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時事通識

BEHIND THE HEADLINES



FBI II

Highlights Of The Month Monday Drama Series

DESIGNATED SURVIVOR

白宮危機

20 July – 28 September
2030-2230 (11 Episodes)

America's fate rests in the hands of a low-level official, Tom Kirkman (Kiefer Sutherland), after an attack on Washington decimates the government. This dramatic thriller thrusts him into the most powerful job in the world. Kirkman will struggle to keep the country and his own family from falling apart, while navigating the highly-volatile political arena and while leading the search to find who is responsible for the attack.

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Highlights Of The Month Wednesday Drama Series

NEW AMSTERDAM

醫者仁心

1 July – 2 December
2030-2130 (22 Episodes)

Ryan Eggold stars as the newest medical director Dr. Max Goodwin, who's breaking the rules to heal the system.

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S PR N DIGAL

無間心戰

17 June – 4 November
2130-2230 (20 Episodes)

Tom Payne stars as Malcolm Bright, son of a convicted serial killer, who has made hunting murderers his life's work.

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Upcoming In Summer
Movies

Amazing
Heroes
超級英雄聯盟



Pearl Snaps

The Versatile Programmes on Pearl Appeal to the
Premium Audiences

WEEKEND BLOCKBUSTER

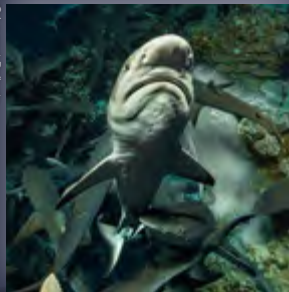


Iron Man 2
28 Mar
Highest Top Occupation
Ratings: **7.4** TVRs



**Kingsman:
The Secret Service**
15 Feb
Highest PI30K+ Ratings:
6.3 TVRs

DOCUMENTARY



700 Sharks
24 Jan
Highest Top Occupation
Ratings: **2.5** TVRs



**Einstein And Hawking
Masters Of Our
Universe**
18 Mar
Highest PI30K+ Ratings:
2.1 TVRs

REALITY / VARIETY



The Titan Games
28 Mar
Highest Top Occupation
Ratings: **2.0** TVRs



The Titan Games
11 Apr
Highest PI30K+ Ratings:
2.5 TVRs

LIFESTYLE



**America's Funniest
Home Videos**
11 Apr
Highest Top Occupation
Ratings: **2.0** TVRs



**America's Funniest
Home Videos**
28 Mar
Highest PI30K+ Ratings:
2.2 TVRs

Remarks:
Period: 2020/01/01 – 04/30
Top Occupation: Those who are Professionals, Associated Professionals, Managers and Administrators
PI30K+: Monthly Personal Income equals to or more than \$30,000
Data Source: CSM Media Research

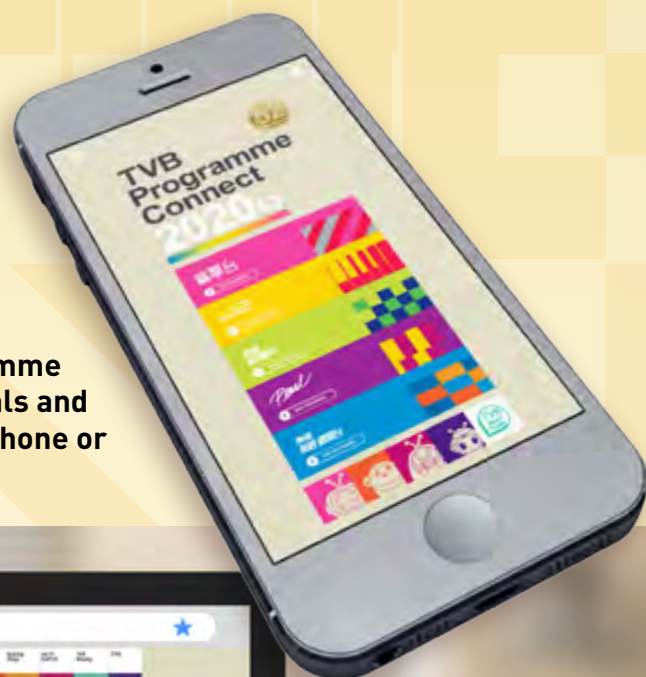
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Comprehensive Content

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Pearl

PRIME TIME SCHEDULE July 2020

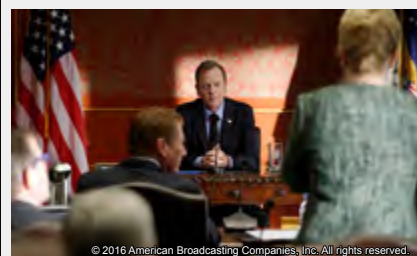
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
1900	News Report With Sign Language (Cant Only)							
1925	Today In History & Earth Live							
1930	News At Seven-Thirty							
2000	Weather Report & Financial Report					Weather Report		
						CTM Presents: 5G In Action (07/04-25) (08/16) Last		
2030	Pearl Magazine 明珠雜誌 (Eng Only)	Straight Talk 清心直說 (Eng Only)	Healthy Appetite 食出健康 (07/01) Last Jamie's Quick & Easy Food 大城小廚快靚正 (07/08-29) 12 eps (09/23) Last (Eng Only)	2000-2100 MasterChef (X) 我要做廚神 (07/02-30) (10/01) Last (Eng Only)	Donal's Meals In Minutes (II) 新晉廚神下廚易 (07/03-31) (08/28) Last (Eng Only)	America's Funniest Home Videos (XXX) 笑笑小電影 (2020/07/04-25) (2021/03/06) Last (Eng Only)	Extreme Cake Makers (II) 超級餅藝大師 (07/05-26) (10/04) Last (Eng Only)	
	Signature Monday: 劇力星期一: 2030-2145 (07/06) 2030-2200 (07/13) Bodyguard 特種保鏢 (07/06-13) Last (Eng Only)	Supergirl (V) 女超人 (07/07-28) 9 eps (09/01) Last (Eng Only)	New Amsterdam 醫者仁心 (07/01-29) 22 eps (12/02) Last (Eng Only)	Dolce Vita 港生活·港享受 (Eng Only)	America's Got Talent (XIII) 全美一叮 (07/03-26) Last America's Got Talent The Champions 全美一叮冠軍賽 (07/31) 14 eps (08/29) Last (Eng Only)			
	2030-2230	Designated Survivor 白宮危機 (07/20-27) 11 eps (09/28) Last (Eng Only)	Animals At Play 野性玩家 2 eps (07/07-14) Last (Eng Only)	Prodigal Son 無間心戰 (07/01-29) (11/04) Last (Eng Only)	Extreme Treks (III) 崇山峻嶺 極地行 (07/02-23) Last FBI (II) (07/30) 20 eps (12/10) Last (Eng Only)	Me Before You 遇見你之前 (07/03) (Eng Only)	Jumanji 逃出魔幻紀 (07/04) (Eng Only)	The Legend Of Tarzan 泰山傳奇: 森林爭霸 (07/05) (Eng Only)
	2200-2230	Celebrity Chef East Vs West 名廚爭鋒 (07/06-13) Last (Eng Only)	Supersenses 野性超感官 (07/21-28) 3 eps (08/04) Last (Eng Only)			Queen Of Katwe 逐夢棋緣 (07/10) (Eng Only)	Mission: Impossible Rogue Nation 職業特工隊 叛逆帝國 (07/11) (Eng Only)	The Jungle Book 魔幻森林 (07/12) (Eng Only)
2130					Kickboxer Vengeance 唯我獨尊: 復仇 (07/17) (Eng Only)	Amazing Heroes: 超級英雄聯盟: Ant-Man 蟻俠 (07/18) (Eng Only)	Underworld Evolution 妖夜尋狼之 魔間叛徒 (07/19) (Eng Only)	
					Star Trek Beyond 星空奇遇記 超域時空 (07/24) (Eng Only)	Amazing Heroes: 超級英雄聯盟: Spider-Man 2 蜘蛛俠2 (07/25) (Eng Only)	Underworld Rise Of The Lycans 妖夜尋狼前傳之 狼神誕生 (07/26) (Eng Only)	
					Money Monster 華爾街綁架直擊 (07/31) (Eng Only)			
2230	News Roundup							
	CTM Presents: 5G In Action (Sat) (07/04-25) (08/16) Last							
	Financial Bulletin (Mon-Fri)							
	Earth Live & Today In History							
2300	2300-2445 Sherlock (III) (07/06) Last	The Good Doctor (07/07-28) (08/11) Last	Whiskey Cavalier (07/01-29) (09/16) Last	The Brave (07/02-09) Last The Crossing (07/16-30) 11 eps (09/24) Last	Paranormal Caught On Camera (07/03, 17, 31) (10/23) Last	Racing To Win (07/04-11)	Dolce Vita	
	Take Two (07/13-27) 13 eps (10/12) Last	Racing To Win (07/07-14) Last Blue World (V) (07/21-28) 6 eps (08/25) Last		Tribal Bootcamp (II) (07/02) Last Eamonn And Ruth's How To Get A Good Night's Sleep 2 eps (07/09-16) Last				
	The Last Days Of Pompeii 3 eps (07/13-27) Last	Animals At Play (07/07-14) Last Supersenses (07/21-28) 3 eps (08/04) Last		Ben Fogle Return To The Wild (07/23-30) 5 eps (08/20) Last				
	Dolce Vita			60 Minutes				Dolce Vita
	China 24							

Date: (mm/dd)

Tentative Schedule Only. Subject To Change.
Information Accurate As of 5 June 2020

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New Amsterdam



Prodigal Son

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19th Floor, Leighton Centre, 77 Leighton Road, Causeway Bay, Hong Kong
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DRAMA SERIES

International Drama Series From Monday To Friday



FBI II

30 July – 10 December
Thursdays 2130 – 2230 (20 Episodes)



“FBI” is a fast-paced drama about the inner workings of the New York office of the Federal Bureau of Investigation. This elite unit brings to bear all their talents, intellect and technical expertise on major cases in order to keep New York and the country safe.

Lead by new Special Agent in Charge Isobel Castille, who guest appeared in Season One, her team members include Special Agent Maggie Bell and Omar Admon ‘OA’ Zidan, and Assistant Special Agent in Charge Jubal Valentine. Brilliant analyst Kristen Chazal has to adjust to life as a field agent with her new partner, Stuart Scola.

紐約聯邦調查局辦公室專責調查涉及恐怖主義、黑幫犯罪和反諜報工作的棘手案件。這個精英部門由新上任的總負責人Isobel Castille帶領，成員包括特工Maggie Bell、曾為緝毒局臥底的OA、助理主管Jubal Valentine，以及情報分析師Kristen Chazal和她的新拍檔Stuart Scola。他們運用才能、智慧和技術專長，守護紐約市和國家的安全。



DRAMA SERIES

International Drama Series From Monday To Friday

Supergirl V 女超人

7 July – 1 September
Tuesdays 2030 – 2130 (9 Episodes)



In Season Five, Supergirl faces threats, both new and ancient. National City becomes enthralled with addictive virtual reality technologies created by CatCo's charming-but-secretive new owner, Andrea Rojas. As Kara uses the power of the press to try to expose this danger, she must contend with challenges put up by rival reporter William Dey, renegade Martian Malefic J'onzz, a shadowy organisation called Leviathan, and the shocking return of Lex Luthor who, in addition to his plot for world domination, seeks to claim the soul of Supergirl's best friend (and his sister) Lena. With humanity choosing to lose itself in technology, can Supergirl save the world yet again?

CatCo的神秘新主人Andrea Rojas設計出會使人上癮的虛擬現實技術，令民眾非常著迷。Kara希望利用新聞界的力量，揭露技術背後隱藏著的危機，然而一系列的新舊威脅接踵而來。她面對種種挑戰，包括與William Dey同行的競爭、與叛徒Martian Malefic J'onzz的瓜葛、秘密組織Leviathan的出現，以及Lex Luthor的強勢歸來。Lex除了密謀要統治世界，還試圖奪取Kara好友Lena的靈魂。隨著人類沉醉在新興技術而漸漸迷失自我，Supergirl能否再次拯救世界？

DOCUMENTARIES

An Informative & Enriching TV Experience



Oriental Watch Company Spectacular Tuesday Presents: Animals At Play 東方表行·絕色星期二：野性玩家

7 July and 14 July
Tuesdays 2130 – 2230 (2 Episodes)



Across the planet, young animals spend huge amounts of time playing – but it's a behaviour that has long been overlooked by science. Now new research reveals that play is at the heart of almost everything an animal learns. In this series we uncover why play is so much more than just having a good time. Playtime can help animals in different ways, physically, socially and developmentally. Play undoubtedly has many purposes and in this series, we discover that it's perhaps only just beginning to reveal its true powers.



動物在幼年時期會花上大量時間玩耍。最近有研究發現，遊戲玩樂對動物的作用很大，是牠們學習過程的核心之一，能有助牠們在生理、社交及發展心理等各方面的成長。本紀錄片將帶領觀眾進入動物世界，發掘「玩遊戲」的重要性，探索遊戲背後蘊藏的真正力量。



Oriental Watch Company Spectacular Tuesday Presents: Supersenses

東方表行·絕色星期二：野性超感官

21 July – 4 August
Tuesdays 2130 – 2230 (3 Episodes)



In three fascinating episodes, we travel the planet to explore the incredible world of animal super senses, asking how and why other creatures perceive and interact with their world in such extraordinarily different ways. From the kaleidoscopic vision of birds and bees, and secret sounds used by bats and elephants, to the electrosensory abilities of the stingray and heat-vision of the ball python, many animals have had to adapt to extreme

environments in order to survive – and some creatures have done so in unbelievable ways.

很多人以為動物的感官與人類相差無幾，但事實並非如此。節目將會帶觀眾走遍地球，發掘令人大開眼界的動物「超感」世界。我們將會一探鳥類和蜜蜂的萬花筒視覺、蝙蝠和大象發出的神秘聲音、黃貂魚的電感能力、球蟒的熱感視覺等多種「動物超能力」，了解這些動物如何以獨特的感知方式適應極端環境。

Jamie's Quick & Easy Food 大城小廚快靚正

8 July – 23 September
Wednesdays 2000 – 2030 (12 Episodes)



This is the ultimate set of go-to recipes that are quick to cook and easy to remember. Perfect for those of you who love your grub, but don't have the time or energy for complicated cooking. Using all his culinary know-how, Jamie's developed a stunning collection of ridiculously useful, outrageously tasty dishes using just five ingredients. These stress-free recipes are perfect for busy days, created with the minimum number of elements to deliver maximum flavour. Whether you're a whizz in the kitchen or a complete novice, by using these killer ingredient combos and timesaving tricks even the most time-challenged can deliver a dish to bring the house down.



英國名廚Jamie Oliver會為觀眾示範用快捷簡易的方法，製作色香味美的菜式，適合生活繁忙的都市人。廚藝了得的Jamie每次只會用五種食材，並省卻繁複的步驟，輕易炮製出美味的餸菜。用最簡單的步驟，將最少的食材轉化成最意想不到的味道，即使是新手也能輕鬆掌握。



America's Got Talent: The Champions 全美一叮冠軍賽

31 July – 29 August
Fridays to Sundays 2030 – 2130 (14 Episodes)



The ultimate showdown of talent, edge-of-your-seat moments and extraordinary performances!

Simon Cowell, Heidi Klum, Mel B, Howie Mandel are back for an all-new series of "America's Got Talent: The Champions". The latest competition series is a true celebration of talent and creativity, featuring incredible and memorable acts from "America's Got Talent", as well as stand out

favourites from "Got Talent" around the globe. The star-studded judging panel of "America's Got Talent" will return to judge this brand new series.

《全美一叮冠軍賽》堪稱為《全美一叮》的進階版，邀請歷屆冠軍再度上場同台競技，爭奪冠軍中的冠軍。

除了邀請《全美一叮》的勝出者，還接受其他選秀節目的冠軍和令人難忘的表演者參與，包括憑天籟歌聲震撼《全英一叮》舞台的Susan Boyle、澳洲選秀比賽第四季冠軍Justice Crew等等，再次一決高下！

Amazing Heroes

Saturdays, 2130

18 July



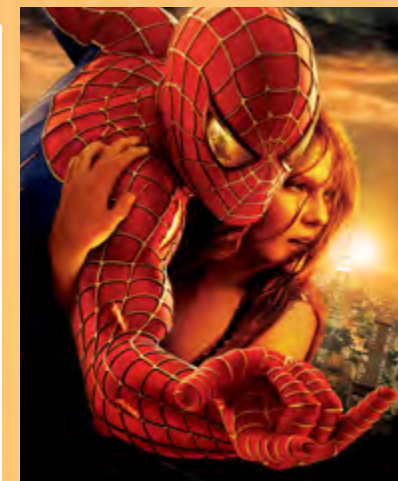
Ant-Man
蟻俠

Director:
Peyton Reed

Cast:
Paul Rudd, Evangeline Lilly,
Michael Douglas, Corey Stoll,
Bobby Cannavale, Michael Peña

Genre:
Action / Comedy / Sci-Fi

25 July



Spider-Man 2
蜘蛛俠2

Director:
Sam Raimi

Cast:
Tobey Maguire, Kirsten Dunst,
Alfred Molina, James Franco

Genre:
Action / Sci-Fi

The Annual Academy Awards
Best Achievement in Visual Effects

WEEKEND BLOCKBUSTER
The Best Weekend Entertainment in Town

Fridays / Saturdays / Sundays, 2130

WEEKEND BLOCKBUSTER
The Best Weekend Entertainment in Town

Fridays / Saturdays / Sundays, 2130

3 July



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Me Before You
遇見你之前

Director:
Thea Sharrock

Cast:
Emilia Clarke, Sam Claflin,
Janet McTeer, Charles Dance,
Brendan Coyle

Genre:
Romance / Drama

4 July



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Jumanji
逃出魔幻紀

Director:
Joe Johnston

Cast:
Robin Williams, Kirsten Dunst,
David Alan Grier, Bonnie Hunt

Genre:
Comedy / Family / Fantasy

5 July



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The Legend Of Tarzan
泰山傳奇：森林爭霸

Director:
David Yates

Cast:
Alexander Skarsgard,
Samuel L. Jackson, Margot Robbie,
Djimon Hounsou, Christoph Waltz

Genre:
Suspense / Drama

10 July



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Queen Of Katwe
逐夢棋緣

Director:
Mira Nair

Cast:
Madina Nalwanga, Lupita Nyong'o,
David Oyelowo

Genre:
Biography / Drama

11 July



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**Mission: Impossible
Rogue Nation**
職業特工隊：叛逆帝國

Director:
Christopher McQuarrie

Cast:
Tom Cruise, Rebecca Ferguson,
Jeremy Renner, Simon Pegg,
Ving Rhames, Sean Harris,
Alec Baldwin

Genre:
Action / Thriller

12 July



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The Jungle Book
魔幻森林

Director:
Jon Favreau

Voice Cast:
Neel Sethi, Bill Murray, Ben Kingsley,
Christopher Walken, Idris Elba,
Scarlett Johansson

Genre:
Adventure / Family

The Annual Academy Awards
Best Achievement in Visual Effects

WEEKEND BLOCKBUSTER

The Best Weekend Entertainment in Town

Fridays / Saturdays / Sundays, 2130

17 July



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Kickboxer Vengeance 唯我獨尊：復仇

Director:
John Stockwell

Cast:
David Bautista, Alain Moussi,
Gina Carano, Georges St-Pierre,
Jean-Claude Van Damme

Genre:
Action / Crime

19 July



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Underworld Evolution 妖夜尋狼之魔間叛徒

Director:
Len Wiseman

Cast:
Kate Beckinsale, Scott Speedman,
Tony Curran, Shane Brolly,
Derek Jacobi, Bill Nighy

Genre:
Action / Horror

24 July



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Star Trek Beyond 星空奇遇記：超域時空

Director:
Justin Lin

Cast:
Chris Pine, Zachary Quinto, Idris Elba,
Simon Pegg, Karl Urban, Zoe Saldana,
John Cho, Anton Yelchin

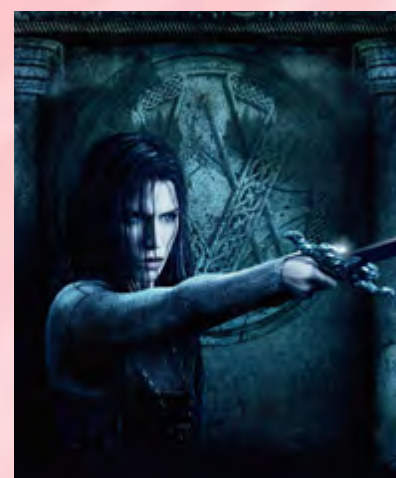
Genre:
Sci-Fi / Action / Adventure

WEEKEND BLOCKBUSTER

The Best Weekend Entertainment in Town

Fridays / Saturdays / Sundays, 2130

26 July



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Underworld Rise Of The Lycans 妖夜尋狼前傳之狼神誕生

Director:
Patrick Tatopoulos

Cast:
Michael Sheen, Bill Nighy, Rhona Mitra,
Steven Mackintosh, Kevin Grevioux

Genre:
Action / Horror

31 July



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Money Monster 華爾街綁架直擊

Director:
Jodie Foster

Cast:
George Clooney, Julia Roberts,
Jack O'Connell

Genre:
Drama / Suspense

Pearl Top 10 Programmes Week 2017 (2020/04/20 - 2020/04/26)														
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: The 5th Wave 周末大電影：第五天劫	Movie	Pearl	Sun	21:34	23:46	Average: 217 <i>Top:</i> 262	3.8 4.6	13% 14%	22:26	4.1	4.7	4.2	5.2
2	Coltalin Non Drowsy Cold & Flu Formula Special: Weekend Blockbuster: The Martian 無睡意幸福傷風素特約：周末大電影：火星任務	Movie	Pearl	Sat	21:34	24:17	Average: 201 <i>Top:</i> 260	3.5 4.5	14% 27%	24:07	3.7	4.3	2.7	4.1
3	Oriental Watch Company Spectacular Tuesday Presents: Judi Dench's Wild Bomeo Adventure 東方表行·絕色星期二：野性婆羅洲	Documentary	Pearl	Tue	21:34	22:27	Average: 109 <i>Top:</i> 122	1.9 2.1	6% 6%	21:41	1.2	1.9	1.3	0.7
4	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:32	21:21	Average: 103 <i>Top:</i> 124	1.8 2.2	5% 6%	21:09	1.1	1.0	0.9	2.2
5	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:31	21:21	Average: 90 <i>Top:</i> 118	1.6 2.1	4% 5%	21:12	1.4	1.8	1.2	2.0
6	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:28	Average: 77 <i>Top:</i> 97	1.3 1.7	4% 4%	20:26	0.8	1.1	1.0	1.0
7	Happy Fridays: How to Train Your Dragon 2 開心星期五：馴龍記2	Movie	Pearl	Fri	21:33	23:27	Average: 53 <i>Top:</i> 67	0.9 1.2	3% 5%	22:59	1.2	1.5	0.9	3.3
8	Running Wild with Bear Grylls 星級人在野：美國篇	Documentary	Pearl	Thu	21:32	22:20	Average: 49 <i>Top:</i> 72	0.9 1.3	3% 4%	21:39	1.1	0.8	0.3	0.8
9	Coronavirus Into The Red Zone 意大利戰「疫」	Current Affairs	Pearl	Wed	20:34	21:27	Average: 47 <i>Top:</i> 69	0.8 1.2	2% 3%	20:50	1.3	1.0	0.7	0.3
10	America's Got Talent 全美一叮	Variety	Pearl	Fri	20:34	21:21	Average: 36 <i>Top:</i> 58	0.6 1.0	2% 3%	21:00	0.5	0.3	0.2	0.4

Pearl Top 10 Programmes Week 2019 (2020/05/04 - 2020/05/10)														
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	Coltalin Non Drowsy Cold & Flu Formula Special: Weekend Blockbuster: 300 Rise of an Empire 無睡意幸福傷風素特約：周末大電影：戰狼300 帝國崛起	Movie	Pearl	Sat	21:32	23:21	Average: 156 <i>Top:</i> 211	2.7 3.7	11% 17%	23:01	2.0	2.5	2.4	4.2
2	Weekend Blockbuster: Enchanted 周末大電影：魔法奇緣	Movie	Pearl	Sun	21:34	23:32	Average: 126 <i>Top:</i> 162	2.2 2.8	8% 10%	22:44	3.3	3.3	2.9	4.3
3	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:33	21:23	Average: 98 <i>Top:</i> 130	1.7 2.3	5% 7%	21:14	2.1	1.5	1.2	2.8
4	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:28	Average: 91 <i>Top:</i> 105	1.6 1.8	5% 5%	20:24	1.7	2.0	1.3	2.6
5	Happy Fridays: The Incredibles 開心星期五：超人特工隊	Movie	Pearl	Fri	21:34	23:46	Average: 81 <i>Top:</i> 97	1.4 1.7	5% 8%	23:25	2.1	2.8	2.0	2.3
6	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:32	21:22	Average: 76 <i>Top:</i> 106	1.3 1.9	4% 6%	21:09	0.9	1.2	1.2	0.5
7	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	Documentary	Pearl	Tue	21:32	22:28	Average: 73 <i>Top:</i> 98	1.3 1.7	4% 5%	22:04	1.4	1.8	1.3	0.1
8	Underwater Planet 深海大世界	Documentary	Pearl	Sun	13:02	13:55	Average: 46 <i>Top:</i> 80	0.8 1.4	5% 10%	13:44	0.7	0.8	0.7	0.2
9	Bear's Mission with Gareth Southgate 星級人在野：英國篇	Documentary	Pearl	Thu	21:33	22:25	Average: 44 <i>Top:</i> 57	0.8 1.0	2% 3%	22:04	0.9	1.2	0.8	0.1
10	America's Got Talent 全美一叮	Variety	Pearl	Fri	20:34	21:21	Average: 33 <i>Top:</i> 57	0.6 1.0	2% 3%	21:20	0.7	0.8	0.8	1.0

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.

Pearl Top 10 Programmes Week 2018 (2020/04/27 - 2020/05/03)														
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	Coltalin Non Drowsy Cold & Flu Formula Special: Weekend Blockbuster: American Sniper 無睡意幸福傷風素特約：周末大電影：美國狙擊手	Movie	Pearl	Sat	21:33	24:07	Average: 217 <i>Top:</i> 278	3.8 4.8	16% 28%	23:44	3.8	4.1	2.5	3.8
2	Weekend Blockbuster: Dawn of the Planet of the Apes 周末大電影：猿人爭霸戰 猩凶崛起	Movie	Pearl	Sun	21:33	24:03	Average: 213 <i>Top:</i> 264	3.7 4.6	14% 26%	23:48	4.1	4.9	3.3	6.0
3	Oriental Watch Company Spectacular Tuesday Presents: Judi Dench's Wild Bomeo Adventure 東方表行·絕色星期二：野性婆羅洲	Documentary	Pearl	Tue	21:34	22:28	Average: 108 <i>Top:</i> 127	1.9 2.2	6% 6%	21:45	1.6	2.3	0.9	0.1
4	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:30	21:19	Average: 96 <i>Top:</i> 136	1.7 2.4	5% 7%	21:05	1.2	1.0	1.4	0.7
5	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:33	21:23	Average: 79 <i>Top:</i> 102	1.4 1.8	4% 5%	21:20	1.6	0.7	0.6	1.7
6	Happy Fridays: The Secret Life of Pets 開心星期五：Pet Pet當家	Movie	Pearl	Fri	21:34	23:16	Average: 79 <i>Top:</i> 103	1.4 1.8	4% 6%	22:37	1.6	1.9	1.4	3.9
7	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:28	Average: 61 <i>Top:</i> 75	1.1 1.3	3% 4%	20:13	1.5	2.0	1.3	1.1
8	Bear's Mission with David Walliams 星級人在野：英國篇	Documentary	Pearl	Thu	21:31	22:22	Average: 51 <i>Top:</i> 63	0.9 1.1	3% 3%	21:46	0.5	1.2	0.7	0.7
9	Underwater Planet 深海大世界	Documentary	Pearl	Sun	13:03	13:54	Average: 44 <i>Top:</i> 62	0.8 1.1	4% 6%	13:51	0.7	0.6	0.7	0.1
10	Where the Wild Men Are with Ben Fogle 世外野人	Documentary	Pearl	Sat	13:32	14:21	Average: 34 <i>Top:</i> 61	0.6 1.1	5% 9%	14:16	0.7	0.5	0.4	1.2

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 2020 (2020/05/11 - 2020/05/17)														
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	Coltalin Non Drowsy Cold & Flu Formula Special: Weekend Blockbuster: Anaconda 無睡意幸福傷風素特約：周末大電影：狂蟒之災	Movie	Pearl	Sat	21:34	23:20	Average: 250 <i>Top:</i> 336	4.4 5.9	16% 24%	23:13	4.5	4.3	3.4	4.2
2	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:33	21:20	Average: 144 <i>Top:</i> 174	2.5 3.0	8% 10%	21:01	2.1	0.7	1.6	3.3
3	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:33	21:24	Average: 118 <i>Top:</i> 151	2.1 2.6	6% 8%	20:58	1.6	1.5	1.8	2.3
4	Weekend Blockbuster: Into the Woods 周末大電影：魔法黑森林	Movie	Pearl	Sun	21:34	23:59	Average: 104 <i>Top:</i> 152	1.8 2.6	7% 8%	22:12	1.8	1.5	2.0	3.4
5	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	Documentary	Pearl	Tue	21:33	22:29	Average: 78 <i>Top:</i> 96	1.4 1.7	4% 5%	22:03	1.0	1.5	0.9	0.3
6	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:29	Average: 59 <i>Top:</i> 70	1.0 1.2	3% 4%	20:24	0.8	1.2	0.6	1.1
7	Happy Fridays: Ice Age Collision Course 開心星期五：冰河世紀隕石撞地球	Movie	Pearl	Fri	21:34	23:22	Average: 52 <i>Top:</i> 69	0.9 1.2	3% 4%	22:05	0.8	1.4	0.7	2.9
8	America's Got Talent 全美一叮	Variety	Pearl	Fri	20:34	21:22	Average: 42 <i>Top:</i> 55	0.7 1.0	2% 3%	21:20	0.5	0.4	0.6	0.7
9	Bear's Mission with Warwick Davis 星級人在野：英國篇	Documentary	Pearl	Thu	21:32	22:23	Average: 38 <i>Top:</i> 53	0.7 0.9	2% 3%	21:48	0.6	1.2	0.5	0.2
10	MasterChef 我要做廚神	Variety	Pearl	Thu	20:04	20:51	Average: 37 <i>Top:</i> 59	0.6 1.0	2% 3%	20:43	0.9	1.4	1.1	0.5

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 Fringe Time Schedule
July 2020
as at 2020/05/05

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
0600	Market Overview						
0700	Pastor Joseph Prince						Pastor Joseph Prince
	NBC Nightly News (07/01-05, 07-31) Market Overview (07/06)						
0800	Market Overview						Hour Of Power
0900	Market Update (07/02-31)	Market Overview (07/01)	Market Update (07/02-31)	Marvel's Guardians Of The Galaxy Mission: Breakout!		The Open University Of Hong Kong Special: Knowledge For All	
				Pastor Joseph Prince			
1000	Inside Market (07/02-31)	Moon And Me (07/01)	Inside Market (07/02-31)	Hour Of Power			
		Footy Pups (II) (07/01)					
1100	Market Update (07/02-31)	The Skinner Boys (07/01)	Market Update (07/02-31)	Dolce Vita			
		Junior Vets (07/01)		Pearl Magazine			
1200	CGTN Global Watch			MasterChef Junior (V) (07/04-18) MasterChef (IX) (07/25)			
1300	Market Update (07/02-31)	Macau From Above (07/01)	Market Update (07/02-31)	FBI (07/04-18) The Flash (V) (07/25)		CTM Presents: 5G In Action	
				Inside Market (07/02-31)	Great Continental Railway Journeys (VI) (07/04-11) Little Big Shots (III) (07/18-25)	Wild Israel (07/05) Tribes, Animals And Me (II) (07/12-26)	
1400	Vital Lifeline	A Dream Home Planning	Revel In Retirement				Property Experts
				Where To I Do (07/01)	Market Update (07/02-31)		
	Pastor Joseph Prince					Showers Of Blessing	
	Inside Market (07/02-31)	Luxury Homes Revealed (II) (07/01)	Inside Market (07/02-31)				
1600	Market Update (07/02-31)	101 Easy Japanese (07/01)	Market Update (07/02-31)	Peg + Cat (II)	When I Grow Up!		
	Putonghua News						
	Putonghua Financial Report (07/02-31)	Putonghua Weather Report (07/01)	Putonghua Financial Report (07/02-31)	Putonghua Weather Report			
	Putonghua Weather Report (07/02-31)	101 Easy Japanese (07/01)	Putonghua Weather Report (07/02-31)	Clay Time	Little Big World (V)		
1700	Moon And Me (07/01-27) Yeti Tales (III) (07/28-31)			When I Grow Up!	Our Family		
	Footy Pups (II) (07/01-08) Care Bears Unlock The Magic (07/09-31)			Do You Know? (IV)	Mouk		
1800	The Skinner Boys			60 Minutes		Arthur (XX)	
	Little Lunch (07/06-13) Roger (07/20-27)	Junior Vets	Art Ninja (V)	The Worst Witch	The Long Long Holiday	News Of The Wild	



Pearl

100 GRPs Guaranteed Package

May-Aug 2020



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

Terms & Conditions:

- Additional Handling Charges
 - 15% handling charges shall be applied to the following conditions:
 - 3 weeks or more but less than 4 weeks campaign period
 - 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
Another 15% applies for every additional mix
 - More than 3 different product categories in one single TVC
 - 20% handling charges shall be applied to the following condition:
 - 2 weeks or more but less than 3 weeks campaign
- The Station reserves the right to advice handling charges for GRP bookings in less than 10 days.
- The Station reserves the right to advise handling charges for other special request.
- The CRP rate in the booking form shall be adjusted if the information provided is different from the enquiry made for the same issue.
- Volume Rebate is not applicable to GRP packages but the total amount can be grouped together with other commitment for VR calculation.
- 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	Thursday	2100-2130	Saturday Sunday	2 runs [#] in total (Bonus)
2nd Run	Thursday	(same day) approx. 2430		
3rd Run	Saturday	approx. 1110		
4th Run	Sunday	after News Roundup approx. 2430		
5th Run	Next Monday	approx. 2440		

#Subject to change

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

Please refer to the package for details.

TVB Pearl
Association Package

Weekend Blockbusters

Period	No. of Spots*	Duration	Package Cost (RC#54)
Jun-Jul	20 P5 / P4 x 20	30-sec	\$57,000
		25-sec	\$47,500
		20-sec	\$38,000
		15-sec	\$28,500
		10-sec	\$19,000

News Programmes

Period	No. of Spots	Duration	Package Cost (RC#54)
Jun-Jul	50 P5 / P3 x 40; P1 x 10	30-sec	\$39,000
		25-sec	\$32,500
		20-sec	\$26,000
		15-sec	\$19,500
		10-sec	\$13,000

Putonghua Zone

Period	No. of Spots	Duration	Package Cost (RC#54)
Jun-Jul	100 P1 x 100	30-sec	\$24,000
		25-sec	\$20,000
		20-sec	\$16,000
		15-sec	\$12,000
		10-sec	\$8,000

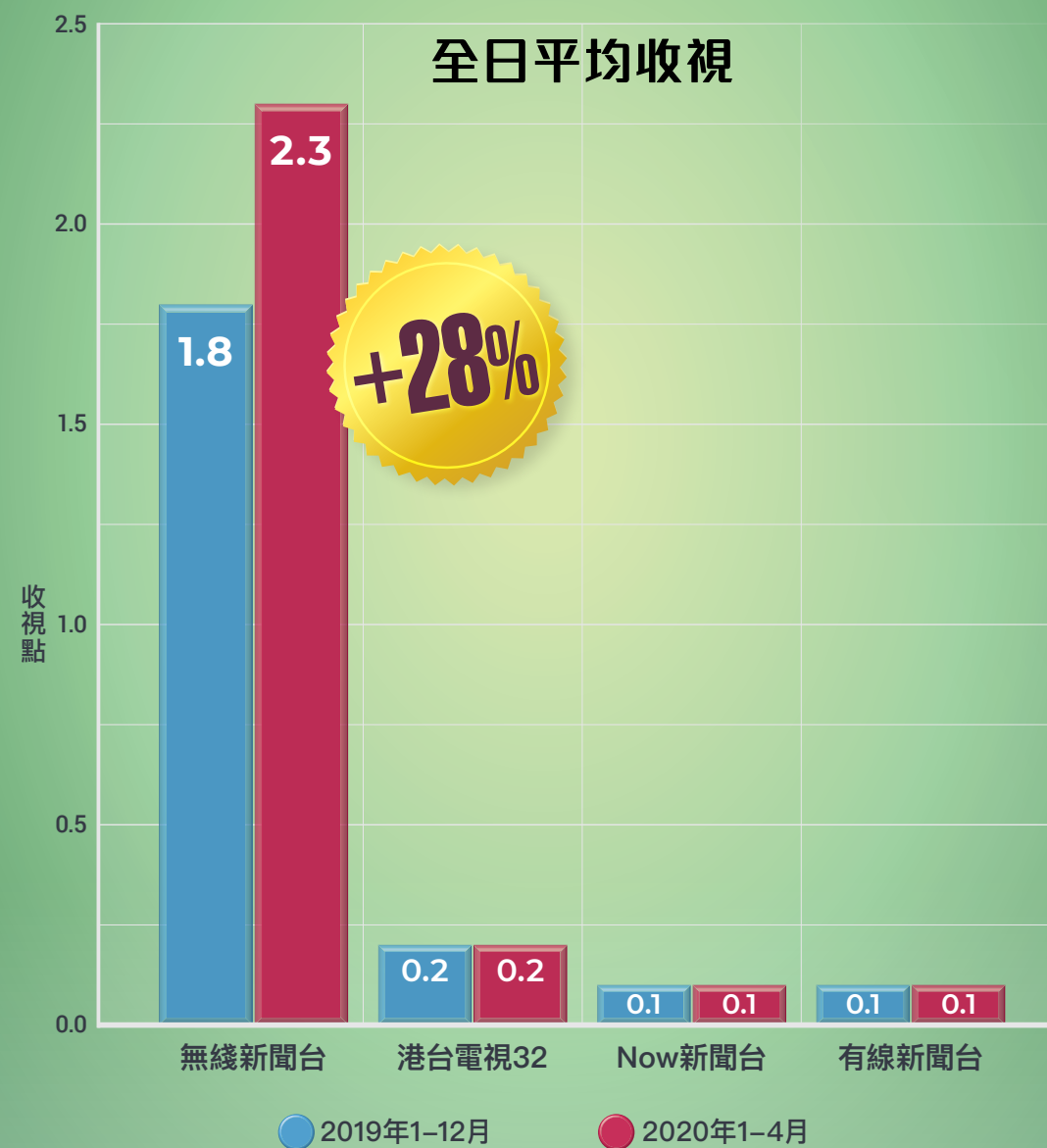
Please refer to the package for details.

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
世界觀	Tue-Sat		\$350,000
財經多國度	Mon-Fri (trading days only)		\$320,000

Please refer to the package for details.

2020年 唯一收視穩步上升的新聞頻道



Remarks:
Target: All 4+
Data sources:
1. Total live ratings of TVB News Channel denote viewership of live channels via in-home & out-of-home TV set and myTV SUPER (STB, App, Web), and TVB News App & TVB News Portal (CSM Media Research, Adobe Analytics, & Nielsen OOH Study)
2. TV live ratings of non TVB Channel denote viewership of live channels via in-home TV set. (CSM Media Research)



康業金融科技特約：
這麼遠，那麼近

星期一至五
1030 | 1230 | 1530 | 1830 | 2030 |
2330 | 2950
星期六及日
1030 | 1230 | 1530 | 1830 | 2030 |
2330 | 2530

日本命力健康食品呈獻：
健康快遞

星期日
0725 | 0955 | 1625 | 2040 |
2340



財經多國度

星期一至五（逢港股交易日）
2240

世界觀

星期二至六
1035 | 1235 | 1435 | 1610

