



**ABS-CBN**

In the Service of the Filipino Worldwide

In the Service of the Filipino Worldwide

ABS-CBN 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

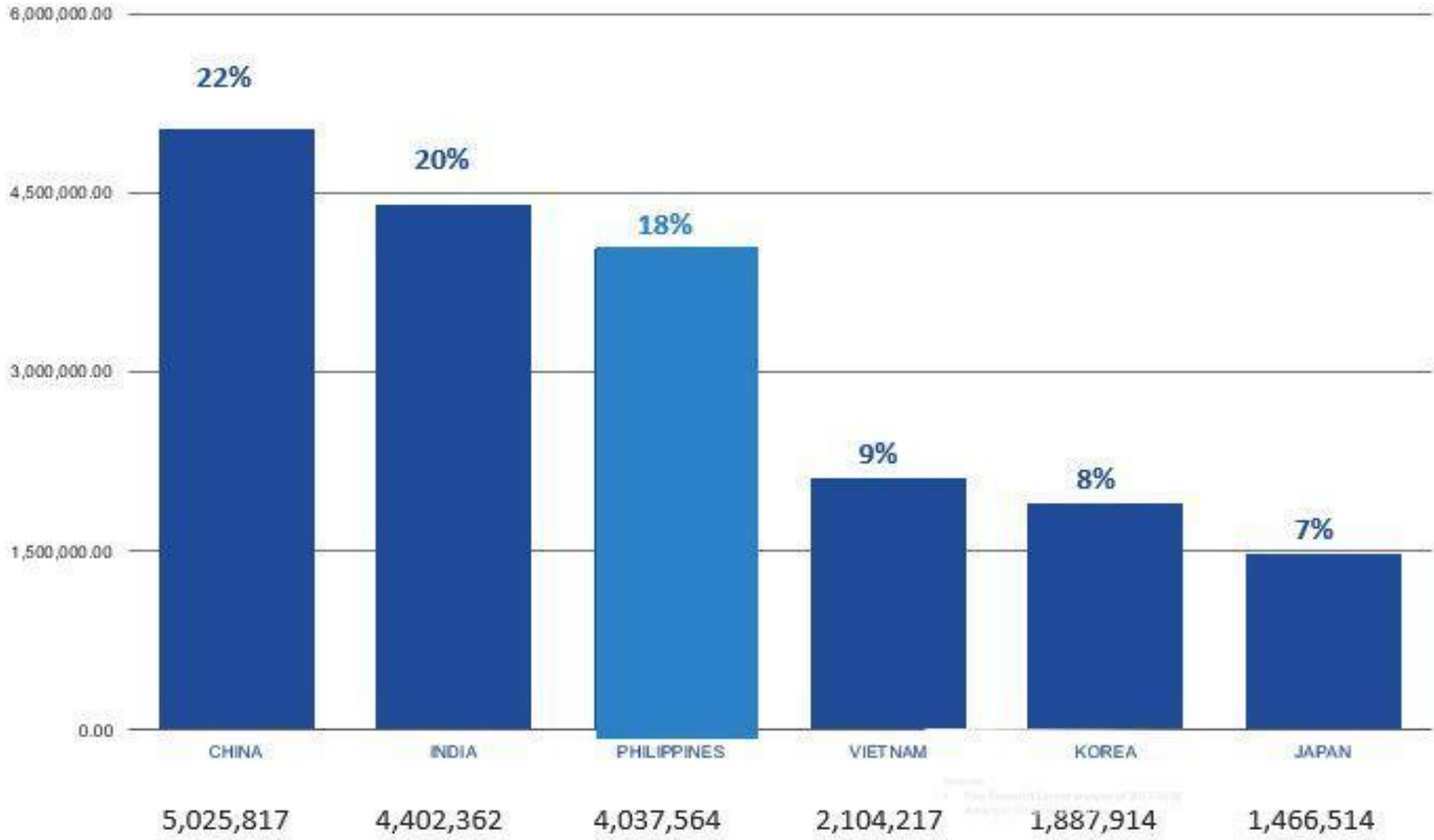
● Target Market 2



2nd & new Generation Filipinos

# Target Market

# FILIPINOS ARE THE 3RD LARGEST ASIAN GROUP IN THE US

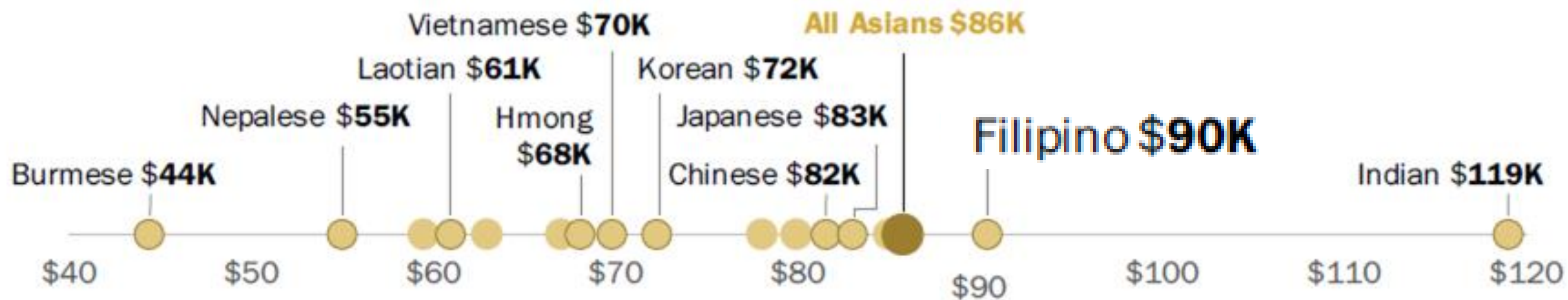


Sources:  
• Pew Research Center analysis of 2017-2019 American Community Survey

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

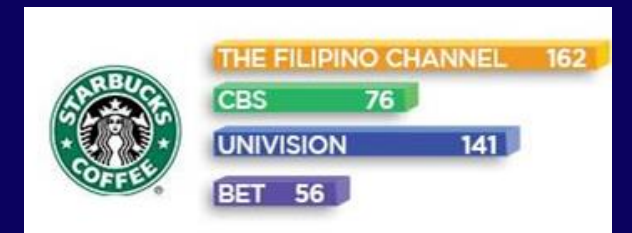
## Median household income varies widely among Asian Americans

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



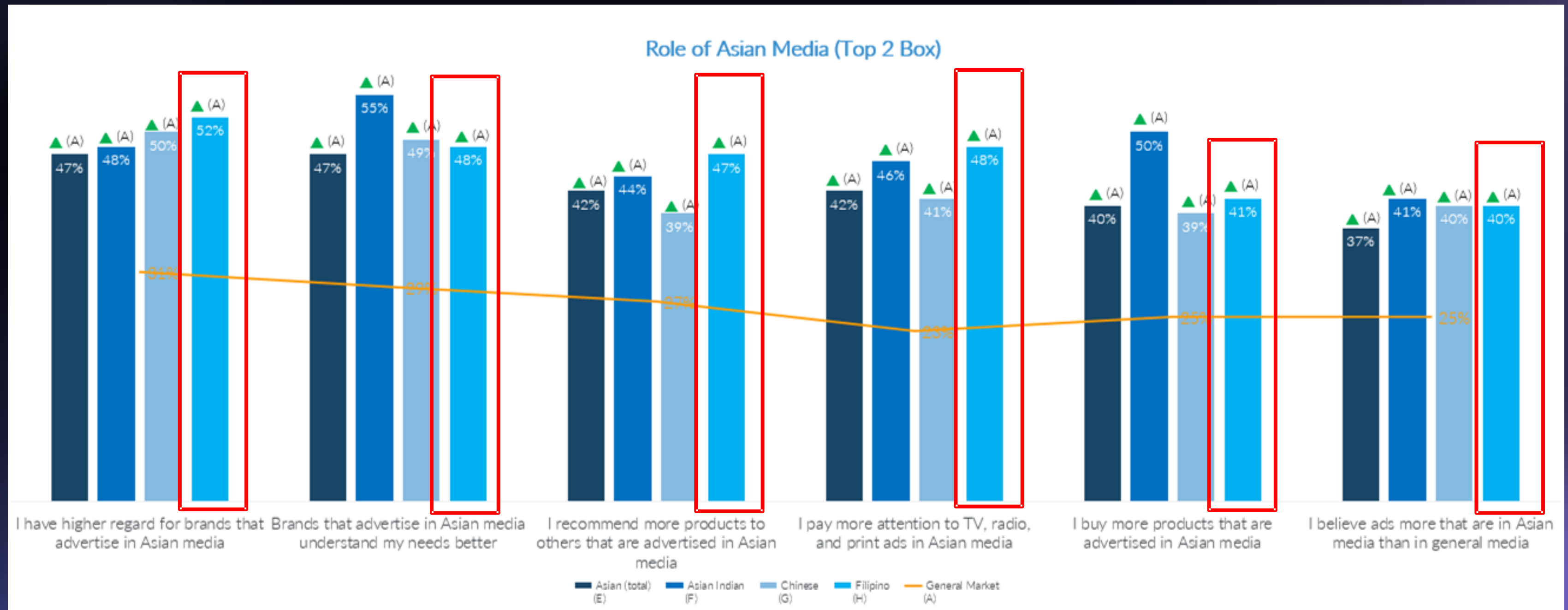
Other categories where TFC viewers over-index in consumption preference

- 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*

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**TFC** 

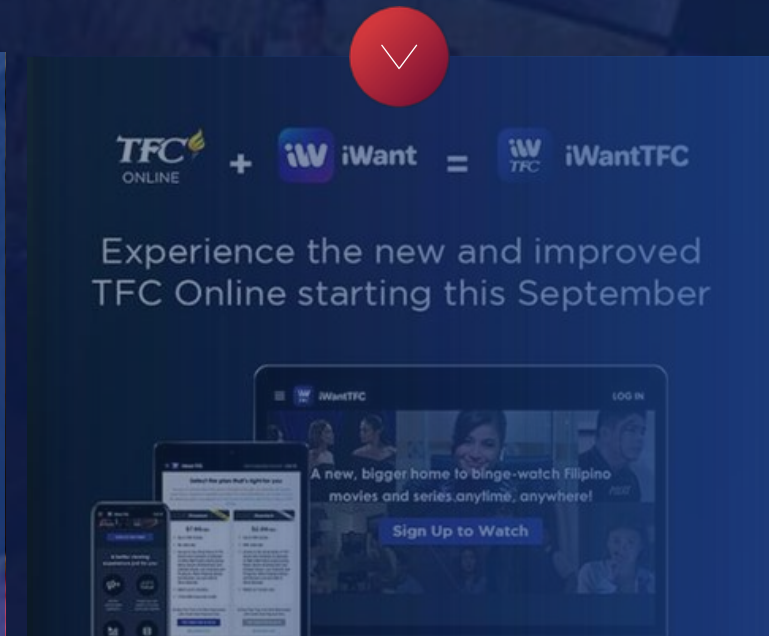
THE FILIPINO CHANNEL



# EXPANDING REACH THROUGH MULTI-PLATFORM DISTRIBUTION



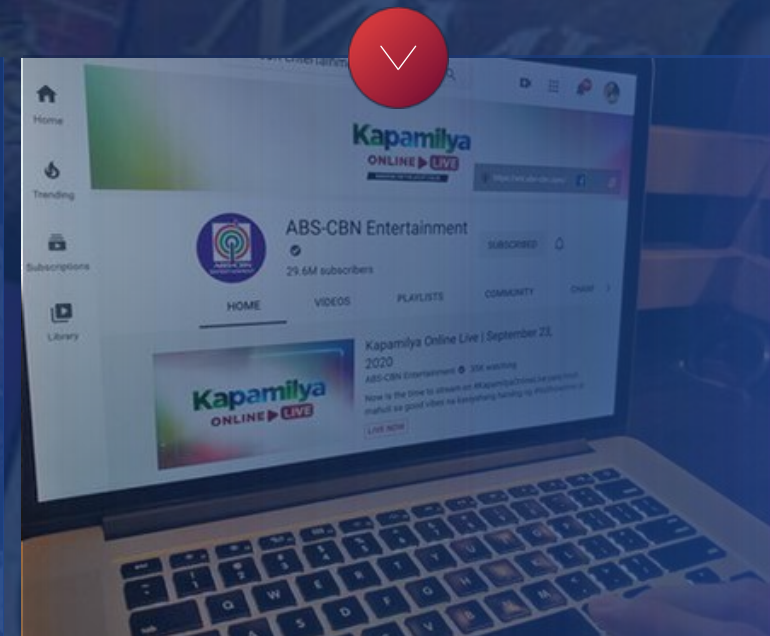
## TV



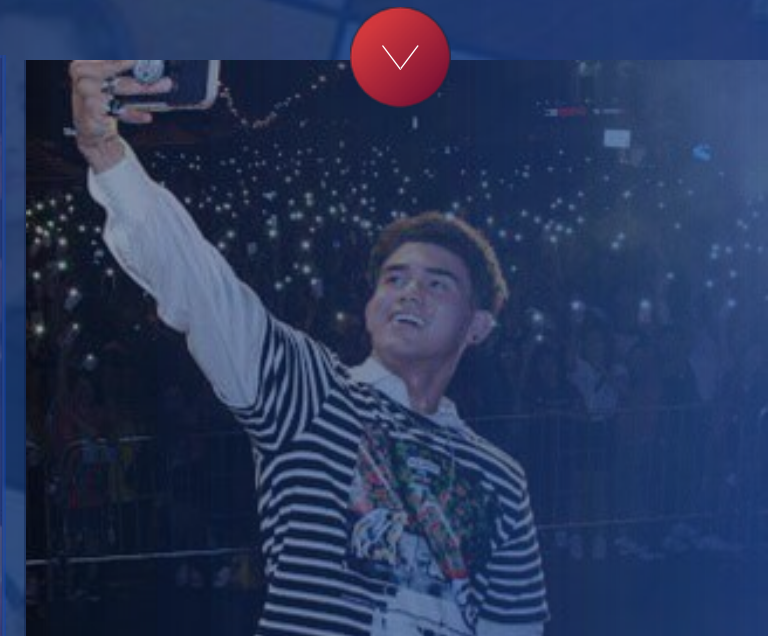
## OTT



## 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

- Creating in-person immersive experiences for fans to enjoy live performances of their favorite celebrities, held throughout the year and in different places in partnership with local Filipino communities.



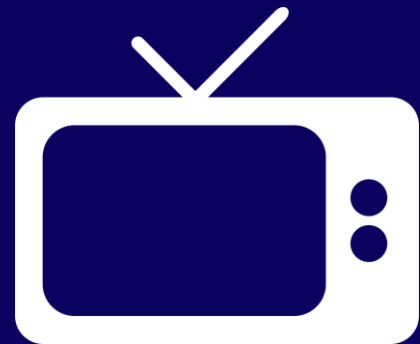
# TFC VIEWERSHIP IN THE USA



CABLE/SATELLITE

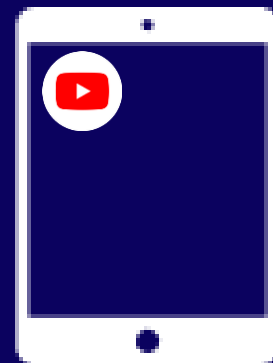
\*

791K



IPTV/iWantTFC\*\*

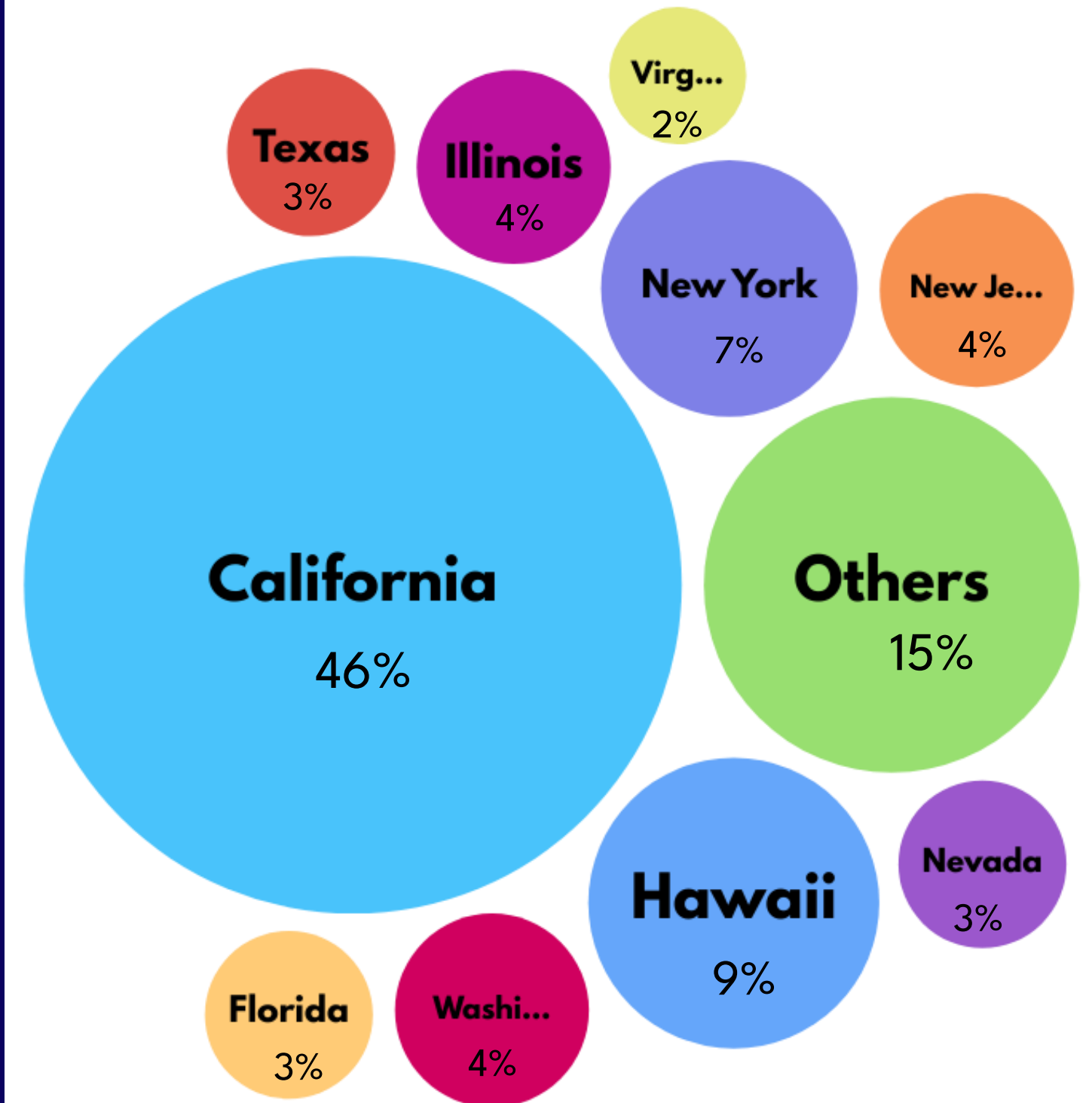
288K



YOUTUBE\*\*\*

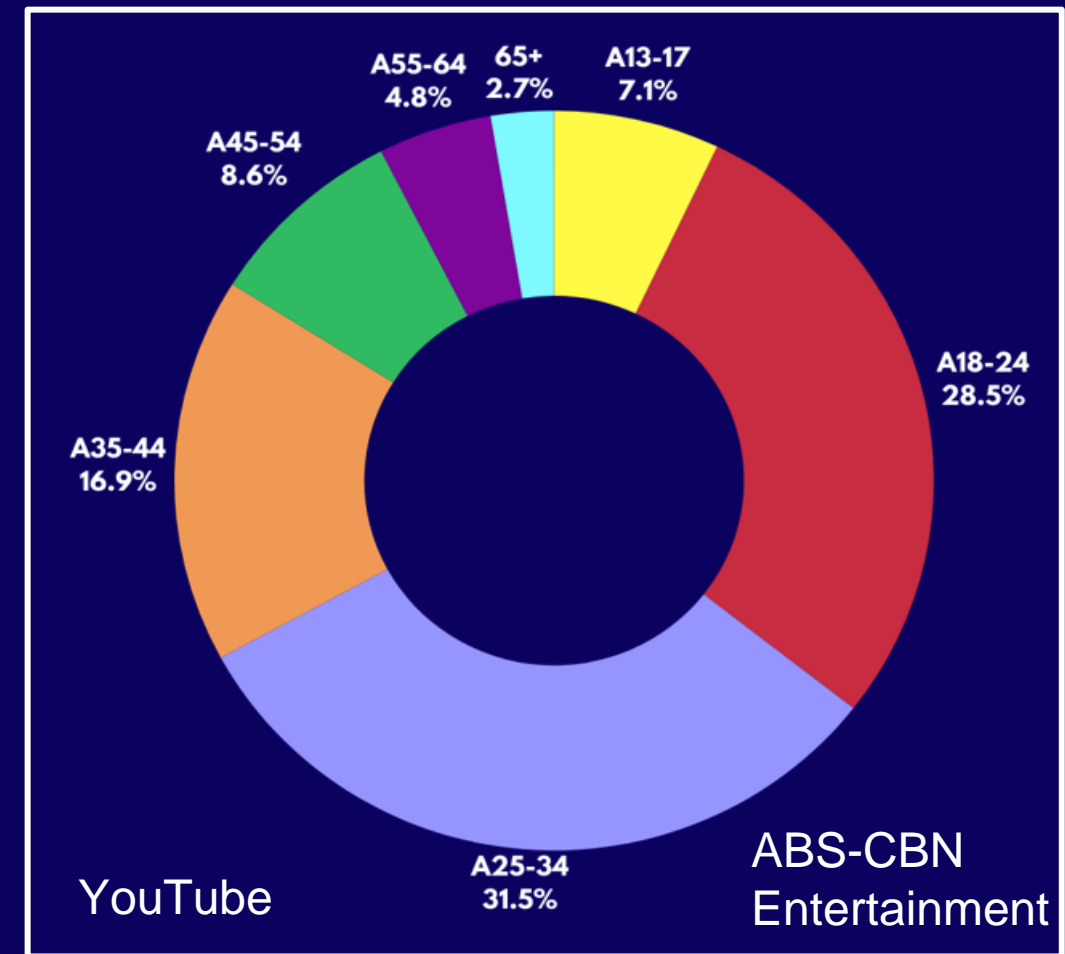
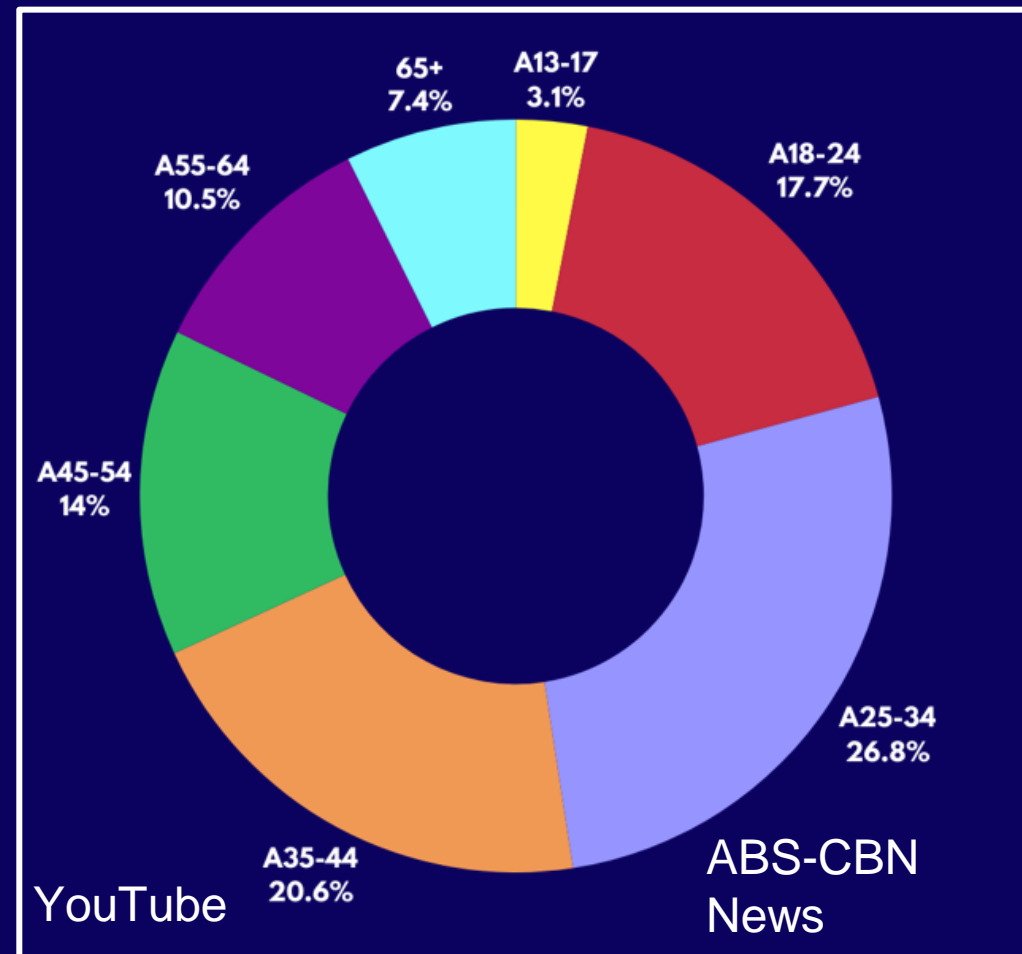
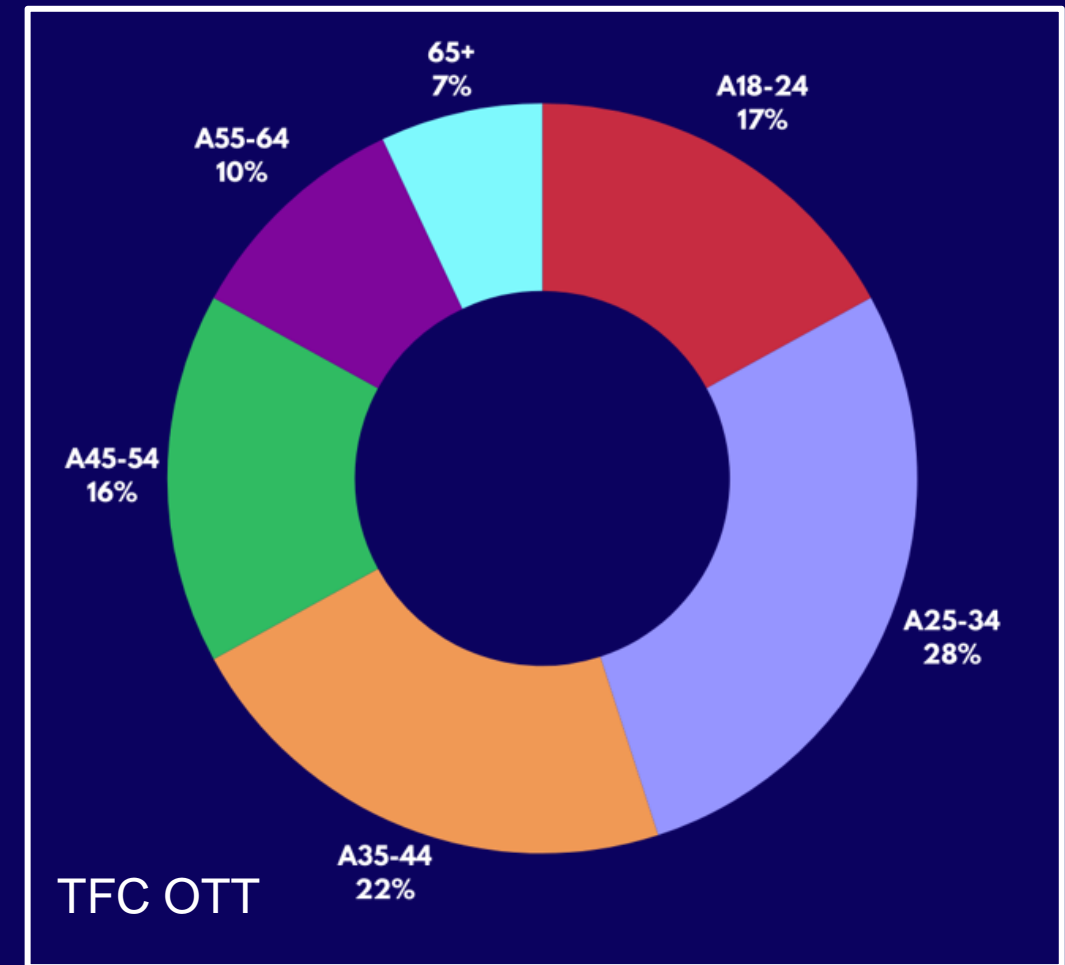
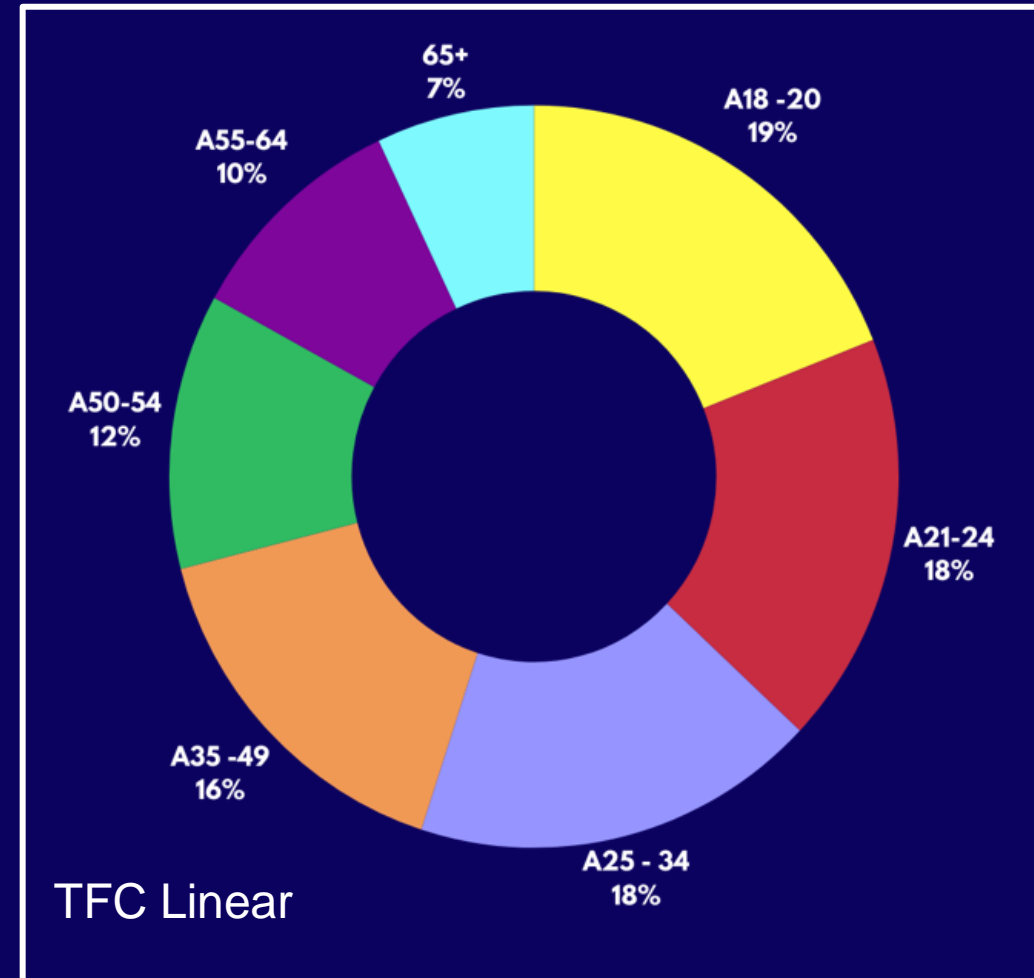
668K

## TOP STATES (Linear)



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

# OUR AUDIENCE

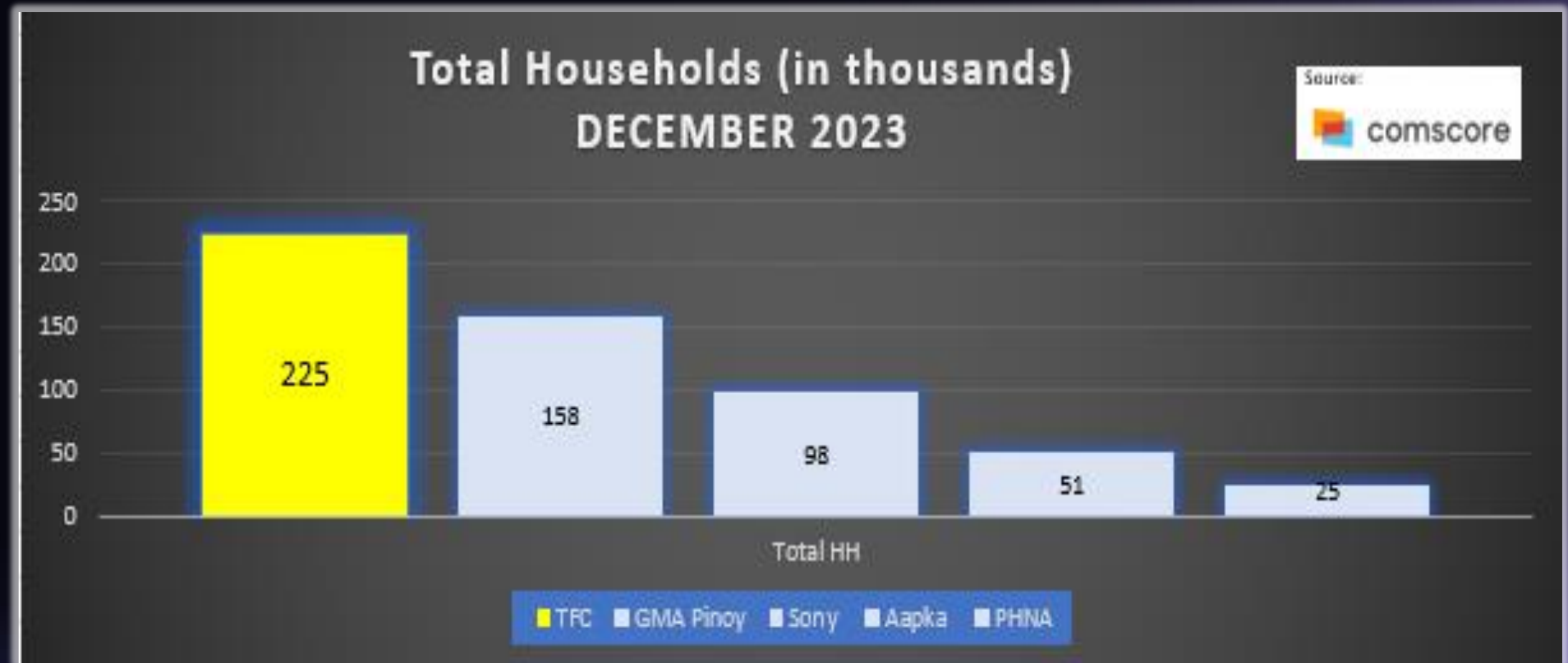


Sources:  
 \*Comscore  
 \*\*Amplitude  
 \*\*\*YouTube Analytics

# US VIEWERSHIP HIGHLIGHTS



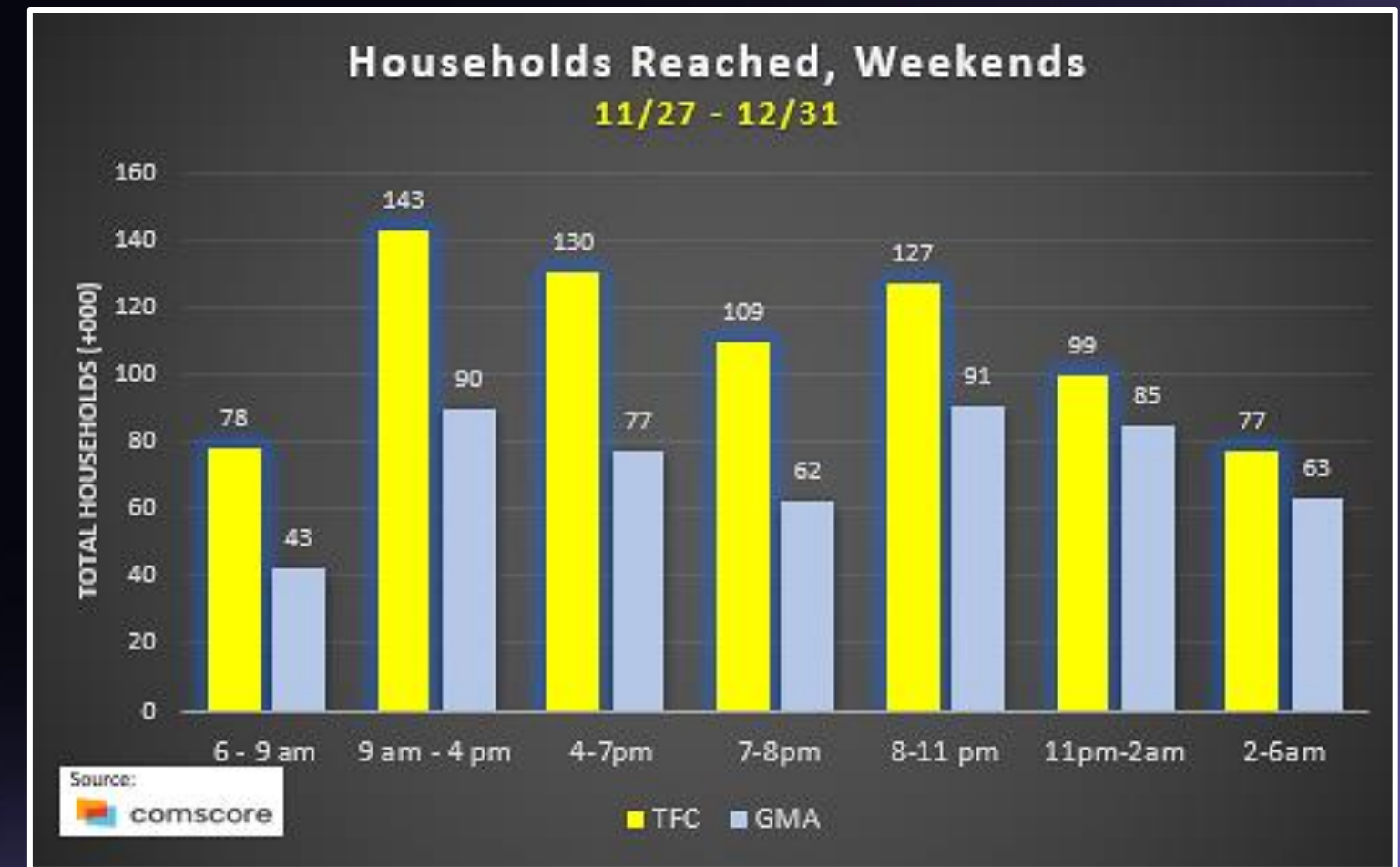
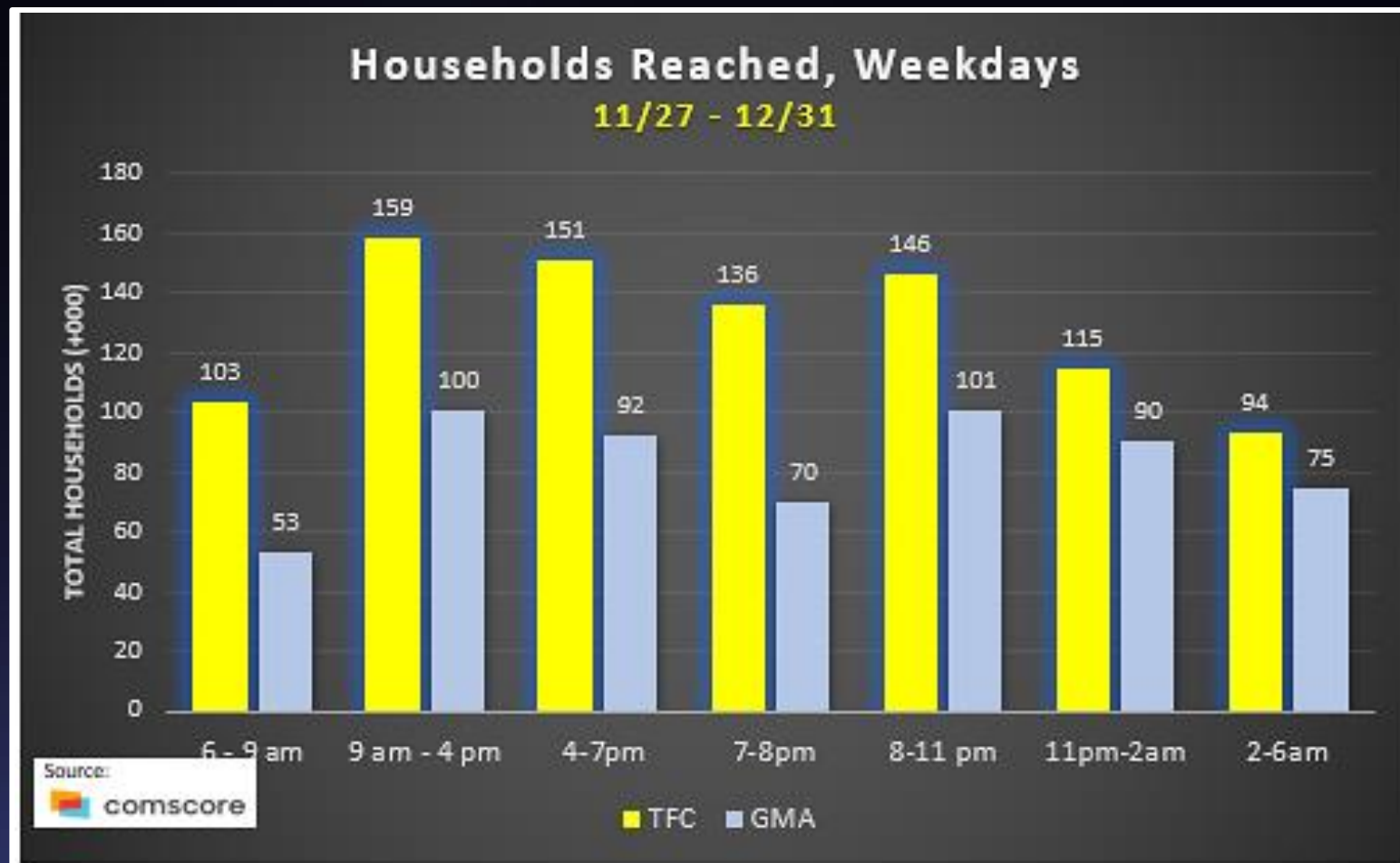
**TFC IS THE MOST-WATCHED MULTI-CULTURAL NETWORK**



# US VIEWERSHIP HIGHLIGHTS



TFC reached more households across key dayparts on weekdays & weekends





# iWantTFC

THE BIGGEST LIBRARY  
OF FILIPINO CONTENT

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





# iWantTFC

## NORTH AMERICA

### 332K

Ave. Monthly Unique Users

### 240M

Ave. Monthly Page Views

Source: Amplitude, 2H 2023

## USA

### 250K

Unique Users

### 185M

Page Views



# ABS-CBN DIGITAL AND SOCIAL PLATFORM PERFORMANCE: NOLA

## ABS-CBN US WEBSITES

636.4K

Uniques

2.31M

Impressions



\*2H 2023

Source: Amplitude

# ABS-CBN DIGITAL AND SOCIAL PLATFORM PERFORMANCE: NOLA

## ABS-CBN SOCIAL MEDIA PAGES



**430K**  
Followers\*

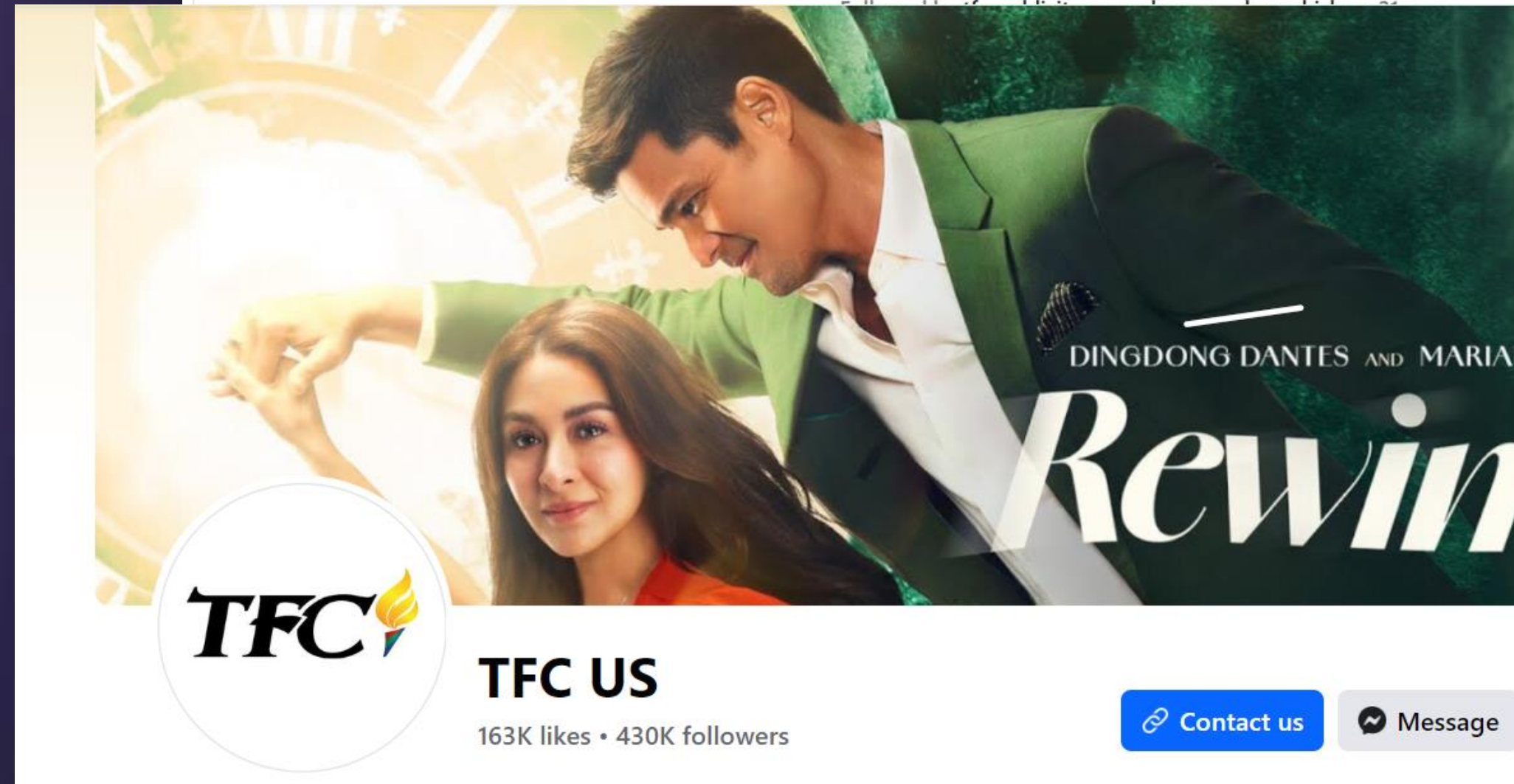
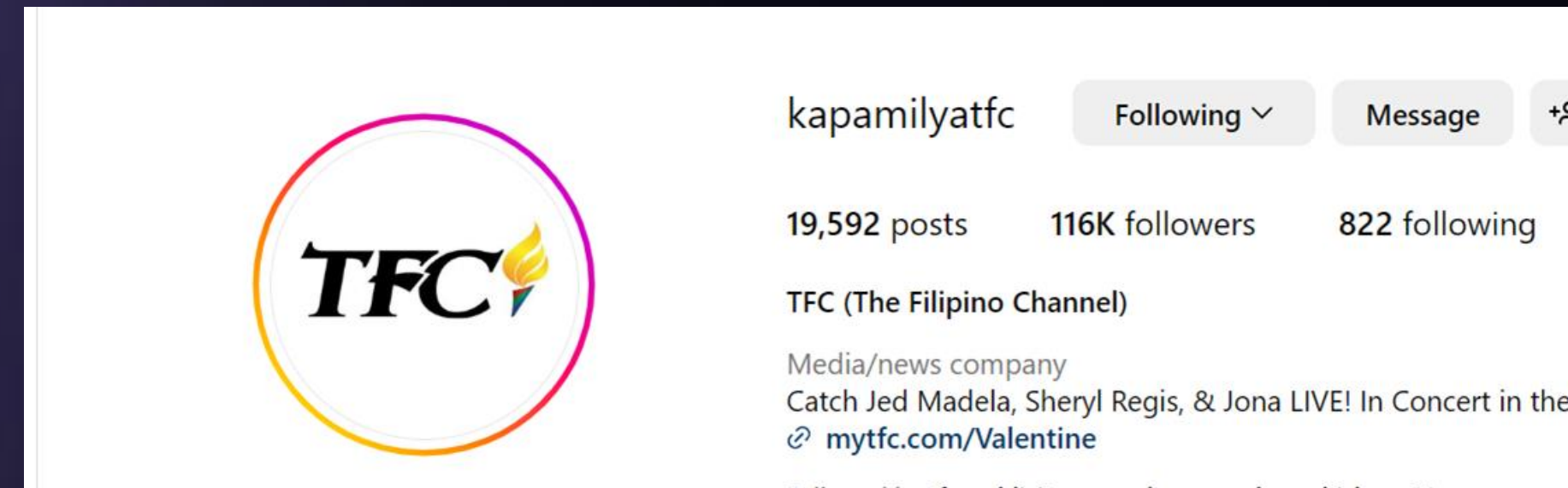


**116K**  
Followers\*\*

As of Jan. 2024

\*US Facebook Followers

\*\*Global Followers





The background image shows a building facade with a large, embossed logo. The logo consists of the letters 'ABS' at the top, a central circular emblem with a stylized figure, and the letters 'CBA' at the bottom. The entire scene is overlaid with a semi-transparent blue filter.

# 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.



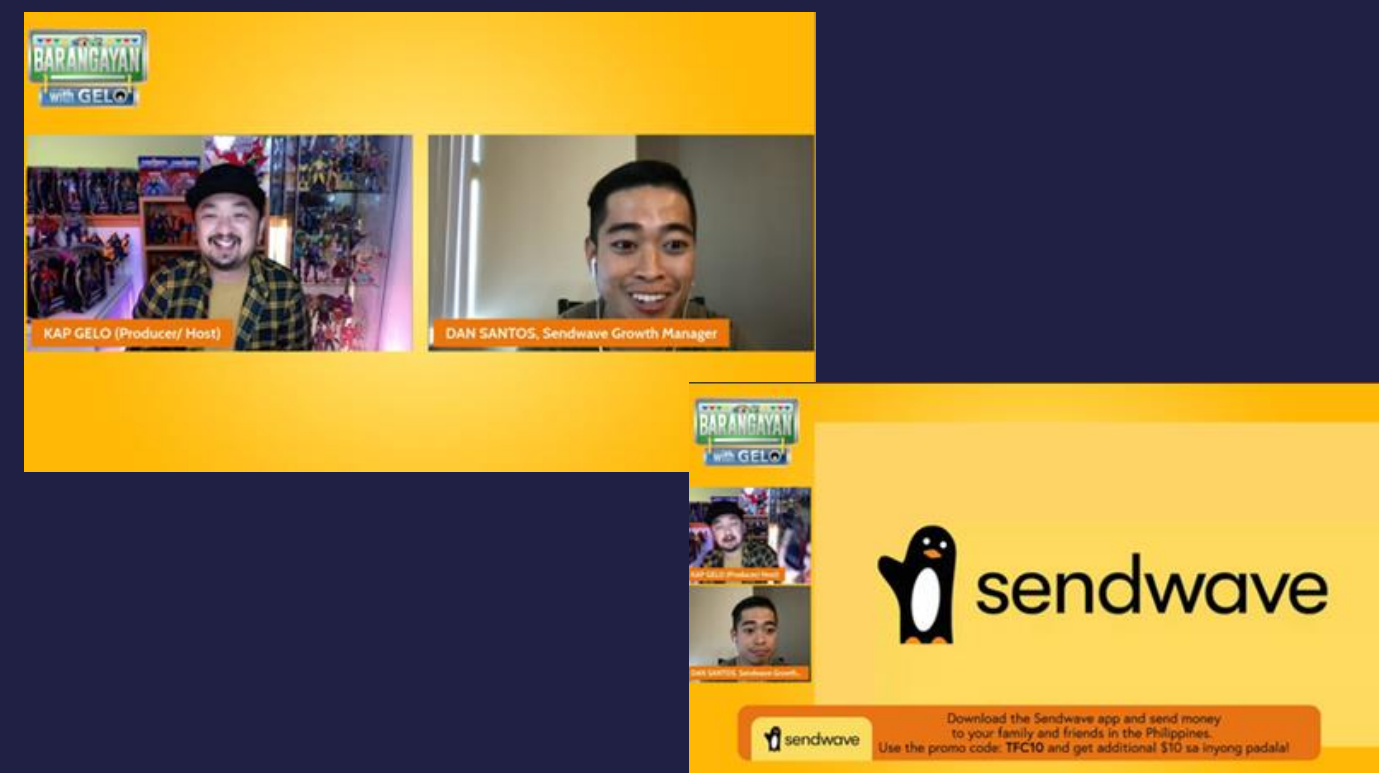
**ON-AIR:** TFC Cable/Satellite and IPTV

**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 per BSP, with brand logo and QR code.





# TOP RATING SHOWS

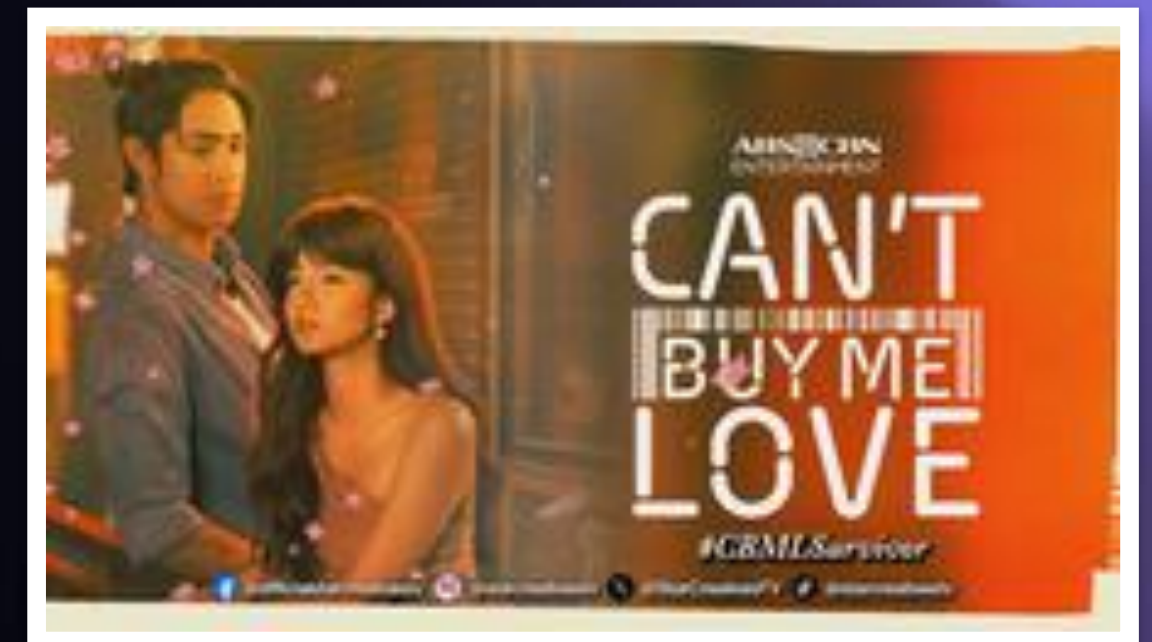
FPJ'S BATANG QUIAPO (FPJ's Quiapo Kid) - A young man rises to be one of the biggest outlaws in the neighborhood while he navigates his way in life to survive in Quiapo. Hoping to earn the affection of his parents, his feat draws him closer to the truth about his identity.

(30 mins. Weekdays)



CAN'T BUY ME LOVE - When a young man gets caught up in a deadly plot against a rich woman, he pays a devastating cost to free her — creating a debt that binds them together.

(30 mins. Weekdays)



NAG-AAPOY NA DAMDAMIN (Burning Emotions) – Two well-established families get embroiled in a complicated struggle rooted in grief, anger, and a passionate desire for revenge. The husbands and wives set their elaborate plans in motion as they fight for their loved ones and their own desires.

(30 mins. Weekdays)



PIRA-PIRASONG PARAISO (Pieces of Paradise) - A con artist takes on the job of pretending to be one of the long-lost sisters of a young and rich woman. As she navigates a world of cunning and lies, she learns about right and wrong, love and family, and spectacular truths about herself.

(30 mins. Weekdays)



MAGANDANG BUHAY - "Momshies" Jolina Magdangal, Melai Cantiveros, and Regine Velasquez kick off the morning with good vibes as they share a chat with celebrities on topics easily relatable to Filipino families.

(35 mins. Weekdays)



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.

(1 hour, 30 mins. Mon – Sat )





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!

(1 hour, Sundays)



SENIOR HIGH – A student's death causes a scandal at the prestigious Northford High. Investigations conclude it was a suicide, but the victim's twin sister thinks otherwise. As she searches for the truth, she will unravel secrets that are far more shocking and dangerous.

(30 mins. Weekdays)



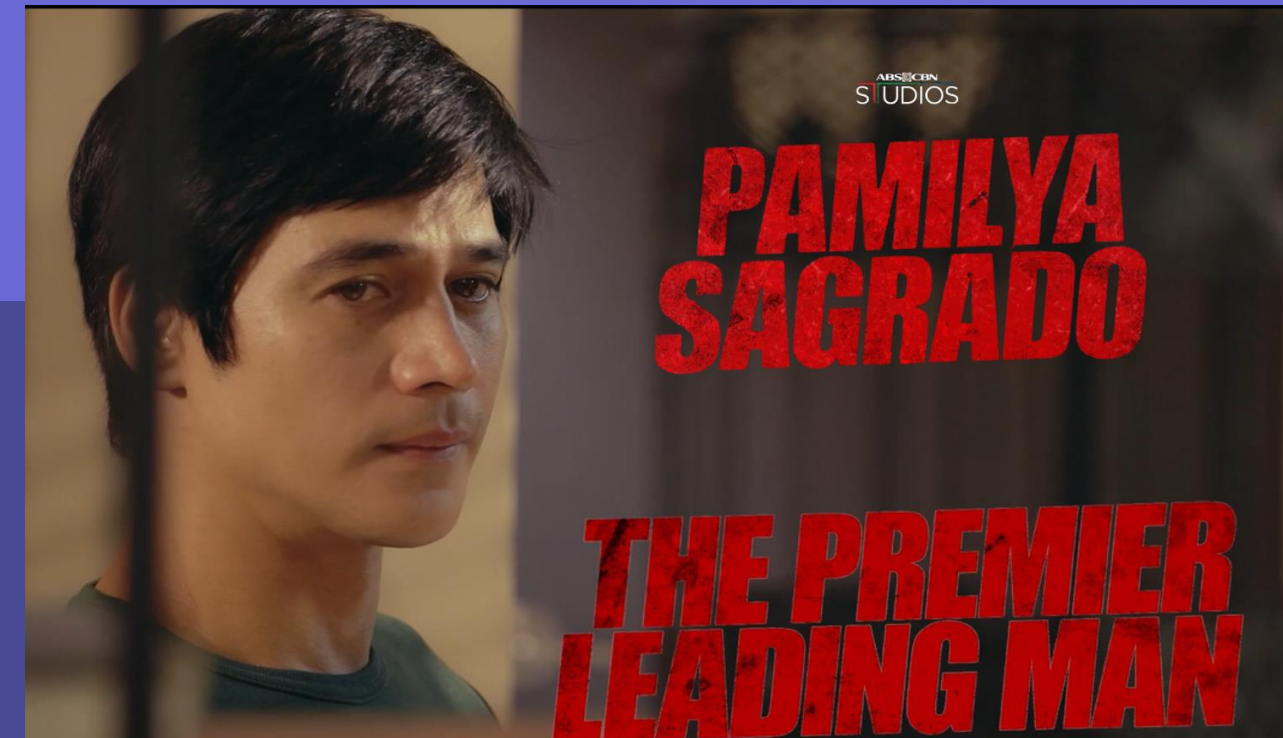
The image shows a close-up of a building's exterior with a large, embossed CBS eye logo. The logo is centered and features the letters 'CBS' above and below the eye symbol. The entire scene is overlaid with a semi-transparent blue filter. The text 'NEW SHOWS IN 2024' is superimposed over the center of the image in a bold, white, sans-serif font.

# NEW SHOWS IN 2024

# NEW SHOWS



Linlang is a suspense-thriller series starring Paulo Avelino, JM de Guzman, and Kim Chiu emerged as the most watched TV show on Prime Video Philippines on its first streaming day.

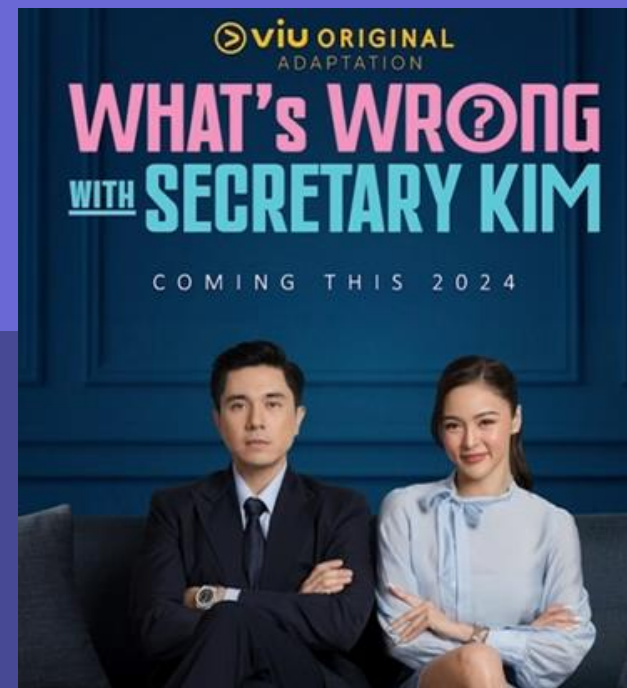


Pamilya Sagrado is the upcoming family action-thriller series to be lead by Piolo Pascual. He will be joined by young actors Kyle Echarri and Grae Fernandez.

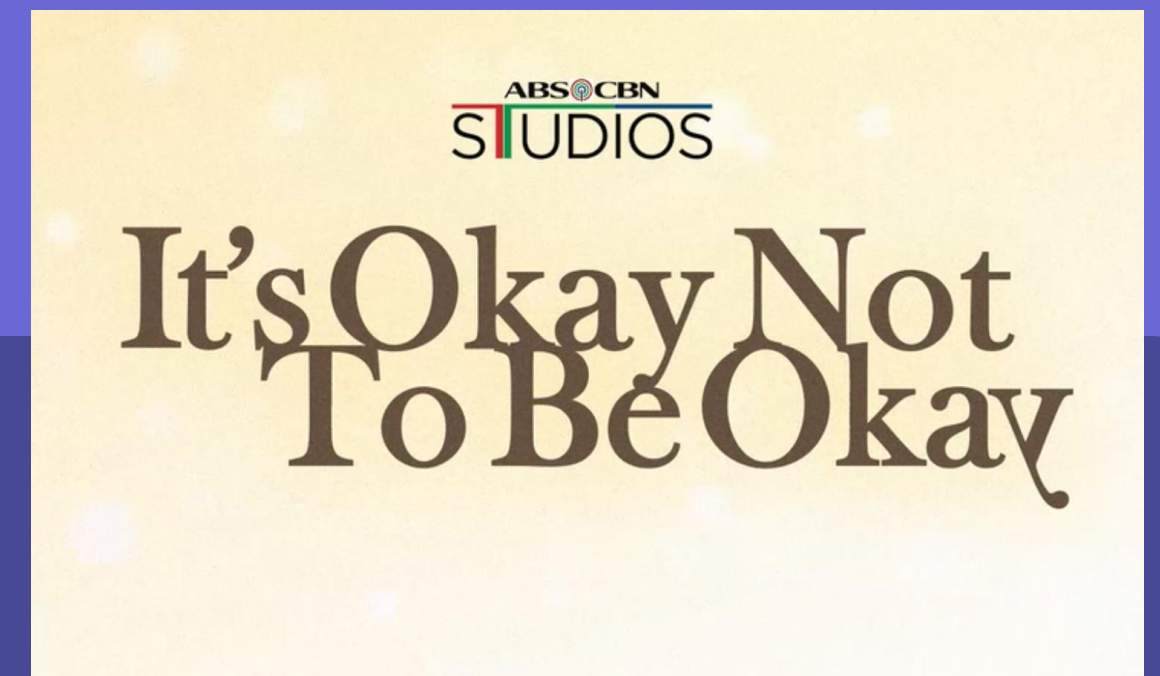
# NEW SHOWS



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 Korean romantic-comedy series. The heartwarming story starts with the introduction of a handsome, narcissistic vice-chairman of a major corporation. His seemingly perfect world will turn upside down when his highly competent secretary of many years announces her resignation from her position. He will do everything it takes to keep her by his side, and in the process they start to develop romantic feelings for each other.



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.

# 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 the facade of a building with large glass windows. On the building, the letters 'ABS' are visible at the top and 'CBN' at the bottom, with a circular logo in between. The entire image is overlaid with a semi-transparent blue filter.

# **EVENTS LINE-UP IN 2024**

Embark on a dazzling musical journey as the much-anticipated casino concert tour kicks off on February 3, 2023. This electrifying experience showcases the exceptional talents of three top-tier Filipino singers: **Jed Madela, Jona, and Sheryn Regis**, who will set the stage ablaze with their powerhouse performances.

As the tour unfolds, casino goers will be treated to a night of soulful melodies and breathtaking vocal prowess, creating an unforgettable atmosphere for romance, entertainment and excitement.



# Jed, Sheryn, Jona

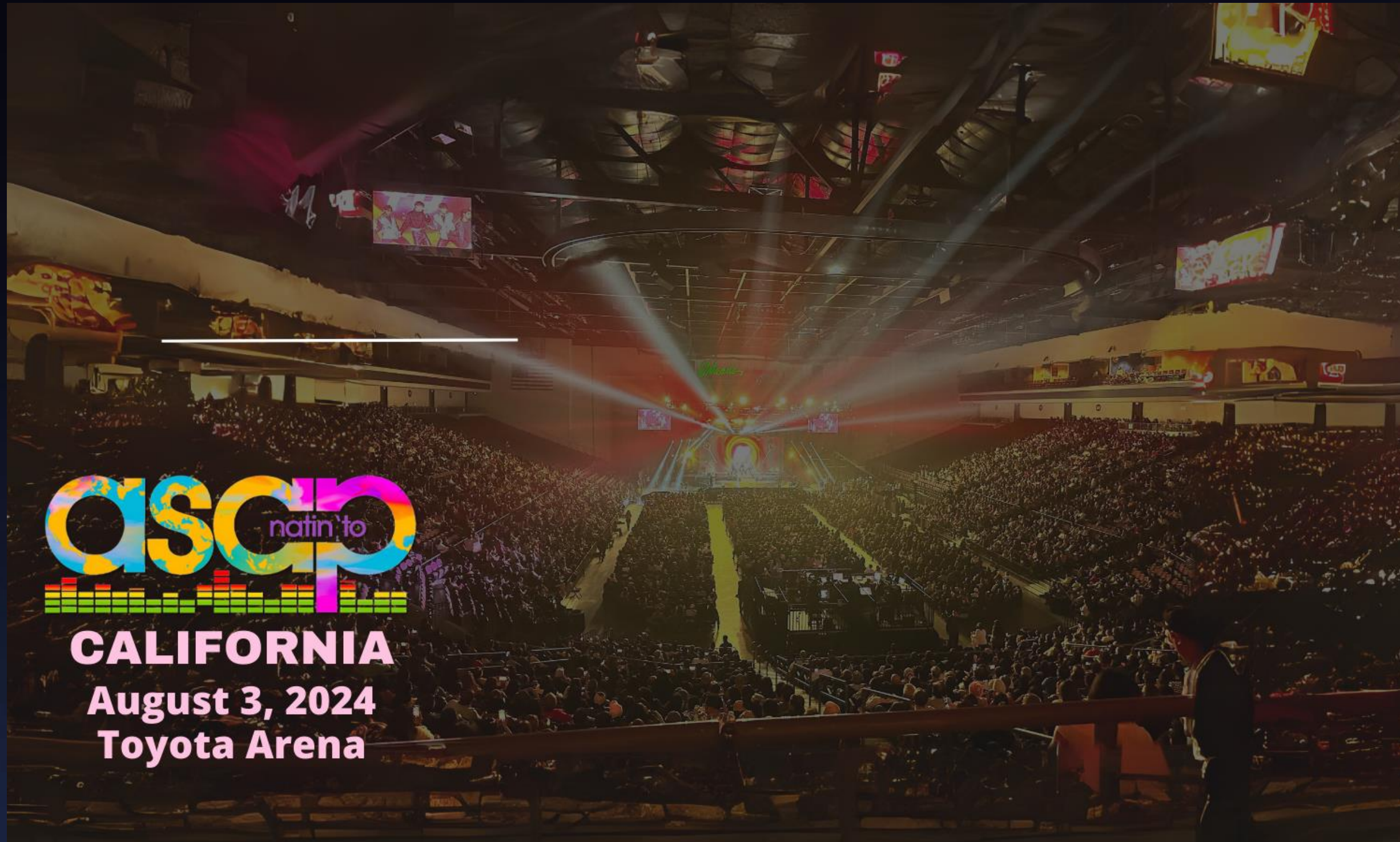
## LIVE IN CONCERT

A harmonious ode to love, brought to life on a grand stage. TFC and New Paradise Entertainment proudly present: Jed, Sheryn, Jona, Live In Concert.

**FEBRUARY 2, 2024**  
Cache Creek Casino Resort  
Brooks, California  
[\(GET YOUR TICKETS HERE\)](#)

**FEBRUARY 3, 2024**  
Choctaw Casino & Resort  
Durant, Oklahoma  
**\*Free Admission, To Register**  
[Click here or](#)  
Call (945) 267-1488

**FEBRUARY 10, 2024**  
Fantasy Springs Resort Casino  
Indio, California  
[\(GET YOUR TICKETS HERE\)](#)



**CALIFORNIA**  
**August 3, 2024**  
**Toyota Arena**

A CERTIFIED CROWD-DRAWER, ASAP LIVE BRINGS TOGETHER THOUSANDS OF FANS ALL OVER THE WORLD. THE AUDIENCE IS TREATED TO A STELLAR CONCERT PARTY IN A SHOWCASE OF WHAT IS CONSIDERED ONE OF ASIA'S AND THE WORLD'S BEST STAGED ENTERTAINMENT.



# KATRINA, JOEY G & NINA

APRIL

Venues: Choctaw (TBC), HardRock  
Sacramento & Fantasy Springs



# ODETTE QUESADA

MAY



# PHILIPPINE INDEPENDENCE DAY CELEBRATIONS

JUNE | USA  
JULY 26 -27 | CANADA



# BELLE MARIANO SEPTEMBER



# CHRISTMAS IN NOVEMBER

NOVEMBER





# **SAMPLE CAMPAIGNS**



## SHOWCASE 1:

# MCDONALD'S SAWEETIE MENU CAMPAIGN

Objective:

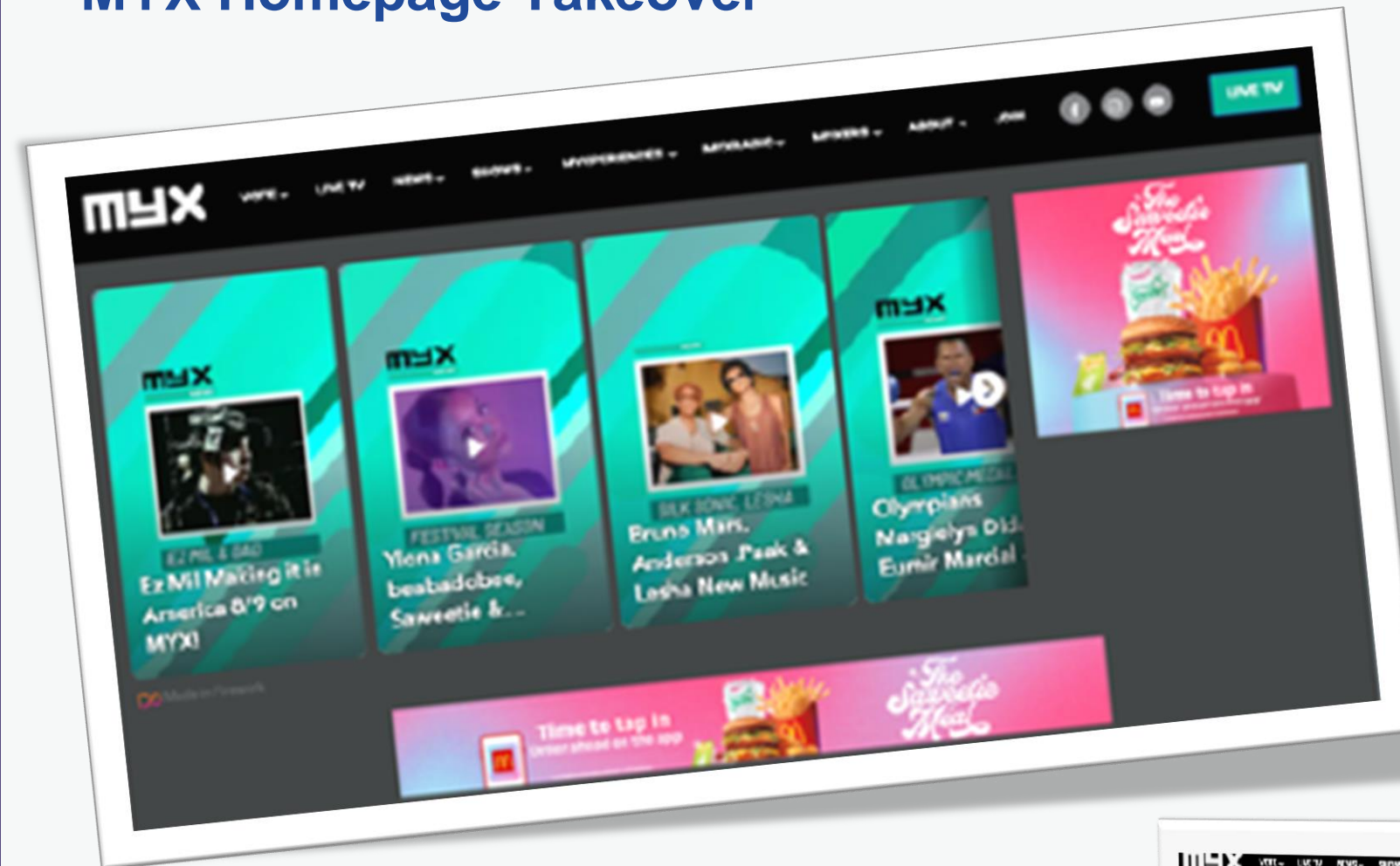
Promote McDonald's Saweetie Menu

Duration:

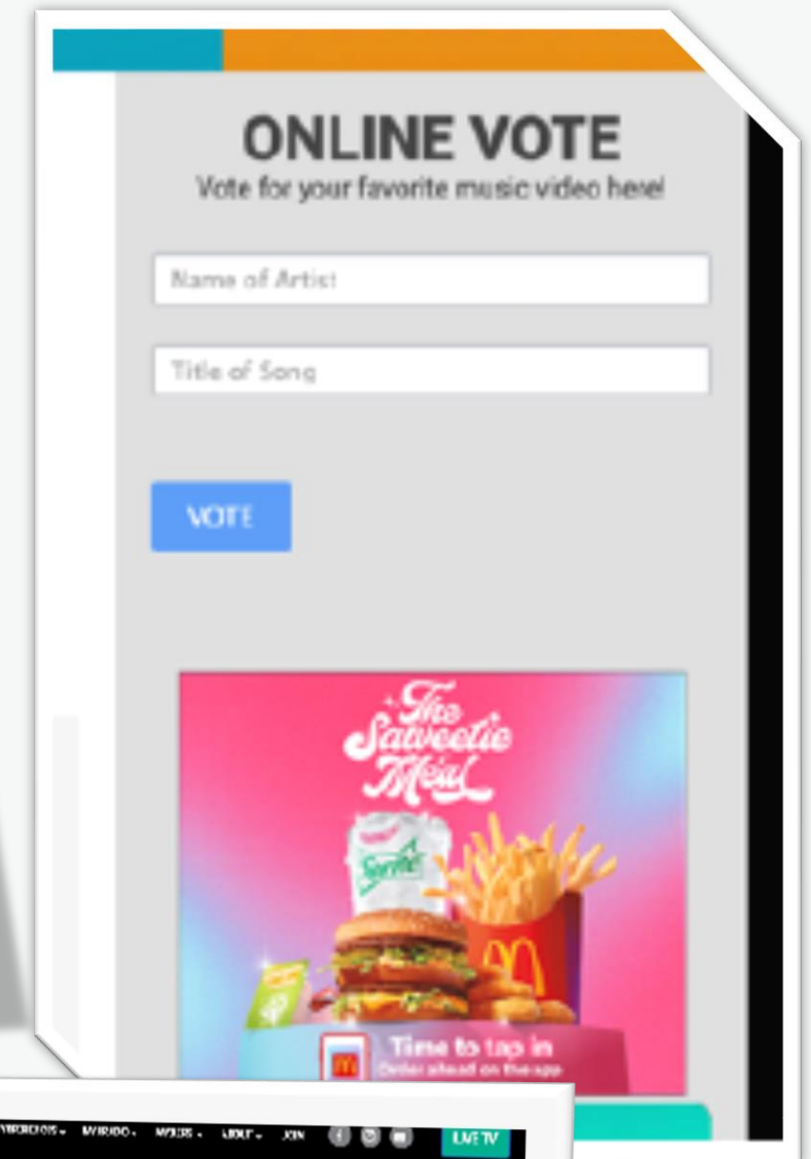
August-September 2021

## EXECUTIONS:

### MYX Homepage Takeover

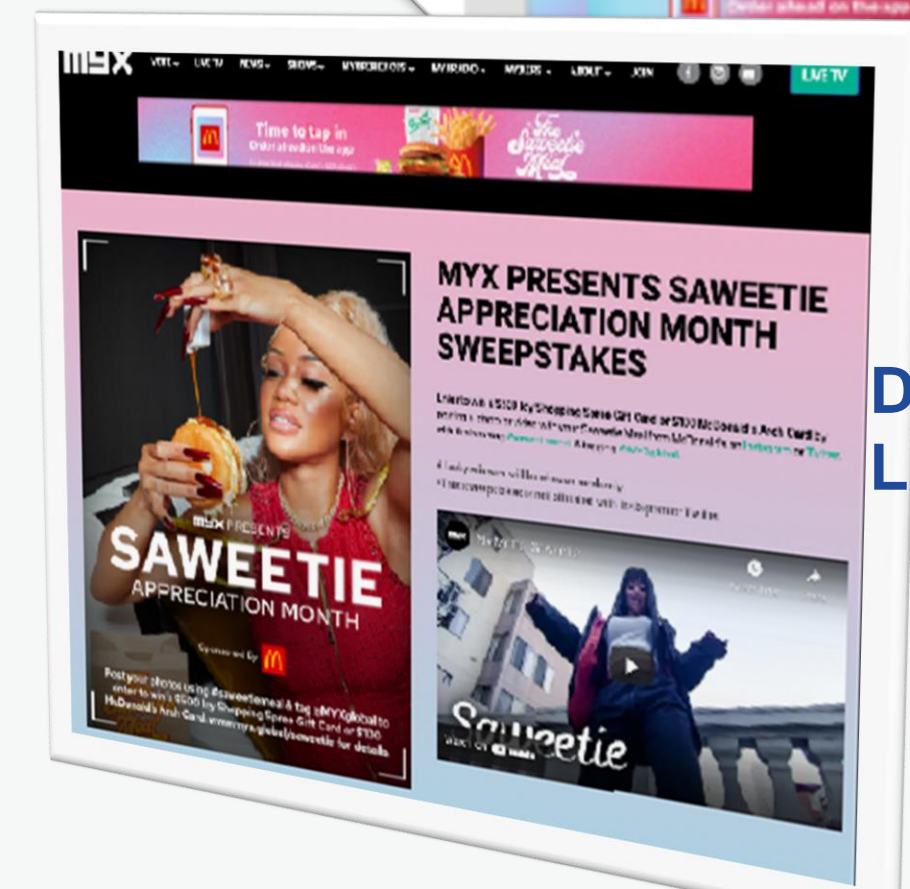


### MYX Video-Roll



### Other Executions:

- Digital ads
- News Features
- ALL THINGS SAWEETIE MYX Radio Podcast



Dedicated Landing Page



## SHOWCASE 2:

### REMITLY'S CHRISTMAS SHOW "Namamasko Po" (Merry Christmas)

#### Objective:

Remitly provides money-sending service. Campaign's goal was to increase brand awareness during the high money sending season, through a special Christmas Show produced by ABS-CBN.

TFC produced the show that featured the Philippines' top performers.

Duration: 90 mins

December 2022

# EXECUTIONS:

## Digital Ads / Social Media Posts



#### Other executions:

- Video Plugs on Linear and Digital Platforms
- Video shorts aired on linear, digital and social platforms
- Streamed on ABS-CBN FB and YT channels, and aired on TFC linear channel.



# 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

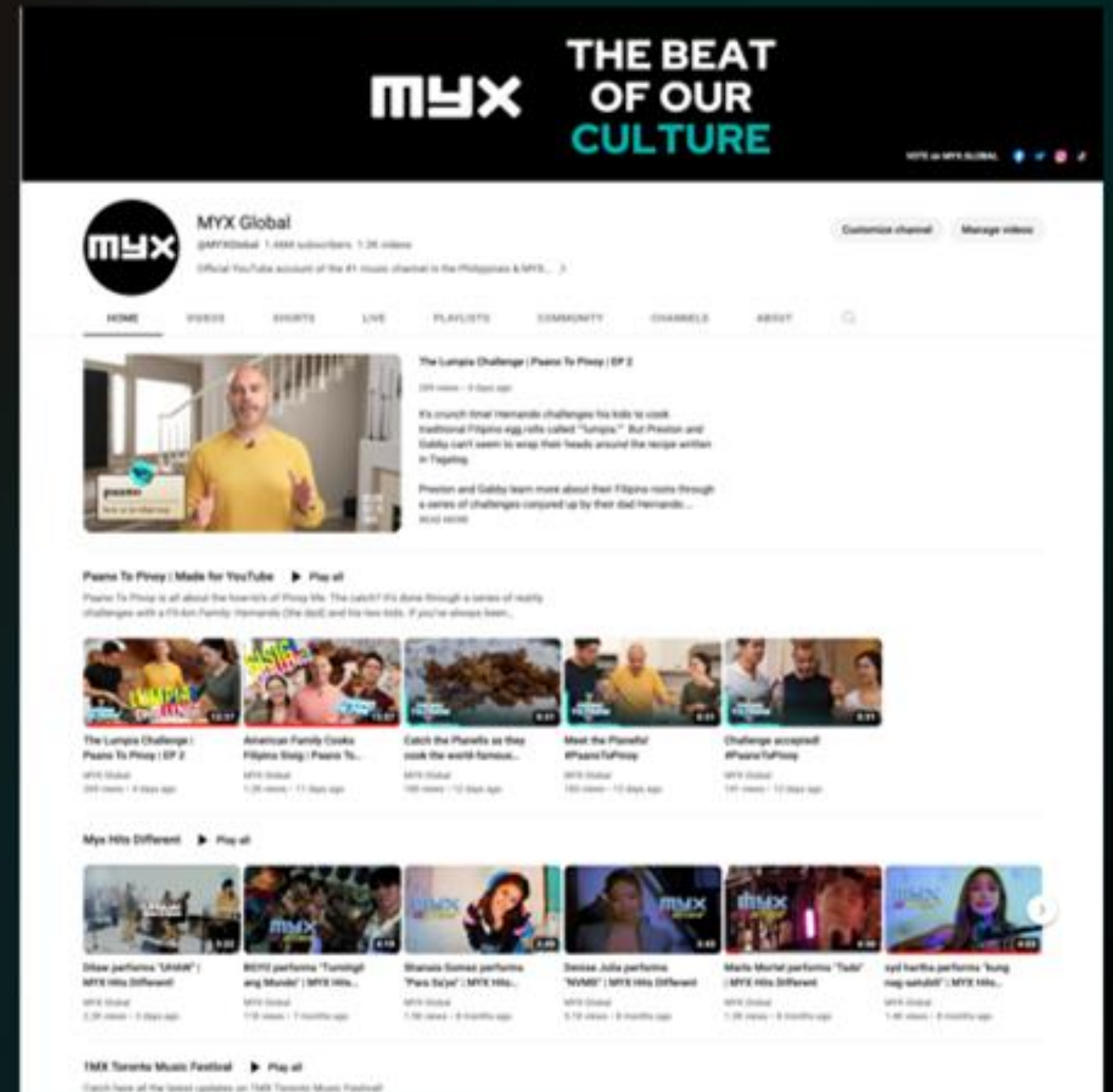


# DISTRIBUTION: DIGITAL

**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**



# 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%



**TIK TOK**  
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%

The background image shows a building facade with a large, dark blue-tinted overlay. In the center, there is a square emblem containing a stylized tree or plant. Above the emblem, the letters 'ABS' are visible in a bold, sans-serif font. Below the emblem, the letters 'CBR' are visible in a similar font. The word 'REFERENCES' is overlaid in the center in a large, white, bold, sans-serif font.

# REFERENCES

# A Few of Our Partners

## ADMERASIA:

Doris Huan, Media Director [dorish@admerasia.com](mailto:dorish@admerasia.com)  
Andrew Hung, Sr. Media Specialist [andrewh@admerasia.com](mailto:andrewh@admerasia.com)

## 3AF:

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