



Oriental Watch Company Spectacular Tuesday Presents:

# LIFE AT THE LIMITS



Amazing  
Summer

## Highlights Of The Month Movies

# MATRIX

廿二世紀殺人網絡

9 August

The Annual Academy Awards

Best Film Editing

Best Sound

Best Effect, Sound Effects Editing

Best Effect, Visual Effects

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# MATRIX RELOADED

22世紀殺人網絡2決戰未來

16 August

Director: Andy Wachowski, Larry Wachowski

Cast: Keanu Reeves, Laurence Fishburne, Carrie-Anne Moss, Hugo Weaving

Genre: Action / Sci-Fi

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# MATRIX REVOLUTIONS

22世紀殺人網絡3驚變世紀

23 August

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## Upcoming in September Drama Series

# INSTINCT II 直覺追兇

Tuesdays | Starting from 8 September



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Pearl

## PRIME TIME SCHEDULE August 2020

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1900	Secure Homeland (Sat & Sun) (08/01-02) Last						
	News Report With Sign Language (Cant Only)						
1925	Today In History & Earth Live						
1930	News At Seven-Thirty						
	Weather Report & Financial Report					Weather Report	
2000						CTM Presents: 5G In Action (08/02-16) Last	
	Pearl Magazine 明珠雜誌  (Eng Only)	Straight Talk 清心直說  (Eng Only)	Jamie's Quick & Easy Food 大城小廚快靚正 (08/05-26) (09/23) Last  (Eng Only)	Nin Jiom Herbal Candy Presents: (07/02-09/17) 京都念慈電批杷潤喉糖呈獻:  MasterChef (X) 我要做廚神 (08/06-27) (10/01) Last  (Eng Only)	Donal's Meals In Minutes (II) 新晉廚神下廚易 (08/07-28) Last  (Eng Only)	America's Funniest Home Videos (XXX) 笑笑小電影 (2020/08/01-29) (2021/03/06) Last  (Eng Only)	Extreme Cake Makers (II) 超級餅藝大師 (08/02-30) (10/04) Last  (Eng Only)
2030	Designated Survivor 白宮危機 (08/03-31) (09/28) Last  (Eng Only)	Supergirl (V) 女超人 (08/04-25) (09/01) Last  (Eng Only)	New Amsterdam 醫者仁心 (08/05-26) (12/02) Last  (Eng Only)	Dolce Vita 港生活·港享受  (Eng Only)	America's Got Talent The Champions 全美一叮冠軍賽 (08/01-29) Last  America's Got Talent (XIV) 全美一叮 (08/30-31) 41 eps (12/04) Last  (Eng Only)		
WEEKEND BLOCKBUSTERS							
		Supersenses 野性超感官 (08/04) Last  Life At The Limits 野性潛能 3 eps (08/11-25) Last  (Eng Only)	Prodigal Son 無間心戰 (08/05-26) (11/04) Last  (Eng Only)	FBI (II) (08/06-27) (12/10) Last  (Eng Only)		Amazing Heroes: 超級英雄聯盟: Spider-Man 3 蜘蛛俠3 (08/01) (Eng Only)	Underworld Awakening 妖夜尋狼: 血姬覺醒 (08/02) (Eng Only)
					Why Him? 未來外父插女婿 (08/07) (Eng Only)	Amazing Heroes: 超級英雄聯盟: Avengers Age Of Ultron 復仇者聯盟2奧創紀元 (08/08) (Eng Only)	The Matrix 廿二世紀殺人網絡 (08/09) (Eng Only)
					Charlie And The Chocolate Factory 朱古力獎門人 (08/14) (Eng Only)	Amazing Heroes: 超級英雄聯盟: Doctor Strange 奇異博士 (08/15) (Eng Only)	The Matrix Reloaded 22世紀殺人網絡2 決戰未來 (08/16) (Eng Only)
	Bad Hair Day 亂髮日記 (08/21) (Eng Only)				Zootopia 優獸大都會 (08/22) (Bilingual)	The Matrix Revolutions 22世紀殺人網絡3 驚變世紀 (08/23) (Eng Only)	
	Fan Girl 少女導演夢 (08/28) (Eng Only)	Alice Through The Looking Glass 愛麗絲夢遊仙境2 穿越魔鏡 (08/29) (Eng Only)	Ocean's Eleven 盜海豪情 (08/30) (Eng Only)				
2230	Secure Homeland (Sat & Sun) (08/01-02) Last						
	News Roundup						
	CTM Presents: 5G In Action (Sat) (08/02-16) Last						
	Financial Bulletin (Mon-Fri)						
	Earth Live & Today In History						
2300	Take Two (08/03-31) (10/05) Last	The Good Doctor (08/04-11) Last Harrow (08/18-25) 10 eps (10/20) Last	Whiskey Cavalier (08/05-26) (09/16) Last	The Crossing (08/06-27) (09/24) Last	Paranormal Caught On Camera (08/07-28) (10/23) Last	The Truth About Obesity (08/15)  The Truth About Looking Good (08/22)	Dolce Vita
	Secrets Of The World's Super Skyscrapers 2 eps (08/03-10) Last	Blue World (V) (08/04-25) Last		Ben Fogle: Return To The Wild (08/06-20) Last  Gordon, Gino & Fred's Road Trip (08/27) 3 eps (09/10) Last			
	Planet Child 3 eps (08/17-31) Last	Oriental Watch Company Spectacular Tuesday Presents:  Supersenses (08/04) Last					
	Dolce Vita	Life At The Limits 3 eps (08/11-25) Last		60 Minutes			
	China 24						

Date: (mm/dd)

Tentative Schedule Only, Subject To Change.  
Information Accurate As of 10 July 2020



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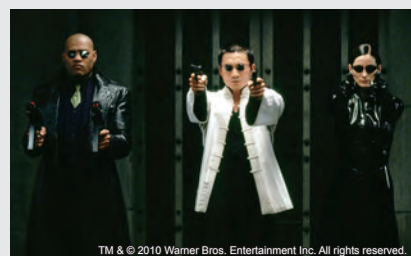
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The Matrix Revolutions

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# DOCUMENTARIES

An Informative & Enriching TV Experience



## Oriental Watch Company Spectacular Tuesday Presents: Life At The Limits

## 東方表行·絕色星期二：野性潛能

11 August – 25 August  
Tuesdays 2130-2230 (3 Episodes)



Life on Earth has spread into every niche, and even into the most extreme environments on our planet. Habitats can change into extreme places during different seasons – to the advantage of some, and the demise of others. Animals have developed remarkable strategies to thrive even in the harshest conditions.

This spectacular series presents extreme habitats all around the globe. We'll meet the resident species that are pushed to the limits to survive. We'll follow their lives and see their fascinating solutions. Because in the end, it all comes down to evolution's hard truth: adapt or die.

人類常自詡為「萬物之靈」，然而在自然環境中，具備強大本能的野生動物才是真正的生存贏家。從極地到熱帶地區、沙漠到沼澤、山峰到深海，生物遍佈地球各處以至最險峻極端的環境。《野性潛能》將帶領觀眾前往野生動物的棲息地，觀察牠們在各種極端氣候及惡劣環境中，為了生存和繁衍而演化出哪些特殊行為或生理特徵。







## America's Got Talent XIV 全美一叮

30 August – 4 December  
Fridays to Sundays 2030 – 2130 (41 Episodes)



Welcoming acts of any age, any talent, "America's Got Talent" 14th season will see the return of judges Simon Cowell and Howie Mandel, celebrating the arrival of two newcomers – Emmy Award winning choreographer Julianne Hough and award-winning actress, author and producer Gabrielle Union. In addition, the host of "America's Got Talent: The Champions", Terry Crews, will be joining the judges as host of this all new series of "America's Got Talent".



The series is a true celebration of creativity and talent, and there will be no shortage of magic or variety as singers, dancers, comedians, contortionists and danger acts all compete to win America's hearts and the ultimate prize of US\$1 million.

《全美一叮》第十四季載譽歸來！Terry Crews將會擔任今季主持，尋找美國各地技驚四座的表演。而評審團方面，Simon Cowell將繼續擔大旗，連同搞笑男星Howie Mandel，以及新加入的評審：艾美獎最佳編舞得主Julianne Hough及獲獎女演員Gabrielle Union，一同發掘最具娛樂性、最耀眼矚目的美國業餘表演人才。參賽者各具才華，出盡全力發揮最佳水準，務求得到評審們一致認同以及觀眾的歡心，爭奪冠軍寶座。



**1 August  
Saturday, 2130**

Director: Sam Raimi

Cast: Tobey Maguire, Kirsten Dunst, James Franco,  
Thomas Haden Church, Topher Grace

Genre: Action / Thriller



Amazing  
Summer  
Amazing  
Heroes

8 August  
Saturday, 2130

Director: Joss Whedon

Cast: Robert Downey Jr., Chris Evans, Chris Hemsworth,  
Mark Ruffalo, Scarlett Johansson, Jeremy Renner,  
James Spader, Samuel L. Jackson

Genre: Action / Adventure / Sci-Fi

MARVEL  
**AVENGERS**  
AGE OF ULTRON  
復仇者聯盟2奧創紀元

Amazing  
Summer  
Amazing  
Heroes

15 August  
Saturday, 2130

Director: Scott Derrickson

Cast: Benedict Cumberbatch, Chiwetel Ejiofor, Rachel McAdams,  
Benedict Wong, Mads Mikkelsen, Tilda Swinton

Genre: Action / Adventure

MARVEL  
**DOCTOR  
STRANGE**

奇異博士



## WEEKEND BLOCKBUSTER

The Best Weekend Entertainment in Town

Fridays / Saturdays / Sundays, 2130

2 August



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### Underworld: Awakening 妖夜尋狼：血姬覺醒

**Director:**

Måns Mårland, Björn Stein

**Cast:**

Kate Beckinsale, Stephen Rea,  
Michael Ealy, Theo James, India Eisley,  
Charles Dance

**Genre:**

Action / Horror

7 August



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### Why Him? 未來外父插女婿

**Director:**

John Hamburg

**Cast:**

Bryan Cranston, James Franco,  
Zoey Deutch

**Genre:**

Comedy

## WEEKEND BLOCKBUSTER

The Best Weekend Entertainment in Town

Fridays / Saturdays / Sundays, 2130

14 August



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### Nin Jiom Herbal Candy Presents: Charlie And The Chocolate Factory 京都念慈菴枇杷潤喉糖呈獻： 朱古力獎門人

**Director:**

Tim Burton

**Cast:**

Johnny Depp, Freddie Highmore,  
David Kelly

**Genre:**

Adventure / Fantasy / Family

21 August



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### Bad Hair Day 亂髮日記

**Director:**

Eric Canuel

**Cast:**

Laura Marano, Leigh-Allyn Baker

**Genre:**

Comedy / Family



## WEEKEND BLOCKBUSTER

The Best Weekend Entertainment in Town

Fridays / Saturdays / Sundays, 2130

22 August



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### Zootopia 優獸大都會

**Director:**

Byron Howard, Rich Moore

**Voice Cast:**

Ginnifer Goodwin, Jason Bateman,  
Idris Elba, Raymond S. Persi

**Genre:**

Animation / Comedy / Family

**The Annual Academy Awards**

Best Animated Feature

**The Golden Globe Awards**

Best Animated Feature Film

28 August



© ABC Family

### Fan Girl 少女導演夢

**Director:**

Paul Jarrett

**Cast:**

Kiernan Shipka, Meg Ryan,  
Kara Hayward, Joshua Boone

**Genre:**

Comedy / Family

## WEEKEND BLOCKBUSTER

The Best Weekend Entertainment in Town

Fridays / Saturdays / Sundays, 2130

29 August



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### Alice Through The Looking Glass 愛麗絲夢遊仙境2穿越魔鏡

**Director:**

James Bobin

**Cast:**

Johnny Depp, Anne Hathaway,  
Mia Wasikowska,  
Helena Bonham Carter,  
Sacha Baron Cohen

**Genre:**

Adventure / Fantasy

30 August



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### Ocean's Eleven 盜海豪情

**Director:**

Steven Soderbergh

**Cast:**

George Clooney, Matt Damon,  
Brad Pitt, Julia Roberts, Andy Garcia

**Genre:**

Comedy / Crime





Pearl Top 10 Programmes  
Week 2021 (2020/05/18 - 2020/05/24)

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	Collatin Non Drowsy Cold & Flu Formula Special: Weekend Blockbuster: Anacondas The Hunt for the Blood Orchid 無睡意幸福傷風素特約：周末大電影：狂蟒之災2	Movie	Pearl	Sat	21:33	23:27	Average: 245 Top: 366	4.3 6.4	16% 29%	23:22	4.9	5.9	3.6	4.0
2	Weekend Blockbuster: Tomorrowland 周末大電影：明日世界	Movie	Pearl	Sun	21:34	24:02	Average: 151 Top: 197	2.6 3.4	11% 12%	22:25	3.2	3.0	2.4	3.1
3	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:33	21:19	Average: 98 Top: 116	1.7 2.0	5% 6%	20:37	1.5	1.3	1.4	0.5
4	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	Documentary	Pearl	Tue	21:33	22:27	Average: 73 Top: 90	1.3 1.6	4% 5%	22:06	0.9	1.9	1.1	0.1
5	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:32	21:23	Average: 66 Top: 83	1.2 1.4	4% 5%	21:06	1.2	0.6	0.4	1.9
6	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:29	Average: 53 Top: 68	0.9 1.2	3% 4%	20:24	0.9	1.1	1.0	0.5
7	Where the Wild Men Are with Ben Fogle 世外野人	Documentary	Pearl	Sat	13:34	14:23	Average: 48 Top: 61	0.8 1.1	7% 8%	13:43	0.5	0.8	0.5	0.2
8	Jamie's Ultimate Veg 大城小廚「素」Easy	Variety	Pearl	Wed	20:34	21:29	Average: 42 Top: 60	0.7 1.0	2% 3%	20:59	1.0	1.4	1.1	0.0
9	Bear's Mission with Anthony Joshua 星級人在野：英國篇	Documentary	Pearl	Thu	21:31	22:24	Average: 42 Top: 60	0.7 1.0	2% 3%	22:16	0.9	1.7	0.7	0.4
10	Healthy Appetite 食出健康	Variety	Pearl	Wed	20:04	20:30	Average: 40 Top: 45	0.7 0.8	2% 2%	20:25	0.9	0.9	1.0	0.1

Pearl Top 10 Programmes  
Week 2022 (2020/05/25 - 2020/05/31)

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	Collatin Non Drowsy Cold & Flu Formula Special: Weekend Blockbuster: Terminator Salvation 無睡意幸福傷風素特約：周末大電影：未來戰士2018	Movie	Pearl	Sat	21:34	23:45	Average: 238 Top: 303	4.2 5.3	17% 27%	23:29	5.3	5.8	4.7	4.8
2	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:31	21:23	Average: 132 Top: 160	2.3 2.8	7% 9%	21:09	2.5	2.4	2.2	2.6
3	Weekend Blockbuster: Paper Towns 周末大電影：紙上城市	Movie	Pearl	Sun	21:33	23:41	Average: 81 Top: 107	1.4 1.9	5% 6%	21:48	1.4	1.9	1.7	2.0
4	Oriental Watch Company Spectacular Tuesday Presents: Secrets of the Mediterranean 東方表行·絕色星期二：野性地中海	Documentary	Pearl	Tue	21:31	22:28	Average: 61 Top: 83	1.1 1.4	3% 4%	22:21	1.1	1.8	1.5	0.3
5	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:27	Average: 58 Top: 70	1.0 1.2	3% 4%	20:19	1.1	1.4	1.3	1.0
6	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:33	21:20	Average: 58 Top: 78	1.0 1.4	3% 4%	21:03	0.7	0.8	0.9	0.4
7	Wild Baltic Sea 野性波羅的海	Documentary	Pearl	Sun	13:08	14:00	Average: 55 Top: 70	1.0 1.2	6% 8%	13:40	0.6	0.6	0.6	0.8
8	Bear's Mission with Rob Brydon 星級人在野：英國篇	Documentary	Pearl	Thu	21:30	22:22	Average: 51 Top: 66	0.9 1.2	3% 3%	21:47	0.6	1.1	0.7	0.0
9	Happy Fridays: Storks 開心星期五：BB宅急便	Movie	Pearl	Fri	21:33	23:15	Average: 46 Top: 62	0.8 1.1	3% 3%	22:27	1.0	1.3	0.6	1.9
10	America's Got Talent 全美一叮	Variety	Pearl	Fri	20:34	21:25	Average: 37 Top: 53	0.6 0.9	2% 3%	21:13	0.5	0.6	0.3	0.2

Ratings include "Live" & "As Live" viewing of corresponding programme from TV Set & connected devices (e.g. DVD/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



Pearl Top 10 Programmes Week 2023 (2020/06/01 - 2020/06/07)															
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	Collatin GP Extra Special: Weekend Blockbuster: Men in Black 3 特強幸福傷風咳嗽呈獻：周末大電影：黑超特警組3	Movie	Pearl	Sat	21:33	23:36	Average: 229 Top: 325	4.0 5.7	14% 27%	23:30	5.7	4.7	4.8	4.7	
2	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:29	Average: 102 Top: 119	1.8 2.1	5% 6%	20:27	1.4	1.5	1.5	2.2	
3	Weekend Blockbuster: Joy 周末大電影：歡姐當自強	Movie	Pearl	Sun	21:33	23:59	Average: 83 Top: 116	1.5 2.0	6% 12%	23:28	2.0	2.0	1.8	1.9	
4	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:32	21:19	Average: 81 Top: 95	1.4 1.7	4% 5%	20:42	1.6	1.8	1.2	0.8	
5	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:33	21:19	Average: 80 Top: 110	1.4 1.9	4% 5%	21:07	1.4	0.8	0.8	0.4	
6	Oriental Watch Company Spectacular Tuesday Presents: Secrets of the Mediterranean 東方表行·絕色星期二：野性地中海	Documentary	Pearl	Tue	21:32	22:29	Average: 72 Top: 96	1.3 1.7	4% 5%	22:27	1.2	1.5	0.9	0.8	
7	News Roundup 晚間新聞	News	Pearl	Sat	23:40	23:57	Average: 57 Top: 63	1.0 1.1	6% 6%	23:51	1.8	1.0	1.3	0.2	
8	Happy Fridays: The Good Dinosaur 開心星期五：恐龍大時代	Movie	Pearl	Fri	21:32	23:21	Average: 55 Top: 75	1.0 1.3	3% 5%	22:39	1.0	1.4	1.0	1.5	
9	Jamie's Ultimate Veg 大城小廚「素」Easy	Variety	Pearl	Wed	20:34	21:29	Average: 53 Top: 74	0.9 1.3	2% 3%	21:03	0.9	1.3	0.8	0.0	
10	Wild Israel 野性以色列	Documentary	Pearl	Sun	13:06	13:58	Average: 47 Top: 70	0.8 1.2	4% 6%	13:33	0.5	0.7	0.8	0.1	

Pearl Top 10 Programmes Week 2025 (2020/06/15 - 2020/06/21)															
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	Collatin GP Extra Special: Weekend Blockbuster: The Maze Runner 特強幸福傷風咳嗽特約：周末大電影：移動迷宮	Movie	Pearl	Sat	21:32	23:47	Average: 136 Top: 200	2.4 3.5	10% 14%	22:28	2.9	3.4	2.5	3.2	
2	Weekend Blockbuster: Morgan 周末大電影：人工殺姬	Movie	Pearl	Sun	21:33	23:17	Average: 117 Top: 165	2.0 2.9	7% 12%	22:59	1.6	2.4	1.8	1.5	
3	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:32	21:19	Average: 84 Top: 105	1.5 1.8	4% 6%	21:03	1.0	0.5	0.8	0.3	
4	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:33	21:18	Average: 69 Top: 86	1.2 1.5	4% 5%	20:42	1.2	0.6	0.9	1.6	
5	Oriental Watch Company Spectacular Tuesday Presents: Animals Decoded 東方表行·絕色星期二：野性解碼	Documentary	Pearl	Tue	21:33	22:28	Average: 67 Top: 88	1.2 1.5	3% 5%	22:15	0.7	1.2	0.7	0.6	
6	Happy Fridays: Inside Out 開心星期五：玩轉腦朋友	Movie	Pearl	Fri	21:34	23:27	Average: 58 Top: 77	1.0 1.3	4% 5%	22:42	1.2	1.8	1.1	2.0	
7	America's Got Talent 全美一叮	Variety	Pearl	Fri	20:33	21:21	Average: 46 Top: 60	0.8 1.0	2% 3%	20:59	0.9	1.1	0.9	0.5	
8	Jamie's Ultimate Veg 大城小廚「素」Easy	Variety	Pearl	Wed	20:33	21:27	Average: 43 Top: 61	0.8 1.1	2% 3%	20:57	1.4	1.2	0.7	0.3	
9	Wild Israel 野性以色列	Documentary	Pearl	Sun	13:06	14:00	Average: 34 Top: 51	0.6 0.9	4% 6%	13:28	1.0	1.1	0.7	0.2	
10	Extreme Treks with Ryan Pyle 崇山峻嶺極地行	Documentary	Pearl	Thu	21:33	22:28	Average: 27 Top: 42	0.5 0.7	1% 2%	21:51	0.6	0.9	0.4	0.0	

Pearl Top 10 Programmes Week 2024 (2020/06/08 - 2020/06/14)															
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	Collatin GP Extra Special: Weekend Blockbuster: Spectre 特強幸福傷風咳嗽特約：周末大電影：007鬼影帝國	Movie	Pearl	Sat	21:34	24:33	Average: 266 Top: 314	4.6 5.5	20% 22%	22:56	3.4	3.3	4.0	3.6	
2	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:32	21:20	Average: 108 Top: 141	1.9 2.5	6% 7%	21:03	1.6	1.0	1.4	2.0	
3	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:32	21:17	Average: 104 Top: 147	1.8 2.6	5% 7%	21:04	1.3	1.0	1.1	1.7	
4	Oriental Watch Company Spectacular Tuesday Presents: Cuba's Wild Revolution 東方表行·絕色星期二：野性古巴	Documentary	Pearl	Tue	21:30	22:29	Average: 67 Top: 94	1.2 1.6	4% 5%	22:28	0.6	1.0	0.8	0.2	
5	Weekend Blockbuster: The Danish Girl 周末大電影：丹麥女孩	Movie	Pearl	Sun	21:31	23:46	Average: 62 Top: 97	1.1 1.7	4% 5%	22:16	1.2	1.3	1.3	0.9	
6	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:03	20:28	Average: 54 Top: 77	0.9 1.3	3% 4%	20:27	0.7	1.1	0.5	0.4	
7	Jamie's Ultimate Veg 大城小廚「素」Easy	Variety	Pearl	Wed	20:32	21:25	Average: 45 Top: 61	0.8 1.1	2% 3%	21:05	0.5	0.3	0.6	0.5	
8	Extreme Treks with Ryan Pyle 崇山峻嶺極地行	Documentary	Pearl	Thu	21:32	22:28	Average: 44 Top: 53	0.8 0.9	2% 3%	22:23	1.0	1.6	0.4	0.2	
9	America's Got Talent 全美一叮	Variety	Pearl	Fri	20:33	21:26	Average: 41 Top: 61	0.7 1.1	2% 3%	21:10	0.5	0.6	0.6	0.9	
10	Happy Fridays: Snoopy and Charlie Brown The Peanuts Movie 開心星期五：史諾比花生漫畫大電影	Movie	Pearl	Fri	21:34	23:17	Average: 41 Top: 51	0.7 0.9	2% 3%	22:45	1.1	1.3	1.1	1.4	

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  
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 2026 (2020/06/22 - 2020/06/28)															
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	CTH Golden Phoenix Presents: Weekend Blockbuster: Into the Storm 聚大行金鳳香米呈獻：周末大電影：颶風中心	Movie	Pearl	Sun	21:32	23:16	Average: 267 Top: 333	4.7 5.8	16% 25%	23:07	4.5	5.1	4.5	2.6	
2	Collatin GP Extra Special: Weekend Blockbuster: Maze Runner The Scorch Trials 特強幸福傷風咳嗽素特約：周末大電影：移動迷宮 焦土試煉	Movie	Pearl	Sat	21:31	24:05	Average: 164 Top: 224	2.9 3.9	12% 23%	23:30	3.1	3.1	2.9	3.0	
3	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:32	21:17	Average: 87 Top: 100	1.5 1.7	5% 5%	20:42	1.1	0.4	1.2	1.7	
4	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:32	21:16	Average: 83 Top: 116	1.4 2.0	4% 6%	21:12	1.1	0.8	0.8	2.5	
5	Extreme Treks with Ryan Pyle 崇山峻嶺極地行	Documentary	Pearl	Thu	21:32	22:27	Average: 44 Top: 70	0.8 1.2	2% 4%	22:19	0.8	0.9	0.3	0.3	
6	Oriental Watch Company Spectacular Tuesday Presents: Animals Decoded 東方表行·絕色星期二：野性解碼	Documentary	Pearl	Tue	21:33	22:29	Average: 43 Top: 61	0.7 1.1	2% 3%	22:12	1.3	1.5	0.6	0.0	
7	Jamie's Ultimate Veg 大城小廚「素」Easy	Variety	Pearl	Wed	20:33	21:28	Average: 37 Top: 51	0.6 0.9	2% 3%	20:59	0.7	0.8	0.6	0.4	
8	The Brave 特種英雄	Drama	Pearl	Thu	23:02	23:52	Average: 34 Top: 41	0.6 0.7	3% 4%	23:30	0.5	0.5	0.5	0.1	
9	Aerial America Yellowstone 穹蒼下的黃石	Documentary	Pearl	Thu	13:57	14:52	Average: 33 Top: 47	0.6 0.8	5% 7%	14:35	0.4	0.3	0.3	0.1	
10	News Roundup 晚間新聞	News	Pearl	Sun	23:20	23:37	Average: 32 Top: 38	0.5 0.7	3% 4%	23:28	1.4	1.7	1.0	0.7	

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  
August 2020  
as at 2020/06/09

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
0600	Market Overview						
0700	Pastor Joseph Prince					Pastor Joseph Prince	
	NBC Nightly News (08/01-29, 31) Market Overview (08/30)						
0800	Market Overview					Hour Of Power	
0900	Market Update					Marvel's Guardians Of The Galaxy Mission: Breakout!	The Open University Of Hong Kong Special: Knowledge For All
						Pastor Joseph Prince	
1000	Inside Market					Hour Of Power	
1100	Market Update					Dolce Vita	
						Pearl Magazine	
1200	CGTN Global Watch					MasterChef (IX)	
1300	Market Update					The Flash (V)	CTM Presents: 5G In Action (08/02-16)
							Wild Castles (08/02-09) Wild Metropolis (08/16-30)
1400	Inside Market					Little Big Shots (III)	Supergirl (IV)
	Vital Lifeline	A Dream Home Planning	Hong Kong Report	Revel In Retirement	Property Experts	The Long Long Holiday (08/08-22) The Jungle Bunch To The Rescue! (II) (08/29)	
1500	Market Update					Thomas & Friends	Straight Talk
							Clay Time
	Pastor Joseph Prince					Showers Of Blessing	
	Inside Market						
1600	Market Update					Peg + Cat (II) Monchhichi (08/08-29)	When I Grow Up!
	Putonghua News						
	Putonghua Financial Report					Putonghua Weather Report	
	Putonghua Weather Report					Clay Time	Little Big World (V)
1700	Yeti Tales (III) (08/03-14) The Furchester Hotel (III) (08/17-31)					When I Grow Up!	Our Family
	Care Bears Unlock The Magic (08/03-10) True And The Rainbow Kingdom (08/11-31)					Do You Know (III)	Mouk (II)
1800	The Skinner Boys (II)					60 Minutes	Arthur (XX)
							News Of The Wild
	Roger	Junior Vets	Art Ninja (V)	The Worst Witch	The Long Long Holiday (08/07-21) The Jungle Bunch To The Rescue! (II) (08/28)		





## 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:

- 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 advise 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 jewelleryes, 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. 2430		
3rd Run	<b>Saturday</b>	approx. 1110		
4th Run	<b>Sunday</b>	after News Roundup approx. 2430		
5th Run	<b>Next Monday</b>	approx. 2440		

#Subject to change

Package	Entitlements		Package Cost Nett
All-Round TV Campaign	4-5 min / segment (approx.) + 1 Option	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.





(A) Dolce Vita Inside Segment

Production of approx. 3-5 minutes segment with end credit logo exposure x 1 - Production lead time: 3 weeks or more between shooting date & on-air date

On Pearl (5 runs)\*

- 1st Run on **Thursday** 2100-2130

- 2nd Run on **Thursday** (same day) - approx. 2430

- 3rd Run on **Saturday** - approx. 1110

- 4th Run on **Sunday** after News Roundup - approx. 2430

- 5th Run on the **Next Monday** - approx. 2440

On TVB Finance & Information Channel (2 runs bonus) (Subject to change)

- **Saturday** (night time) - approx. 2330-2400

- **Sunday** (day time) - approx. 1000-1030

(B) Option 1: TVC Campaign

Production of approx. 10-sec TVC x 1

On Pearl (20 spots)

- **Monday-Sunday** - Between 2005-2455 (P4/P5) \*\*

- TVC edited from respective Dolce Vita segment, no preview will be entertained

- Production lead time: 2 weeks or more after segment on-air date

- Extra lead time and cost will be required for special request(s)

Option 2: Long Duration Corporate Video

Corporate video of approx. 2 minutes x 1

On Pearl (5 runs)

- **Monday-Friday** - After News Roundup approx. 2405-2555 (P3/P4) \*\*

- Client to provide the video. No production or editing is included in the package

\*\* Spot placements are at TVB discretion and subject to airtime availability

Option 3: Title Sponsorship

Title Sponsorship x 8

On Pearl (8 episodes)

- **Monday-Friday** - Between 2005-2125 (P4)

- Inclusive of naming rights, opening and closing billboard (10-sec) x 1 per episode

- Subject to availability and pre-emptible by standard Title Sponsorship package(s)

Package Cost

( ) Dolce Vita exposure & TVC campaign

( ) End credit window frame (10-sec)^ (The related segment will be placed at the last programme part)

( ) Pearl Facebook Page post (1 segment)\*

RC#54

\$ **168,000** (net)

\$ **17,000** (net)

\$ **10,000** (net)

Remarks

1. This package is only for shooting in Hong Kong.

2. Shooting must be held at least 3 weeks before the on-air date.

3. Shooting date must be confirmed at least 2 weeks in advance, or subject to crew availability.

4. Shooting shall be held at only one location, which has to be in urban area or within reasonable distance.

5. Arrangement for pre-production meeting and/or on-location survey shall be at TVB's discretion.

6. Any special permits or documents needed for the shooting shall be prepared by client.

7. Client shall cover all necessary location fee, electricity and consumables used at the location.

8. Shooting must be held during Monday to Friday. Additional fee will be charged for shooting on Saturday, Sunday and public holidays (subject to crew availability).

9. TVC content shall be edited from respective Dolce Vita segment without extra shooting.

10. Only general product shots will be featured. No artiste or celebrity will appear in the TVC unless talent fee or rights are cleared by advertiser.

11. V.O. or library music (if required) will be appointed by TVB.

12. Advertiser has to provide product information and artwork if necessary.

13. TVB reserves the right to advise additional handling charges for special request or TVC re-editing.

14. Post-production shall be handled entirely by TVB production staff, with no client involvement or preview.

15. Programme and TVC copyright belongs to TVB and are for telecast on TVB platforms only.

Facebook Post

1. Only English version of the respective Dolce Vita segment to be post on Pearl Facebook Page.

2. Request shall be raised at the time of segment booking confirmation.

3. Content of the post is at the discretion of TVB. Client shall provide product/event information and key message at least 1 week prior to on-air date for reference.

4. The segment shall be post in around 24-48 hours after the first telecast on Pearl unless stated otherwise.

5. No boosting or commercial element shall be involved.

6. Repost or redistribute of the segment on other social media platform(s) or commercial use(s) is prohibited.

7. TVB reserves the right to advise additional handling charges for special request.

Sales Condition

1. Bookings will be accepted on a first-come-first-served basis. No cancellation is allowed once confirmed.

2. This package is valid until 2020/11/30. Festive specials excluded.

3. Choose 1 option out of the 3. Quotation to be provided for extra option(s) or request(s).

4. Rescheduling of segment has to be arranged at least 4 weeks prior to the original on-air date or full payment will be charged. The rescheduled segment will be treated as a new booking.

5. Rescheduling of shooting has to be arranged at least 2 weeks prior to the original shooting date or additional 50% penalty fee will be charged. The rescheduling of shooting is subject to crew availability. No cancellation will be allowed.

6. The Programme is subject to pre-emption by special programming. The Station will try its best to advise the client concerned, should time allows.

7. The pre-empted episode will be rescheduled at the discretion of TVB.

8. This package is inclusive of ONE year TVC copyright (for Option 1). Extension of copyright will be at the discretion of TVB and be quoted on need basis.

9. This package is not eligible to volume rebate but will be grouped for volume rebate calculation.

10. This package is subject to all the terms & conditions stipulated on Rate Card #54. TVB reserves the right to revise or withdraw this package anytime without notice.

Billing

Billed prior to filming.

TVB Pearl

Association Package

Weekend Blockbusters

Period	No. of Spots*	Duration	Package Cost (RC#54)
Aug-Sep	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)
Aug-Sep	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)
Aug-Sep	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 Pearl  
Title Sponsorship Package Summary

Programme	Telecast Pattern	Period	Package Cost
Financial Bulletin	Mon-Fri (Trading Days)	4-week	\$80,000
Financial Report	Mon-Fri (Trading Days)		
Weather Report	Mon-Sun		
Money Matters (from Sep 28)	Mon		\$36,000
Straight Talk	Tue		
Pearl Magazine	Wed		

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.



# 世界遊蹤專題節目

「睇得好開心，製作認真，又學到嘢！」

無綫新聞台除了24小時緊貼報道本地以至國際新聞外，亦特別製作不同的專題節目，每集短短的兩三分鐘，為觀眾帶來有關時事、消閑、健康、科技，以及文化民生等資訊，當中不少節目成績斐然，例如年初播放的抗疫資訊系列<sup>a</sup>，累積收看人數近460萬，接觸超過70%\*的香港人口。

其中的世界遊蹤題材，一直深受追捧，不主攻吃喝玩樂，亦無關熱門打卡景點，以新聞編採方式作為基礎，精心發掘每個地方的軟硬資訊，既包含了政治、經濟、時事概要，亦同時涉及歷史、地理、氣候、人文風俗等內容。

近期，方東昇再次領軍攝製全新旅遊資訊節目《這麼遠，那麼近》，分別走訪杜拜、巴基斯坦、泰國、美國、內地等多個地方，透過各地的交通設施與情況了解每個地方的特色。昇爺亦繼續其「爛gag王」本色，在節目中頻頻拋出精彩啱核的金句，媲美《世界零距離》和《長命百二歲》系列，獲得不同類別的觀眾支持，以及廣告客戶的認同。不少人表示：「睇得好開心，節目製作認真，又學到嘢！」節目自5月4日播出以來，至今共接觸近60%的香港人口，收看人數近380萬<sup>#</sup>。



- 康樂金融科技特約：
- 2020年6月6日 晴報
- 搭車要戴安全帽，流汗總比流血好。
- 我哋嘅泰文太普通，溝通始終要靠呢座（橋），泰國華僑。
- 知唔知世界上最長嘅車係咩車？係塞車！
- 成日嘲笑人又要威又要戴頭盔，其實戴咗頭盔先有命去威。
- 嚟到重慶，感覺就好似一隻迷途小白兔入咗大森林，電影真係冇改錯名，呢度真係《重慶森林》。



廣告套裝

內容一瞥：

- 泰國一佛寺創新地把卡通人物和流行文化元素畫入其傳統壁畫中，成功吸引年輕人學佛，更成為旅遊景點。
- 克羅地亞一婚紗店給新娘設計華麗口罩，同時提醒公眾佩戴口罩的重要。



廣告套裝

內容一瞥：

- 西藏布達拉宮開啓5G網絡直播，展示珍貴文物。
- 新疆昭蘇縣的玉湖出現罕見的「藍冰」美景，難得一見。

備註：  
<sup>a</sup> 抗疫資訊系列包括：防疫手冊，防疫攻略，全國防疫快訊，防疫指南  
<sup>\*</sup> 2020年1月24日至3月1日  
<sup>#</sup> 2020年5月4日至6月21日  
 數據來源：CSM Media Research



House730 搵樓平台特約：  
**周末睇樓團**

星期六  
 0925 | 1040 | 1650 | 1825 | 2040 | 2340  
 星期日  
 0710

## 睇新聞，講英文

星期一、三、五  
 1125 | 1625 | 1755 | 2050 | 2155 | 2325 | 2525  
 星期六  
 1625 | 2150 | 2325



## 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

