

APR 2020 Programme Highlights

SALUAL

APRIL 202

APR 2020 Programme Highlights



CTM 澳門電訊特約:



Television Broadcasts Limited 電視廣播有限公司



Signature Monday:



Television Broadcasts Limited 電視廣播有限公司 Highlights Of The Month Drama Series

Upcoming In May Movie

WHYWOMENK 靚太殺機

1 April – 10 June Wednesdays 2130-2230 (10 Episodes)

The series details the lives of three women living in three different decades: a housewife in the '60s, a socialite in the '80s and a lawyer in 2018, each dealing with infidelity in their marriages. The series will examine how the roles of women have changed, but how their reaction to betrayal... has not.

MOVIE OF THE MONTH:

9 May, Saturday

OFTHE

NOSIO











Pearl Snaps

Enjoy Movies at Home on Weekends

Fridays • Saturdays • Sundays 2030

Movies are highly popular on Pearl, with top-rated programmes among the aged 18+ group in 2019 basically all movies.

Starting from mid April, Pearl will bring to audiences a variety of hit movies not just on Saturdays and Sundays, but also Fridays, with the start time pushed a bit earlier to 2030.

Upcoming Highlights



The Incredibles 25 Apr



Joy 31 May



Jason Bourne 6 Jun



A Comprehensive Website

bringing you a full range of TVB's latest offers and updates for planning your advertising campaigns

Mobile Version is Available Now

- Clean Interface and Clear Navigation
- Easy to Read and Download
- Mobile-friendly
- An Elevated User Experience

Advertisers / Agencies may access TVB's programme information, sales packages, advertising materials and the most updated news and offers from a smartphone or tablet anytime, anywhere.



Comprehensive Content

- Highlights of 2020 Lineup
 Programme Information and Trailers
 Ratings Updates
- ► Hot Topics ► Buying Opportunities ► Job Reference ► Programme Schedules ► Sales Packages

Simply type in your pre-registered email address as password to log-in





To be among the first to get the latest news and offers from TVB, subscribe our eNewsletters at



Pearl

PRIME TIME SCHEDULE April 2020

			-		April 2	020							
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY						
1830	Dolce Vita (04/06) Last	Luxury Homes Revealed (04/07) Last	Jamie's Quick & Easy Food (04/08) Last	1805-1900 Mary Berry's Country House Secrets (04/02) Last Incredible Spiders (04/09)	Louis Theroux Talking To Anorexia (04/03) Body Clock What Makes Us Tick (04/10)	⁷⁸⁰⁵⁻¹⁹⁰⁰ 60 Minutes 六十分鐘時事雜誌	Islands In Time A Wildlife Odyssey (04/05) Last Peregrine Falcon Lord Of The Skies (04/12)						
1900	(Eng Only)	(Bilingual)	(Bilingual)	(Bilingual) ort With Sign Languag	(Bilingual)	(Eng Only)	(Bilingual)						
1925	News Report With Sign Language (Cant Only) 25 Today In History (04/01-12)												
1930	Today In History & Earth Live (04/13-30)												
- 1930				News At Seven-Thirty		10 /2 - 11 - 2	Desist						
2000	vveatne	er Report & Earth Live	(04/01-12), vveatner Rep	· · ·	. ,	weathe	r Report						
	Pearl Magazine 明珠雜誌	Straight Talk 清心直說	Nigella At My Table 靚太家常菜 (04/01-29) 6 eps (05/06) Last	Destination Flavour Scandinavia Best Bites 滋味北歐精選 2 eps (04/02-09) Last 2000-2100 MasterChef (X) 我要做廚神 (04/16-30) 25 eps (10/01) Last (Eng Only)	Embarrassing Pets 我的麻煩寵物 (04/03-10) Last (Blingual) Thailand Grand Spaces (II) 泰國豪華空間 (04/17-24) 6 eps (05/22) Last (Eng Only)	America's Funniest Home Videos (XXX) 笑笑小電影 (04/04-25) (05/02) Last (Eng Only)	Extreme Cake Makers (II) 超級餅藝大師 (06/14) Last						
- 2030	MasterChef Junior (VI) 美國小廚神 (04/08) Last (Eng Only)	The Flash (VI) 閃電俠	World's Most Incredible Hotels 非凡酒店 (04/01-22) Last The Big Fat Lies	John Torode's Middle East John Torode 中東風味遊 (04/02) Last A Taste Of Travel (IV)	(Lag Jan) Peak Antibiotics 抗生素末日 (04/03) Diagnosis On Demand The Computer Will See You Now Al醫神 (04/10) Weekend Blockbuster:								
	signature Monday: 新力星期一: Killing Eve 獨行殺姬 (04/13-27) 8 eps (05/04) Last (Eng Only)	(04/07-28) (07/21) Last (Eng Only)	About Diet And Exercise 減肥的偽術 (04/29) 2 eps (05/06) Last	C(V) 品味遊 (04/09) (Eng Only) Dolce Vita 港生活·港享受 (Eng Only)	Resident Evil 生化危機之變種生還者 (04/17) Resident Evil Apocalypse 生化危機之殲滅生還者 (04/24) (Eng Only)	Vietnam From Above 穹蒼下的越南 (04/11) (Eng Only)	Laos From Above 穹蒼下的老撾 (04/12)						
2130	(=; =,)	Oriental Watch Company Spectacular Tuesday Presents:: 東方表行 · 絕色星期二:	(=,	(=; =;)	(=; ;,)	WEEKEND BL							
	Running Wild With Bear Grylls 星級人在野: 美國篇	 第方表行·總色星順二: Wales: Land Of The Wild 野性威爾斯 (04/07) Last Wild Shetland 野性設得蘭 (04/14) The Wild Heart Of Spain 野性西班牙 	Why Women Kill 靚太殺機 (04/01-29) 10 eps (06/10 Last	Running Wild With Bear Grylls 星級人在野: 美國篇 (04/16-23) Last Bear's Mission With	World's Greatest Animal Encounters 世界動物之最 ^{(04/03) Last} Attenborough And The Sea Dragon	2012 2012末日預言 (04/04) (Eng Only)	Exodus Gods And Kings 出埃及記: 神王帝國 (04/05) (Eng Only)						
	(04/06) (Eng Only)	(04/21) Greece The Wild Side 野性希臘 (04/28) 2 eps (05/05) Last (Eng Only)	(Eng Only)	星級人在野: 英國篇 (04/30) 5 eps (05/28) Last (Eng Only)	阿Sir之 海龍傳說 (04/10)	Black Hawk Down 黑鷹15小時 (04/11) (Eng Only) Start at 2030	Swiss Army Man 救你命3000 (04/12) (Eng Only) Start at 2030						
2230	(3)/		Market Watch				The Hunger Games: Catching Fire						
	World's Greatest Journeys 世界勝景之最 (04/06) Last	The Truth About Menopause 更年期真相 _(04/07)	The InBetween 靈感追兇 (04/01-08) Last	A User's Guide To Cheating Death (II) 長生「密」語 (04/02) Last The Contraceptive Pill How Safe Is It? 避孕丸知多D (04/09)	Arabia With Levison Wood 橫越阿拉伯 (04/03-10) Last	Battle Los Angeles 異形侵略戰 (04/18) Start at 2030 The Incredibles 超人特工隊 (04/25)	1) (1) (1) (1) (1) (1) (1) (1) (1) (1) (
	(Eng Only)	(Eng Only)	(Eng Only)	(Eng Only)	(Eng Only)	(Bilingual)	(Eng Only)						
				News Roundup inancial Bulletin (04/14-29) Earth Live (04/01-12) ve & Today In History (0									
	Rituals (04/06) Last 9-1-1 (04/13-27) 10 eps (06/15) Last	Breakthrough (04/07) Last The Good Doctor (04/14) 18 eps (08/11) Last Racing To Win Oriental Watch Company Spectacular Tuesday Presents: 東方表行: 港色眞綱二:	The Brave (04/15-29) 13 eps (07/08) Last	Mary Berry's Country House Secrets (04/02) Last Incredible Spiders (04/09) The Handmaid's Tale	Louis Theroux Talking To Anorexia (04/03) Body Clock What Makes Us Tick (04/10)	A Taste Of Travel (IV) (04/18-25) 12 eps (07/11) Last	Dolce Vita						
	Lethal Weapon (II) (04/06-20) Last Heroes And Survivors (04/27) 8 eps (06/15) Last	Wales Land Of The Wild (04/07) Wild Shetland (04/14) The Wild Heart Of Spain (04/21) Greece The Wild Side (04/28) 2 eps	60 Minutes Ancient Invisible Cities (04/01-08) Last	(04/16-30) 10 eps (06/18) Last America's Got Talent (XII) (04/02-30) (05/21) Last Dolce Vita	Paranormal Caught On Camera 超自然實錄 (04/17-24) 16 eps (07/31) Last Genius	Racing To Win	MasterChef (VIII) (04/05-12) Last						
	(06/15) Last Date: (mm/dd)	(05/05) Last			(04/03-24) Last		nly, Subject To Chang rate As of 6 March 20						

HIGHLIGHTS OF THE MONTH Nigella Destina A Taste Thailan Why Women Kill DRAMA DOCUMENTARIES The Hu Oriental Watch Company Spectacular Tuesday Reside Presents: Wild Shetland7 Oriental Watch Company Spectacular Tuesday Oriental Watch Company Spectacular Tuesday Presents: Greece The Wild Side......9 The Big Fat Lies About Diet And Exercise 11 Bear's Mission With.....12 Peak Antibiotics......14 Diagnosis On Demand Vietnam From Above......17

Master 2012.... Exodus Black H Swiss A Resider Battle:

The Inc The 5th Pearl R Pearl ..

TVB Ne

Ratings Mini Se

Marketing & Sales Office

19th Floor, Leighton Centre, 77 Leighton Road, Causeway Bay, Hong Kong Tel: (852) 2805-7128 Fax: (852) 2576-6045, 2576-0430, 2576-3214 http://www.tvb.com

Information herein is subject to change. Released on 9 March 2020

TABLE OF CONTENTS 目錄

LIFESTYLE

At My Table	19
ation Flavour Scandinavia Best Bites	
e Of Travel IV	21
nd Grand Spaces II	22

REALITY

Chef X	

WEEKEND BLOCKBUSTER

	24
s: Gods And Kings	
Hawk Down	24
Army Man	25
nt Evil	25
Los Angeles	25
Inger Games: Catching Fire	26
nt Evil: Apocalypse	26
credibles	27
ו Wave	27

PEARL HIGHLIGHTS

atings	

SALES PACKAGES

	3
ews3	5

TVB NEWS HIGHLIGHTS

	_
s Performance3	6
eries3	7





Signature Monday: Killing Eve 劇力星期一:獨行殺姬

13 April – 4 May Mondays 2030-2230 (4 Episodes)





"Killing Eve" is the story of two women, bound by a mutual obsession and one brutal act: Eve (Sandra Oh), an MI6 operative, and Villanelle (Jodie Comer), the beautiful, psychopathic assassin that she has been tasked to find. The drama topples the typical spy-action thriller as these two fiercely intelligent women go head to head in an epic game of cat and mouse.

The new series has received critical acclaim and several accolades, including British Academy Television Awards for Best Drama Series and Television Critics Association Awards for Outstanding New Program. The two leads have won multiple Best Actress awards,

including Oh winning an Golden Globe and a Screen Actors Guild Award, and Comer winning a British Academy Television Award.

屢獲獎項殊榮的全新劇集《獨行殺姬》,劇情講述隸屬於英國軍情五處(MI5)的Eve致力 追查一名患有心理病的女殺手Villanelle,隨著深入調查,兩人之間漸漸產生出一種特殊的 關係,而追查過程中亦牽連軍情六處(MI6)、暗殺組織The Twelve等多方勢力。

Oriental Watch Company Spectacular Tuesday Presents: Wild Shetland 東方表行·絕色星期二:野性設得蘭

¹⁴ April Tuesday 2130-2230 (1 Episode)



This special draws you in to the sheer beauty and drama of Scotland's most northerly isles - Shetland.

Following the seasons, the film opens with the powerful Atlantic storms of winter where a young otter family is first seen in the darkness of winter. As days grow longer, thousands of gannets flock to the dramatic sea stacks to breed, diving hundreds of feet into the Atlantic Ocean in a feeding frenzy. As fields of summer flowers bloom, young tern chicks grow rapidly on the bounty of the ocean and habour seal pups line the silverwhite beaches. With original music by award-winning Scottish composer, this film of beauty and drama, romantic yet harsh, provides an overwhelming sense of place.

這套紀錄片的高潮一浪接一浪,從水獺、海雀到罕見的海燕,還有殺人鯨捕殺幼年海豹的驚 險場面,透過海陸空全方位拍攝,展示蘇格蘭的最北端-設得蘭群島的不同面貌。本片以冬 季的大西洋風暴揭開序幕,隨著季節變遷,觀眾欣賞到島上的四季自然之美,以及野生動物 掙扎求存的故事。節目邀得屢獲殊榮的蘇格蘭著名作曲家撰寫配樂,極致美景配上激昂的原 創樂曲,帶來耳目一新的體驗,讓觀眾感受大自然的奧秘及磅礴氣勢。







Oriental Watch Company Spectacular Tuesday Presents: The Wild Heart Of Spain 東方表行·絕色星期二:野性西班牙

21 April Tuesday 2130-2230 (1 Episode)







The Iberian Peninsula is the place with the greatest biodiversity in Europe, home of extraordinary creatures. From peaks of rock and ice to ancient forests, pure rivers and endless plains, this is a land where Europe and Africa meet. Living here one needs to be brave. From Ibex fighting among the rocks to the endangered Iberian Lynx hiding in the deep Mediterranean forests, from the last Spanish Brown Bears, kings of the northern mountains, to the bizarre Chameleon that hunts in the scrublands of the south, this film tells the stories of the iconic animals that fight to survive in the wild heart of Spain.

伊比利亞半島是歐洲生物多樣性最豐富的地方, 亦是歐洲和非洲交匯的土地。這套紀錄片將追蹤 在野外生存的動物:在岩石間搏鬥的高地山羊、

Television Broadcasts Ltd

躲藏在地中海森林深處、瀕臨滅絕的伊比利亞猞猁、在北部山區稱王的西班牙棕熊、在南 部灌木叢中狩獵的變色龍等等,了解牠們的生存故事

Oriental Watch Company Spectacular Tuesday Presents: Greece The Wild Side 東方表行·絕色星期二:野性希臘

28 April and 5 May Tuesdays 2130-2230 (2 Episodes)



Greece is a land of unique contrasts, with wild animals that have disappeared from the rest of Europe, archaic relationships, as befits one of Civilisation's sources - and seemingly special powers like Greek Gods!

"Greece The Wild Side" takes us to isolated places where western rock nuthatches make perfect bottle-shaped nests out of the insects they catch! Chameleons on land, cuttlefish in the

water: the astonishing colour-changing heroes of the Greek Islands with their startling hunting, mating and reproduction strategies. Add the snakes that spear migrating birds stopping for a drink and a dip, and the valley in Rhodes where butterflies coat the rocks and trees and lizards hoover them up...

文明發源地之一的希臘既擁有古老歷史,還能發現已絕跡於歐洲的野生動物的蹤影。《野 性希臘》將帶觀眾前往與世隔絕的地方,包括歐洲的大峽谷Vikos Gorge、邁泰奧拉修道院、 希臘群島、羅得島山谷等等,飽覽希臘的壯麗景色之餘,亦捕捉野生動物的生活百態。









The Truth About Menopause 更年期真相

7 April Tuesday 2230-2330 (1 Episode)





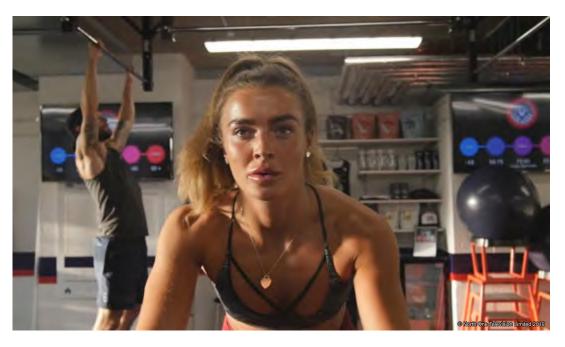
Presenter Mariella Frostrup goes on a personal journey to find out what the menopause means for women today and how science can help. She discovers the research helping women cope - from lifestyle changes that promise to delay the onset and relieve symptoms to a brand new drug that reduces debilitating hot flushes by 70%. Mariella also witnesses ovarian cryopreservation - a procedure that has the potential to reverse the menopause. And she gets to the truth behind one of the most controversial medical issues of our time - hormone replacement therapy.

主持Mariella Frostrup將探討更年期對現今女性的意義, 以及了解幫助女性應對更年期症狀的科學方法,當中 包括有助延緩更年期和緩解症狀的藥物。節目亦會探

討極具爭議性的醫學問題:手術能夠逆轉更年期嗎?接受荷爾蒙補充療法可有風險?節目 將為觀眾解開更年期的真相。

The Big Fat Lies About Diet And Exercise 減肥的偽術

29 April and 6 May Wednesdays 2030-2130 (2 Episodes)



This hard-hitting programme gives you the skinny on what regimes ought to be avoided, namely the vast array of fad diets, how running marathons can kill you, how much poo is lurking in your office coffee cup, how fruit juice has more calories than a full fat Coke, counterintuitive advice on the possible health benefits of fat, cholesterol and exercising for no more than 2 minutes a day. All this with the help of a hard-talking cast of scientists, doctors and dieticians giving us the inside scoop on the latest trends in the diet industry.

節目將會大談各種有害無益的瘦身方法及其害 處,包括流行減肥餐單、可能會殺人於無形的 馬拉松、咖啡杯中蘊含的細菌、比可樂含有更 高卡路里的果汁等等。另外,節目還會介紹一 些「反常理」的建議,例如每天應運動少於兩 分鐘,並會指出脂肪和膽固醇帶來的好處。科學家、醫生和營養師將會深入講解減肥飲食 的最新動向。











Bear's Mission With 星級人在野:英國篇

30 April – 28 May Thursdays 2130-2230 (5 Episodes)





In each episode, Bear Grylls takes a celebrity on a mission to test their survival skills. From Commando Ridge in Cornwall to the mountains of Wales, from heights to freezing water, celebrities will be surprised by the challenges that Bear creates for them. The guest may need to face a rotted sheep's leg or abseil into a massive sink hole to a depth of 200 feet. Let see how the celebrities are taken away out of their comfort zones.

英國探險家Bear Grylls為每集的名人嘉賓設計不同 任務,考驗他們的求生技能,又帶領他們攀爬康和 郡山脊、威爾斯山脈,迫使他們面對高度的恐懼 和低溫的挑戰,考驗他們的體能與膽識。嘉賓們或 許會得到Bear特意準備的腐爛羊腿,或許需要潛入 深達200英尺的大坑,他們對於Bear特設的任務感 到又驚又喜,讓我們一起看看他們會如何踏出舒適 圈、挑戰極限!

The Contraceptive Pill How Safe Is It? 避孕丸知多D

9 April Thursday 2230-2330 (1 Episode)



With the help of the world's leading experts, this film investigates the future of birth control, debunking myths and looking at cuttingedge breakthroughs. Vicky, a journalist whose mental health has been affected by the pill, travels to Copenhagen to find out why women taking the pill are more likely to suffer depression. Cancer survivor Amy learns how the pill can actually protect



women against some cancers. In the UK and USA, meet the scientists making advances in male contraception. And as more people look to digital technology for side-effect-free contraceptives, this film looks at the Swedish smartphone that - in a world first - has been certified as a contraceptive device.

節目在世界頂級專家的幫助下,探討節育的未來、探索最先進的醫學突破,並破解迷思。 主持將前往哥本哈根,探討服用避孕藥的女性容易患上抑鬱症的原因,並了解避孕藥如何 真正保護女性免受某些癌症的侵害;轉往英國和美國,科學家分享在研究男性避孕方面取 得的進展;在瑞典,全球首部取得認證的智能避孕裝置手機正式登場。











Peak Antibiotics 抗生素末日

3 April Friday 2030-2130 (1 episode)



When we get sick we know we can reach for the antibiotics and everything will be fine. Take antibiotics out of the equation and we lurch back 200 years. In the 19th century a trip to hospital was often a death sentence. Modern medicine was born with penicillin, but the antibiotic era is now coming to a close. In less than a century, our modern miracle has been beaten into submission by the very bacteria it was designed to knock out.

This is a documentary about the future of medicine. The antibiotic apocalypse is looming. So, what has gone wrong, how much risk do we face and what steps are being taken to plan for the future?

生病時,不少人會選擇使用抗生素,認為抗生素是最有效的藥物。然而,細菌逐漸對抗生 素產生抗藥性,甚至有「超級蟲」(superbug)使抗生素無法起作用。究竟抗藥性出現上升 趨勢、超級細菌的崛起會對抗生素的未來發展構成什麼威脅?醫學界該如何針對耐藥性問 題開展應對措施?這套紀錄片將會為觀眾一一探討。

Diagnosis On Demand The Computer Will See You Now AI醫神

10 April Friday 2030-2130 (1 Episode)



Could a machine replace your doctor? The film explores the incredible ways artificial intelligence (AI) is revolutionising healthcare - and what this means for all of us. Babylon Health is a company preparing for a humans versus machines showdown. Will Babylon's Al outperform human doctors at diagnosis? It's a fundamental culture clash, between the fast-moving world of tech, and the cautious



approach of traditional medical science. But in a world with a chronic shortage of doctors, this new technology could be a game changer. This is the inside story of the AI health revolution.

Babylon Health人工智能革新醫療保健可通過與患者溝通,了解其具體病症,並提供健康評估 和建議。究竟人工智能在診症時的表現會否勝過醫生?甚或取代醫生?一場非凡的變革正逐 漸在醫療保健領域中興起,不少專家相信人工智能甚至能令整個醫療體系更為完善,本片將 揭開這場健康革命的真相。

Television Broadcasts Ltd





Attenborough And The Sea Dragon 阿Sir之海龍傳説

10 April Friday 2130-2230 (1 Episode)





It's winter. A remarkable fossil is discovered on the English coast. It's the remains of an ichthyosaur, a so-called 'sea dragon' that ruled the oceans during the time of the dinosaurs. It might just be the discovery of a lifetime. What can these ancient bones reveal about the life of these top predators?

Globally renowned presenter Sir David Attenborough meets the scientists who are using the latest technology and 3D scanning to bring this giant sea reptile back to life. He talks with marine biologists and paleontologists and studies creatures with similar features - dolphins, sharks and crocodiles - in the quest for answers. The work yields surprising results. Have they discovered a new species of ichthyosaur? Cutting-edge CGI creates the most accurate image of the ichthyosaur to date and the sea dragon's dying moments are recreated.

在英國東南海岸的懸崖上,人們發現了「海龍」的遺骸,這種巨大的海洋生物曾在恐龍時 期統治著海洋。「阿Sir」大衛艾登堡爵士將與科學家、海洋生物學家和古生物學家等一夥 人,利用最新的CGI技術和3D掃描重建「海龍」的骨架,嘗試恢復牠的原貌,並將其與海豚、 鯊魚和鱷魚進行比較,為觀眾揭開這種巨型生物的秘密。

Vietnam From Above 穹蒼下的越南

11 April Saturday 2030-2130 (1 Episode)



Travelling across Vietnam on a breathtaking cultural and historical journey, the series uncovers ancient Chinese influences on Vietnamese traditions and striking examples of French Colonial architecture, and traces the impact of the Vietnam War in the north and south. It also visits the country's lively modern cities, taking in temples, floating markets, and the world heritage sites of Huế and Ha Long Bay.

這套紀錄片將從文化和歷史角度探索越南,帶領 觀眾參觀寺廟和水上市場、遊覽被聯合國教科文 組織列為「世界文化遺產」的順化市和下龍灣, 沿途了解古代中國人對越南傳統的影響、欣賞法 國殖民時期的建築物,以及追溯越南戰爭對北部 和南部的影響。













Laos From Above 穹蒼下的老撾

12 April Sunday 2030-2130 (1 Episode)





From Vientiane to Luang Prabang, this aerial voyage uncovers the stunning temples and stupas, impressive waterfalls, and unique cities across Laos' historic three kingdoms. While Laos still bears the scars of its recent past as the most bombed country in history, the documentary reveals its ambitious modern architecture and thriving traditions. The country's fascinating history and culture is going to be surfaced.

老撾是歷史上被轟炸最多的國家,隨著不斷發 展,這個地方逐漸出現新舊交融的景象。這套紀 錄片以航拍方式呈現老撾的面貌,展示當地的歷 史文化,由首都永珍到龍坡邦省,一切自然美景、 傳統寺廟、佛塔和摩登建築,盡收觀眾眼簾。

Nigella At My Table 靚太家常菜

1 April – 6 May Wednesdays 2000-2030 (6 Episodes)



Nigella Lawson is back with a brand new series, packed with simple recipes full of complex flavour. "Nigella At My Table" shows us food we can all bring to our own tables, vibrant and varied but always relaxed. Nigella serves up irresistibly easy dishes, recipes which combine the comfort of the familiar and the exuberance of the new. Also, she cooks more warming, comforting and inspirational recipes.

飲食作家兼節目主持Nigella Lawson備受觀眾 歡迎,她主持的烹飪節目紅遍歐、美、澳洲。 Nigella將在《靚太家常菜》中繼續教授觀眾以 最簡便的方法煮出一頓盛宴,還有家常菜式、 小食、糕點等等。靚太的食譜簡單易學,對於 單身一族或平日甚少下廚的人而言,菜式肯定 合心水又手到拿來!









Destination Flavour Scandinavia Best Bites 滋味北歐精選

2 April and 9 April Thursdays 2000-2030 (2 Episodes)





In "Destination Flavour Scandinavia", Adam Liaw headed far north, explored what was possibly the cleanest, healthiest, and happiest parts of the world and immersed himself in Scandinavian / Nordic culture, history and cuisine. In this two-episode specials, all the best stories from his Scandinavian adventures are featured.

「廚神」Adam Liaw在《滋味北歐》節目中, 畅遊北歐各地、發掘當地美食及豐富物產, 並透過尋訪美食業界的傳奇故事和人物,了 解北歐文化。在這兩集的《滋味北歐精選》 中,觀眾可以把Adam北歐之旅最精彩的精華 片段重溫一遍。

A Taste Of Travel IV 品味遊

9 April Thursday 2030-2100 (1 Episode)



"A Taste Of Travel" reports on interesting and exciting destinations to discover. Scotty goes on a trek to marvel at Mount Fuji, and visits some of the smaller towns nestled amongst the magnificent Rocky Mountains. Susannah explores the sights and sounds of Bangkok, and hits the highlights of Phuket Island. Lynton heads to the hills of Fiji and the iconic Coral Coast of Fiji, and visits the Taj Mahal in India and the amazing Great



Wall of China. Carolyne explores the wonderful city of Rome, and goes on a sojourn around Greece's capital, Athens. The series offers plenty of handy travel tips and insights into the colourful local characters, the great attractions and, of course, what to eat!

四位旅遊達人揹起背囊,走訪大城小鎮,飽覽美景,感受風土人情。Scotty登上富士山和洛 磯山脈,Susannah玩盡泰國曼谷和布吉;Lynton在斐濟眺望珊瑚海岸的醉人景致,又到訪充 滿神秘色彩的印度和中國,遊覽泰姬陵和萬里長城; Carolyne踏遍意大利和希臘的名城古都, 尋找羅馬帝國和雅典城邦的歷史遺痕。









Thailand Grand Spaces II 泰國豪華空間

17 April – 22 May Fridays 2000-2030 (6 Episodes)







Let's discover Thailand's extravagant multibillion dollar resorts, hotels and boutique spas. We encounter some of the greatest minds of modern luxury design, as they reveal the secrets behind their exquisite creations; from resorts in Chiang Mai to retreats on far-flung tropical islands. The series uncovers how ingenious architecture respects local tradition as well as Thailand's stunning natural landscape.

《泰國豪華空間》將從人聲鼎沸的旅遊熱點走 到遠離塵囂、位處偏遠的熱帶島嶼,發掘泰國 最豪華的度假村、酒店及精品水療中心。節目 踏入第二季,將會到訪清邁、蘇梅和布吉等熱 門度假勝地,參觀當地的「豪華空間」,同時 了解奢華建築背後的創作理念,探討建築設計 如何與當地傳統和大自然完美結合。

MasterChef X 我要做廚神

16 April – 1 October Thursdays 2000-2100 (25 Episodes)



This season, Gordon Ramsay, Aarón Sánchez and Joe Bastianich take the series to new heights and across the pond to London for the first time in "MasterChef" history. The home cooks will face a series of challenges including cooking for a 10th anniversary pool party, catering a former "MasterChef" winner's wedding reception and feeding ravenous NASCAR drivers at the Irwindale Speedway. And for the first time ever, the series will take over dinner service at Gordon's flagship



London restaurant, Restaurant Gordon Ramsay. Tough competition, surprise guests and many challenges are in store with one home cook ultimately claiming the title of "MasterChef" and the US\$250,000 grand prize.

全新一季《我要做廚神》繼續由Gordon Ramsay、Aarón Sánchez及Joe Bastianich三位世界知 名、屢獲殊榮的名廚及餐廳老闆擔任主持及評判,節目有史以來首次離開美國,今季的參 賽者將前往英國倫敦作賽。Gordon的太太會以特別嘉賓身份亮相,Gordon亦會借出位於倫敦 的米芝蓮三星旗艦餐廳,讓參賽者一展身手,為食客炮製美食。參賽者面對各式挑戰,爭 奪MasterChef的最高榮譽之餘,更可贏取250.000美元獎金。











Fridays / Saturdays / Sundays, 2130





Television Broadcasts Ltd

18 April (Start at 2030)



Battle: Los Angeles 異形侵略戰

Director: Jonathan Liebesman

Cast: Aaron Eckhart, Michelle Rodriguez, Ramon Rodriguez, Bridget Moynahan, Ne-Yo, Michael Peña

> Genre: Sci-Fi / Action

Kar Poul - Do - O - O - O - O - Kar Poul - Do



Fridays / Saturdays / Sundays, 2030



Fridays / Saturdays / Sundays, 2030



) • 🏷 • 🏷 • 🌾

24 April



The Hunger Games: **Catching Fire** 飢餓遊戲2:星火燎原

> Director: Francis Lawrence

Cast: Jennifer Lawrence, Josh Hutcherson, Liam Hemsworth

> Genre: Action / Sci-Fi



Resident Evil: Apocalypse 生化危機之殲滅生還者

> Director: Alexander Witt

Cast: Milla Jovovich, Sienna Guillory, Oded Fehr

> Genre: Action / Horror



25 April



The Incredibles 超人特工隊

C Disney/Pixar. All rights reserved

Director: Brad Bird

Voice Cast: Craig T. Nelson, Holly Hunter, Spencer Fox, Sarah Vowell, Samuel L. Jackson, Jason Lee

Genre: Animation / Action / Family The Annual Academy Awards **Best Animated Feature Film Best Sound Editing**

Television Broadcasts Ltd

Television Broadcasts Ltd

*
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *
 *



26 April



The 5th Wave 第五天劫

Director: J Blakeson

Cast: Chloë Grace Moretz, Nick Robinson, Alex Roe, Zackary Arthur

> Genre: Adventure / Sci-Fi

• 0 • 1

Pearl Top 10 Programmes

							Age	ed 18+			Live TV Demo TVRs				
Rank	Programme	Genre	Channel	Day		End				Fotal TV T	op Min	PI 20K+	Top Occ	Tertiary	Parents
					Time	Time		('000)		Share					with Kid
	Pearl Heritage: World's Greatest Man Made Wonders 明珠瑰寶:世界建築之最	Documentary	Pearl	Thu	21:36	22:35	Average: Top:	95 121	1.7 2.1	5% 6%	22:04	0.9	2.0	1.3	0.2
	Where the Wild Men Are with Ben Fogle 世外野人	Documentary	Pearl	Mon	21:37	22:32	Average: Top:	92 119	1.6 2.1	6% 7%	22:03	0.9	1.2	1.0	0.5
	Magnum P.I. 神探猛能	Drama	Pearl	Fri	22:38	23:26	Average: Top:	90 96	1.6 1.7	6% 6%	22:54	1.3	1.2	1.5	1.5
	Pearl Spectacular: Epic Yellowstone 明珠絕色:野性黃石公園	Documentary	Pearl	Tue	21:37	22:36	Average: Top:	81 106	1.4 1.8	5% 7%	22:31	1.1	1.5	1.1	0.7
	Weekend Blockbuster. Snoopy and Charlie Brown The Peanuts Movie 周末大電影:史諾比花生漫畫大電影	Movie	Pearl	Sat	21:34	23:18	Average: Top:	80 112	1.4 2.0	5% 8%	23:07	2.0	2.3	1.6	4.6
	John Torode's Middle East John Torode中東風味遊	Variety	Pearl	Thu	20:34	20:59	Average: Top:	71 91	1.2 1.6	3% 4%	20:41	0.5	1.5	0.5	0.3
	Britain's Got Talent 全英一叮	Variety	Pearl	Sun	20:32	21:22	Average: Top:	67 91	1.2 1.6	3% 4%	21:18	0.9	1.0	1.4	2.1
	Britain's Got Talent 全英一叮	Variety	Pearl	Sat	20:33	21:17	Average: Top:	67 89	1.2 1.5	3% 4%	21:15	1.0	0.8	1.0	2.0
	The Flood 洪水與猛獸	Documentary	Pearl	Fri	21:38	22:32	Average: Top:	65 110	1.1 1.9	3% 6%	22:32	0.8	1.3	1.2	0.3
	Weekend Blockbuster. Fan Girl 周末大電影:少女導演夢	Movie	Pearl	Sun	21:34	23:21	Average: Top:	59 98	1.0 1.7	3% 5%	21:59	0.9	0.9	1.5	0.6

Pearl Top 10 Programmes Week 2006 (2020/02/03 - 2020/02/09)

								Ag	jed 18+				Live TV De	emo TVR:	6
Rank	Programme	Genre	Channel	Day	Start	End		Size	TVRs	Total TV	Top Min	PI 20K+	Top Occ	Tertiary	Parents
					Time	Time		('000)		Share					with Kids
1	Weekend Blockbuster: Cinderella	Movie	Pearl	Sat	21:34	23:40	Average:	270	4.7	16%		4.0	4.4	5.0	8.7
	周末大電影:仙履奇緣						Top:	375	6.5	29%	23:32				
2	Weekend Blockbuster: Spy	Movie	Pearl	Sun	21:34	23:50	Average:	205	3.6	12%		4.3	4.3	4.4	3.3
	周末大電影:凸務Madam						Top:	260	4.5	16%	23:01				
3	Britain's Got Talent	Variety	Pearl	Sat	20:33	21:16	Average:	120	2.1	6%		1.5	1.5	2.0	2.4
	全英一叮						Top:	164	2.8	8%	21:15				
4	Britain's Got Talent	Variety	Pearl	Sun	20:34	21:16	Average:	101	1.8	5%		1.3	1.2	1.9	1.5
	全英一叮						Top:	141	2.5	6%	21:15				
5	The Good Doctor	Drama	Pearl	Thu	22:38	23:30	Average:	91	1.6	6%		1.4	1.2	1.6	1.6
	好醫生						Top:	102	1.8	7%	23:07				
6	Pearl Spectacular: Wild City	Documentary	Pearl	Tue	21:38	22:34	Average:	84	1.5	4%		1.5	1.8	1.7	1.1
	明珠絕色:野性新加坡						Top:	108	1.9	5%	21:46				
7	Pearl Heritage: World's Greatest Man Made Wonders	Documentary	Pearl	Thu	21:35	22:34	Average:	75	1.3	4%		0.5	1.0	1.0	0.7
	明珠瑰寶:世界建築之最						Top:	111	1.9	6%	22:10				
8	The InBetween	Drama	Pearl	Wed	22:39	23:29	Average:	73	1.3	5%		1.1	1.2	1.5	1.2
	靈感追兇						Top:	87	1.5	6%	22:59				
9	Magnum P.I.	Drama	Pearl	Fri	22:36	23:26	Average:	66	1.2	4%		1.0	0.7	1.2	1.5
	神探猛龍						Top:	73	1.3	4%	22:39				
10	Expedition Europe	Documentary	Pearl	Wed	21:35	22:34	Average:	63	1.1	3%		1.0	0.8	1.3	0.4
	歐洲尋源						Тор:	86	1.5	4%	22:28				

Ratings include "Live" & "As Live" viewing of corresponding programme from TV Set & connected devices (e.g. DVDR/DTT Box, Pay TV Box). Programmes are ranked by aged 18+ average audience size. Programmes less than 10 minutes are excluded. PI 20K+: People with Monthly Personal Income \$20,000 or above Top Occ: Managers/Administrators/Professionals/Associate Professionals Tertiary: Tertiary education level including Diploma, Associate Degree, Degree or above

Copyright @ 2020 Television Broadcasts Limited. All Rights Reserved. TVB - Marketing Research & Information Dept.

Pearl Ratings

Data Source: 2020 - CSM Media Research

Pearl Fringe Time Schedule April 2020

TUESDAY

MONDAY

WEDNESDAY

as at 2020/02/14 THURSDAY

Pearl Top 10 Programmes Week 2007 (2020/02/10 - 2020/02/16)

								Ag	jed 18 [.]	ŀ			Live TV D	emo TVR	S
Rank	Programme	Genre	Channel	Day	Start	End		Size	TVRs	Total TV	Top Min	PI 20K+	Top Occ	Tertiary	Parents
					Time	Time		('000)		Share					with Kids
1	Weekend Blockbuster: Kingsman The Secret Service	Movie	Pearl	Sat	21:34	24:06	Average:	376	6.6	/ •		6.5	6.5	5.5	6.7
	周末大電影:皇家特工 間諜密令						Top:	476	8.3	27%	22:37				
2	Rolex Special: And the Oscar Goes to: Hacksaw Ridge	Movie	Pearl	Sun	21:34	24:26	Average:	232	4.0	16%		4.0	3.7	3.8	2.8
	勞力士呈獻:奧斯卡猛片:鋼鋸嶺						Top:	305	5.3	22%	23:06				
3	Britain's Got Talent	Variety	Pearl	Sat	20:34	21:17	Average:	162	2.8	8%		1.4	1.3	2.1	5.6
-	 全英一叮						Top:	204	3.6	9%	20:51				
							.,								
4	Pearl Spectacular: Wild City	Documentary	Pearl	Tue	21:35	22:31	Average:	98	1.7	5%		1.9	1.6	1.9	0.9
	明珠絕色:野性新加坡						Top:	127	2.2	6%	22:29				
5	The Good Doctor	Drama	Pearl	Thu	22:36	23:25	Average:	89	1.5	6%		1.4	0.6	1.1	2.0
	好醫生						Top:	105	1.8	7%	22:57				
6	Big Sharks Rule	Documentary	Pearl	Fri	21:38	22:31	Average:	82	1.4	4%		0.8	0.6	0.5	2.1
	巨鯊天下						Top:	122	2.1	6%	21:46				
7	Pearl Heritage: World's Greatest Man Made Wonders	Documentary	Pearl	Thu	21:35	22:32	Average:	79	1.4	4%		1.3	1.3	0.8	1.2
'	明珠瑰寶:世界建築之最	Documentary	reall	mu	21.55	22.52	Top:	99	1.7	- 78 5%	22:08	1.5	1.5	0.0	1.2
	为外兆良, 巴尔建来之 成						TOP.	33	1.1	570	22.00				
8	The InBetween	Drama	Pearl	Wed	22:39	23:29	Average:	75	1.3	5%		1.0	1.1	1.2	1.1
-	靈感追兇						Top:	89	1.5	6%	23:13				
9	Expedition Europe	Documentary	Pearl	Wed	21:36	22:36	Average:	72	1.2	3%		1.5	1.5	1.4	0.8
	歐洲尋源						Top:	97	1.7	5%	22:28				
10	Britain's Got Talent	Variety	Pearl	Sun	20:34	21:18	Average:	71	1.2	3%		1.1	1.3	1.4	1.0
	全英一叮						Top:	105	1.8	5%	21:15				
L															

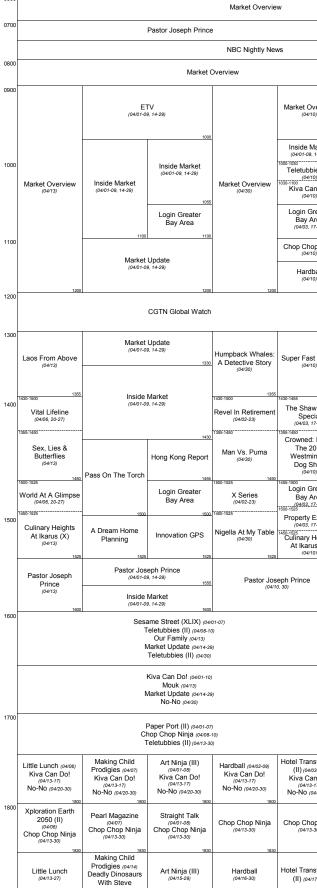
Pearl Top 10 Programmes Week 2008 (2020/02/17 - 2020/02/23)

								Ag	ed 18+				Live TV D	emo TVR	S
Rank	Programme	Genre	Channel	Day	Start Time	End Time		Size ('000)	TVRs	Total TV Share	Top Min	PI 20K+	Тор Осс	Tertiary	Parents with Kids
1	Weekend Blockbuster: Godzilla 周末大電影:哥斯拉	Movie	Pearl	Sat	21:34	23:59	Average: Top:	223 283	3.9 4.9	14% 20%	23:13	4.4	4.4	4.7	4.1
2	Rolex Special: And the Oscar Goes to: Dunkirk 勞力士呈獻:奧斯卡猛片:鄧寇克大行動	Movie	Pearl	Sun	21:34	23:39	Average: Top:	222 275	3.9 4.8	13% 19%	23:09	3.3	2.9	3.7	3.5
3	Britain's Got Talent 全英一叮	Variety	Pearl	Sat	20:33	21:17	Average: Top:	100 137	1.7 2.4	5% 7%	20:55	1.4	1.2	1.3	2.9
4	The Good Doctor 好醫生	Drama	Pearl	Thu	22:36	23:26	Average: Top:	92 110	1.6 1.9	6% 6%	22:38	1.7	2.1	1.9	1.9
5	The Incredible Five A Cheetah's Tale 獵豹五兄弟	Documentary	Pearl	Fri	21:35	22:35	Average: Top:	86 124	1.5 2.2	4% 7%	22:29	0.8	1.3	1.3	1.6
6	Britain's Got Talent 全英一叮	Variety	Pearl	Sun	20:34	21:16	Average: Top:	83 101	1.4 1.8	4% 5%	21:12	1.2	1.0	0.8	1.2
7	The InBetween 靈感追兇	Drama	Pearl	Wed	22:39	23:30	Average: Top:	79 85	1.4 1.5	5% 6%	23:03	1.2	1.6	1.8	1.6
8	Pearl Spectacular: Wild City 明珠絕色:野性新加坡	Documentary	Pearl	Tue	21:37	22:31	Average: Top:	73 100	1.3 1.7	4% 6%	22:30	0.7	1.3	0.9	0.7
9	Magnum P.I. 神探猛龍	Drama	Pearl	Fri	22:39	23:30	Average: Top:	70 81	1.2 1.4	5% 7%	23:26	1.1	1.0	1.5	0.6
10	Station 19 19號消防局	Drama	Pearl	Tue	22:36	23:26	Average: Top:	64 78	1.1 1.4	5% 5%	22:52	1.1	0.8	1.2	0.9

Ratings include "Live" & "As Live" viewing of corresponding programme from TV Set & connected devices (e.g. DVDR/DTT Box, Pay TV Box). Programmes are ranked by aged 18+ average audience size. Programmes less than 10 minutes are excluded. PI 20K+: People with Monthly Personal Income \$20,000 or above Top Occ: Managers/Administrators/Professionals/Associate Professionals Tertiary: Tertiary education level including Diploma, Associate Degree, Degree or above

Copyright @ 2020 Television Broadcasts Limited. All Rights Reserved. TVB - Marketing Research & Information Dept.

Data Source: 2020 - CSM Media Research



Backshall (04/21-2

FRIDAY	SATURDAY	SUNDAY
TNDA1	CATONDAT	JONDAT
0730	0730	Pastor Joseph Prince
0/05	0.00	
	0500	0800 Hour Of Power
arket Overview	Marvel's Guardians Of The Galaxy Mission: Breakout!	
1000	Pastor Joseph Prince	
nside Market (04/01-09, 14-29)		
eletubbies (II) (04/10)		
Kiva Can Do! (04/10)	Hour Of Power	The Open University Of
Login Greater Bay Area (04/03, 17-24)		Hong Kong Special: Knowledge For All
1100 nop Chop Ninja (04/10)	Dolce Vita	
1135 Hardball (04/10)	Pearl Magazine	
(04/10)	MasterChef Junior (V)	
1300	1245	1300
	FBI	Islands In Time A Wildlife Odyssey (04/05)
per Fast Falcon (04/10)	1335	Peregrine Falcon Lord Of The Skies (04/12)
1355	The Amazing Race (XXX)	Wild Castles (04/19-26)
he Shaw Prize Special (04/03, 17-24)	Little Big Shots (III) (04/25)	
rowned: Inside	1425	
The 2018 Westminster Dog Show (04/10)		For The People
Login Greater Bay Area (04/03, 17-24)	Where The Wild Men Are With Ben Fogle (V)	
operty Experts (04/03, 17-24)		1455 Straight Talk 1520
ulinary Heights At Ikarus (X) (04/10) 1525	Little Big World (V)	Little Malabar
Prince	Showers C	of Blessing
1600		1600
	Peg + Cat (II)	Our Family (04/05-12) Both Worlds (VII)
1630	Little Malabar	(04/19) Both Worlds (VI) (04/26) 1630
.330	The Cat In The Hat Knows A Lot About That! (III)	Mouk (04/05-12)
1700	A LOT ADOUT I HAT! (III)	Do You Know (IV) (04/19-26) 1700
	Both Worlds (VII) (04/04-18) Both Worlds (VI) (04/25)	Nate Is Late (04/05-12) Our Family (04/19-26)
1730 tel Transylvania (II) (04/03-10)	1730 Do You Know (III) (04/04-11)	1730. News Of The Wild (04/05-12)
Kiva Can Do! (04/13-17) Io-No (04/20-30)	Do You Know (IV) (04/18-25)	Mouk (04/19-26)
1800	1800	1800
000 Chop Ninja (04/13-30)		Giver (IV) (04/19-26)
1830 tel Transylvania		1830 News Of The Wild
(II) (04/17-24)		(04/19-26)
1900		1900



Pearl **100 GRPs Guaranteed Package Jan-Apr 2020**

Telecast Period	:	Any given 4 weeks
No. of Spots	:	40 approx.
Spot Allocation	:	P5 / P4 / P3 Timeclass
CPRP	:	RC#54 - Tier 1 Tier 2 Tier 3

Terms & Conditions:

1) Additional Handling Charges

- 15% handling charges shall be applied to the following conditions:
- i) 3 weeks or more but less than 4 weeks campaign period
- ii) More than 100 but less than 150 GRPs for 4 weeks campaign period
- 2 mixed duration of TVC in a booking of 4 weeks campaign period iii)
- Another 15% applies for every additional mix
- iv) More than 3 different product categories in one single TVC
- 20% handling charges shall be applied to the following condition: i) 2 weeks or more but less than 3 weeks campaign
- 2) The Station reserves the right to advice handling charges for GRP bookings in less than 10 days.
- 3) The Station reserves the right to advise handling charges for other special request.
- 4) The CRP rate in the booking form shall be adjusted if the information provided is different from the enquiry made for the same issue.
- 5) Volume Rebate is not applicable to GRP packages but the total amount can be grouped together with other commitment for VR calculation.
- 6) The Station reserves the right to alter the GRP package terms and conditions without prior notice.

Billing Schedule

The package amount will be debited within the month which the first spot is telecast.



10-sec <u>30-sec</u> 20-sec \$1,800 \$1,200 \$700 \$2,100 \$1,400 \$800 \$2,400 \$1,600 \$900



Introduces the hottest trends and events, sophisticated watches and jewelleries, the latest fashion and automobiles as well as beauty tips and technology.

Brand Exposures Product Features Highlights Verbal Mentioning



Pearl			TVB Finance & Information Channel		
2nd Run 1 3rd Run 5 4th Run 5	Thursday Thursday Saturday Sunday Monday	2100-2130 (same day) approx. 2655 approx. 1110 after News Roundup approx. 2430 approx. 2440	5 runs [#] in total	Saturday Sunday	2 runs [#] in total (Bonus)

#Subject to change

Package (Mar-Jun)	Entitlements	Package Cost Nett	
All-Round TV Campaign	4-5 min / segment (approx.) + 3 Options		\$168,000
Regular Segment	4-5 min / segment (approx.)	End credit logo	\$110,000 / \$120,000
1-min Segment	1 min x 5 segments	exposure(s)	\$150,000
Opening Features	6 Segments or more		\$150,000 +

Please refer to the package for details.

Newbie Package (2020) - For New Advertisers only

Advertiser :	
--------------	--

- Product :
- Agency :
- Campaign period :

Billing Schedule : Bill by Delivery

Entitlement

	No. of Spots			Package Cost	Package(s) Committed		
Phase	30-sec	20-sec*	15-sec*	10-sec*	(RC#54)	No. of Package(s)	Duration
Apr-May**	50 Prime Time x 25 Fringe Time x 25	75 Prime Time x 37 Fringe Time x 38	100 Prime Time x 50 Fringe Time x 50	150 Prime Time x 75 Fringe Time x 75	\$98,000		

* TVC shorter than 30-sec may have to share break, subject to airtime availability.

** All spots will be evenly distributed throughout the specified campaign period and the period cannot be less than <u>2 weeks</u> for each package. No schedule from advertiser will be entertained.

Prime Time (C5,C4,C3):	Mon-Fri	0705-1
	Sat-Sun	0805-1
Fringe Time (C2,C1):	Mon-Fri	0600-0
	Sat-Sun	0600-0

1255, 1635-1855, 1905-2055, 2105-2355 1355; 1705-1855; 1905-2255; 2305-2455 0655, 1305-1625, 2405-2955 0755; 1405-1655; 2505-2955

Sales Conditions

Please observe the followings in addition to our General Terms and Conditions in Rate Card No. 54:

- 1. This package is a 1-time-only offer to new advertisers* (which have no exposure on both TVB News and Pearl before).
- 2. Each package is eligible to one product only.
- 3. Each advertiser can commit 3 packages at most for 2020.
- 4. Limited quota of package per month for each product category. Bookings will be accepted on a first-come-first-served basis while stock last.
- 5. Advertiser has to specify the campaign period upon confirmation to secure the slot.
- 6. All spots must be utilized within the campaign period specified. Any change of campaign period after confirmation may not be entertained
- and is subject to availability. If quota for the month is full, advertiser has to utilize the committed amount for other package(s) on TVB News.
- 7. This package is not eligible to volume rebate but will be grouped for volume rebate calculation.
- 8. TVB reserves the right to revise or withdraw this package at anytime without notice.
- * TVB reserves the right to define "new advertisers".



Limited Quota! First-Come-First-Served While Stock Last

(Maximum 3 packages per advertiser for 2020)

Confirmed by

(Sign with company chop) Date:



自新型肺炎肆虐[,]無綫新聞台一直緊貼追蹤報道疫情[,] 讓市民掌握最新最快消息[,]由2月3日至3月1日期間



無綫新聞台特別製作的抗疫系列節目#,在無綫新聞台 累積觀看人數近460萬,接觸超過70%*的香港電視人口, 廣泛傳遞正確抗疫資訊。



備註: ^ 比較 2019 年 12 月 2 日至 29 日及 2020 年 2 月 3 日至 3 月 1 日 * 自 2020 年 1 月 24 日至 3 月 1 日 數據來源:CSM Media Research # 抗疫系列:抗疫手冊,抗疫攻略,全國抗疫快訊,抗疫指南



5G新世代

星期一至日 1040 | 1240 | 1440 | 1740 | 2040 | 2340 | 2540 | 2940



56新世代

4月14日起 星期二、四 0940 | 1140 | 1440 | 1710 | 2050 | 2220 | 2440 星期六 0910 | 1155 | 1425 | 1740 | 2025 | 2355 | 2555



春去秋來冬又至

4月19日 - 6月21日 星期日 0740 | 0925 | 1155 | 1525 | 1825 | 2125 | 2355

