SUNDAY APRIL 14
7:00 AM	TV PATROL (LIVE) 6:30 AM	TV PATROL (LIVE) 6:30 AM	TV PATROL (LIVE) 6:30 AM	TV PATROL (LIVE) 6:30 AM	TV PATROL (LIVE) 6:30 AM	ASTIG VEGAN 6:55 AM	SO JANNELLE (R) 7:00 AM
8:00 AM	KAPAMILYA DAILY MASS 8:00 AM	KAPAMILYA DAILY MASS 8:00 AM	KAPAMILYA DAILY MASS 8:00 AM	KAPAMILYA DAILY MASS 8:00 AM	KAPAMILYA DAILY MASS 8:00 AM	FOOD PRINTS (SEASON 5) 7:30 AM	BRO. EDDIE CLASSICS 7:30 AM
9:00 AM	TFC KIDS' ZONE 8:30 AM	TFC KIDS' ZONE 8:30 AM	TFC KIDS' ZONE 8:30 AM	TFC KIDS' ZONE 8:30 AM	TFC KIDS' ZONE 8:30 AM	ANO BA BEV? (SEASON 1) (R) 8:30 AM	KAPAMILYA JOURNEYS OF HOPE WITH FR. TITO CALUAG 8:30 AM
10:00 AM	NOAH (R) 9:05 AM	NOAH (R) 9:05 AM	NOAH (R) 9:05 AM	NOAH (R) 9:05 AM	NOAH (R) 9:05 AM	STAR KA! (SEASON 2) 9:00 AM	TAO PO 9:00 AM
11:00 AM	PRINCESS AND I (R) 9:45 AM	PRINCESS AND I (R) 9:45 AM	PRINCESS AND I (R) 9:45 AM	PRINCESS AND I (R) 9:45 AM	PRINCESS AND I (R) 9:45 AM	TULONG KO, PASA MO 10:00 AM	MY PUHUNAN 9:30 AM
12:00 PM	HAWAK KAMAY (R) 10:20 AM	HAWAK KAMAY (R) 10:20 AM	HAWAK KAMAY (R) 10:20 AM	HAWAK KAMAY (R) 10:20 AM	HAWAK KAMAY (R) 10:20 AM	HE'S INTO HER (SEASON 1) 11:00 AM	JOLOGS (NEW) (R) 10:00 AM
1:00 PM	MAGANDANG BUHAY 11:00 AM	MAGANDANG BUHAY 11:00 AM	MAGANDANG BUHAY 11:00 AM	MAGANDANG BUHAY 11:00 AM	MAGANDANG BUHAY 11:00 AM	IT'S SHOWTIME 12:00 PM	ASAP NATIN 'TO 12:00 PM
2:00 PM	IT'S SHOWTIME 12:00 PM	IT'S SHOWTIME 12:00 PM	IT'S SHOWTIME 12:00 PM	IT'S SHOWTIME 12:00 PM	IT'S SHOWTIME 12:00 PM	IT'S SHOWTIME 12:00 PM	BEST 10 BETS (SEASON 3) 2:00 PM
3:00 PM	FPJ'S BATANG QUIAPO (R) 2:25 PM	FPJ'S BATANG QUIAPO (R) 2:25 PM	FPJ'S BATANG QUIAPO (R) 2:25 PM	FPJ'S BATANG QUIAPO (R) 2:25 PM	FPJ'S BATANG QUIAPO (R) 2:25 PM	TABING ILOG 2:20 PM	OGIE DIAZ INSPIRES (R) 2:50 PM
4:00 PM	LAVENDER FIELDS (R) 3:05 PM	LAVENDER FIELDS (R) 3:05 PM	LAVENDER FIELDS (R) 3:05 PM	LAVENDER FIELDS (R) 3:05 PM	LAVENDER FIELDS (R) 3:05 PM	MY PUHUNAN: KAYA MO! (R) 3:30 PM	TAO PO (R) 3:20 PM
5:00 PM	PAMILYA SAGRADO (R) 3:45 PM	PAMILYA SAGRADO (R) 3:45 PM	PAMILYA SAGRADO (R) 3:45 PM	PAMILYA SAGRADO (R) 3:45 PM	PAMILYA SAGRADO (R) 3:45 PM	FIRST BITE BY JAYZAR RECINTO (SEASON 3) 4:30 PM	ANO NA BEV? (SEASON 1) 3:50 PM
	TV PATROL EXPRESS 4:25 PM	TV PATROL EXPRESS 4:25 PM	TV PATROL EXPRESS 4:25 PM	TV PATROL EXPRESS 4:25 PM	TV PATROL EXPRESS 4:25 PM	CHEF RV'S KITCHEN SEASON 14 (NEW) 4:50 PM	SO JANNELLE 4:30 PM
	GOIN BULILIT (SEASON 15) 4:45 PM	GOIN BULILIT (SEASON 15) 4:45 PM	GOIN BULILIT (SEASON 15) 4:45 PM	GOIN BULILIT (SEASON 15) 4:45 PM	GOIN BULILIT (SEASON 15) 4:45 PM	GOIN BULILIT (SEASON 15) 5:00 PM	GOIN BULILIT (SEASON 15) 5:00 PM
	BRGY 5:30 PM	BRGY 5:30 PM	BRGY 5:30 PM	BRGY 5:30 PM	BRGY 5:30 PM	TV PATROL LINGGO (R) 5:40 PM	TV PATROL LINGGO (R) 5:40 PM

TFC IPTV / CABLE TV GUIDE

NORTH AMERICA (Pacific DST)



PACIFIC	MONDAY APRIL 15	TUESDAY APRIL 16	WEDNESDAY APRIL 17	THURSDAY APRIL 18	FRIDAY APRIL 19	SATURDAY APRIL 13	SUNDAY APRIL 14
6:00 PM	TV PATROL GLOBAL EDITION 6:00 PM	TV PATROL GLOBAL EDITION 6:00 PM	TV PATROL GLOBAL EDITION 6:00 PM	TV PATROL GLOBAL EDITION 6:00 PM	TV PATROL GLOBAL EDITION 6:00 PM	5:30 PM TV PATROL SABADO (R) 6:15 PM	(R) 5:40 PM CITIZEN PINOY 6:30 PM
7:00 PM	FPJ'S BATANG QUIAPO 7:40 PM	FPJ'S BATANG QUIAPO 7:40 PM	FPJ'S BATANG QUIAPO 7:40 PM	FPJ'S BATANG QUIAPO 7:40 PM	FPJ'S BATANG QUIAPO 7:40 PM	MAALAALA MO KAYA 7:00 PM	RATED KORINA 7:00 PM
8:00 PM	LAVENDER FIELDS 8:20 PM	LAVENDER FIELDS 8:20 PM	LAVENDER FIELDS 8:20 PM	LAVENDER FIELDS 8:20 PM	LAVENDER FIELDS 8:20 PM	RAINBOW RUMBLE (SAT) 8:00 PM	RAINBOW RUMBLE (SUN) 8:00 PM
9:00 PM	PAMILYA SAGRADO 9:00 PM	PAMILYA SAGRADO 9:00 PM	PAMILYA SAGRADO 9:00 PM	PAMILYA SAGRADO 9:00 PM	PAMILYA SAGRADO 9:00 PM	SENIOR HIGH (SAT) 9:00 PM	SENIOR HIGH (SUN) 9:00 PM
10:00 PM	IT'S SHOWTIME (R) 9:40 PM	IT'S SHOWTIME (R) 9:40 PM	IT'S SHOWTIME (R) 9:40 PM	IT'S SHOWTIME (R) 9:40 PM	IT'S SHOWTIME (R) 9:40 PM	OGIE DIAZ INSPIRES 10:00PM	ASAP NATIN 'TO (R) 10:00 PM
11:00 PM						JOLOGS (NEW) 10:30 PM	



NEW SHOWS IN 2024

NEW SHOWS



"Going Bulilit," the beloved Filipino children's show that everyone missed, is making its comeback on TV. Get ready for more laughter and fun with the new generation of Going Bulilit Kids—Argus, Brisels, Enicka, Imogen, Kelsey, Kulot, and Jaze. These talented young stars are set to bring good vibes and plenty of laughs to viewers of all ages.



The latest youth-centric Kapamilya series follows senior high school students Jiggs (Harvey Bautista), Hope (Criza), Kokoy (Luke Alford), Tania (Kryst Ball), and Atom (Ralph de Leon), who developed a close friendship during the pandemic. Set in a post-pandemic world, the series explores how their bond is put to the test as they navigate personal challenges, struggles, and aspirations. Watch as they confront the realities of growing up and the strength of their friendships in this new era.

NEW SHOWS



A spin-off from the critically acclaimed digital series "Bagman" starring Arjo Atayde, who is set to reprise his role as Benjo Malaya, a neighborhood barber turned governor's henchman, entangled in a perilous web of crime, corruption, and political turmoil. In "The Bagman," Benjo discovers the tragic news of his missing family, compelling him to re-enter the underworld he had abandoned. Tasked as a bagman for the sitting president of the Republic of the Philippines, Benjo embarks on a mission to avert an impending civil war.



Upcoming Philippine adaptation of the popular Kdrama series. The story revolves around a busy health worker at a psychiatric ward and a successful but socially distant children's book author. Despite their initial differences, they slowly help each other heal emotionally.



Together with our Rumble Master Luis Manzano, let's test the luck, intelligence, hustle and strategy of contestants in this latest game show from ABS-CBN Studios and 3nithink Productions! In the elimination round, players will race to give the correct answer to the question from the Rumble Master. The player who can answer first will roll the big die to find out which tile in the color pyramid he will land on. Each tile has a corresponding prize value which can be accumulated or stolen by other players. Players will fight to get to the top for a chance to play in the jackpot round. In the jackpot round, the winner must roll six big dice to form six different colors to win P1,000,000!

NEW SHOWS



New season of The Voice Teens, a Philippine reality singing television competition for teens based on the Dutch reality singing competition of the same name.



Pinoy Big Brother, more popularly known by its abbreviated title **PBB**, is the Philippine version of the *Big Brother* reality game show franchise.

The background of the image shows a building facade with a large, embossed logo. The logo consists of the letters 'ABS' at the top, a central square containing a stylized tree or plant symbol, and the letters 'CBN' at the bottom. The entire scene is overlaid with a semi-transparent blue filter.

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

SUBSCRIBE NOW FOR THE LATEST VIDEOS

<https://ent.abs-cbn.c>

138.8M

Current All-time Subscribers

87

Active YouTube Channels

104B

Current All-time viewer

433B

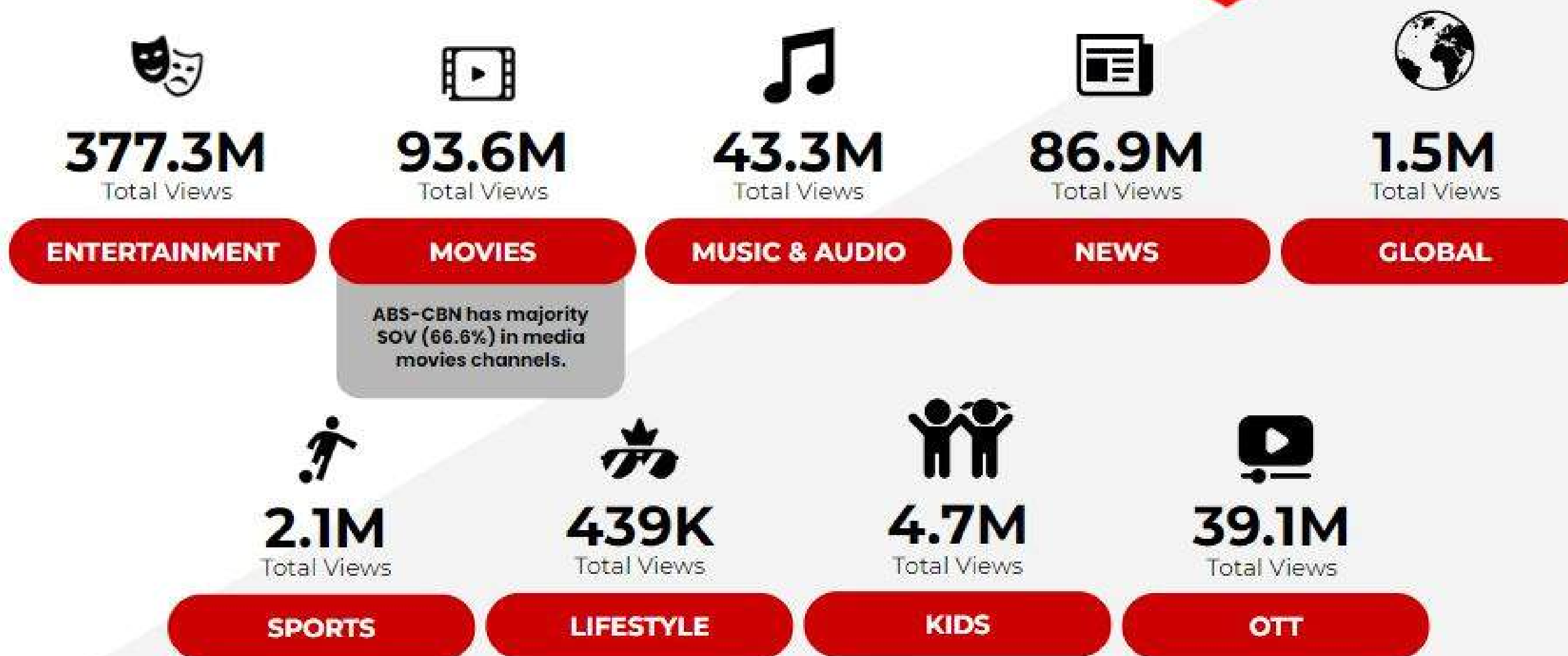
Current All-time Minutes Watched



(●) LIVE

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.



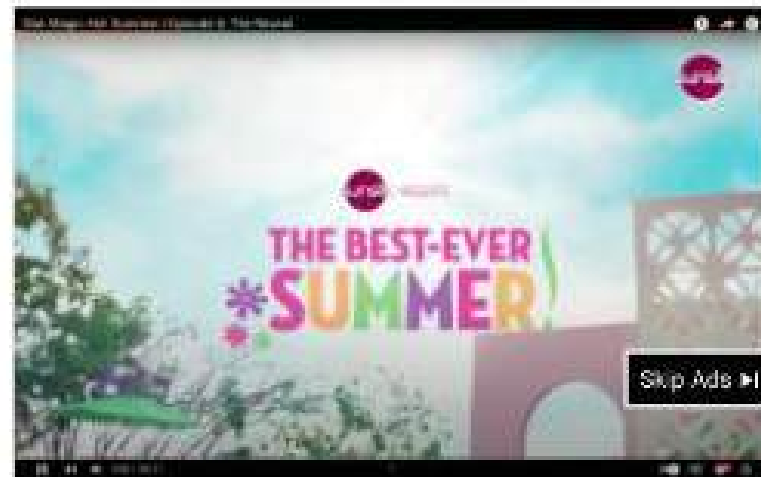
Monthly video views of select ABS-CBN media channels for Jan 2023



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

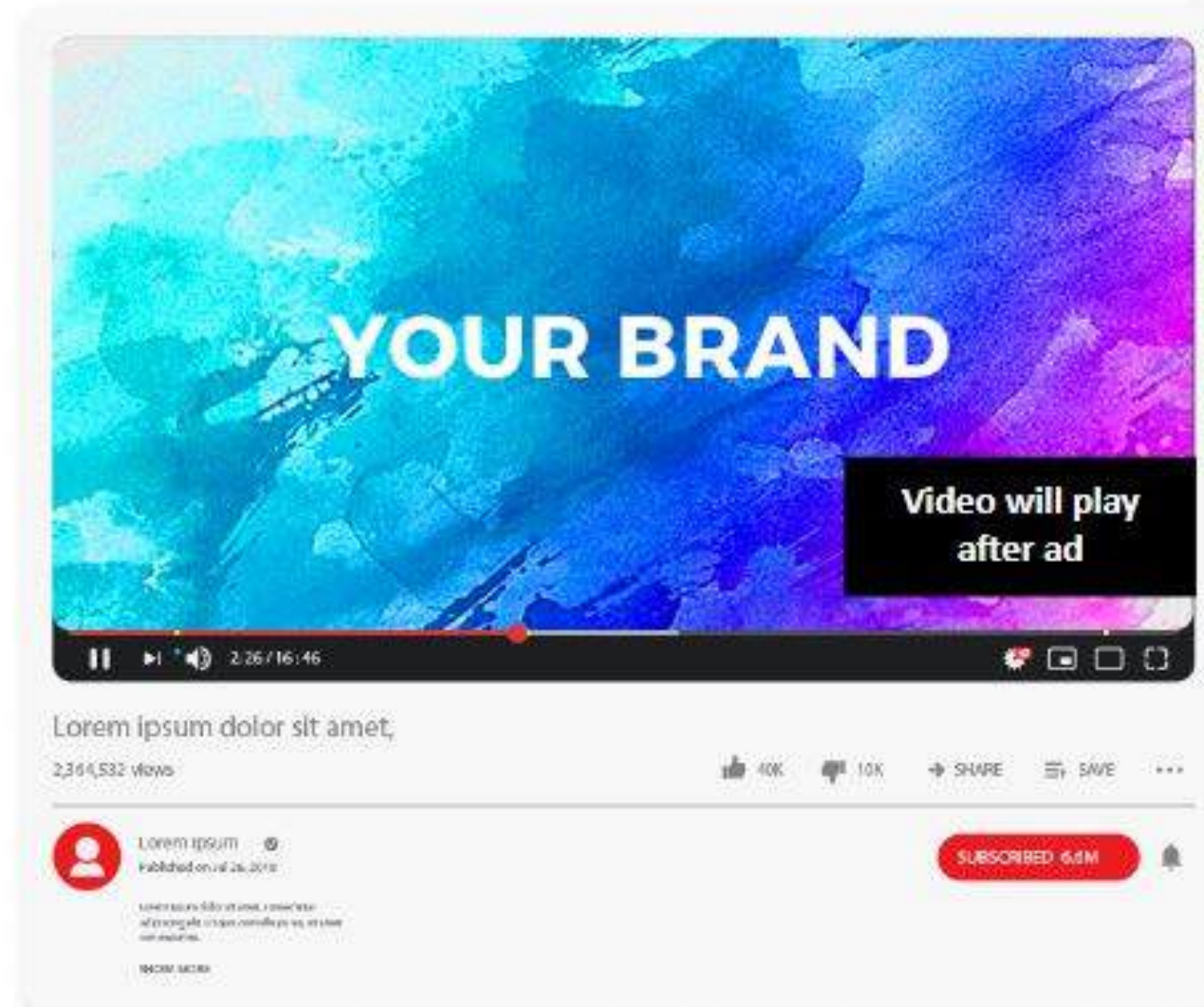
Cross-Sell Partners Only - You may also book solely 480x361v if you wish to only fill the skippable ad slot

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.



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
55:12
-  **Wansapanataym: SUPER KIKAY**
AND HER FLYING PAGONG (Wit...
Yey Channel
40:08
-  **Wansapanataym: INDAY BOTE**
(With English Subtitles) | YeY
Yey Channel
51:48

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 image shows a close-up of a building's exterior wall. The wall is light-colored and features a large, embossed CBS eye logo. Above the logo, the letters 'CBS' are embossed in a bold, sans-serif font. Below the logo, the letters 'CBS' are embossed in a similar font. The entire scene is overlaid with a semi-transparent blue filter. The text 'Affiliate Stations' is centered over the image in a white, bold, sans-serif font.

Affiliate Stations



NORTHERN CALIFORNIA

Available TFC Programs:



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



Crossings TV can be found over the air on low-power TV station KBTB-8 in Sacramento; on Comcast Xfinity systems in Chicago, Minneapolis-St. Paul, San Francisco and Seattle-Tacoma; and on Charter Spectrum systems in Los Angeles in New York — some of the nation's biggest Asian American population centers.

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

US RATE CARD



RATE CARD
Effective September 1, 2024

RATE CARD - TFC US TV SPOTS	30s	15s	45s	60s
In USD				
10 am - 5 pm (Day Time)	\$ 305.00	\$ 183.00	\$ 457.50	\$ 610.00
5 - 11 pm (Prime Time)	\$ 399.00	\$ 240.00	\$ 599.00	\$ 799.00
11 pm - 10 am (Overnight to Morning)	\$ 210.00	\$ 126.00	\$ 315.00	\$ 420.00

RATE CARD - TFC US DIGITAL ADS	CPM	Platforms
In USD		
Video Rolls	\$ 35.00	iWantTFC, ABS-CBN Websites, IPTV, Roku, YouTube
Banner Ads	\$ 8.00	ABS-CBN Websites, myx.global

RATE CARD - TFC US OTHER EXECUTIONS	Cost	Platforms / Shows / Other details:
In USD		
Social Media Post	\$ 300.00	Facebook, Instagram, Twitter
OBB / CBB "Brought to you by..."	\$ 120.00	Linear, Digital
Lower Screen Graphics:	10 am - 5 pm (Day Time)	Linear, Digital Limited to 1 per show Minimum of \$1k buy
	5 - 11 pm (Prime Time)	
	11 pm - 6 am (Overnight to Morning)	
Branded Segment: 60s - 90s	\$ 1,500.00	Barangayan with Gelo
Branded Segment: 60s - 90s	\$ 1,500.00	BRGY
Advertorial: 60s - 90s	\$ 2,500.00	TFC News
Email Marketing	\$ 1,000.00	Set-up Fee
	\$ 10.00	Cost per 100 recipients



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

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**

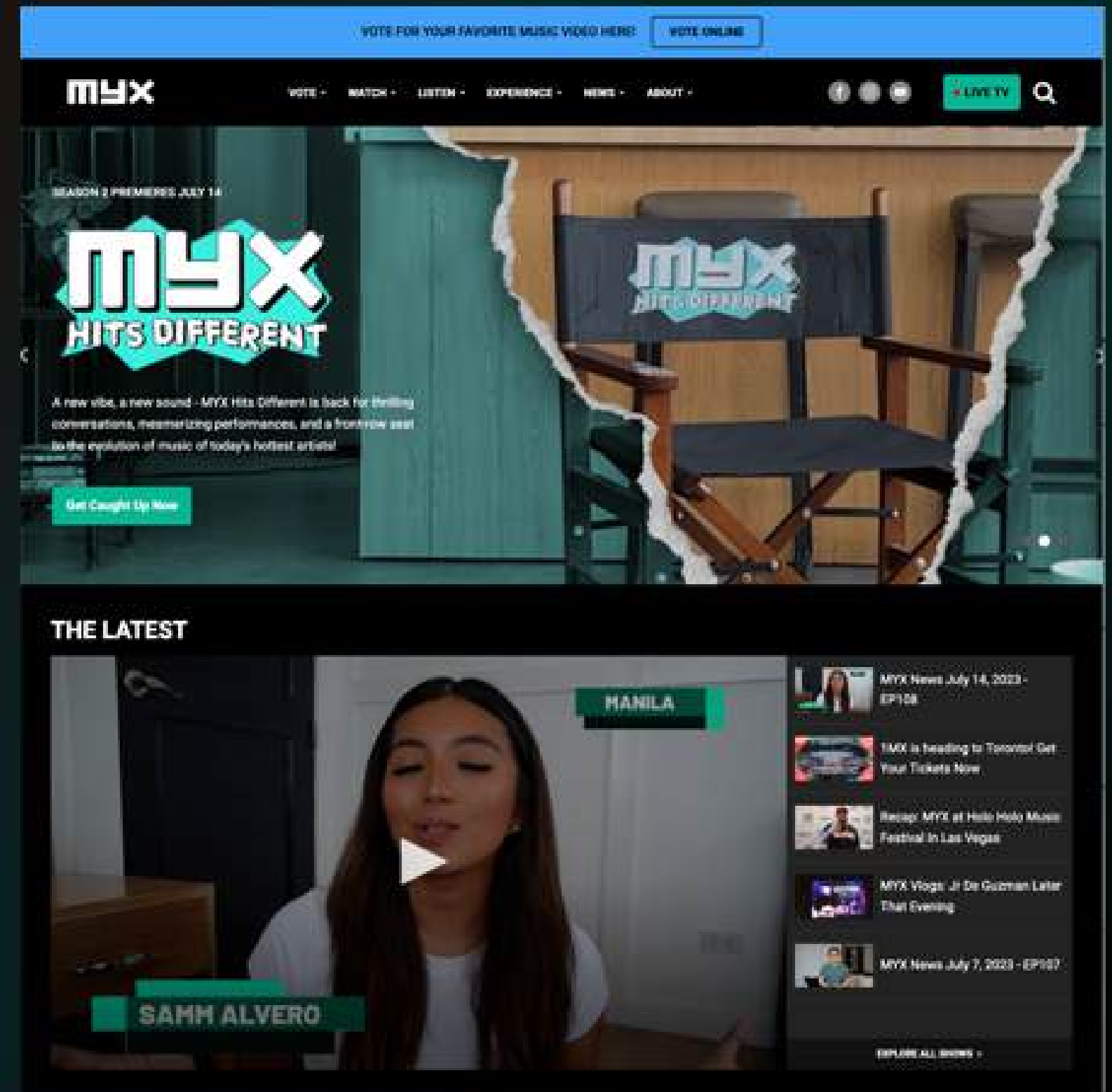
The screenshot shows the MYX Global YouTube channel page. At the top, the MYX logo is on the left, and the text 'THE BEAT OF OUR CULTURE' is on the right. Below the header, the channel name 'MYX Global' is displayed with a subscriber count of 1.4M and a video count of 1.2K. The main content area features a video titled 'The Lumpis Challenge | Pano To Pano | EP 2' with a thumbnail showing a man in a yellow shirt. Below this, there are several video thumbnails in a grid, including 'Pano To Pano | Made for YouTube', 'The Lumpis Challenge | Pano To Pano | EP 2', 'Aweeran Family Cooks Filipino Style | Pano To...', 'Catch the Phoenix as they seek the world famous...', 'Meet the Phoenix | Pano To Pano', 'Challenge accepted | Pano To Pano', 'Dina performs "LAWAY" | MYX Hits Different', 'Bibi performs "Turning my Mula" | MYX Hits...', 'Shirley Gomez performs "Pano To Pano" | MYX Hits...', 'Denise Julia performs "LAWAY" | MYX Hits Different', 'Mely Maral performs "Tula" | MYX Hits Different', and 'Eyl Karla performs "Sung mag salubog" | MYX Hits...'. The bottom of the page shows a section for '16X 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

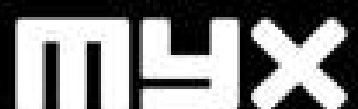


DISTRIBUTION: TV/VIDEO

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



MYX RADIO EXECUTIONS

SPONSORSHIP	COST
In-show feature & mention :15	\$80
Title sponsor (Station IDs every hour) – 1 Week (7 Days)	\$2,100
Show sponsor (3 Mentions per show) 1:00	\$300



ABS-CBN
GLOBAL

TFC
THE FILIPINO CHANNEL

MYX
THE BEAT OF OUR CULTURE

thank you
