



GLOBAL

NORTH AMERICA
2026 MEDIA KIT

In the Service of the Filipino



ABS-CBN

ABS-CBN is the world's largest creator and distributor of Filipino content.

Our mission:
To serve the Filipino wherever they may be

The TFC logo features the letters 'TFC' in a white, serif font, followed by a stylized flame icon in yellow and orange.

IN THE SERVICE OF THE FILIPINO WORLDWIDE

The ABS-CBN Global logo consists of the text 'ABS-CBN' in a bold, sans-serif font, with a circular icon containing a stylized antenna or signal tower in the center. Below it, the word 'GLOBAL' is written in a smaller, sans-serif font.

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.

OUR AUDIENCE



1st Generation Filipinos:
Migrants and Transients

2nd and Next
Generation Filipinos



UNITED STATES OF AMERICA



INSIGHTS INTO THE **FILIPINO MARKET** IN THE UNITED STATES

FILIPINOS IN THE U.S. **4.6M STRONG**

Filipinos make up 19% of all Asian Americans.

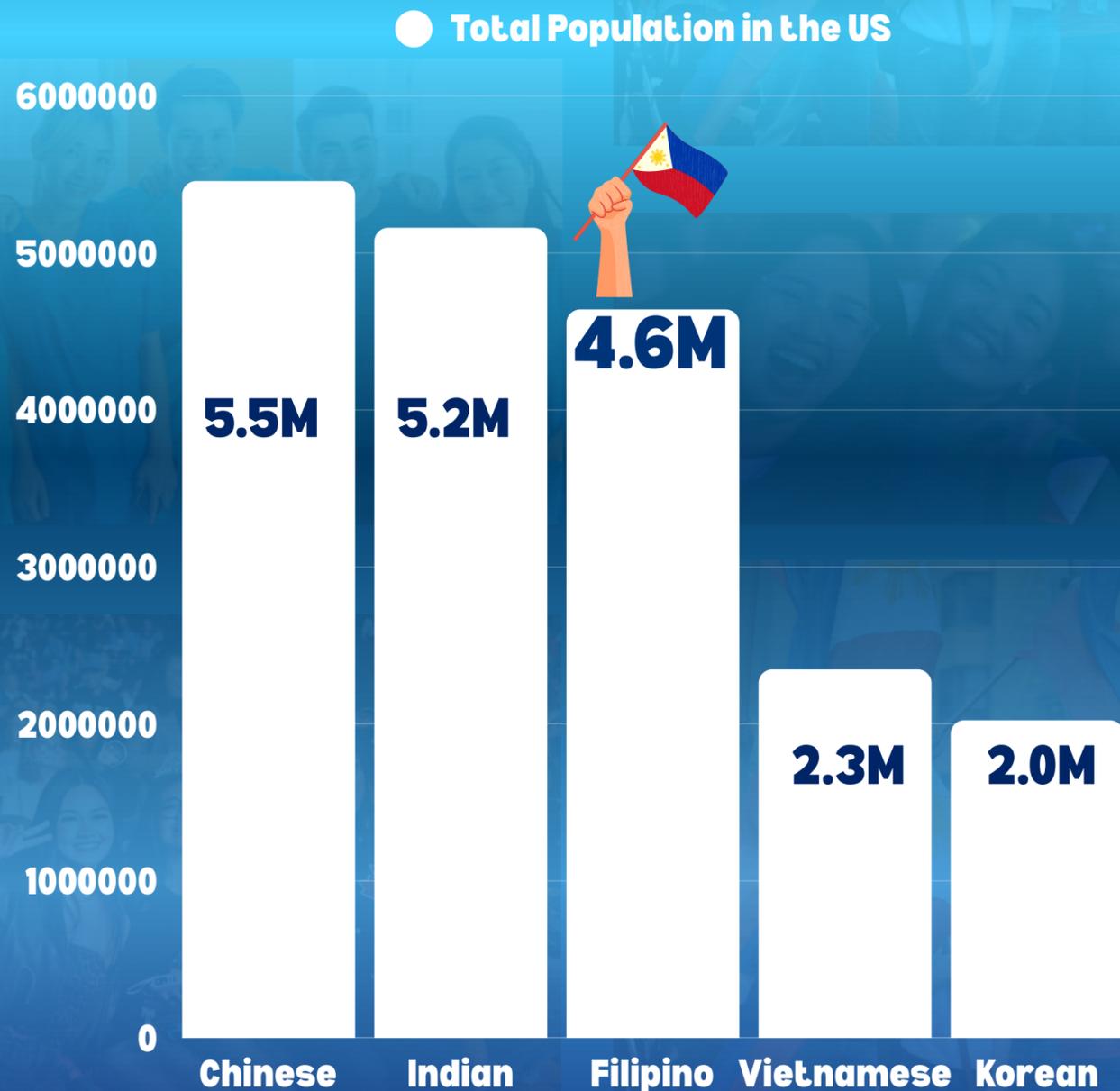
They comprise the 3rd largest Asian-origin group, after Chinese and Indian.

46%



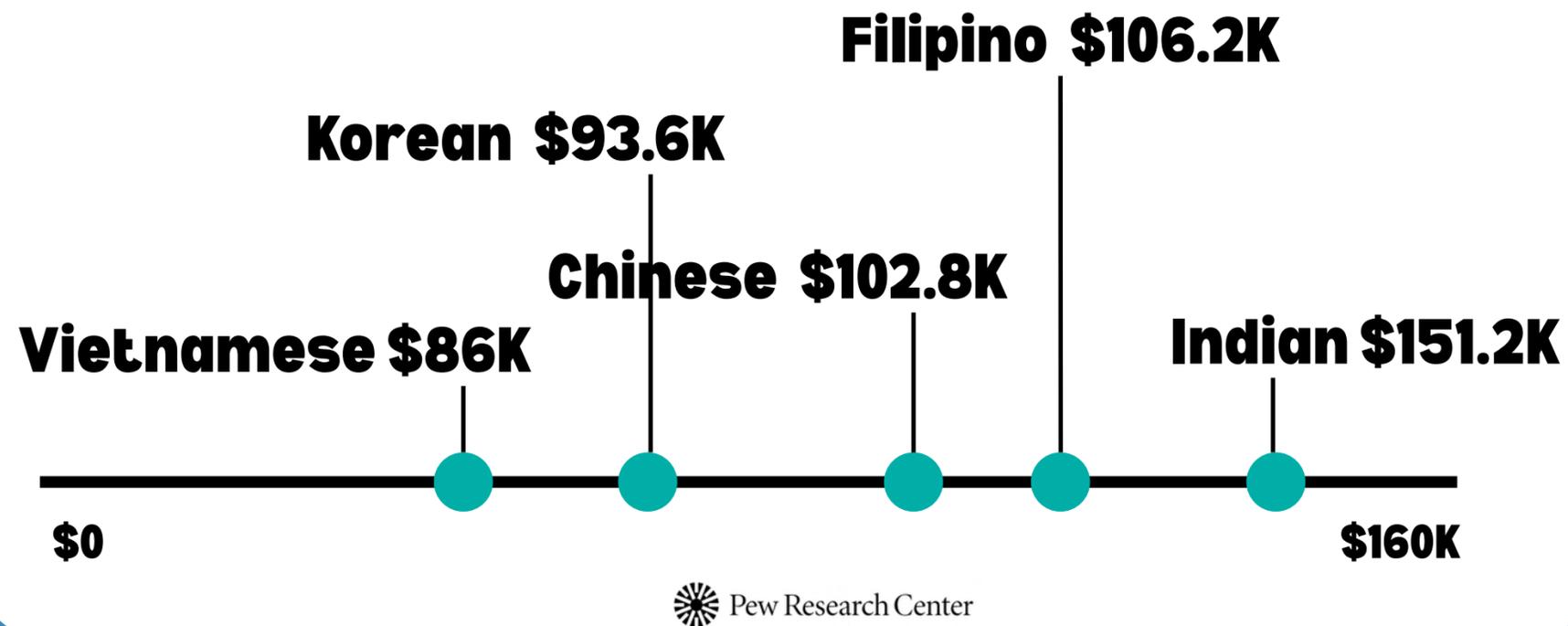
54%

MEDIAN AGE: 44 YEARS OLD



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

Median Incomes of Top 5 (Size) Asian-headed households differed across origin groups in 2023



High labor participation in:

- Healthcare
- STEM
- Education
- Military service
- Management, Business, Science, and Arts
- Sales and Office
- Service

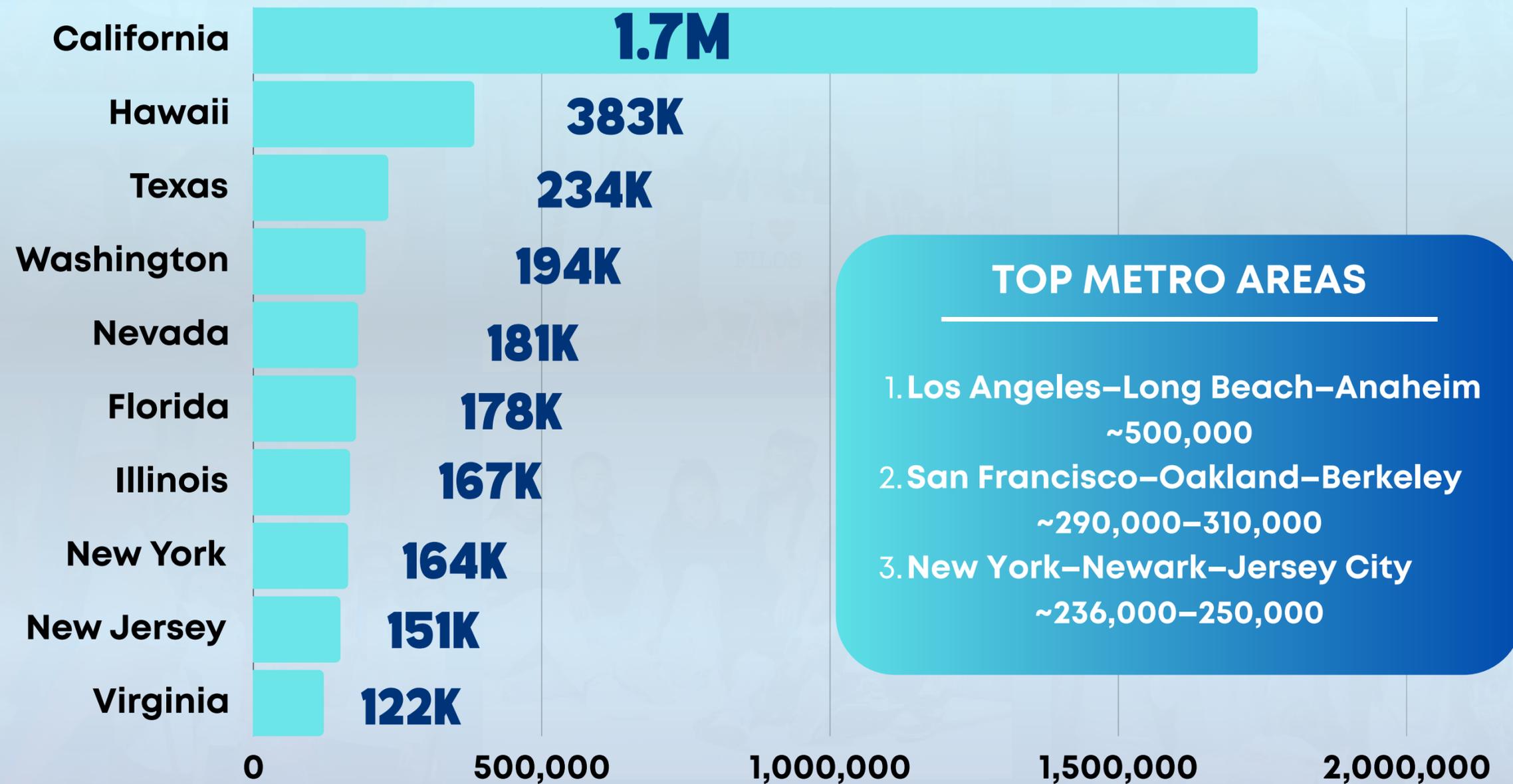


WHERE ARE THE MOST FILIPINOS IN THE US?

Nearly 80% of all Filipinos in the U.S. are clustered within these 10 states.

About 38% live in California.

Average length of stay: ~25 years



TFC VIEWERS OVER-INDEX IN CONSUMPTION PREFERENCES VS AVE US HH



Viewers Consumption Preference Data

According to Comscore's Q4 2025 report, viewers of The Filipino Channel demonstrate a strong purchase propensity across the following product categories:



CLUB WAREHOUSES
INDEX: 294



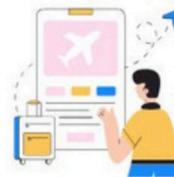
WIRELESS CARRIERS
INDEX: 255



AIRLINES
INDEX: 158



AMUSEMENT PARKS
INDEX: 152



TRAVEL SERVICES
INDEX: 152



INSURANCE
INDEX: 139



INVESTMENT INSTITUTIONS
INDEX: 142



TRAVEL
INDEX: 135



FOOD DELIVERY SERVICES
INDEX: 121



TAX SERVICES
INDEX: 120



CONSUMER SERVICES
INDEX: 115



CRUISE
INDEX: 113



DEPARTMENT STORE
INDEX: 106



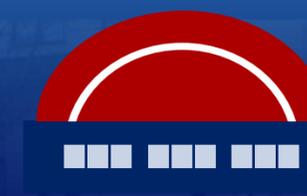
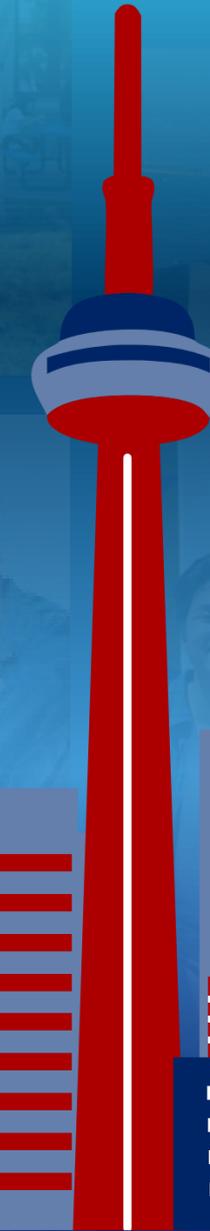
SPECIALTY RETAIL - BEAUTY
INDEX: 106



ONLINE SHOPPERS
INDEX: 102



CANADA

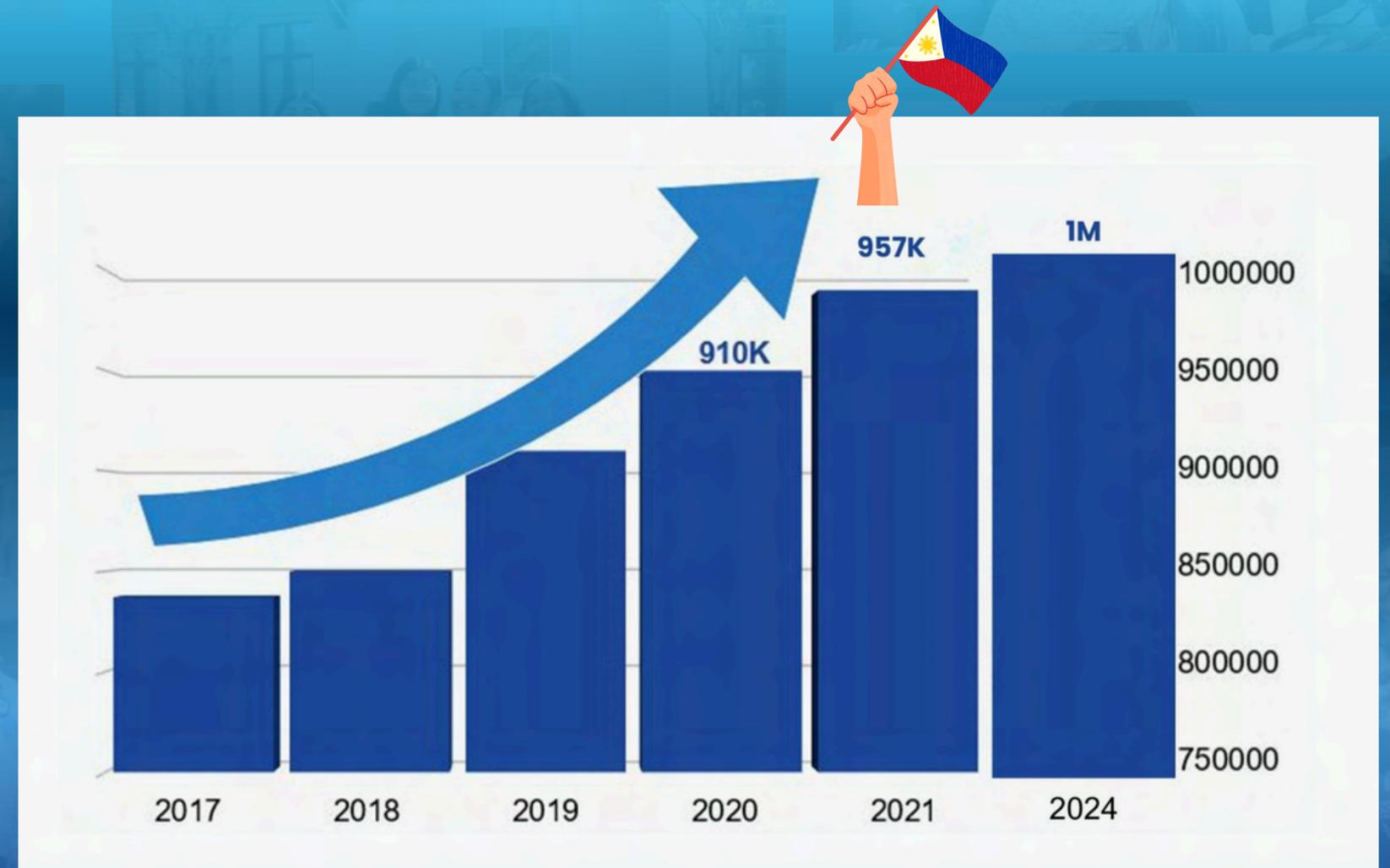




In the 2021 census, **957,355** people reported being of Filipino ethnic origin. Filipino Canadians are the largest group of Southeast Asian Canadians.

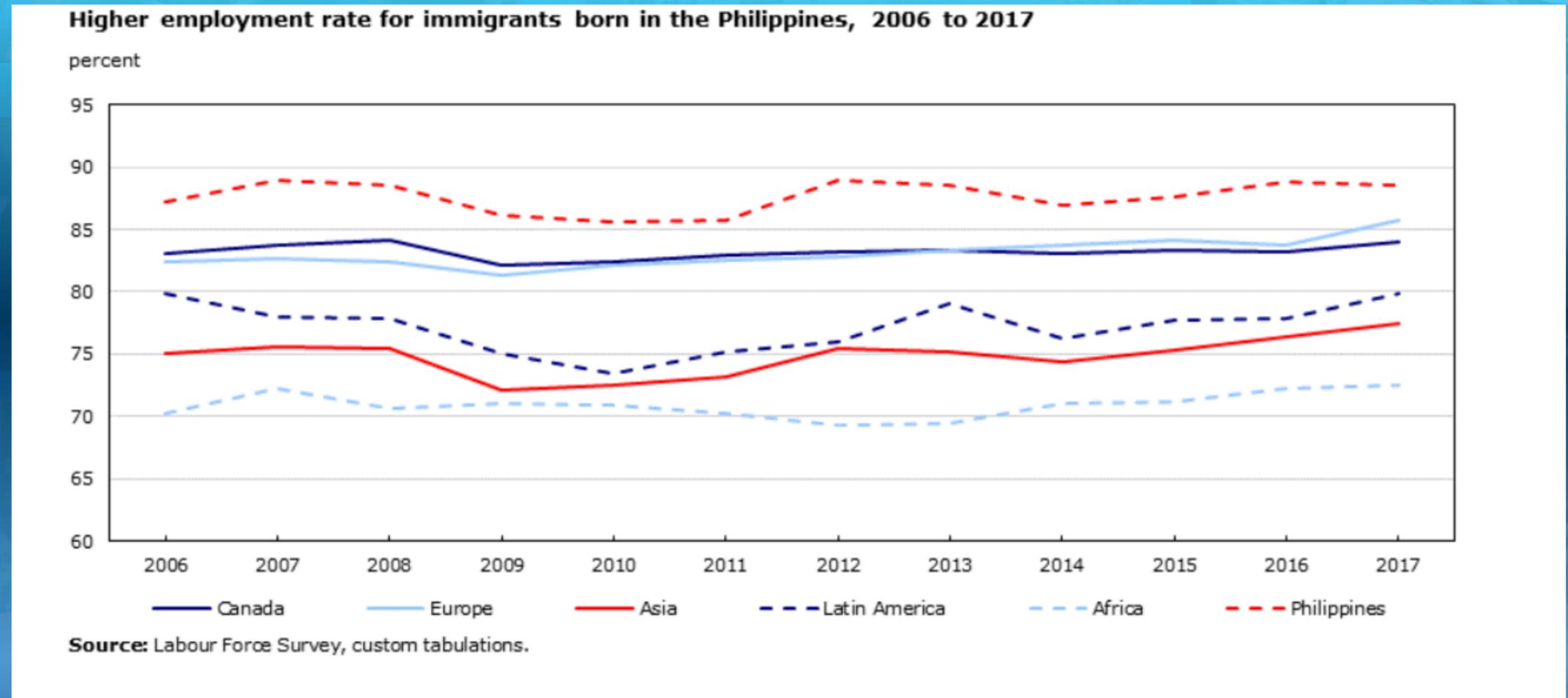
THE FILIPINO POPULATION IN CANADA HAS EXPERIENCED ITS LARGEST GROWTH SINCE 2016

PROJECTED TO SURPASS 1 MILLION BY 2026



Source: Statistics Canada 2023

FILIPINO IMMIGRANTS ENJOY AN EMPLOYMENT RATE OF 88.5%, HIGHER THAN THEIR CANADA-BORN COUNTERPARTS AT 84% AND EVEN HIGHER THAN OTHER IMMIGRANTS AT 78.9%

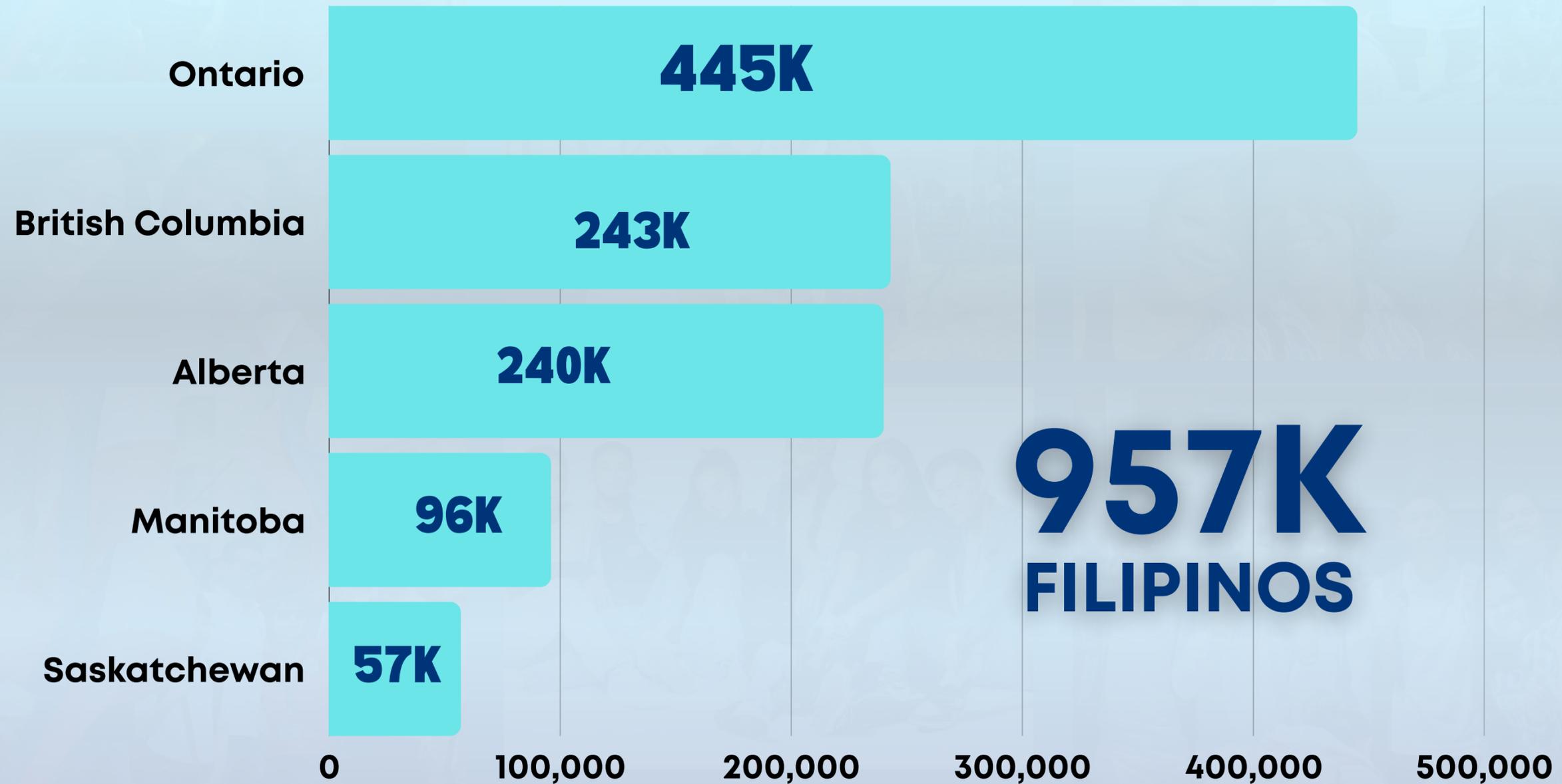


The numbers are based on what Statistics Canada calls “core working age” of 25 to 54 when individuals are expected to have finished school and not yet retired from the workforce.

Source: Canadian Filipino 2019

WHERE ARE THE MOST FILIPINOS IN CANADA?

Nearly 80% of Filipinos in Canada are concentrated in five provinces, led by Ontario, British Columbia, Alberta, Manitoba, and Saskatchewan.





**The leading entertainment and lifestyle powerhouse
serving overseas Filipinos across multiple platforms**



TV



WEBSITES



OTT

TFC

**MAXIMIZING REACH
ACROSS A POWERFUL
MULTI-PLATFORM
ECOSYSTEM**



SOCIALS



EVENTS



BRANDED CONTENT

MAXIMIZING REACH ACROSS A POWERFUL MULTI-PLATFORM ECOSYSTEM



TV

24/7 cable and satellite service delivering the most comprehensive all-Filipino programming worldwide.

The trusted home of premium news, entertainment, and cultural content for the global Filipino audience.



OTT

Owned-and-operated streaming platform offering on-demand access to shows, movies, and specials anytime, anywhere.

Available across mobile, web, and connected TVs including iOS, Android, Roku, and Smart TVs.



WEBSITES

ABS-CBN's flagship digital destination for news, entertainment, lifestyle, sports, and culture.

A centralized hub driving high-intent traffic and deep content engagement.



SOCIALS

One of the most followed Filipino media networks across YouTube, Facebook, Instagram, TikTok, and X.

Delivers massive reach, real-time engagement, and culturally relevant storytelling.



EVENTS

Live, on-ground experiences that connect brands with consumers through immersive activations.

Drive emotional engagement, community building, and memorable brand interactions.



BRANDED CONTENT

High-impact, custom storytelling that integrates brands seamlessly into content.

Designed to align with brand objectives while authentically engaging the target audience.

VIEWERSHIP DATA

NORTH AMERICA

UNITED STATES

CANADA



577K

AVERAGE MONTHLY VIEWERS
CABLE/SATELLITE*

489K

AVERAGE MONTHLY VIEWERS
CABLE/SATELLITE*

87K

AVERAGE MONTHLY VIEWERS
CABLE/SATELLITE*



245K

AVERAGE MONTHLY UNIQUE USERS
OTT**

170K

AVERAGE MONTHLY UNIQUE USERS
OTT**

75K

AVERAGE MONTHLY UNIQUE USERS
OTT**



3.2M

AVERAGE MONTHLY UNIQUE USERS
YOUTUBE***

2.3M

AVERAGE MONTHLY UNIQUE USERS
YOUTUBE***

983K

AVERAGE MONTHLY UNIQUE USERS
YOUTUBE***

Sources:

*Comscore (US) / Internal Subs Data (CA) November 2025

***Amplitude Last 5Q 2025;

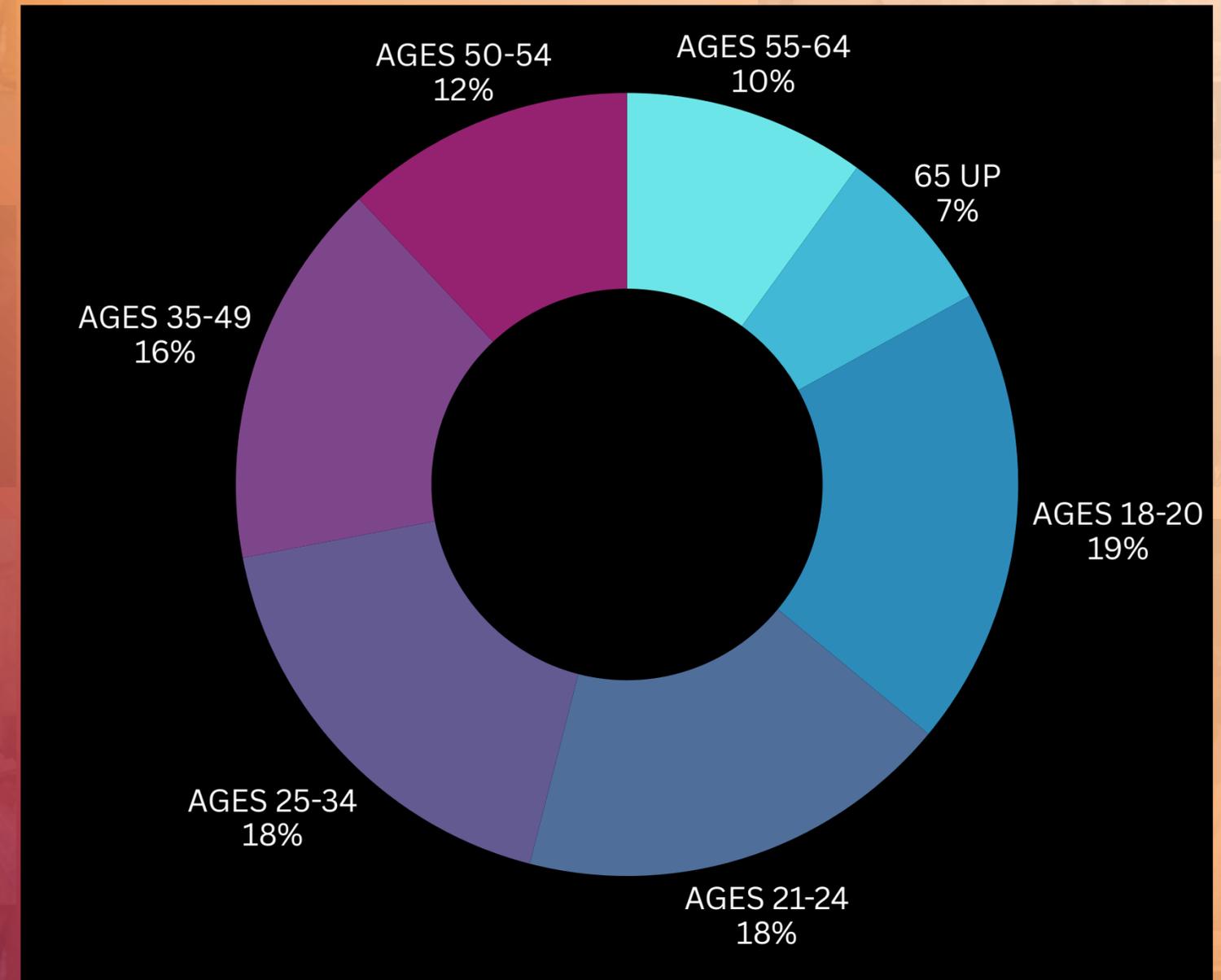
**Internal Subs Data December 2025

***YouTube Analytics November 2025

AUDIENCE DATA: LINEAR

- **Core audience:** Viewers 35+ still make up the largest share, anchoring linear TV consumption.
- **Balanced reach:** Linear viewership is evenly distributed across the following age groups:

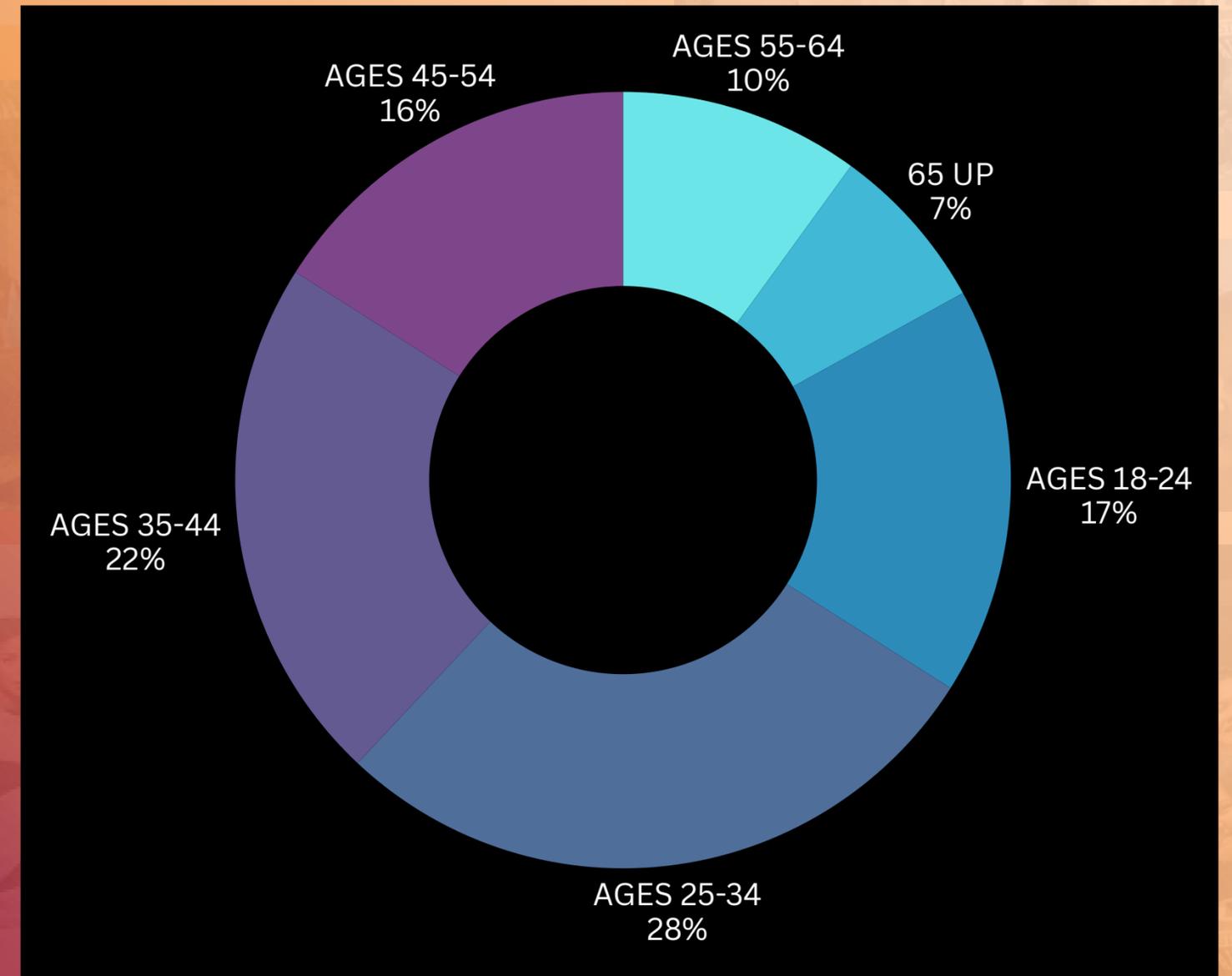
- 18–20
- 21–24
- 25–34
- 35–49



Source:
Comscore (US) / Internal Subs Data (CA) October 2025

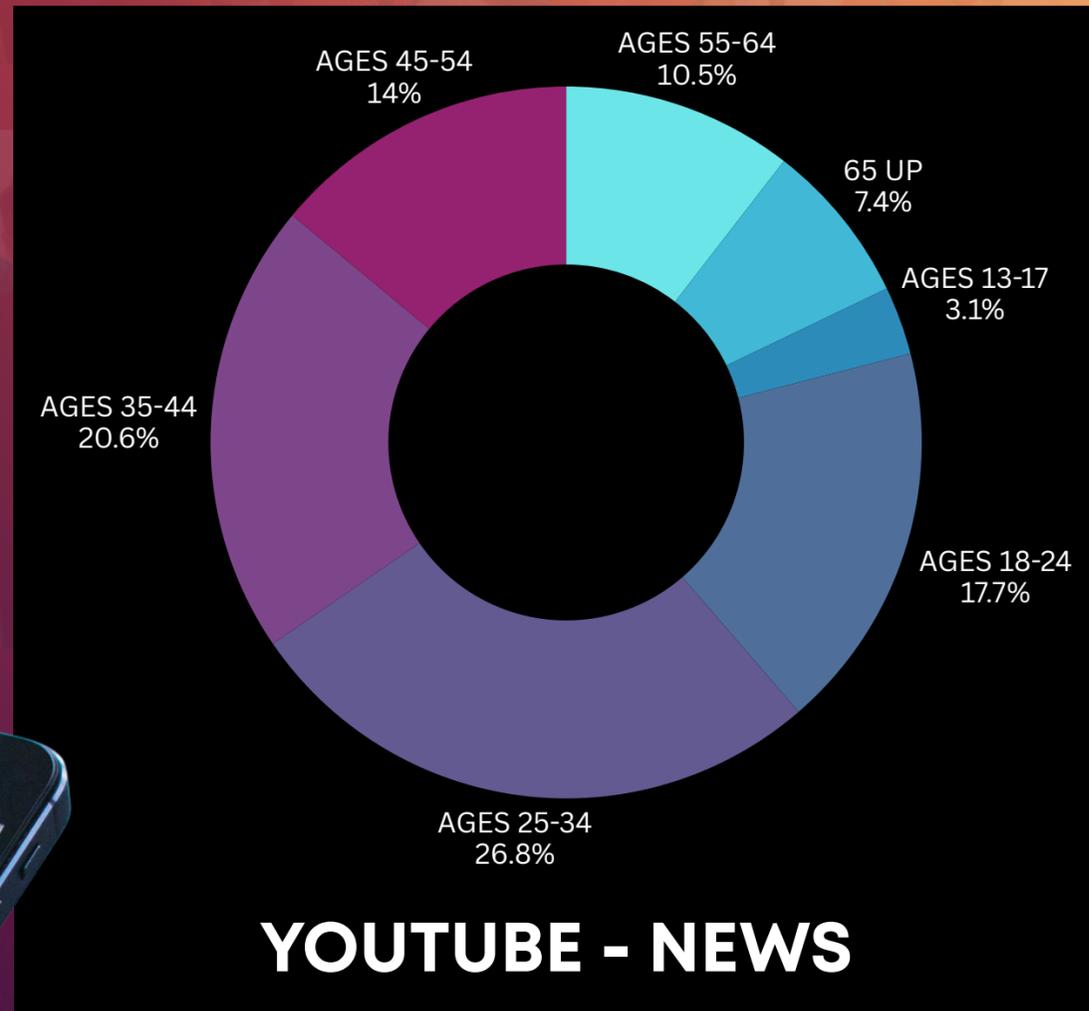
AUDIENCE DATA: OTT

- Younger-skewing audience: 67% of OTT viewers fall within the 18–44 age range.
- Prime demo strength: OTT strongly reaches digitally engaged, working-age consumers.

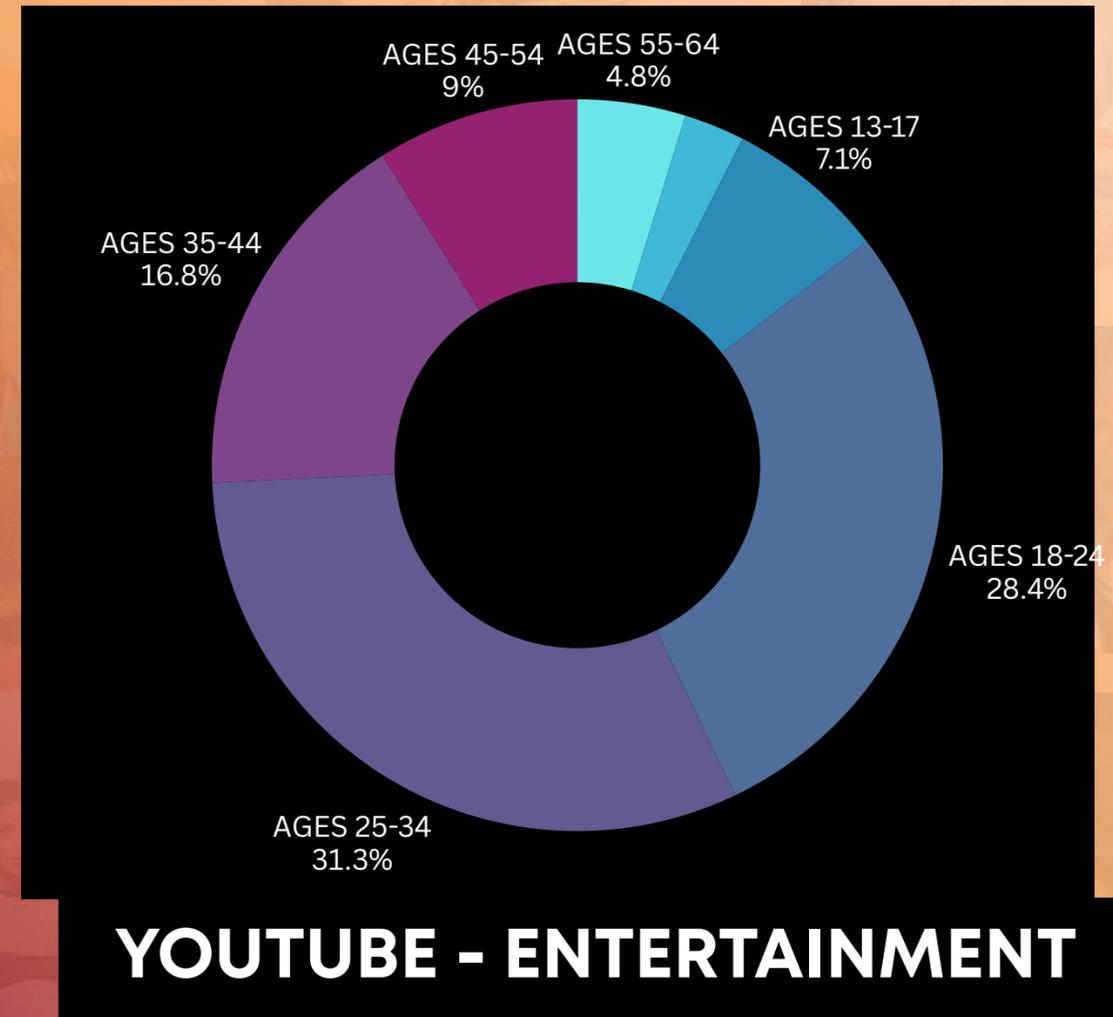


Source:
Amplitude November 2025; Internal Subs Data September 2025

AUDIENCE DATA: YOUTUBE



News viewers: 60% of YouTube News viewers fall within the 25–54 age range, representing a mature, high-value audience.

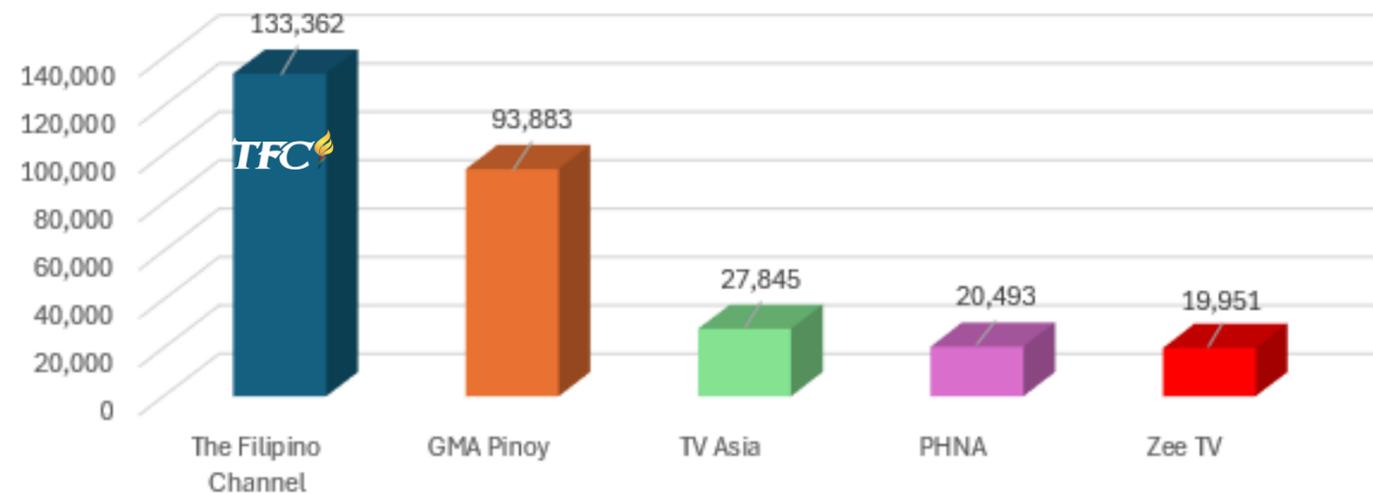


Entertainment viewers: 60% of YouTube Entertainment viewers come from the 18–34 age group, highlighting strong reach among younger audiences.

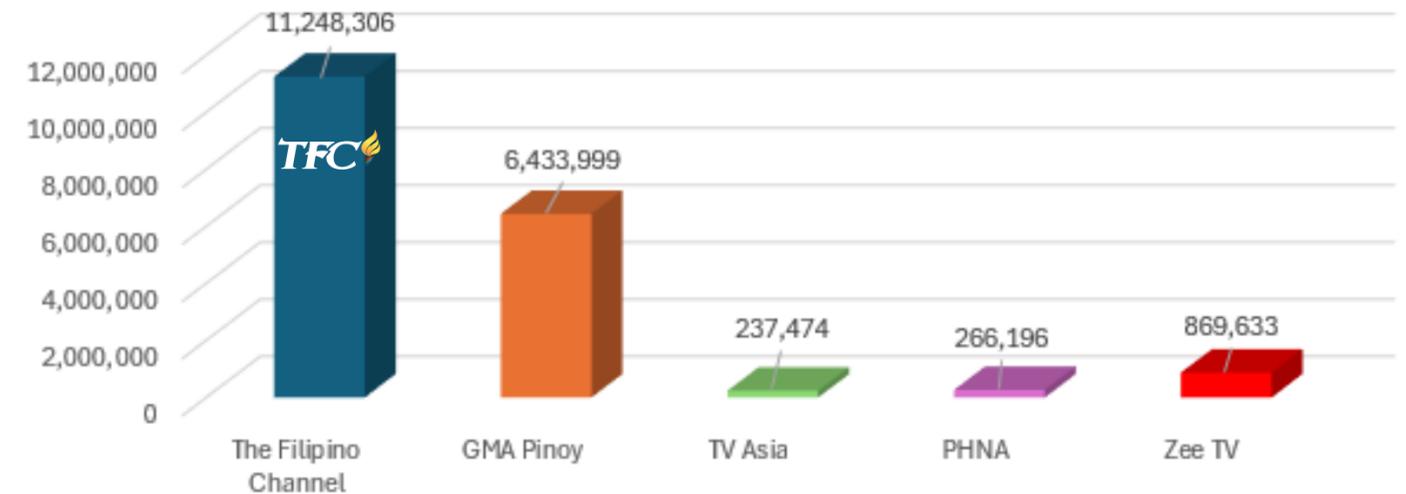
Sources:
YouTube Analytics November 2025

US VIEWERSHIP HIGHLIGHTS

Household Reach
Dec 2025



Hours Viewed - in Millions
Dec 2025



MARKET LEADER IN REACH: TFC posts the highest Household Reach at 133K+, outperforming its closest competitor by nearly 40K homes.

#1 IN ENGAGEMENT: TFC delivers 11.2M Hours Viewed, leading all competitors in time spent.

LARGEST FILIPINO AUDIENCE: TFC reaches the widest and most engaged Filipino viewers in the U.S.

CATEGORY DOMINANCE: Top performance in both reach and consumption cements TFC as the undisputed leader in Filipino linear TV.

TFC  ON **KTSF26**

TFC extends its reach in Northern California through KTSF, a leading multicultural broadcaster serving the Bay Area's large Asian-American audience across 10 counties, including San Francisco, Oakland, and San Jose.

KTSF's digital and streaming platforms further amplify reach across the U.S. and Canada, strengthening visibility beyond linear TV.



**TFC's flagship news program
TV Patrol airs on KTSF weekdays
at 5:30 PM**

**TV spot placements are available at
\$150 per 30s**

iwant

Home of Filipino Feels



iwant is now the **HOME OF FILIPINO FEELS!**

iWant goes beyond streaming. It's a mirror of life's best and most heartfelt moments. Get ready for rich and fresh stories that grow alongside Filipinos experiences and feels.

Stronger Positioning

The new iWant reflects the essence of Filipino emotions, stimulating their feelings deeply through affecting stories, and authentic stars.

World-Class UI/UX

The overall look and feel of the platform was refreshed, offering a sleeker, more emphatic customer-first user experience

Breakthrough Content

The platform broadens its content lineup by co-creating Originals with partners, reviving iconic shows, and introducing new ways to experience live events.

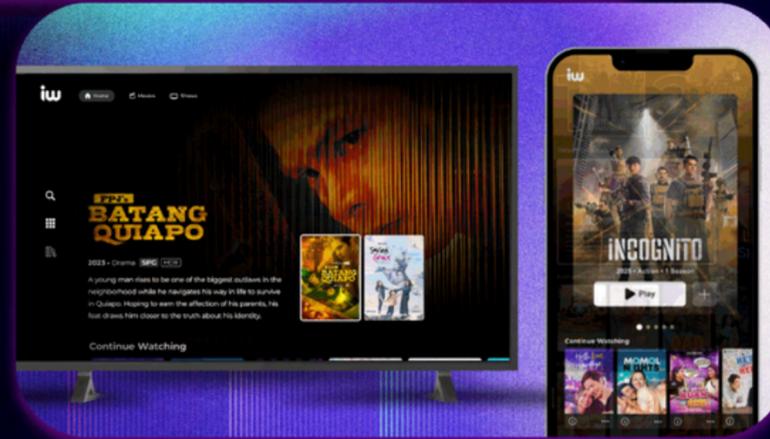
MEET THE NEW iWant

The refreshed iWant app offers
a more intuitive, easy-to-navigate
and **seamless user experience** keeping
audiences engaged in the platform.



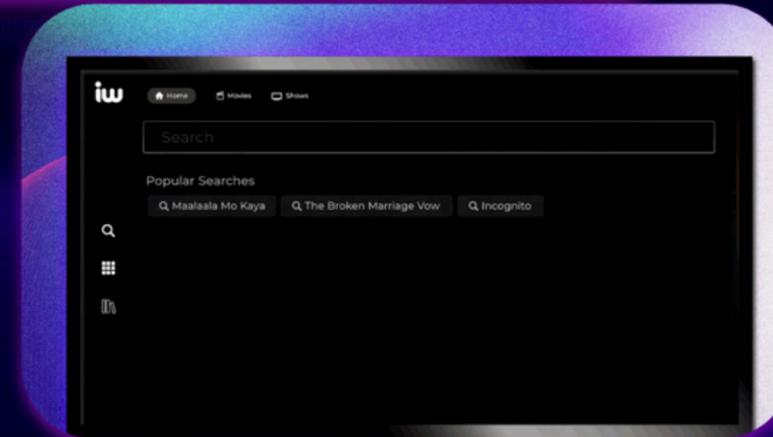
Enhanced Device Integration

Our new look comes with a flawless design that maximizes platform context and form factor across different devices - mobile, tablet, desktop and even CTV.



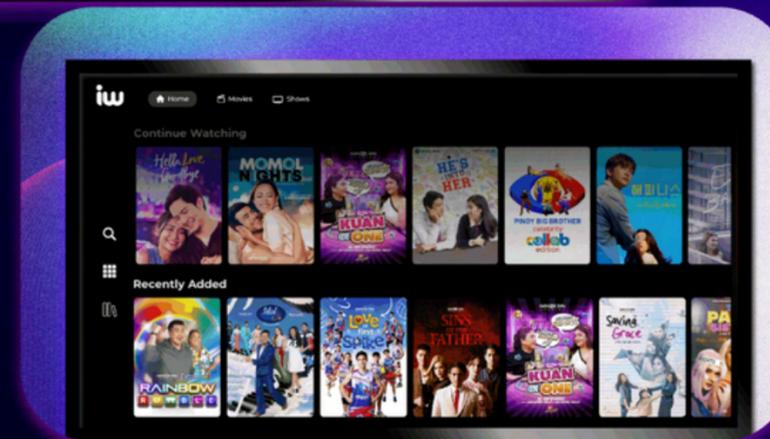
Sleeker User Interface

From improved search and episode selection to subtitle options and smoother scrubbing - the smarter user interface are aimed at giving you a much better viewing experience on iWant.



Easier Content Discovery

Less navigating and more watching because we've made it easier for you to discover titles with attention-grabbing labels, high-level overview and more!



Improved Viewer Experience

Effortlessly catch up on your most awaited titles and pick up where you left off, or even uncover a new show to love from a list of your favorites.

iwant VIEWERSHIP DATA

NORTH
AMERICA
198K

AVG. MONTHLY UNIQUE USERS*

73.5M

AVG. MONTHLY VIEWS*



Source:

*Amplitude Last 5Q 2025

UNITED
STATES

147K

MONTHLY UNIQUE USERS*

53.6M

MONTHLY VIEWS*

CANADA

23K

MONTHLY UNIQUE USERS*

19.9M

MONTHLY VIEWS*

iwant

TOPLINE PLATFORM DATA

Oct-Dec 2025 **Q4 2025**



24.3M

AVE. MONTHLY
TOTAL VIEWS

 **12.4M**
PH

 **11.9M**
ROW



1.57M

AVE. MONTHLY
ACTIVE UNIQUE USERS

 **1.19M**
PH

 **395K**
ROW



110 mins

AVE. DAILY MINUTES
PER UNIQUE USER

 **77 mins**
PH

 **149 mins**
ROW



470M

AVE. MONTHLY TOTAL
MINUTES WATCHED

 **188M**
PH

 **282M**
ROW

Meet the iwant User

Oct-Dec 2025 **Q4 2025**

Demographics

Geographics

Technographic

Content Consumption

Data provided by  Amplitude

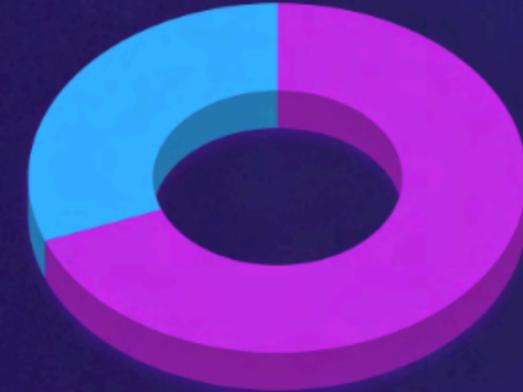


Majority of our users in iWant are Female but we are continuously growing our Male audience by delivering more content skewed towards their preferences such as sports, action, and gaming.

In terms of age, our demographic leans towards late Gen-Z to early Millennials at the **25-34 age range**, followed by the 35-34 and then 18-24.

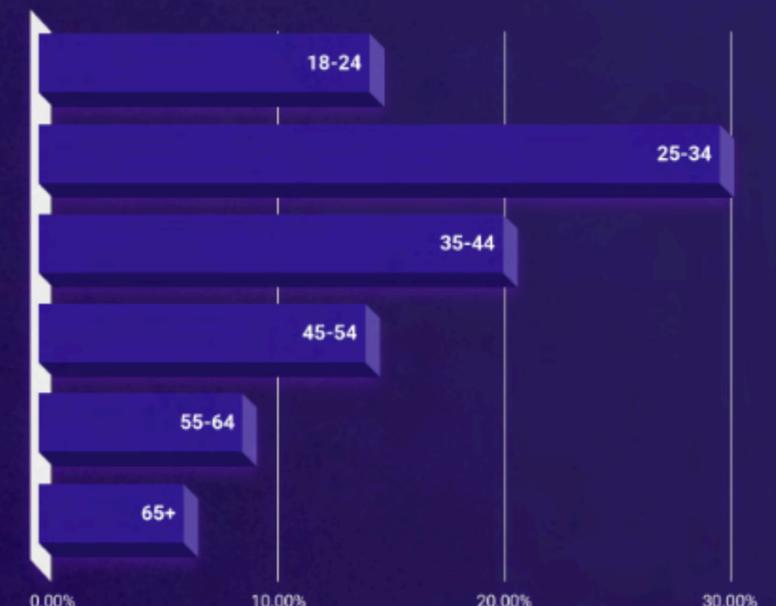
GENDER BREAKDOWN

Female	69.20%
Male	30.90%



AGE BREAKDOWN

18-24	14.70%
25-34	30.20%
35-44	20.60%
45-54	14.50%
55-64	9.06%
65+	6.44%



Meet the iwant User

Oct-Dec 2025 **Q4 2025**

Demographics

Geographics

Technographic

Content Consumption



Majority of iWant users are located in the **Philippines at 75.4** while the **24.6 is from the rest of the world.**

Locally, iWant has a strong influence on Metro Manila and major cities in provincial areas in the country.



TOP PH CITIES

1. **Manila**
2. Quezon City
3. Davao City
4. Cebu City
5. Makati City
6. Cagayan de Oro
7. Caloocan City
8. San Juan
9. Tarlac City
10. Baguio City



TOP ROW COUNTRIES

1. **United States**
2. Canada
3. Singapore
4. United Arab Emirates
5. Australia
6. Mexico
7. Saudi Arabia
8. United Kingdom
9. Japan
10. Brazil

Meet the iwant User

Oct-Dec 2025 **Q4 2025**

Demographics

Geographics

Technographics

Content Consumption



Users who reside in the Philippines mainly access iWant through Mobile devices at almost 70%.

Top device for users outside PH is Mobile, but there's a sizable portion coming from both Web and CTV devices compared to PH users.



DEVICE USAGE IN PH



69.46%
Mobile



19.93%
Web



17.16%
CTV



DEVICE USAGE IN ROW



45.72%
Mobile



43.21%
Web



30.57%
CTV



Deep dive into **Connected TV**

In recent years, we have also seen a steady increase of users accessing iWant through CTV or Connected TV. **This growth is driven by audiences wanting to experience their favorite content with others, such as their family and friends.**

Topline Data



9.9M
AVE. MONTHLY TOTAL VIEWS



324K
AVE. MONTHLY ACTIVE UNIQUE USERS



157 mins
AVE. DAILY MINUTES PER UNIQUE USER



273M
AVE. MONTHLY TOTAL MINUTES WATCHED

Top titles for CTV users



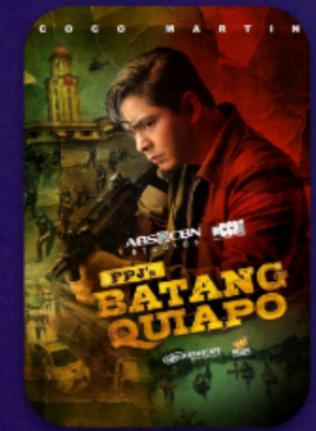
TOP PH TITLES



1. **74th Miss Universe LIVE**
2. FPJ's Batang Quiapo
3. Kapamilya Channel
4. PBB Celebrity Collab Edition 2.0
5. Sins of the Father
6. What Lies Beneath
7. PBB All Access Livestream
8. It's Okay to Not Be Okay
9. Roja
10. The Hows of Us



TOP ROW TITLES



1. **FPJ's Batang Quiapo**
2. What Lies Beneath
3. Sins of the Father
4. It's Showtime
5. Roja
6. TV Patrol
7. It's Okay to Not Be Okay
8. TFC NA
9. SOCO: Limited Crime Docu Drama
10. Cinema One



Deep dive into **Connected TV**

In recent years, we have also seen a steady increase of users accessing iWant through CTV or Connected TV. **This growth is driven by audiences wanting to experience their favorite content with others, such as their family and friends.**

CTV GENDER BREAKDOWN

Female 63.7%
Male 36.4%



TOP PH CITIES

1. **Quezon City**
2. Manila
3. Makati City
4. Cebu City
5. Davao City
6. Caloocan City
7. San Juan
8. General Trias
9. Bacoor
10. Tarlac City



CTV AGE BREAKDOWN

18-24 6.13%
25-34 22.6%
35-44 23.8%
45-54 19.6%
55-64 12.8%
65+ 9.44%



TOP COUNTRIES

1. **Philippines**
2. United States
3. Canada
4. Mexico
5. Australia
6. United Kingdom
7. Russia
8. Brazil
9. United Arab Emirates
10. Spain



Meet the iwant User

Oct-Dec 2025 Q4 2025

Demographics

Geographics

Technographic

Content Consumption

Data provided by  Amplitude



Our **strong lineup of Kapamilya teleseryes remain to be the biggest content driver** on iWant. But we also see how pertinent pop culture events or seasons influence the watching trends and preferences of our users, especially on the movies they watch.

TOP SHOWS



1. FPJ's Batang Quiapo

2. PBB Celebrity Collab Edition 2.0
3. Sins of the Father
4. What Lies Beneath
5. It's Okay to Not Be Okay
6. Roja
7. Ghosting
8. It's Showtime
9. TV Patrol
10. SOCO: Limited Crime Docu Drama

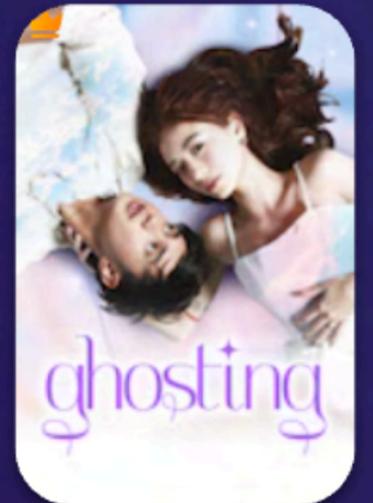
TOP MOVIES



1. The Hows Of Us

2. Romance Reboot
3. The Last Resort
4. Hospicio
5. Unbreakable
6. Sanggano, Sanggago't Sanggwapo
7. Ang Tanging Ina Mo (Last na To!)
8. Four Sisters and a Wedding
9. Radio Romance
10. Ang Panday

TOP ORIGINALS



1. Ghosting

2. SOCO: Limited Crime Docu Drama
3. Maalaala Mo Kaya
4. BINI World Tour Stories
5. Love at First Spike
6. Romance Reboot
7. AFAM Wives Club
8. The Last Resort
9. Benta Nights
10. The Goodbye Girl

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**ADVERTISING
SOLUTIONS**

PLATFORM-BASED OPPORTUNITIES

CONTENT-BASED APPROACHES

PROMO-BASED EXECUTIONS

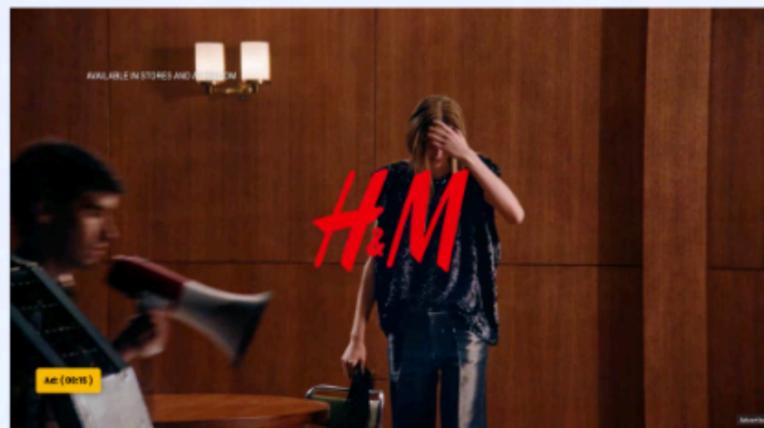
PLATFORM-BASED OPPORTUNITIES

Dominate the iWant platform during your most important campaign dates by maximizing our new and improved high-impact ad formats, expertly designed to give your brand the spotlight.

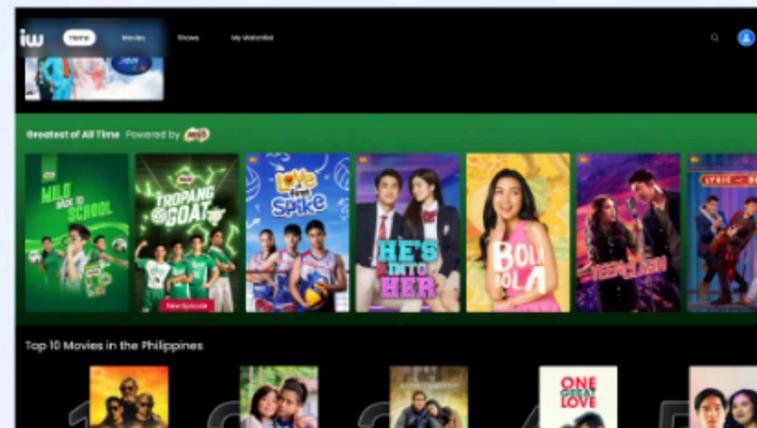
Platform-based Opportunities

Content-based Approaches

Promo-based Executions



Video Rolls



Sponsored Rail



Hero Carousel Ad

... and watch out for more formats this 2026!



Platform-based Opportunities Video Rolls

Sponsored Rail

Hero Carousel Ad

Special Freebie Offer

Upcoming Ad Formats

Content-based
Approaches

Promo-based
Executions

VIDEO ROLLS

Description:

Video-based ads airing on the start of the content as PRE-ROLL or inside the body of the content as MID-ROLL. Can be skippable or non-skippable.

Non-skippable pre-rolls/mid-rolls:

Creative materials with 30 seconds or less ad length/duration.

Skippable pre-rolls/mid-rolls:

Creative materials with more than 30 seconds ad length/duration.

Branding Opportunities:

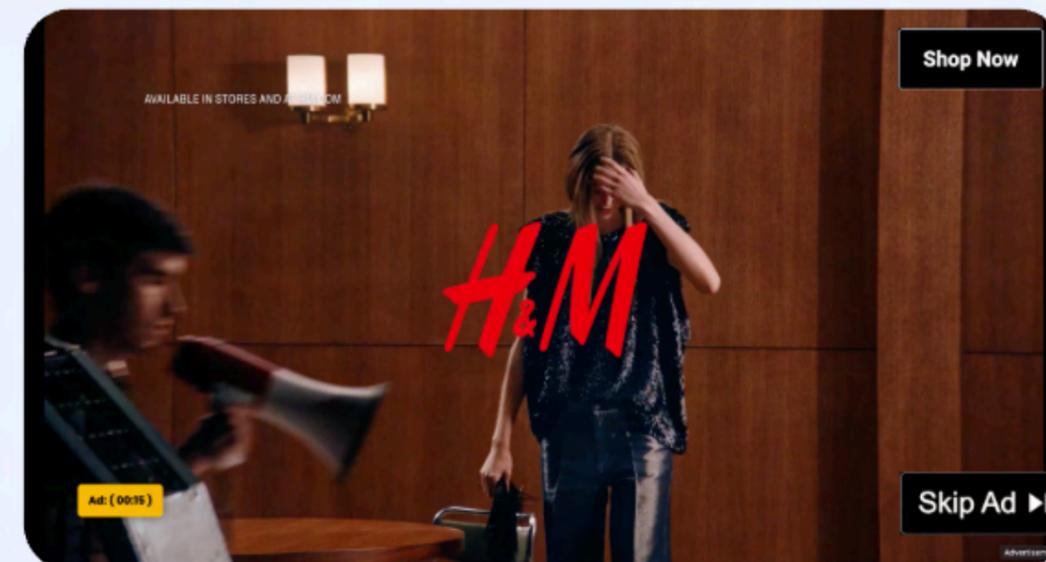
- Branded video material from client

Metrics:

- Impressions
- Clicks
- CTR



Non-skippable video rolls



Skippable video rolls

iwant

ADVERTISING SOLUTIONS

Video Rolls

Platform-based Opportunities
Sponsored Rail



Hero Carousel Ad

Special Freebie Offer

Upcoming Ad Formats

Content-based
Approaches

Promo-based
Executions

SPONSORED RAIL

Description:

A curated content rail of iWant titles seen on the homepage that gives brands the opportunity to integrate not just their logo but also their color and key visuals – improving brand’s exposure and user engagement in the homepage. A sponsored rail can act as the house of a brand’s own content or title within the iWant so users can see them alongside other titles on the platform.

Two options based on location on the homepage:

- **Premium SR** – 7th row after Hero Carousel
- **Basic SR** – 13th row after Hero Carousel

Branding Opportunities:

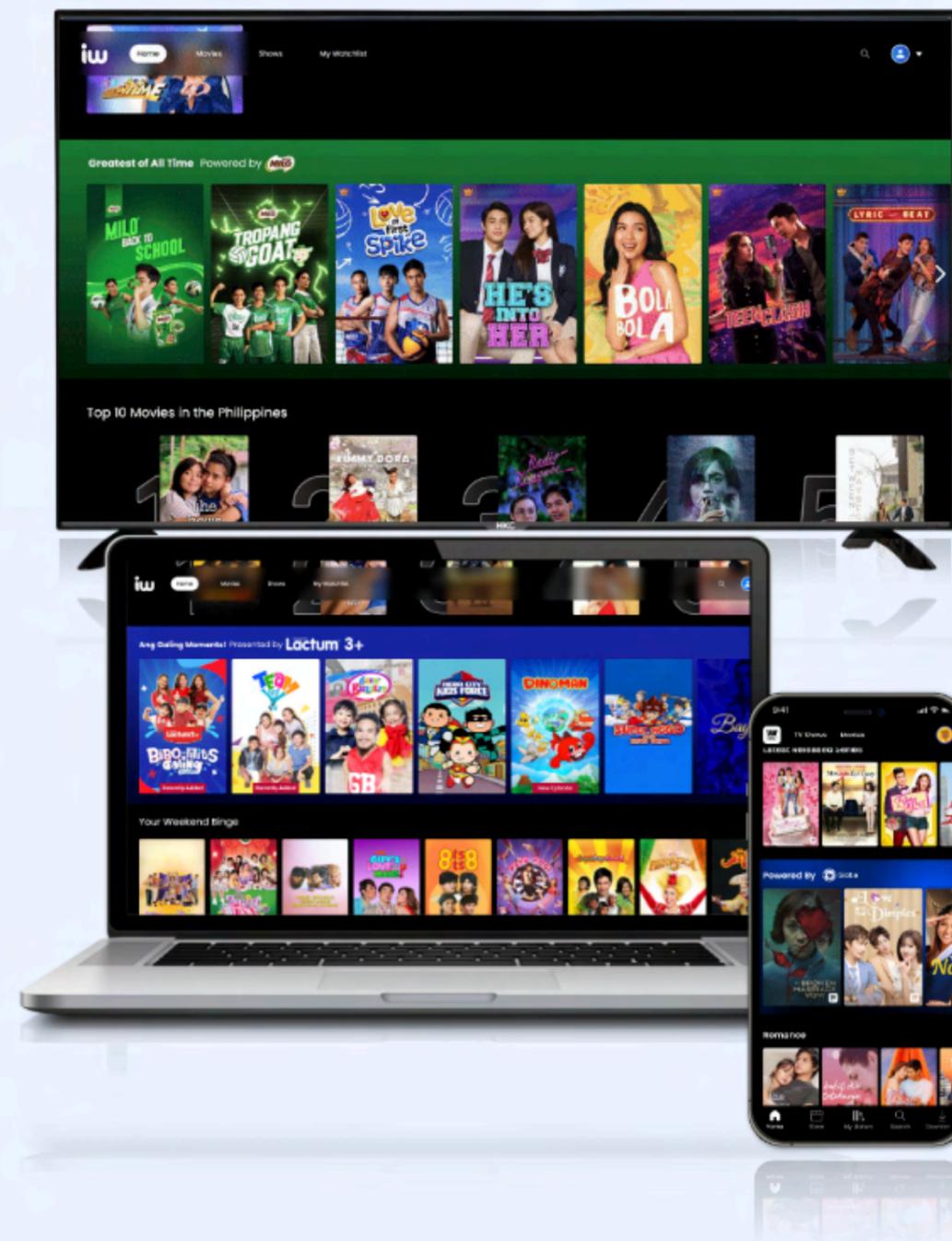
- Logo exposure on the iWant homepage
- Customizable attribution phrase (eg. “Powered by”)
- Customized content rail title
- Inclusion of branded/campaign video
- Colored gradient background matching brand’s colors

Location: Homepage

Device Compatibility: Web, Mobile, CTV

Metrics:

- Total rail impressions
- Content clicks, total views, unique views
- Minutes Watched & Completion Rate for the branded video material within the rail



Creative sample only

iwant

ADVERTISING SOLUTIONS

Video Rolls

Sponsored Rail

Platform-based Opportunities
Hero Carousel Ad



Special Freebie Offer

Upcoming Ad Formats

Content-based Approaches

Promo-based Executions

HERO CAROUSEL AD

Description:

A brand's video ad inserted as part of the hero banner content previews in the homepage.

Best for brand awareness campaigns, this high-impact ad solution can use either a TVC or the brand's actual intrusions in the show and takes over the banner video immediately seen on the homepage.

Branding Opportunities:

- Branded video material

Location: Homepage, topmost

Device Compatibility: Web, CTV

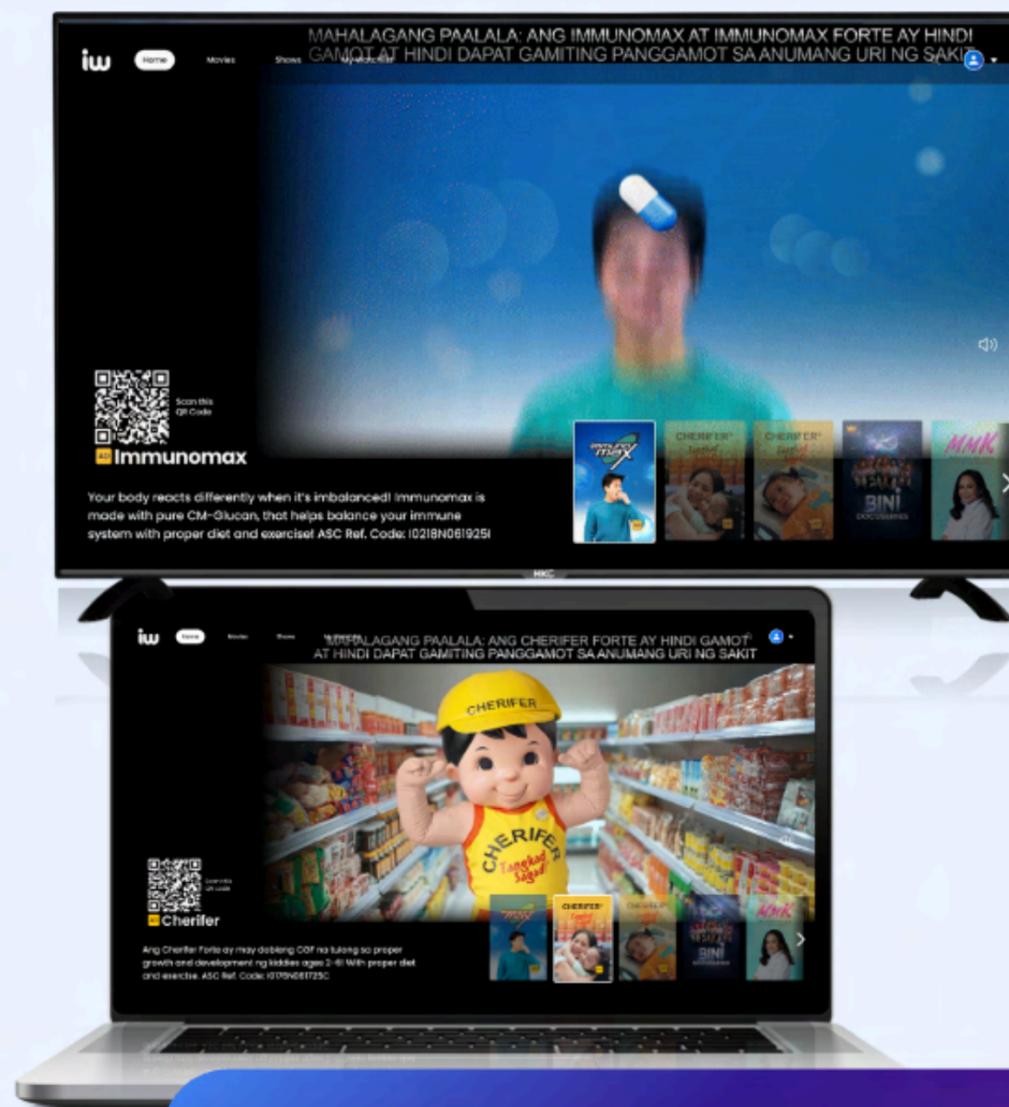
Metrics:

- Homepage renders (unique/total)
- QR code scans

UPDATE



Hero Carousel can be geo-targeted on country level as of January 2026



Try it first on CTV and Web!

Soon on Mobile devices

iWant is developing smarter ad formats designed to make your brand stand out in ways no other local OTT can deliver.

Video Rolls

Sponsored Rail

Hero Carousel Ad

Special Freebie Offer

Platform-based Opportunities
Upcoming Ad Formats



Content-based Approaches

Promo-based Executions



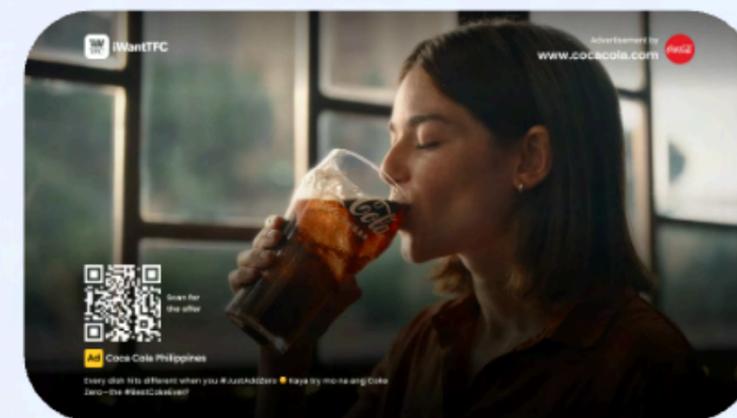
Midrow Banner Ad

A static banner ad placed in between content rails and seen by users as they scroll down in the content rails.



Pause Ad

A less disruptive static ad format that is based on user behavior, appearing only when the video is paused and occupying a smaller space on-screen.



Screensaver Ad

Exclusive to CTV devices, this static ad format appears and takes over whole screen whenever the platform becomes idle after a given time.

Watch out for these ad formats this 2026!

iwant

ADVERTISING SOLUTIONS

Platform-based
Opportunities

Content-based
Approaches

Promo-based
Executions



CONTENT-BASED APPROACHES

Elevate your presence on iWant with content-driven executions that build relevance and deliver real impact. Your brand becomes part of the viewing experience in a way that feels authentic and impossible to miss.



**INSIDE
PROGRAM STORYLINE**

Major Intrusion

Minor Intrusion



**OUTSIDE
PROGRAM STORYLINE**

Sitummercials

Branded Vignettes



**BESPOKE
CONTENT**

Branded Co-Productions

Blocktime Placements

iwant

ADVERTISING SOLUTIONS

Platform-based Opportunities

Content-based Approaches

Promo-based Executions

PROMO-BASED EXECUTIONS

Amplify your brand beyond the OTT platform with high-impact promotional formats designed to capture attention wherever your audience is. From social posts to on-ground activations, these executions drive engagement and build memorable connections with the audience.



Photo Posts



Video Posts



Shoulder Content

Virtual/On-ground Events



Digital Promo Campaigns



The logo for TFC (The Filipino Channel) features the letters 'TFC' in a large, white, serif font. To the right of the letters is a stylized flame icon with yellow, orange, and red colors. Below the 'TFC' text, the words 'THE FILIPINO CHANNEL' are written in a smaller, white, sans-serif font.

TFC

THE FILIPINO CHANNEL

WEBSITES & SOCIAL ASSETS+

Strengthen your brand through new audience connections with strong reach and engagement platforms.

WEBSITES



The ABS-CBN.com flagship website delivers a seamless, all-in-one digital experience, fully integrated with the network's top-ranking social and entertainment platforms.

WEBSITES

NORTH AMERICA



1.6M

Average Monthly
Active Unique Users*

1.37M

Average Monthly
Active Unique Users*

216K

Average Monthly
Active Unique Users*

4.5M

Page Views*

3.7M

Page Views*

800K

Page Views*

16M

Avg. Monthly Impressions
Available*

12M

Avg. Monthly Impressions
Available*

4M

Avg. Monthly Impressions
Available*

Sources:

*Amplitude 2025 last 5Q

**GAM, Video + Display

SOCIAL MEDIA



TFC US

480K
followers

TFC Canada

267K
followers

TFC

The Filipino Channel

2.2M
followers

ABS-CBN

4M+
followers



TFC
Global

157K
followers

ABS-CBN
Global

10M+
followers

TFC's social media platforms deliver massive reach in the millions across North America and worldwide, connecting Filipinos wherever they are – driving real-time engagement, and extends the life of its programming far beyond linear TV.



myX

WEBSITES & SOCIAL ASSETS+

Your gateway to connections & culture, powered by world-class talent.



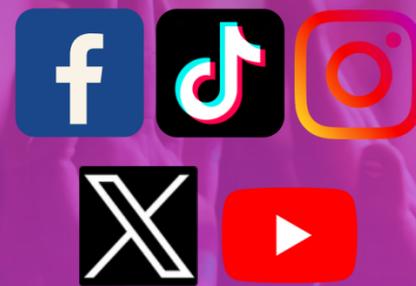
MYX

MYX Global is the leading Filipino music and youth culture channel, spotlighting P-Pop, OPM, and global Filipino artists.

TOTAL DIGITAL FOLLOWING

15M

FB: 8.7M | TIKTOK: 597K | IG: 491K
X: 4.3M | YT: 1.48M



YTD DIGITAL AGGREGATED REACH

77.9M

AS OF DECEMBER 2025

TARGET DEMOGRAPHICS

FEMALE/MALE

16-29 Y.O | BROAD BCD



Interests: OPM / Asian Music, Culture, Brands with advocacies, Concerts, Music Festivals

TOTAL NORTH AMERICA LINEAR REACH

136K

AS OF DECEMBER 2025
ON CABLE | IPTV | DTH | IWANT



myX

Your gateway to connections & culture, powered by world-class talent.



491K

FOLLOWERS



1.48M

FOLLOWERS



8.5M

FOLLOWERS



597.6K

FOLLOWERS



4.3M

FOLLOWERS



TFC

THE FILIPINO CHANNEL

LIVE EVENTS

Drive meaningful brand impact through on-ground activations in a fast-growing U.S. market.

TFC LIVE EVENTS



FLAGSHIP EVENT: ASAP LIVE

A live, international showcase of the Philippines' most iconic musical variety show, bringing top Filipino artists directly to North American audiences.



COMMUNITY EVENTS

Grassroots cultural celebrations powered by TFC and MYX, offering brands intimate, high-impact connections with Filipino communities.



CHRISTMAS EVENT: PASKO SA BARYO

A Filipino Christmas village experience blending food, music, and tradition to celebrate the holidays with the Fil-Am community.



CONCERTS

High-energy live performances spotlighting the best of Filipino talent, amplified by ABS-CBN's powerful music and media ecosystem.



MOVIE EVENTS + MEET & GREETs

Cinematic experiences that bring Star Cinema films and top ABS-CBN stars closer to fans through premieres and live interactions.

FLAGSHIP 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 2025 ASAP Live was held at the Pacific Center in Vancouver, Canada with **two sold out shows** and an **audience size of more than 13K!**

Brands have a chance to engage this audience in-person.

ABS-CBN GLOBAL ABS-CBN STUDIOS  Philippine Airlines 

We Are Bringing More Stars to the Spotlight!



OCTOBER 18 | SATURDAY
PACIFIC COLISEUM
HASTINGS PARK, VANCOUVER BC

SHOW 1 | 12:30 PM | SHOW 2 | 7:30 PM

Visit myTFC.com/asapvancouver for details.



GRAB YOUR TICKETS NOW!

SCAN TO BUY

MAJOR SPONSORS   SPONSOR 



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.



COMMUNITY EVENTS

Let the Star light your way back home.

PASKO SA BARYO

A Christmas Celebration

Sunday • November 16 • 2025

930 MATEO ST. Los Angeles, CA

ABS-CBN GLOBAL TFC MYX BARYO

Presented by GCash Philippine Airlines SENDWAVE Major Sponsor RLC Minor Sponsors SHANG PAYSEND Harrah's

WITH SPECIAL PERFORMANCES

ROGER AND SPANKY OF VST & Company ~ Jocelyn Enriquez ~ One Voice ~ Jesse Barrera & Albert Posis ~ Jo-B Sebastian

Get your tickets now!



CHRISTMAS EVENT

Pasko sa Baryo debuted as the first Filipino Christmas village in Los Angeles, bringing “-ber” festivities, nostalgia, and tradition to the Fil-Am community.

Inspired by the same community spirit behind Baryo HiFi, the event blended food, music, and culture into a festive experience.

With **2,800+ attendees**, the all-day celebration showed strong community pull and cultural resonance.

As a sponsored activation, it offered valuable touchpoints for TFC and MYX, strengthening brand affinity and reinforcing their role as cultural hubs for Filipinos in California.



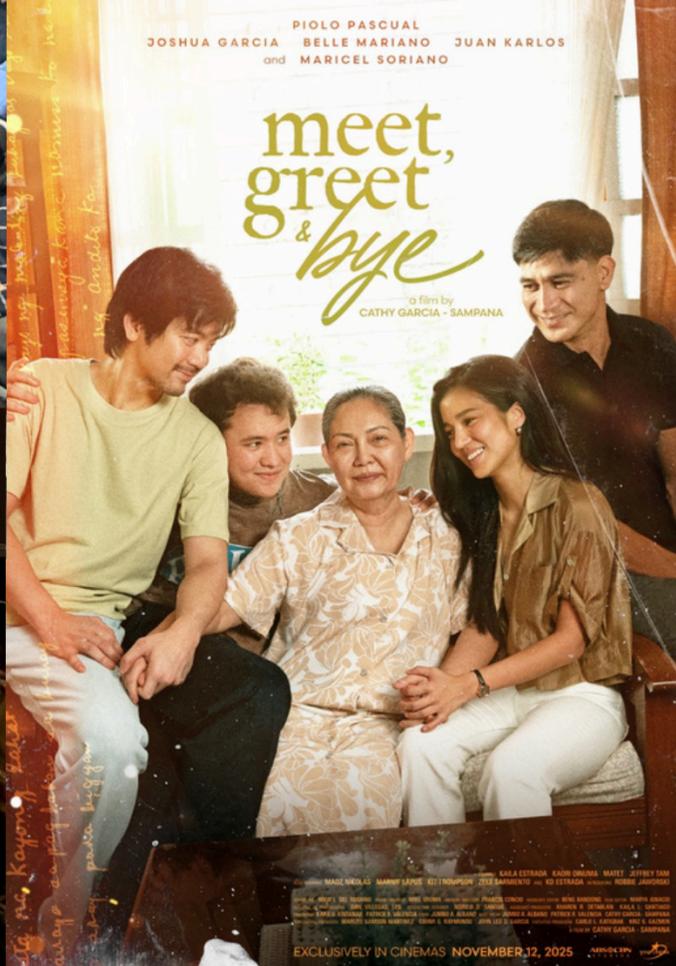
CONCERTS



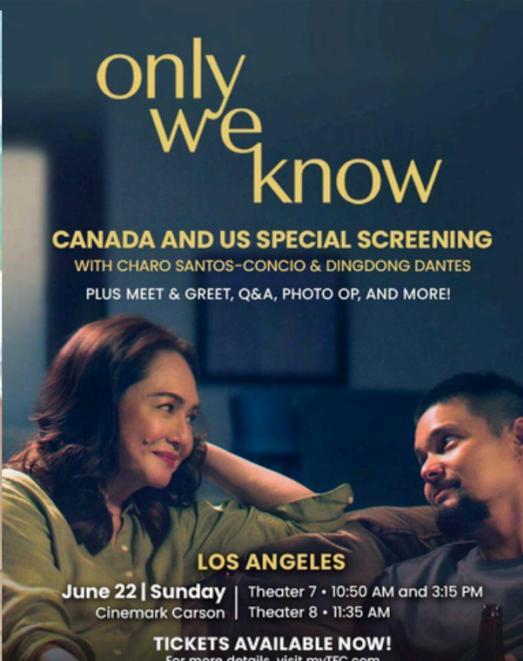
ABS-CBN Global concerts are high-energy showcases that spotlight the best of Filipino talent on the global stage.

These events deliver world-class performances while celebrating Filipino artistry and pride across international markets.

Backed by ABS-CBN's integrated ecosystem—Star Music for talent development and MYX for amplification—concerts serve as powerful launchpads for artists while giving brands access to highly engaged fan communities.



MOVIE EVENTS + CAST MEET & GREET



ABS-CBN's top stars light up the silver screen in **Star Cinema's biggest films**, bringing powerful Filipino storytelling to global cities like LA, San Francisco, and Toronto.

Brands can tap into this momentum with integrated promotions, on-ground activations, and digital campaigns that connect with passionate fans and celebrate love, family, identity, and Filipino pride.



TFC



THE FILIPINO CHANNEL

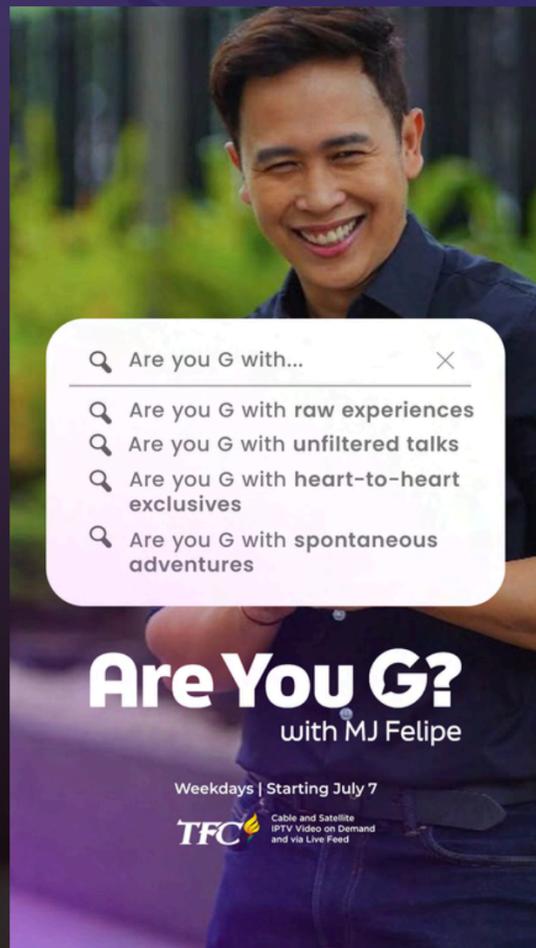
BRANDED CONTENT

**Drive deeper brand engagement through intuitive,
story-driven branded entertainment.**

BRANDED CONTENT

ABS-CBN Global can conceptualize, line produce, promote and air co-branded content partnerships with advertisers or content creators.

TALKSHOWS/INTERVIEWS CELEBRITIES/LIFESTYLE/TRAVEL



Are You G? (TFC) is an unfiltered, fun talk show hosted by MJ Felipe.

It dives into the real-life stories, challenges, and "game-changer" personalities of Filipino celebrities, using a signature blend of heart and humor.

**HOST: MJ FELIPE
NEW SEASON TO BE CONFIRMED**



**HOST: BIANCA GONZALEZ-INTAL
NEW SEASON TO BE CONFIRMED**

BRGY (TFC) is a talk-magazine show led by Bianca Gonzalez dedicated to the Global Pinoy audience.

It explores essential themes like culture, health, and inspiration, featuring interviews with both celebrities and everyday people to connect Filipinos worldwide with their heritage and shared experiences.



CO-BRANDED / ORIGINAL CONTENT

'Tis the season for Pinoy Christmas carols!

TFC in partnership with Remitly

NAMAMASKO PO!

YEAR 9

From Remitly with Light and Love



DECEMBER 19
US/ CANADA (EST/PST) • AUSTRALIA (AEDT) • UK (GMT) | 6PM
Live Streaming on [KapamilyaTFC](#)
Also available on [KapamilyaTFC](#)

DECEMBER 20
US/ CANADA | 9PM (EST) AND (PST) • SYDNEY | 6PM • ASIA | 3PM
Telecast on TFC and TFC IPTV

REPLAYS ON DECEMBER 21
US/ CANADA | 11:30 AM (EST) AND (PST) • SYDNEY | 6PM • ASIA | 4:45PM
Telecast on TFC and TFC IPTV

[iwant](#) TFC

WorldRemit Camella

JOIN & WIN A BRAND NEW HOUSE & LOT!

**BAHAY MO,
PANALO MO!**

PROMO PERIOD: AUGUST 30, 2023 - JANUARY 26, 2024
TERMS AND CONDITIONS APPLY

OPEN TO RESIDENTS IN THE UK, NORWAY, US AND CANADA ONLY.
DISCLAIMER: THE IMAGE OF THE HOUSE SHOWN IS FOR ILLUSTRATION PURPOSES ONLY
AND MAY NOT BE AN EXACT REPRESENTATION OF THE GRAND PRIZE.

PART 3 OF 3



BRGY

Las Vegas, Nevada
USA



Namamasko Po!

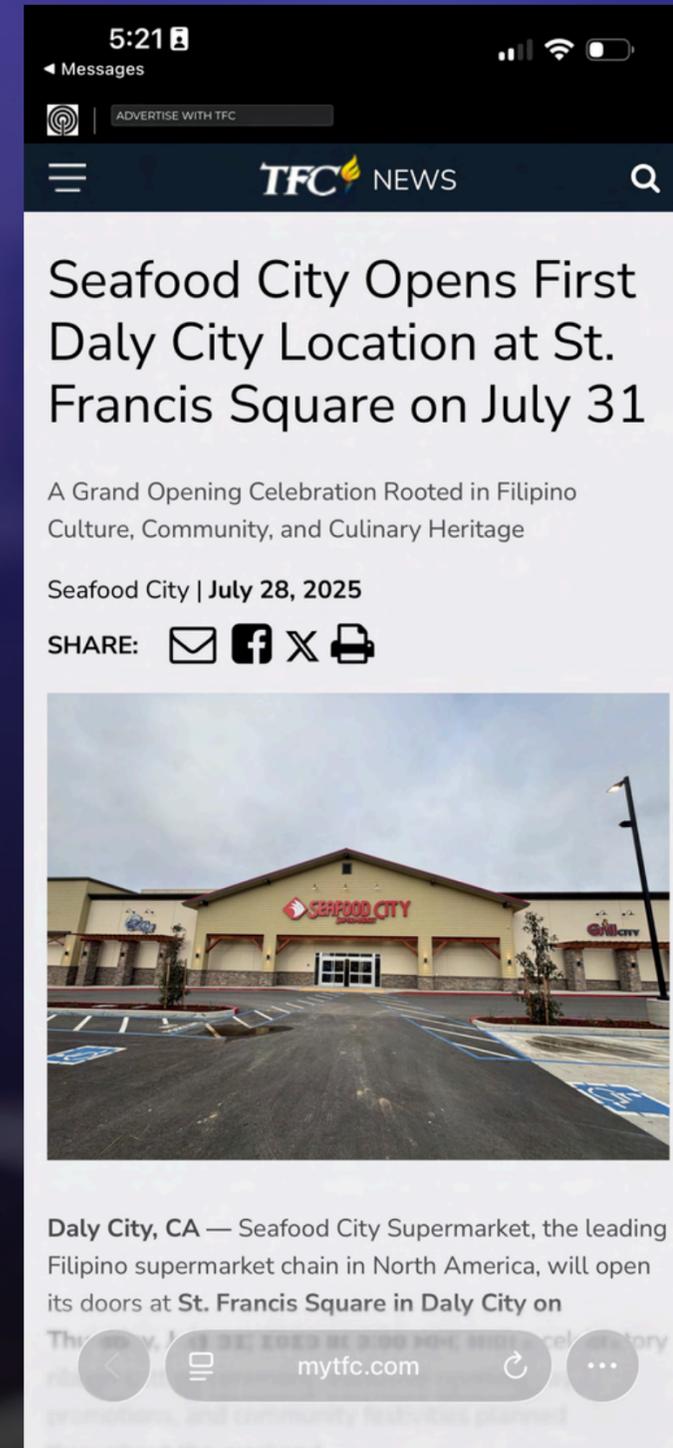
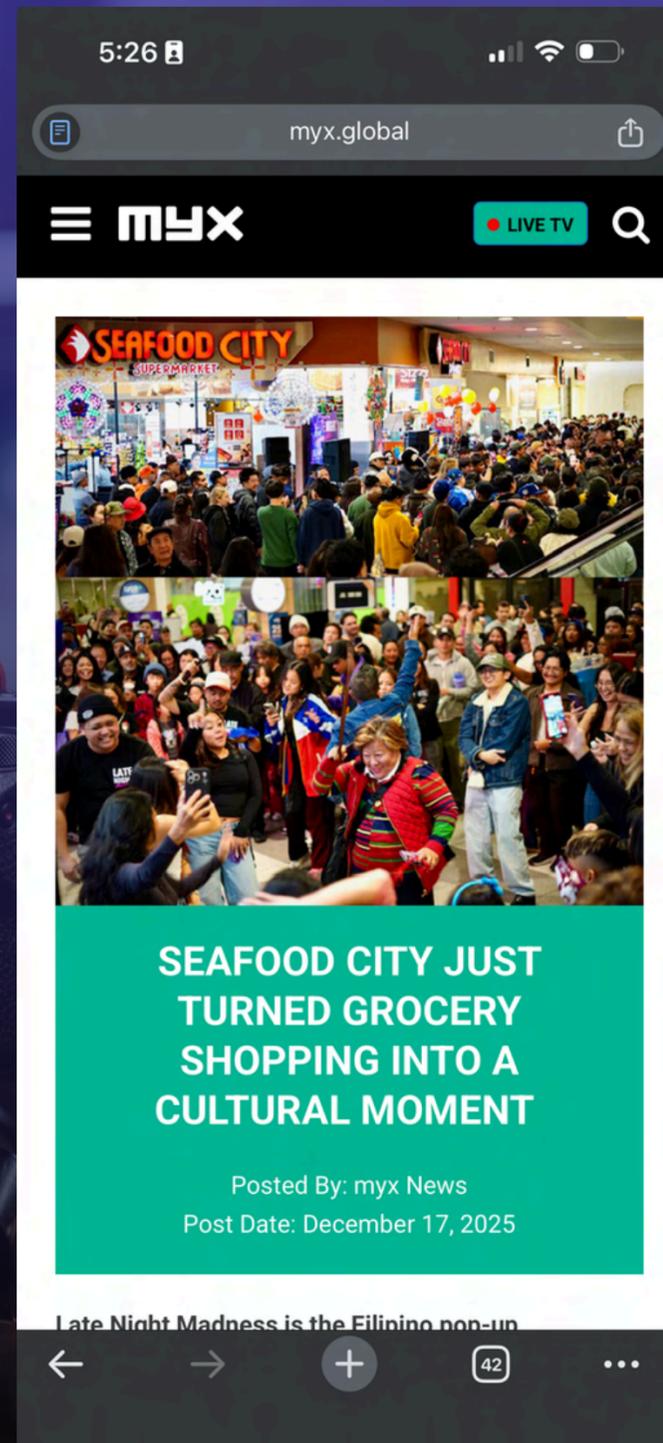
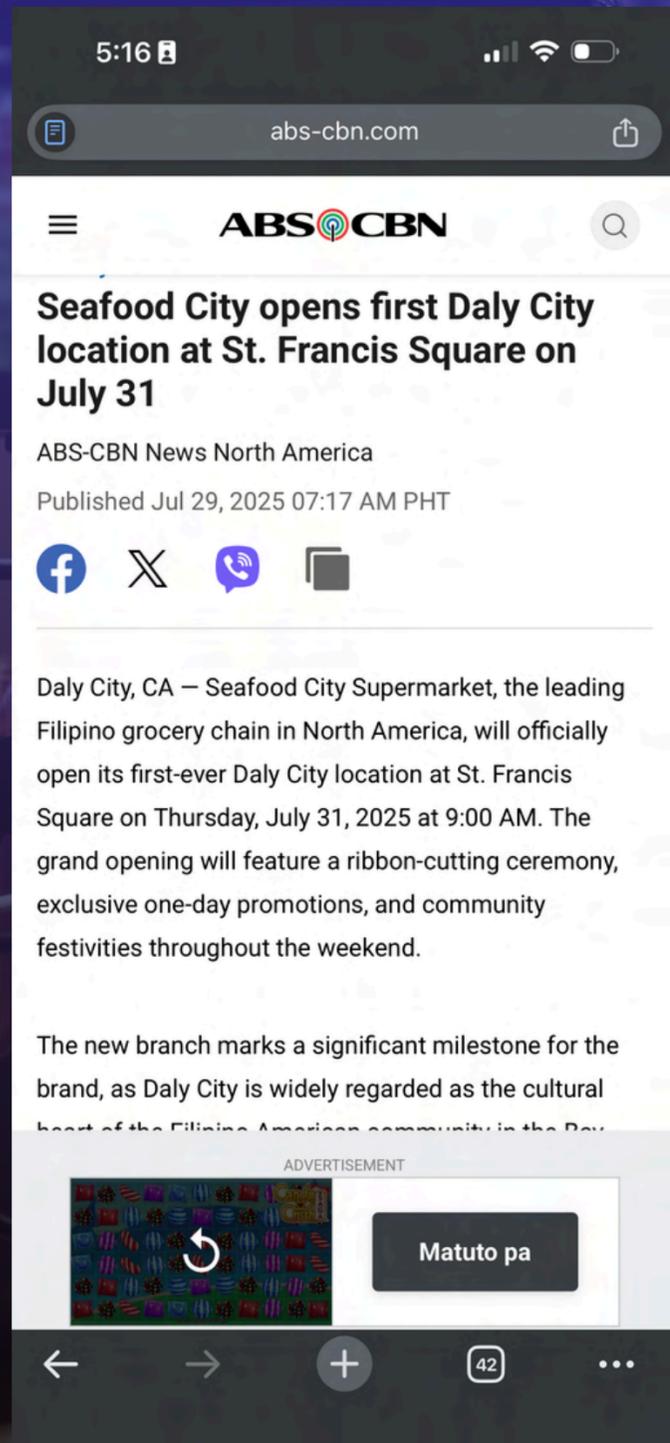
PART 3 OF 3



BRGY

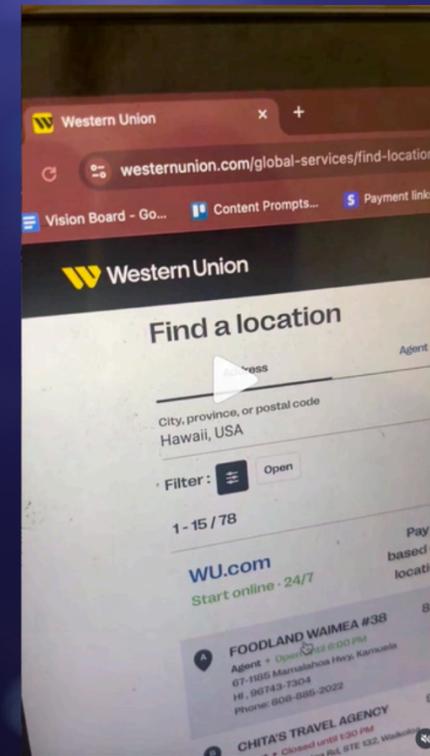


ADVERTORIALS





INFLUENCER MANAGEMENT



TFC's wide range of content creators catering to North American audiences:
With TFC's supervision, Western Union leveraged Pri Astle's social media platforms for a branded content post aimed at boosting awareness and driving conversions for Western Union's services in Hawaii, with a specific focus on the Filipino Hawaiian community.

TFC ADVERTISER 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
- 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

US RATE CARD

RATE CARD - TFC US TV SPOTS				
In USD	30s	15s	45s	60s
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		
In USD	CPM	Platforms
Video Rolls , up to 30's, Skippable	\$ 35.00	iWantTFC, ABS-CBN Websites, YouTube
Video Rolls , up to 30's, Non-Skippable	\$ 40.00	iWantTFC, ABS-CBN Websites, IPTV, YouTube
Banner Ads	\$ 8.00	ABS-CBN Websites, myx.global

RATE CARD - TFC US OTHER EXECUTIONS		
In USD	Cost	Platforms / Shows / Other details:
Art Card / Photo / Story / Link Post	\$ 550.00	Facebook, Instagram, X, Tiktok
Reel / Video Highlights / Video Post	\$ 650.00	Facebook, Instagram, X, Tiktok
FB Cover Photo/Cover Video (1 Day)	\$ 650.00	Facebook
OBB / CBB "Brought to you by..."	\$ 120.00	Linear, Digital Minimum of 1K buy
Lower Screen Graphics:	10 am - 5 pm (Day Time)	\$ 183.00
	5 - 11 pm (Prime Time)	\$ 240.00
	11 pm - 6 am (Overnight to Morning)	\$ 126.00
Branded Segment: 60s - 90s	\$ 2,000.00	BRGY
Advertorial: 60s - 90s	\$ 2,000.00	TFC News (Subject to editorial approval)
Email Marketing	\$ 1,000.00	Set-up Fee
	\$ 10.00	Cost per 100 recipients

CANADA RATE CARD

RATE CARD - TFC CANADA TV SPOTS				
In CAD	30s	15s	45s	60s
10 am - 5 pm (Day Time)	\$ 120.00	\$ 72.00	\$ 180.00	\$ 240.00
5 - 11 pm (Prime Time)	\$ 150.00	\$ 90.00	\$ 225.00	\$ 300.00
11 pm - 10 am (Overnight to Morning)	\$ 90.00	\$ 54.00	\$ 135.00	\$ 180.00
RATE CARD - TFC CANADA DIGITAL ADS		CPM	Platforms	
In CAD				
Video Rolls , up to 30's, Skippable		\$ 49.00	iWantTFC, ABS-CBN Websites, IPTV, YouTube	
Video Rolls , up to 30's, Non-Skippable		\$ 56.00	iWantTFC, ABS-CBN Websites, IPTV, YouTube	
Banner Ads		\$ 11.00	ABS-CBN Websites, myx.global	
RATE CARD - TFC CANADA OTHER EXECUTIONS		Cost	Platforms / Shows / Other details:	
In CAD				
Art Card / Photo / Story / Link Post		\$ 660.00	Facebook, Instagram, X, Tiktok	
Reel / Video Highlights / Video Post		\$ 780.00	Facebook, Instagram, X, Tiktok	
FB Cover Photo/Cover Video (1 Day)		\$ 780.00	Facebook	
OBB / CBB "Brought to you by..."		\$ 144.00	Linear, Digital	
Lower Screen Graphics:	10 am - 5 pm (Day Time)	\$ 72.00	Linear, Digital Limited to 1 per show Minimum of \$1k buy	
	5 - 11 pm (Prime Time)	\$ 90.00		
	11 pm - 10 am (Overnight to M	\$ 54.00		
Branded Segment: 60s - 90s		\$ 2,400.00	BRGY	
Advertorial: 60s - 90s		\$ 2,400.00	TFC News	
Email Marketing		\$ 1,200.00	Set-up Fee	
		\$ 12.00	Cost per 100 recipients	



IN THE SERVICE OF THE FILIPINO WORLDWIDE



THANK YOU!
CONTACT YOUR AE TODAY!

For more information:
visit <https://mytfc.com/advertise/northamerica>
or email us at clientsolutions@abs-cbn.com