

海通國際特約：

# 一分鐘財經

隔夜息急升

首日掛牌

數據勝預期

MAY 2020

PEARL & TVB NEWS PROGRAMME HIGHLIGHTS

# Happy Fridays

\*\*\*  
The Secret Life  
Of Pets



\*\*\*  
The Incredibles



\*\*\*  
Ice Age  
Collison Course



\*\*\*  
The Lego Movie



\*\*\*  
Storks



# Highlights Of The Month Drama Series

Signature Monday:

# KILLING EVE II

劇力星期一：獨行殺姬

*SECRET  
BABY*

11 May – 1 June  
Mondays 2030-2230 (4 Episodes)

Season Two begins 30 seconds after the final episode of the first season, Eve is reeling and Villanelle has disappeared. Eve has no idea if the woman she stabbed is alive or dead, and now both of them are in deep trouble. Eve has to find Villanelle before someone else does, but unfortunately she's not the only person looking for her.

Taking us from Paris, to London, Amsterdam and finally to Rome, this season sees Eve and Villanelle's obsession become closer, and darker than ever before. And begins to ask the troubling question: who's really the bad guy?

# Upcoming In June Drama Series

Signature Monday:

劇力星期一：特種保鏢

Mondays  
Starting from 8 June

# BODYGUARD

醫者仁心

# NEW AMSTERDAM

Mondays  
Starting from 29 June

Wednesdays  
Starting from 17 June

# PRODIGAL

無間心戰

# Pearl Snaps

Every year, during the Oscars® season, Pearl will bring to audiences an exciting collection of acclaimed award-winning films. This year is no exception, the selected movies have attracted specific audience groups.

Rolex Special: And The Oscar® Goes To:  
**Hacksaw Ridge**



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(16 Feb)

SDM: **4.4** TVRs

Private Car Owners: **4.3** TVRs

Rolex Special: And The Oscar® Goes To:  
**Dunkirk**



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(23 Feb)

SDM: **4.7** TVRs

General Investors: **3.9** TVRs

Rolex Presents: And The Oscar® Goes To:  
**Interstellar**



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(1 Mar)

SDM: **3.5** TVRs

Tertiary: **3.0** TVRs

Rolex Presents: And The Oscar® Goes To:  
**Bridge Of Spies**



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(8 Mar)

SDM: **3.3** TVRs

Aged 18+: **3.0** TVRs

Remarks:  
SDM: Shopping Decision Makers  
General Investors: Audiences that have invested in stock/bond/unit trust in the past 12 months  
Data Source: CSM Media Research

# PROGRAMME CONNECT

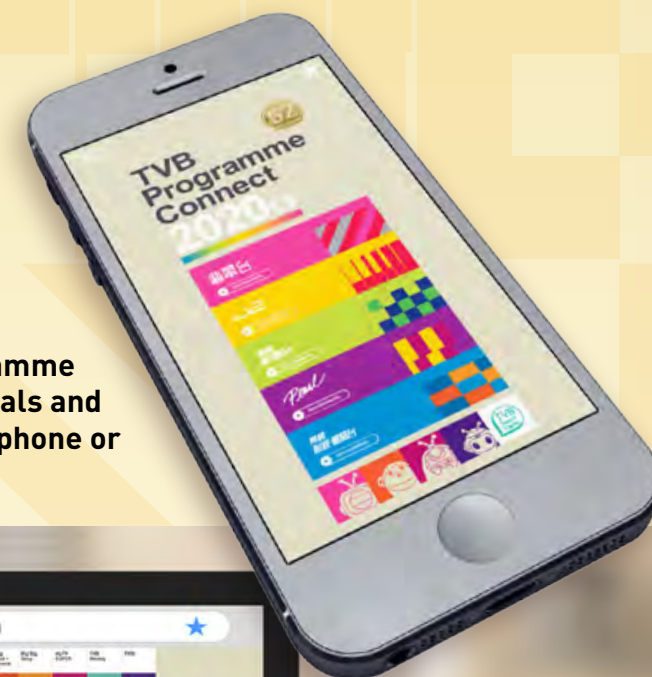
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1900	News Report With Sign Language (Cant Only)						
1925	Today In History & Earth Live						
1930	News At Seven-Thirty						
2000	Weather Report & Financial Report			Weather Report			
	Pearl Magazine 明珠雜誌 <small>(Eng Only)</small>	Straight Talk 清心直說 <small>(Eng Only)</small>	Nigella At My Table 靚太家常菜 <small>(05/06) Last</small> Healthy Appetite 食出健康 <small>(05/13-27) 8 eps (07/01) Last</small> <small>(Eng Only)</small>	2000-2100 MasterChef (X) 我要做廚神 <small>(05/07-28) (10/01) Last</small> <small>(Eng Only)</small>	Thailand Grand Spaces (II) 泰國豪華空間 <small>(05/01-22) Last</small> The Secret Lives Of Slim People 瘦身秘笈 <small>(05/29) 4 eps (06/19) Last</small> <small>(Eng Only)</small>	America's Funniest Home Videos (XXX) 笑笑小電影 <small>(05/02) Last</small> America's Funniest Home Videos (XXIX) 笑笑小電影 <small>4 eps (05/09-30) Last</small> <small>(Eng Only)</small>	Extreme Cake Makers (II) 超級餅藝大師 <small>(05/03-31) (10/04) Last</small> <small>(Eng Only)</small>
2030	2030-2230 Signature Monday: 劇力星期一: Killing Eve 獨行殺姬 <small>(05/04) Last</small> Killing Eve (II) 獨行殺姬 <small>(05/11-25) 4 eps (06/01) Last</small> <small>(Eng Only)</small>	The Flash (IV) 閃電俠 <small>(05/05-26) (06/30) Last</small> <small>(Eng Only)</small> Oriental Watch Company Spectacular Tuesday Presents: 東方表行·絕色星期二: Wild Honduras With Nigel Marven 野性中美洲 <small>(05/05)</small> Wild Costa Rica With Nigel Marven 野性中美洲 <small>(05/12)</small> Wild Guatemala With Nigel Marven 野性中美洲 <small>(05/19)</small> Secrets Of The Mediterranean 野性地中海 <small>(05/26) 2 eps (06/02) Last</small> <small>(Eng Only)</small>	The Big Fat Lies About Diet And Exercise 減肥的偽術 <small>(05/06) Last</small> Jamie's Ultimate Veg 大城小廚「素」Easy <small>(05/13-27) 6 eps (06/17) Last</small> <small>(Eng Only)</small> Why Women Kill 靚太殺機 <small>(05/06-27) (06/10) Last</small> <small>(Eng Only)</small>	Dolce Vita 港生活·港享受 <small>(Eng Only)</small> Bear's Mission With 星級人在野：英國篇 <small>(05/07-28) Last</small> <small>(Eng Only)</small>	HAPPY FRIDAYS The Secret Life Of Pets Pet Pet 當家 <small>(05/01)</small> <small>(Bilingual)</small> The Incredibles 超人特工隊 <small>(05/08)</small> <small>(Bilingual)</small> Ice Age Collision Course 冰河世紀 隕石撞地球 <small>(05/15)</small> <small>(Bilingual)</small> The Lego Movie LEGO英雄傳 <small>(05/22)</small> <small>(Bilingual)</small> Storks BB宅急便 <small>(05/29)</small> <small>(Bilingual)</small>	WEEKEND BLOCKBUSTERS Coltalin Non Drowsy Cold & Flu Formula Special: 無睡意幸福備風寒特約: American Sniper 美國狙擊手 <small>(05/02)</small> <small>(Eng Only)</small> Coltalin Non Drowsy Cold & Flu Formula Special: 無睡意幸福備風寒特約: 300 Rise Of An Empire 戰狼300 帝國崛起 <small>(05/09)</small> <small>(Eng Only)</small> Coltalin Non Drowsy Cold & Flu Formula Special: 無睡意幸福備風寒特約: Anaconda 狂蟒之災 <small>(05/16)</small> <small>(Eng Only)</small> Coltalin Non Drowsy Cold & Flu Formula Special: 無睡意幸福備風寒特約: Anacondas The Hunt For The Blood Orchid 狂蟒之災2 <small>(05/23)</small> <small>(Eng Only)</small> Coltalin Non Drowsy Cold & Flu Formula Special: 無睡意幸福備風寒特約: Terminator Salvation 未來戰士2018 <small>(05/30)</small> <small>(Eng Only)</small>	Dawn Of The Planet Of The Apes 猿人爭霸戰 猩凶崛起 <small>(05/03)</small> <small>(Eng Only)</small> Enchanted 魔法奇緣 <small>(05/10)</small> <small>(Eng Only)</small> Into The Woods 魔法黑森林 <small>(05/17)</small> <small>(Eng Only)</small> Tomorrowland 明日世界 <small>(05/24)</small> <small>(Eng Only)</small> Paper Towns 紙上城市 <small>(05/31)</small> <small>(Eng Only)</small>
2130	News Roundup						
	Financial Bulletin (Mon-Fri)						
	Earth Live & Today in History						
2230	9-1-1 <small>(05/04-25) (06/15) Last</small>	The Good Doctor <small>(05/05-26) (08/11) Last</small> Racing To Win <small>(05/05-26)</small> Wild Honduras With Nigel Marven <small>(05/05)</small> Wild Costa Rica With Nigel Marven <small>(05/12)</small> Wild Guatemala With Nigel Marven <small>(05/19)</small> Secrets Of The Mediterranean <small>(05/26)</small>	The Handmaid's Tale <small>(05/06-27) (06/17) Last</small> 60 Minutes	The Brave <small>(05/07-28) (07/09) Last</small> America's Got Talent (XII) <small>(05/07-21) Last</small> America's Got Talent The Champions <small>(05/28) 14 eps (08/27) Last</small> Dolce Vita	The Titan Games <small>(05/01-08) Last</small> Paranormal Caught On Camera <small>(05/15-29) 16 eps (08/28) Last</small> The Truth About Looking Good <small>(05/01)</small> Racing To Win <small>(05/08)</small> Britain's Got Talent (XII) <small>(05/15-29) 23 eps (10/30) Last</small>	Blue World (V) <small>(05/02, 30) (07/11) Last</small> A Plastic Whale <small>(05/09)</small> Tasmania Weird And Wonderful <small>(05/16)</small> Jaguar Vs Croc <small>(05/23)</small> Racing To Win <small>(05/02, 16-30)</small>	Dolce Vita China 24
2300	China 24						

### HIGHLIGHTS OF THE MONTH



Signature Monday: Killing Eve II

#### HAPPY FRIDAYS

The Secret Life Of Pets	6
The Incredibles	6
Ice Age: Collision Course	7
The Lego Movie	7
Storks	7

#### WEEKEND BLOCKBUSTER

Coltalin Non Drowsy Cold & Flu Formula Special:	
American Sniper	8
Dawn Of The Planet Of The Apes	8
Coltalin Non Drowsy Cold & Flu Formula Special:	
300 Rise Of An Empire	9
Enchanted	9
Coltalin Non Drowsy Cold & Flu Formula Special:	
Anaconda	10
Into The Woods	10
Coltalin Non Drowsy Cold & Flu Formula Special:	
Anacondas The Hunt For The Blood Orchid	11
Tomorrowland	11
Coltalin Non Drowsy Cold & Flu Formula Special:	
Terminator Salvation	12
Paper Towns	12

### DOCUMENTARIES

Oriental Watch Company Spectacular Tuesday Presents: Wild Honduras With Nigel Marven	13
Oriental Watch Company Spectacular Tuesday Presents: Wild Costa Rica With Nigel Marven	14
Oriental Watch Company Spectacular Tuesday Presents: Wild Guatemala With Nigel Marven	15
Oriental Watch Company Spectacular Tuesday Presents: Secrets Of The Mediterranean	16
The Secret Lives Of Slim People	17

### LIFESTYLE

Healthy Appetite	18
Jamie's Ultimate Veg	19

### PEARL HIGHLIGHTS

Pearl Ratings	21
---------------	----

### SALES PACKAGES

Pearl	25
TVB News	27

### TVB NEWS HIGHLIGHTS

Ratings Performance	28
Mini Series	29

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Fridays, 2030



Fridays, 2030

1 May



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**The Secret Life Of Pets**  
Pet Pet當家

**Director:**  
Chris Renaud

**Voice Cast:**  
Louis C.K., Eric Stonestreet,  
Kevin Hart

**Genre:**  
Animation / Comedy / Family

8 May



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**The Incredibles**  
超人特工隊

**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

15 May



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**Ice Age: Collision Course**  
冰河世紀：隕石撞地球

**Director:**  
Mike Thurmeier

**Voice Cast:**  
Ray Romano, Denis Leary,  
John Leguizamo, Queen Latifah,  
Seann William Scott, Josh Peck,  
Simon Pegg

**Genre:**  
Family / Animation / Adventure

22 May



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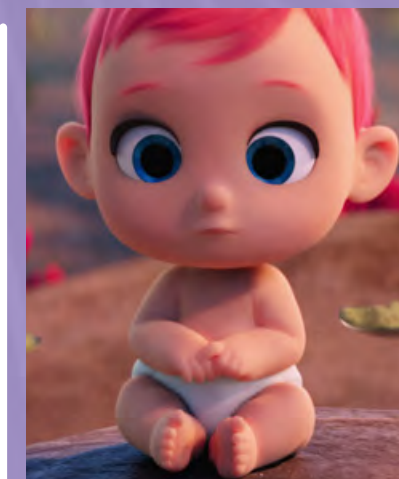
**The Lego Movie**  
LEGO英雄傳

**Director:**  
Phil Lord, Christopher Miller

**Voice Cast:**  
Chris Pratt, Morgan Freeman,  
Elizabeth Banks, Will Arnett,  
Will Ferrell

**Genre:**  
Animation / Comedy / Family

29 May



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**Storks**  
BB宅急便

**Director:**  
Nicholas Stoller, Doug Sweetland

**Voice Cast:**  
Andy Samberg, Katie Crown,  
Kelsey Grammer, Jennifer Aniston,  
Ty Burrell, Keegan-Michael Key,  
Jordan Peele, Danny Trejo

**Genre:**  
Animation / Adventure / Comedy

**WEEKEND BLOCKBUSTER**  
The Best Weekend Entertainment in Town

Saturdays / Sundays, 2030

2 May



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**Coltalin Non Drowsy Cold & Flu Formula Special: American Sniper**  
無睡意幸福傷風素特約：美國狙擊手

**Director:**  
Clint Eastwood

**Cast:**  
Bradley Cooper, Sienna Miller, Luke Grimes, Jake McDorman, Navid Negahban

**Genre:**  
Drama / Biography / War

**The Annual Academy Awards**  
Best Sound Editing

3 May



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**Dawn Of The Planet Of The Apes**  
猿人爭霸戰：猩凶崛起

**Director:**  
Matt Reeves

**Cast:**  
Andy Serkis, Gary Oldman, Jason Clarke, Keri Russell, Kodi Smit-McPhee, Toby Kebbell

**Genre:**  
Sci-Fi / Action

**WEEKEND BLOCKBUSTER**  
The Best Weekend Entertainment in Town

Saturdays / Sundays, 2030

9 May



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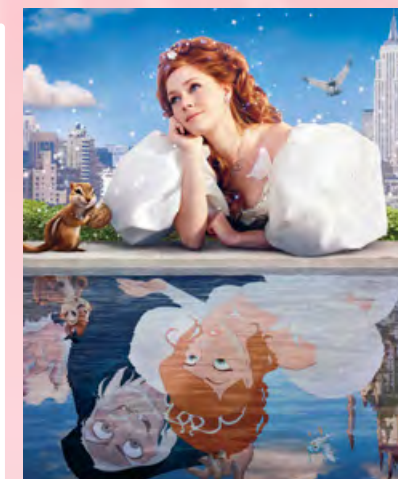
**Coltalin Non Drowsy Cold & Flu Formula Special: 300 Rise Of An Empire**  
無睡意幸福傷風素特約：戰狼300：帝國崛起

**Director:**  
Noam Murro

**Cast:**  
Sullivan Stapleton, Rodrigo Santoro, Eva Green, Lena Headey, David Wenham, Hans Matheson

**Genre:**  
Action / Drama

10 May



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**Enchanted**  
魔髮奇緣

**Director:**  
Kevin Lima

**Cast:**  
Amy Adams, Patrick Dempsey, James Marsden, Susan Sarandon

**Genre:**  
Romance / Fantasy / Musical

**WEEKEND BLOCKBUSTER**  
The Best Weekend Entertainment in Town

Saturdays / Sundays, 2030

16 May



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**Coltalin Non Drowsy Cold & Flu Formula Special: Anacondas**  
無睡意幸福傷風素特約：狂蟒之災

**Director:**  
Luis Llosa

**Cast:**  
Jennifer Lopez, Ice Cube,  
Jon Voight, Eric Stoltz

**Genre:**  
Adventure / Horror

17 May



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**Into The Woods**  
魔法黑森林

**Director:**  
Rob Marshall

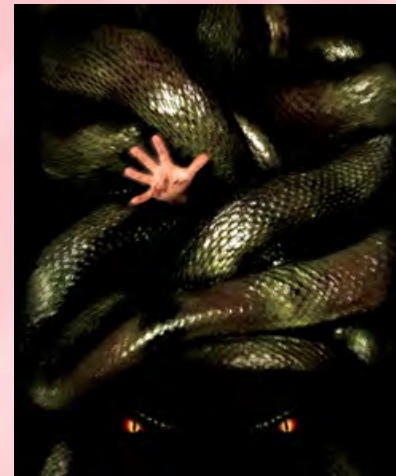
**Cast:**  
Meryl Streep, Emily Blunt,  
James Corden, Anna Kendrick,  
Chris Pine, Johnny Depp

**Genre:**  
Musical / Fantasy

**WEEKEND BLOCKBUSTER**  
The Best Weekend Entertainment in Town

Saturdays / Sundays, 2030

23 May



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**Coltalin Non Drowsy Cold & Flu Formula Special: Anacondas**  
**The Hunt For The Blood Orchid**  
無睡意幸福傷風素特約：狂蟒之災2

**Director:**  
Dwight H. Little

**Cast:**  
Matthew Marsden, Johnny Messner,  
Morris Chestnut, Salli Richardson,  
Nicholas Gonzalez

**Genre:**  
Adventure / Horror

24 May



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**Tomorrowland**  
明日世界

**Director:**  
Brad Bird

**Cast:**  
George Clooney, Hugh Laurie,  
Britt Robertson, Raffey Cassidy

**Genre:**  
Mystery / Adventure



Oriental Watch Company Spectacular Tuesday Presents:  
**Wild Honduras With Nigel Marven**  
 東方表行·絕色星期二：野性中美洲

5 May  
 Tuesday 2130-2230 (1 Episode)



Central America accounts for only 0.1 percent of the Earth's surface. But as part of the Mesoamerican hotspot, the tiny subcontinent boasts 7 percent of the world's biodiversity. With over 100 frog species, 700 types of birds, over 200 mammals and hundreds of reptiles, Honduras is one of the most species rich countries in Central America.



In Honduras Nigel Marven meets a birdwatching President who shows him a rare hummingbird and in return Nigel shows the President a Brown Vine Snake. There are colourful Quetzals gorging on avocados, a family of Spectacled Owls and a Margay climbing headfirst down a tree to see the presenter. There's also a visit to historical Copan where wildlife is integrated with art.

中美洲的面積僅佔地球表面的0.1%，生物多樣性卻佔地球總和的7%。洪都拉斯擁有100多種蛙類、700多種鳥類、200多種哺乳類和近百種爬行類動物，物種極為豐富。Nigel將會到訪人稱「蚊子海岸」的神秘角落探索「白色城市」；潛入世界第二大珊瑚礁烏提拉，與沙洲擬刺尾鯛、大西洋棘白鯧和玳瑁暢泳，在海岸的泥漿裡發現沼澤鬚蜥；在拉塞巴的自然保護區遇見長尾虎貓和雲豹，穿越雲霧森林到達鳳尾綠咬鵝的巢穴。其後，Nigel遊覽靠近危地馬拉邊境的瑪雅古城，在地下墓穴中找到金剛鸚鵡和格查爾鳥的石刻浮雕。

**WEEKEND BLOCKBUSTER**

The Best Weekend Entertainment in Town

Saturdays / Sundays, 2030

30 May



**Coltalin Non Drowsy Cold & Flu  
 Formula Special:  
 Terminator Salvation**  
 無睡意幸福傷風素特約：未來戰士2018

**Director:**  
 McG

**Cast:**  
 Christian Bale, Sam Worthington,  
 Anton Yelchin

**Genre:**  
 Action / Adventure / Sci-Fi

31 May



**Paper Towns**  
 紙上城市

**Director:**  
 Jake Schreier

**Cast:**  
 Nat Wolff, Cara Delevingne

**Genre:**  
 Comedy / Romance / Mystery





## Oriental Watch Company Spectacular Tuesday Presents: Wild Costa Rica With Nigel Marven 東方表行·絕色星期二：野性中美洲

12 May  
Tuesday 2130-2230 (1 Episode)



Costa Rica, one of the most species rich countries in Central America, has over 800 species of birds, 1,250 types of butterflies, over 200 species of snakes and 240 species of mammals, 6% of the world's total.

There are brightly coloured Scarlet Macaws in the lowland forests of the Osa Peninsula, Geffroy's

Spider Monkeys and playful Pacific Spotted Dolphins. The Talamanca Mountains are home to high altitude Spiny Green Lizards, Fiery-throated Hummingbirds and other high-altitude specialists. Overlooking the smoking Torialba volcano, Rancho Naturalista is famous for its diminutive Snowcap Hummingbirds and delivers so much more.

哥斯達黎加是中美洲物種最豐富的地區之一，擁有800多種鳥類、1,250種蝴蝶、200多種蛇和240種哺乳類動物，佔地球物種總和的6%。Nigel在奧薩半島上發現緋紅金剛鸚鵡和蜘蛛猴，並在當地的自然學家的帶領下，前往杜爾塞灣尋找熱帶斑海豚，以及在塔拉曼卡山脈上捕捉色彩鮮豔的蜂鳥和格查爾鳥的蹤影。Nigel將會乘坐纜車穿越森林，沿途欣賞仙人掌、鳳梨科植物、蕨類和蘚類植物，又會登上圖里亞爾瓦火山，發現一隻罕見的雪帽蜂鳥，還在加勒比海沿岸遇見世界上最美麗的鷺，以及一群正在捕食的革龜。

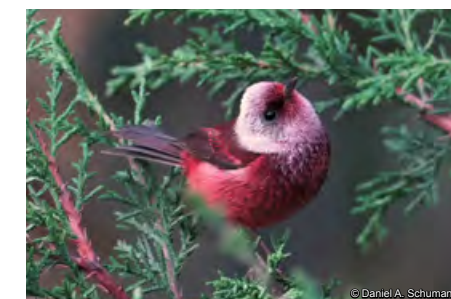
## Oriental Watch Company Spectacular Tuesday Presents: Wild Guatemala With Nigel Marven 東方表行·絕色星期二：野性中美洲

19 May  
Tuesday 2130-2230 (1 Episode)



Guatemala has an amazing 750 species of birds, 200 types of reptiles, and a phenomenal 8,000 species of plants. Nigel Marven uncovers some of the top natural and cultural wonders as he journeys through this spectacular country.

It is home to the Maya civilisation. Nigel climbs the pyramid La Danta, top of the Maya world, to find a view little changed in 1,200 years. Ocellated Turkeys strut their stuff among the ruins, a Gray Fox hunts for small mammals while Morelet's Crocodiles bask on the shores of Lake Yaxha.



危地馬拉擁有750種鳥類、200種爬行類動物和8,000種植物，是中美洲物種最豐富的地區之一。這趟旅程由Los Tarrales展開，Nigel在花園賞鳥和蝴蝶覓食的同時，發現了一條兇猛的蛇。他前往北部低地，在一座古老金字塔中遇見眼斑火雞和灰狐。在Las Guacamayas生物研究中心，他發現一條大鱷魚和稀有的河龜。其後他乘搭直升機前往El Mirador的瑪雅遺址，登上「瑪雅世界之巔」La Danta，在附近的Finca El Pilar發現稀有的蜂鳥和蜥蜴，並在中美洲最高的火山上發現格查爾鳥、蘭花和蝮蛇。



Oriental Watch Company Spectacular Tuesday Presents:

## Secrets Of The Mediterranean 東方表行·絕色星期二：野性地中海

26 May and 2 June  
Tuesdays 2130-2230 (2 Episodes)



Rugged rocks, blue sea and idyllic, sandy beaches – this is the Mediterranean as we know it. But this impression is deceptive: the Mediterranean is under constant change. The continents are moving towards one another. Animals, that have to survive under such extreme conditions, must find a way to escape the dangers. Between deserts and volcanoes, the challenges for the animals are enormous. And the contours of the Mediterranean have changed during the course of its history. Near Gibraltar, Africa was once connected to the European continent. When the land bridge at Gibraltar collapsed, the Mediterranean basin filled up again. The Suez Canal is today connected to the Red Sea. This route enables animals to reach the Mediterranean, where they cause problems.



崎嶇的岩石、蔚藍的大海和金色的沙灘，是我們對地中海的普遍印象。然而，各大洲不斷互相靠近，使地中海位處的板塊不斷變化。對於生活在沙漠和火山區域的動物來說，這種每況愈下的極端環境絕對為牠們的生存帶來巨大挑戰。地中海海岸在歷史進程中亦出現變遷。非洲曾經與歐洲大陸相連，然而直布羅陀的陸橋倒塌，地中海盆地再次被填滿。蘇伊士運河與紅海相連，使動物能夠前往地中海，因而引起一些生態問題。本片將為觀眾揭開地中海的秘密。

## The Secret Lives Of Slim People 瘦身秘笈

29 May – 19 June  
Fridays 2000-2030 (4 Episode)



How do some people stay slim despite never dieting or appearing not to exercise? Sabrina Grant examines the lives of two slim people who don't stick to a fitness regime or seem to worry about what they eat. They don't think they do anything differently from the rest of us. With the help of private detectives and secret cameras, this series unpicks their every move and morsel to find out what determines their size.



With Britain in the middle of an obesity crisis, what simple tips can we learn from the secrets of those who manage to stay trim without trying?



英國的肥胖人口比例上升，全國陷入健康危機當中。然而，竟然有些人即使從不節食或不運動，仍能保持苗條的身段。本節目跟隨幾位擁有不健康的飲食習慣亦不健身，卻能長期保持身材苗條的人，在他們家中安裝錄影鏡頭，紀錄他們的一舉一動，從中了解這些受訪者保持健康身段的秘訣。



## Healthy Appetite 食出健康

13 May – 1 July  
Wednesdays 2000-2030 (8 Episodes)



“Healthy Appetite” is an exciting new series about fabulous food. Each week, two of the country’s top chefs compete to see who can reduce the naughty elements in their decadent and delicious restaurant signature dishes and turn them into the healthy option. We’ll see all their clever substitutions, healthier cooking methods and portion control tips that will inspire the way we cook in our own kitchens. Panel of judges will judge the chef’s efforts to see which one has improved the most nutritionally while keeping all the flavour and wow-factor of the restaurant original – proving that it is possible to make delicious restaurant-quality food that’s also good for you!

《食出健康》每集請來兩位頂級廚師，由主持Pamela Flood和營養師Aveen Bannon解構他們的招牌菜式，列出每道令人垂涎欲滴的菜餚所含有的脂肪、糖和纖維。然後廚師們接受考驗，利用替代品和更健康的烹飪方法，設法使其菜餚變得更加健康。評委將比較哪一道菜的營養價值較高，同時又能保持其菜式原有的風味，來決定誰是贏家。

## Jamie’s Ultimate Veg 大城小廚「素」Easy

13 May – 17 June  
Wednesdays 2030-2130 (6 Episodes)



Jamie Oliver is on a mission to inspire us all to change the way we think about vegetables: they’re better for our health, better for the planet and taste delicious.

His brand-new series encourages meat-eaters and vegetarians alike to make vegetables the star attraction. Jamie will be cooking up a stunning collection of beautifully vibrant, hearty and healthy vegetable dishes that we can all add to our repertoire. He will seek inspiration from around the country and the globe, meeting people who excite him with new ways to hero vegetables. In Jamie’s inimitable way he’ll bring to life wicked combinations and new ideas inspired by his travels. The series is packed with phenomenal food that you will want to eat because it’s easy and delicious – you won’t even miss the meat!



素食不但有益健康，而且能減少地球負擔、保護環境。因此，名廚Jamie Oliver將走訪全球尋找靈感，親身示範烹調不同風格的素菜，務求利用簡單食材和方法，烹調出色香味俱全的素食料理，改變人們對蔬菜普遍的看法，並鼓勵大眾多吃蔬菜少吃肉。

# Pearl Ratings

**Pearl Top 10 Programmes**  
Week 2009 (2020/02/24 - 2020/03/01)

Rank	Programme	Genre	Channel	Day	Start Time	End Time	Aged 18+				Live TV Demo TVRs			
							Size ('000)	TVRs	Total TV Share	Top Min	PI 20K+	Top Occ	Tertiary	Parents with Kids
1	Rolex Presents: And the Oscar Goes to: Interstellar 勞力士呈獻：奧斯卡短片：星際啟示錄	Movie	Pearl	Sun	21:34	24:52	Average: 151 Top: 202	2.6 3.5	11% 14%	23:03	2.7	2.4	3.0	2.1
2	Magnum P.I. 神探猛龍	Drama	Pearl	Fri	22:38	23:26	Average: 96 Top: 118	1.7 2.1	6% 8%	23:12	1.1	1.3	1.6	0.5
3	Weekend Blockbuster: Ted 2 周末大電影：賤熊2	Movie	Pearl	Sat	21:34	23:44	Average: 86 Top: 119	1.5 2.1	5% 6%	21:39	1.5	2.2	1.7	1.6
4	Britain's Got Talent 全英一叮	Variety	Pearl	Sun	20:31	21:17	Average: 79 Top: 120	1.4 2.1	4% 6%	20:41	0.7	0.5	1.3	1.0
5	World's Greatest Animal Encounters 世界動物之最	Documentary	Pearl	Fri	21:37	22:34	Average: 73 Top: 91	1.3 1.6	3% 4%	22:01	0.2	0.8	1.3	0.9
6	Britain's Got Talent 全英一叮	Variety	Pearl	Sat	20:34	21:07	Average: 64 Top: 79	1.1 1.4	3% 4%	21:03	1.0	0.7	0.8	2.7
7	Pearl Heritage: World's Greatest Man Made Wonders 明珠瑰寶：世界建築之最	Documentary	Pearl	Thu	21:35	22:31	Average: 52 Top: 71	0.9 1.2	2% 4%	22:30	0.4	0.7	0.8	0.2
8	Running Wild with Bear Grylls 星級人在野：美國篇	Documentary	Pearl	Mon	21:37	22:26	Average: 49 Top: 66	0.9 1.2	2% 3%	22:12	0.7	1.5	0.5	0.5
9	Station 19 19號消防局	Drama	Pearl	Tue	22:35	23:25	Average: 49 Top: 63	0.9 1.1	3% 5%	23:25	0.6	0.4	1.0	0.7
10	The InBetween 靈感追兇	Drama	Pearl	Wed	22:37	23:26	Average: 48 Top: 62	0.8 1.1	3% 3%	22:39	0.2	0.4	0.9	0.9

**Pearl Top 10 Programmes**  
Week 2010 (2020/03/02 - 2020/03/08)

Rank	Programme	Genre	Channel	Day	Start Time	End Time	Aged 18+				Live TV Demo TVRs			
							Size ('000)	TVRs	Total TV Share	Top Min	PI 20K+	Top Occ	Tertiary	Parents with Kids
1	Weekend Blockbuster: London Has Fallen 周末大電影：倫敦淪陷	Movie	Pearl	Sat	21:33	23:30	Average: 257 Top: 329	4.5 5.7	16% 21%	22:39	3.1	3.1	3.5	4.4
2	Rolex Presents: And the Oscar Goes to: Bridge of Spies 勞力士呈獻：奧斯卡短片：換謀者	Movie	Pearl	Sun	21:34	24:22	Average: 172 Top: 234	3.0 4.1	11% 14%	22:45	1.8	2.0	2.4	1.8
3	Britain's Got Talent 全英一叮	Variety	Pearl	Sat	20:31	21:17	Average: 115 Top: 170	2.0 3.0	6% 8%	21:15	1.5	1.4	1.8	4.0
4	Pearl Spectacular: Wild Austria 明珠絕色：野性奧地利	Documentary	Pearl	Tue	21:35	22:33	Average: 92 Top: 119	1.6 2.1	4% 7%	22:32	1.1	1.3	1.0	0.5
5	Britain's Got Talent 全英一叮	Variety	Pearl	Sun	20:31	21:21	Average: 77 Top: 102	1.3 1.8	4% 5%	21:16	1.1	0.6	1.1	1.8
6	Station 19 19號消防局	Drama	Pearl	Tue	22:37	23:26	Average: 67 Top: 88	1.2 1.5	5% 5%	22:38	1.3	1.3	1.2	1.2
7	The InBetween 靈感追兇	Drama	Pearl	Wed	22:37	23:27	Average: 66 Top: 76	1.2 1.3	4% 6%	23:23	1.0	1.1	1.6	1.1
8	Running Wild with Bear Grylls 星級人在野：美國篇	Documentary	Pearl	Mon	21:37	22:27	Average: 59 Top: 81	1.0 1.4	3% 4%	21:46	0.7	1.0	0.3	0.3
9	World's Greatest Animal Encounters 世界動物之最	Documentary	Pearl	Fri	21:37	22:34	Average: 56 Top: 92	1.0 1.6	3% 6%	22:31	0.9	1.0	0.8	0.8
10	Magnum P.I. 神探猛龍	Drama	Pearl	Fri	22:38	23:27	Average: 56 Top: 72	1.0 1.3	4% 5%	22:46	0.8	0.6	0.7	1.3

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

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TVB - Marketing Research & Information Dept.

Data Source: 2020 - CSM Media Research

Pearl Top 10 Programmes  
Week 2011 (2020/03/09 - 2020/03/15)

Rank	Programme	Genre	Channel	Day	Start Time	End Time	Aged 18+				Live TV Demo TVRs			
							Size ('000)	TVRs	Total TV Share	Top Min	PI 20K+	Top Occ	Tertiary	Parents with Kids
1	Mega Movie: Venom 明珠特級猛片：毒魔	Movie	Pearl	Sat	21:34	23:45	Average: 217 Top: 331	3.8 5.8	14% 21%	22:57	4.0	3.7	3.2	2.9
2	Britain's Got Talent 全英一叮	Variety	Pearl	Sat	20:34	21:17	Average: 104 Top: 160	1.8 2.8	5% 8%	21:09	1.2	1.2	1.0	1.8
3	Weekend Blockbuster: Bad Hair Day 周末大電影：亂髮日記	Movie	Pearl	Sun	21:33	23:19	Average: 80 Top: 111	1.4 1.9	4% 5%	21:54	1.2	1.2	0.8	1.3
4	Running Wild with Bear Grylls 星級人在野：美國篇	Documentary	Pearl	Mon	21:35	22:23	Average: 77 Top: 102	1.3 1.8	4% 5%	21:45	0.9	1.7	0.7	0.5
5	Pearl Spectacular: Wild Austria 明珠絕色：野性奧地利	Documentary	Pearl	Tue	21:35	22:34	Average: 77 Top: 95	1.3 1.7	4% 5%	21:59	0.9	0.9	0.4	0.7
6	Pearl Heritage: Thailand from Above 明珠瑰寶：穹蒼下的泰國	Documentary	Pearl	Thu	21:35	22:36	Average: 76 Top: 111	1.3 1.9	4% 6%	21:59	0.9	1.2	1.0	0.6
7	World's Greatest Animal Encounters 世界動物之最	Documentary	Pearl	Fri	21:35	22:33	Average: 56 Top: 76	1.0 1.3	3% 4%	22:01	0.4	0.9	0.3	0.7
8	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:03	20:26	Average: 54 Top: 65	0.9 1.1	3% 3%	20:19	0.6	1.1	0.7	1.3
9	Britain's Got Talent 全英一叮	Variety	Pearl	Sun	20:34	21:16	Average: 46 Top: 85	0.8 1.5	2% 4%	21:11	0.6	0.4	0.5	0.9
10	The InBetween 靈感追兇	Drama	Pearl	Wed	22:42	23:31	Average: 45 Top: 51	0.8 0.9	3% 4%	23:00	0.4	0.5	1.2	0.9

Pearl Top 10 Programmes  
Week 2012 (2020/03/16 - 2020/03/22)

Rank	Programme	Genre	Channel	Day	Start Time	End Time	Aged 18+				Live TV Demo TVRs			
							Size ('000)	TVRs	Total TV Share	Top Min	PI 20K+	Top Occ	Tertiary	Parents with Kids
1	Cashing Pro Presents: Weekend Blockbuster: Iron Man 優尚信貸呈獻：周末大電影：鐵甲奇俠	Movie	Pearl	Sat	21:33	24:01	Average: 215 Top: 309	3.8 5.4	14% 22%	23:09	4.5	5.3	4.4	5.8
2	Weekend Blockbuster: Poltergeist 周末大電影：鬼驅人	Movie	Pearl	Sun	21:34	23:28	Average: 114 Top: 142	2.0 2.5	6% 8%	22:30	2.4	1.9	1.7	2.1
3	World's Greatest Animal Encounters 世界動物之最	Documentary	Pearl	Fri	21:35	22:32	Average: 72 Top: 89	1.2 1.6	4% 5%	22:18	1.3	1.4	0.8	0.8
4	Oriental Watch Company Spectacular Tuesday Presents: Wales Land of the Wild 東方表行·絕色星期二：野性威爾斯	Documentary	Pearl	Tue	21:35	22:31	Average: 70 Top: 85	1.2 1.5	4% 5%	22:29	0.6	1.6	0.8	0.2
5	The InBetween 靈感追兇	Drama	Pearl	Wed	22:41	23:32	Average: 64 Top: 76	1.1 1.3	4% 5%	22:59	1.0	1.2	1.4	1.8
6	Laos from Above 穹蒼下的老撾	Documentary	Pearl	Sat	20:31	21:27	Average: 55 Top: 72	1.0 1.3	3% 4%	21:10	1.1	1.2	0.8	0.7
7	Vietnam from Above 穹蒼下的越南	Documentary	Pearl	Sun	20:31	21:27	Average: 53 Top: 83	0.9 1.4	2% 4%	21:09	0.6	0.7	0.5	0.2
8	Einstein and Hawking Masters of Our Universe 愛因斯坦與霍金	Documentary	Pearl	Wed	21:35	22:34	Average: 50 Top: 88	0.9 1.5	2% 5%	22:33	1.1	1.0	1.1	0.8
9	Islands in Time A Wildlife Odyssey 野性熱帶島	Documentary	Pearl	Sun	13:03	13:59	Average: 49 Top: 80	0.9 1.4	4% 7%	13:29	0.8	0.9	0.7	1.2
10	MasterChef Junior 美國小廚神	Variety	Pearl	Mon	20:32	21:19	Average: 49 Top: 58	0.9 1.0	2% 2%	20:54	0.1	0.6	0.6	0.4

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  
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Data Source: 2020 - CSM Media Research

Pearl Fringe Time Schedule  
May 2020  
as at 2020/03/10

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
0600	Market Overview						
0700	Pastor Joseph Prince					Pastor Joseph Prince	
0800	NBC Nightly News (05/01-02,04-16,18-31) Market Overview (05/03,17)						
0900	ETV (05/04-29)					Market Overview (05/01)	
1000	Inside Market (05/04-29)					Teletubbies (II) (05/01)	
1100	Market Update (05/04-29)					Chop Chop Ninja (05/01)	
1200	CGTN Global Watch					Hardball (05/01)	
1300	Market Update (05/04-29)					FBI	
1400	Inside Market (05/04-29)					Where The Wild Men Are With Ben Fogle (V)	
1500	Vital Lifeline	Marriage In Hong Kong	Hong Kong Report	Revel In Retirement	Aerial Ireland (05/01)		
1600	Market Update (05/04-29)					Market Overview (05/01)	
1700	Putonghua News					Putonghua Weather Report (05/01)	
1800	Putonghua Financial Report (05/04-29)					Putonghua Weather Report (05/01)	
1900	Putonghua Weather Report (05/04-29)					101 Easy Japanese (05/01)	
	Teletubbies (II) (05/01-28)					Both Worlds (VI)	
	No-No (05/01-14) Cleo & Cuquin (05/15-29)					Do You Know (IV)	
	Chop Chop Ninja (05/01-05) Best Bugs Forever (05/06-29)					Giver (IV)	
	Little Lunch	Deadly Dinosaurs With Steve Backshall	Art Ninja (III)	Hardball	Hotel Transylvania (II)		
	News Of The Wild						

# Sales Packages

Pearl

TVB News

## Pearl 100 GRPs Guaranteed Package May-Aug 2020



<b>Telecast Period</b>	:	Any given 4 weeks			
<b>No. of Spots</b>	:	40 approx.			
<b>Spot Allocation</b>	:	P5 / P4 / P3 Timeclass			
<b>CPRP</b>	:	RC#54 -	<u>30-sec</u>	<u>20-sec</u>	<u>10-sec</u>
		Tier 1	<b>\$2,000</b>	<b>\$1,400</b>	<b>\$700</b>
		Tier 2	<b>\$2,300</b>	<b>\$1,600</b>	<b>\$800</b>
		Tier 3	<b>\$2,600</b>	<b>\$1,800</b>	<b>\$900</b>

### 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
    - iii) 2 mixed duration of TVC in a booking of 4 weeks campaign period  
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 advise 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.

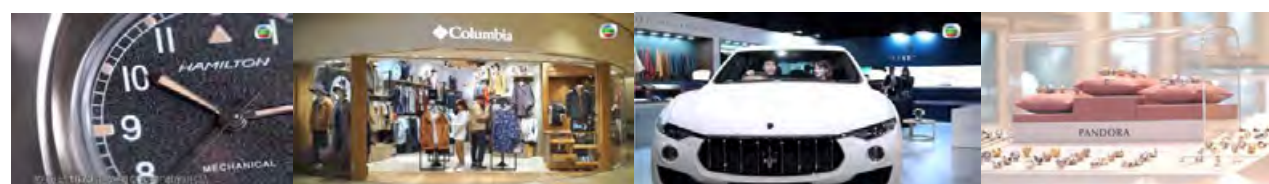
### Billing Schedule

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



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

**Brand Exposures    Product Features Highlights    Verbal Mentioning**



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

#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 exposure(s)
1-min Segment	1 min x 5 segments	
Opening Features	6 Segments or more	
		\$150,000
		\$150,000 +

Please refer to the package for details.

## TVB News Channel Title Sponsorship Package Summary

Programme	Telecast Pattern	Period	Package Cost
睇新聞·講英文	Mon, Wed, Fri, Sat	13-week	\$580,000
天氣報告	Mon-Sun		\$680,000
中華掠影	Mon-Sun		\$440,000
交通消息	Mon-Fri except Public Holidays		\$420,000
寰宇掠影	Sat-Sun		\$360,000

- Please refer to the packages for details

- Subject to change

無線新聞台一直都是接觸廣泛多層面觀眾的電視頻道，踏入2020年，無論是整體觀眾，或是個別觀眾群，都有顯著的增長。

**2020第一季 對比 2019第一季**  
(平均每日觀看人數)



備註：  
2020 第一季：2020/01/01-03/29  
2019 第一季：2019/01/01-03/31  
高職人士：經理 / 行政人員 / 專業人士 / 副專業人士  
優閑旅遊者：過去 12 月內曾乘搭航班旅遊  
收視數據來源：CSM Media Research



**一分鐘財經**

星期一至五 (逢港股交易日)  
0810 | 1310 | 1825



**探古尋源**

星期日  
0950 | 1050 | 1255 | 1450 |  
1650 | 1855 | 2155



**這麼遠，那麼近**

即將推出