



House730
搵樓平台特約：
周末睇樓團

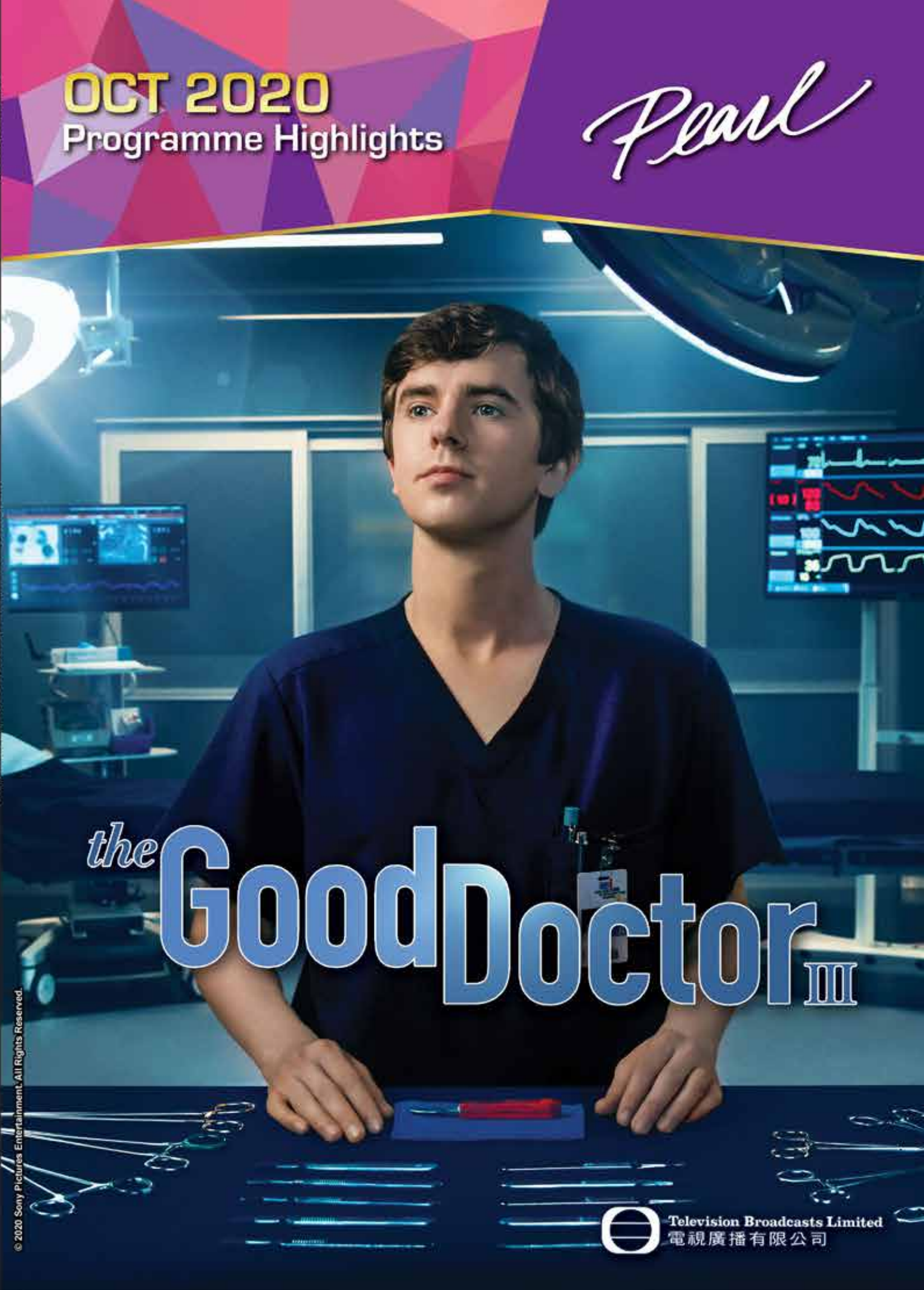
高層A室
實用面積 304平方呎
叫價 \$ 750萬
呎價 \$ 24,671
租務回報 3.2厘



高層睇樓4分



不過業主把分隔飯廳



the **Good Doctor** III

Highlights Of The Month

SUNDAY NIGHTSCARES



The Conjuring 2 詭屋驚凶實錄2

4 October

Director: James Wan

Cast: Vera Farniga, Patrick Wilson, Frances O'Connor

Genre: Horror

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Lights Out 切勿關燈

11 October

Director: David F. Sandberg

Cast: Teresa Palmer, Gabriel Bateman, Alexander Diersia, Billy Burke, Maria Bello

Genre: Horror / Thriller

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Scouts Guide To The Zombie Apocalypse 鯊Scout打爆喪屍城

18 October

Director: Christopher B. Landon

Cast: Tye Sheridan, Logan Miller, Joey Morgan, Sarah Dumont, David Koechner

Genre: Comedy / Horror

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Ghostbusters II 捉鬼敢死隊2

25 October

Director: Ivan Reitman

Cast: Bill Murray, Dan Aykroyd, Sigourney Weaver, Harold Ramis, Rick Moranis

Genre: Comedy

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Paranormal Activity 3 午夜再來嚇

1 November

Director: Henry Joost, Ariel Schulman

Cast: Lauren Bittner, Chris Smith, Chloe Csengery, Jessica Tyler Brown

Genre: Horror

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SEP 24 1988

**Upcoming in November
Anniversary Special**

Pearl Snaps



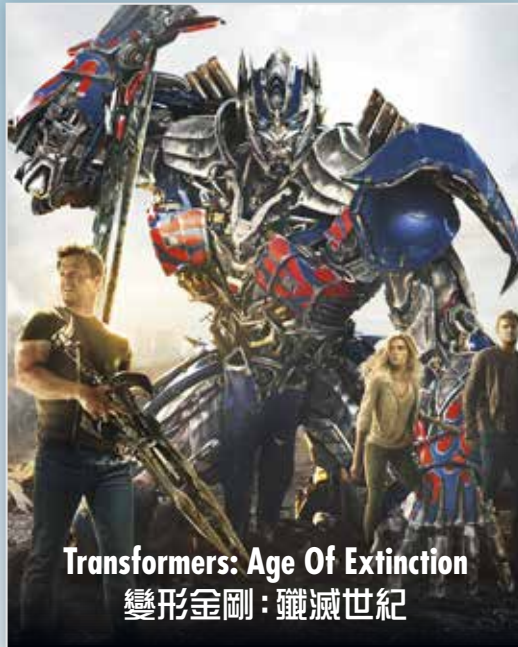
Transformers: Revenge Of The Fallen
變形金剛：狂派再起

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Transformers: Dark Of The Moon
變形金剛：黑月降臨

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Transformers: Age Of Extinction
變形金剛：殲滅世紀

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Transformers: The Last Knight
變形金剛：終極戰士

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TRANSFORMERS

film series

Saturdays | Starting from 7 November

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Sci-fic classic series The Matrix Trilogy was telecast on Pearl on consecutive Sundays in August, scoring superb ratings among the Top Occupation demo groups in particular.

MATRIX

4.7 TVRs

MATRIX RELOADED

5.9 TVRs

MATRIX REVOLUTIONS

5.7 TVRs

Remarks:

- Ratings include "Live" & "As Live" viewing of corresponding programme from TV Set & connected devices (e.g. DVDR/DTT Box, Pay TV Box).
- Top Occupation: Managers/Administrators/Professionals/Associate Professionals
- Data Source: CSM Media Research

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Pearl

PRIME TIME SCHEDULE October 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						
	Weather Report & Financial Report					Weather Report	
2000	Money Matters 金錢面面觀 <small>(Eng Only)</small>	Straight Talk 清心直說 <small>(Eng Only)</small>	The Food Files Vs Diabetes 食物偵探之決戰糖尿病 <small>(10/07-28) Last</small> <small>(Eng Only)</small>	MasterChef (X) 我要做廚神 <small>(10/01) Last</small>	2000-2100 Innovation Nation (IX) 創新國度 <small>(2020/10/16-30) 12 eps</small> <small>(2021/01/22) Last</small> <small>(Eng Only)</small>	Thailand Grand Spaces 泰國豪華空間 <small>(10/02-09) Last</small> America's Funniest Home Videos (XXX) 笑笑小電影 <small>(2020/10/03-31)</small> <small>(2021/03/06) Last</small> <small>(Eng Only)</small>	Pearl Magazine 明珠雜誌 <small>(Eng Only)</small>
2030		Instinct (II) 直覺追兇 <small>(10/06-27)</small> <small>(11/17) Last</small> <small>(Eng Only)</small>	New Amsterdam 醫者仁心 <small>(10/07-28)</small> <small>(12/02) Last</small> <small>(Eng Only)</small>	Little Big Shots (IV) 小天才大舞台 <small>(10/08-29) 13 eps</small> <small>(12/31) Last</small> <small>(Eng Only)</small>	America's Got Talent (XIV) 全美一叮 <small>(10/02-31)</small> <small>(12/04) Last</small> <small>(Eng Only)</small>		
2130	The Good Doctor (III) 好醫生 <small>(10/05-26)</small> <small>(12/07) Last</small> <small>(Eng Only)</small>	Weird, True & Freaky 野性怪奇物語 <small>(10/06-27)</small> <small>(11/24) Last</small> <small>(Eng Only)</small>	Prodigal Son 無間心戰 <small>(10/07-28)</small> <small>(11/04) Last</small> <small>(Eng Only)</small>	Dolce Vita 港生活·港享受 <small>(Eng Only)</small>	WEEKEND BLOCKBUSTERS		SUNDAY NIGHTSCARES
		Oriental Watch Company Spectacular Tuesday Presents: 東方表行·絕色星期二:			Batman & Robin 蝙蝠俠與羅賓 <small>(10/02)</small> <small>(Eng Only)</small>	Sully 薩利機長: 迫降奇蹟 <small>(10/03)</small> <small>(Eng Only)</small>	The Conjuring 2 詭屋驚凶實錄2 <small>(10/04)</small> <small>(Eng Only)</small>
					Catwoman 貓女俠 <small>(10/09)</small> <small>(Eng Only)</small>	San Andreas 加州大地震 <small>(10/10)</small> <small>(Eng Only)</small>	Lights Out 切勿關燈 <small>(10/11)</small> <small>(Eng Only)</small>
					2130-2330		Scouts Guide To The Zombie Apocalypse 魁 Scout 打爆喪屍城 <small>(10/18)</small> <small>(Eng Only)</small>
					US Presidential Debate 美國總統選舉論壇 <small>(10/16-23)</small> <small>(Eng Only)</small>	Godzilla 哥斯拉 <small>(10/17)</small> <small>(Eng Only)</small>	Ghostbusters II 捉鬼敢死隊2 <small>(10/25)</small> <small>(Eng Only)</small>
					War Dogs 軍火狗 <small>(10/30)</small> <small>(Eng Only)</small>	Edge Of Tomorrow 異空戰士 <small>(10/31)</small> <small>(Eng Only)</small>	
2230	News Roundup						
	Financial Bulletin (Mon-Fri)						
	Earth Live & Today In History						
2300	Take Two <small>(10/05) Last</small>	Harrow <small>(10/06-20) Last</small> The Fix <small>(10/27) 10 eps</small> <small>(12/29) Last</small>	9-1-1 (II) <small>(2020/10/07-28)</small> <small>(2021/01/20) Last</small>	Code Black (III) <small>(10/01-29) 13 eps</small> <small>(12/24) Last</small>			
	Genius: Picasso <small>(10/12-26) 10 eps</small> <small>(12/14) Last</small>	Racing To Win <small>(10/06-27)</small>			Paranormal Caught On Camera <small>(10/09-16, 30) Last</small>	Racing To Win <small>(10/03-17, 31)</small>	Dolce Vita
	Money Matters	Oriental Watch Company Spectacular Tuesday Presents: Weird, True & Freaky <small>(10/06-27)</small> <small>(11/24) Last</small>		From Russia To Iran: Crossing The Wild Frontier <small>(10/07-28) 5 eps</small> <small>(11/04) Last</small>	Ancient Top 10 <small>(10/01-29)</small> <small>(11/19) Last</small>	Racing To Win <small>(10/23)</small>	
	Dolce Vita				Dolce Vita		
	China 24						

Date: (mm/dd)

Tentative Schedule Only. Subject To Change. Information Accurate As of 28 August 2020

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DRAMA SERIES

International Drama Series From Monday To Friday



The Good Doctor III 好醫生

5 October – 7 December
Mondays 2030-2230 (10 Episodes)



Dr. Shaun Murphy (Freddie Highmore), a young surgeon with autism and savant syndrome, continues to use his extraordinary medical gifts at St. Bonaventure Hospital's surgical unit. Shaun works harder than he ever has before as he starts dating, while navigating his environment and relationships to prove to his colleagues that his talents as a surgeon will save lives.

年輕外科醫生 Shaun Murphy 患有自閉症和學者症候群，雖然他性格內向，不擅於交際，但憑藉出類拔萃的醫術，成功令醫院上下刮目相看，力證自己的價值。劇集踏入第三季，Shaun 重返 St. Bonaventure 醫院，並與 Carly Lever 醫生約會，邁出社交的第一步。當遇到感情問題和工作壓力時，他將如何處理？

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Little Big Shots IV 小天才大舞台

8 October – 31 December
Thursdays 2000-2100 (13 Episodes)



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In a completely reimagined new season, Melissa McCarthy meets with some of the most inspiring and hilarious kids from all corners of the globe. They will take us into their world, share their remarkable stories and show us the incredible talents that set them apart. It's a celebration of how resilient, funny and inspiring kids can be when we allow them to be unabashedly themselves. They may be little, but their hearts are big.



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來自世界各地、才華橫溢的「小天才」登上「大舞台」獻技，非凡才華和驚人技藝席捲全美。這班小朋友在鏡頭前揮灑自如、毫不怯場，還用可愛魅力「萌」翻全場，他們的一舉一動保證令你大開眼界！本輯將由「搞笑巨星」Melissa McCarthy接棒主持，Melissa曾演出多部喜劇電影，節目由她主持，絕對能讓觀眾笑翻全場！

Innovation Nation IX 創新國度

16 October 2020 – 22 January 2021
Fridays 2000-2030 (12 Episodes)



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The Emmy Award-winning series is back for a new season meeting the scientists and designers behind some of the most ingenious inventions of our time.

Discover jet hoverboards that can fly at over 100mph, spinach leaves being transformed into heart tissue and security systems using fog to deter burglars. And look back at some of mankind's most important inventions that changed the world forever.

艾美獎獲獎紀錄片系列《創新國度》，講述世界偉大發明背後的故事。新一季度介紹的新科技包括時速高達100 mph的噴射漂浮滑板、以菠菜葉改造成的人工心臟組織，以及利用塵霧來擊退盜賊的保安裝置。

WEEKEND BLOCKBUSTER

Fridays / Saturdays, 2130



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Batman & Robin 蝙蝠俠與羅賓

2 October

Director:

Joel Schumacher

Cast:

George Clooney, Chris O'Donnell,
Arnold Schwarzenegger, Uma Thurman,
Alicia Silverstone

Genre:

Action / Crime

WEEKEND BLOCKBUSTER

Fridays / Saturdays, 2130



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Catwoman 貓女俠

9 October

Director:

Pitof

Cast:

Halle Berry, Benjamin Bratt, Lambert Wilson,
Frances Conroy, Sharon Stone

Genre:

Action / Crime



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Sully 薩利機長：迫降奇蹟

3 October

Director:

Clint Eastwood

Cast:

Tom Hanks, Aaron Eckhart, Laura Linney

Genre:

Drama / Biography



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San Andreas 加州大地震

10 October

Director:

Brad Peyton

Cast:

Dwayne Johnson, Carla Gugino, Alexandra Daddario,
Ioan Gruffudd, Hugo Johnstone-Burt, Paul Giamatti

Genre:

Action / Adventure

WEEKEND BLOCKBUSTER

Fridays / Saturdays, 2130



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Godzilla 哥斯拉

17 October

Director:

Roland Emmerich

Cast:

Matthew Broderick, Maria Pitillo, Hank Azaria,
Jean Reno

Genre:

Sci-Fi / Action / Thriller

WEEKEND BLOCKBUSTER

Fridays / Saturdays, 2130



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War Dogs 軍火狗

30 October

Director:

Todd Phillips

Cast:

Jonah Hill, Miles Teller, Ana de Armas,
Bradley Cooper

Genre:

Comedy / Drama



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Furious 7 狂野時速7

24 October

Director:

James Wan

Cast:

Vin Diesel, Paul Walker, Dwayne Johnson,
Jason Statham

Genre:

Action / Crime



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Edge Of Tomorrow 異空戰士

31 October

Director:

Doug Liman

Cast:

Tom Cruise, Emily Blunt, Brendan Gleeson,
Kick Gurry, Dragomir Mrcic, Charlotte Riley,
Jonas Armstrong

Genre:

Sci-Fi / Thriller

Pearl Top 10 Programmes
Week 2032 (2020/08/03 - 2020/08/09)

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: Amazing Heroes: Avengers Age of Ultron 無睡意幸福傷風素特約：超級英雄聯盟：復仇者聯盟2 奧創紀元	Movie	Pearl	Sat	21:31	24:12	Average: 256	4.5	18%	22:49	5.9	7.2	5.9	9.5
2	Weekend Blockbuster: The Matrix 周末大電影：廿二世紀殺人網絡	Movie	Pearl	Sun	21:34	24:13	Average: 188	3.3	14%	22:36	4.2	4.7	4.5	3.7
3	America's Got Talent The Champions 全美一叮冠軍賽	Variety	Pearl	Sat	20:32	21:18	Average: 137	2.4	7%	21:12	2.3	1.9	2.4	2.6
4	America's Got Talent The Champions 全美一叮冠軍賽	Variety	Pearl	Sun	20:32	21:25	Average: 100	1.7	5%	21:24	1.7	1.8	2.6	2.4
5	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:28	Average: 64	1.1	3%	20:24	0.8	1.0	0.9	0.4
6	Oriental Watch Company Spectacular Tuesday Presents: Supersenses 東方表行·絕色星期二：野性超感官	Documentary	Pearl	Tue	21:32	22:27	Average: 41	0.7	2%	21:43	0.6	1.0	0.5	0.6
7	FBI FBI	Drama	Pearl	Thu	21:32	22:21	Average: 40	0.7	2%	21:34	0.7	0.3	0.9	1.0
8	Nin Jiom Herbal Candy Presents: MasterChef 京都念慈菴批把潤喉糖呈獻：我要做廚神	Variety	Pearl	Thu	20:04	20:50	Average: 40	0.7	2%	20:34	0.2	0.4	0.5	1.0
9	Designated Survivor 白宮危機	Drama	Pearl	Mon	20:33	22:16	Average: 40	0.7	2%	20:52	0.7	0.8	0.8	1.3
10	Jamie's Quick & Easy Food 大城小廚快靚正	Variety	Pearl	Wed	20:04	20:31	Average: 40	0.7	2%	20:30	1.0	0.8	0.7	0.0

Pearl Top 10 Programmes
Week 2034 (2020/08/17 - 2020/08/23)

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: Zootopia 無睡意幸福傷風素特約：周末大電影：優獸大都會	Movie	Pearl	Sat	21:33	23:41	Average: 219	3.8	14%	22:59	5.7	5.6	4.7	9.3
2	Weekend Blockbuster: The Matrix Revolutions 周末大電影：22世紀殺人網絡3 驚變世紀	Movie	Pearl	Sun	21:33	0:07	Average: 185	3.2	13%	22:43	4.0	5.7	4.3	2.4
3	America's Got Talent The Champions 全美一叮冠軍賽	Variety	Pearl	Sat	20:32	21:21	Average: 149	2.6	7%	21:06	3.2	2.5	2.4	3.4
4	America's Got Talent The Champions 全美一叮冠軍賽	Variety	Pearl	Sun	20:33	21:24	Average: 115	2.0	5%	20:57	1.3	1.4	1.3	2.8
5	Oriental Watch Company Spectacular Tuesday Presents: Life at the Limits 東方表行·絕色星期二：野性潛能	Documentary	Pearl	Tue	21:32	22:29	Average: 83	1.4	4%	22:28	1.4	2.4	1.1	1.3
6	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:28	Average: 77	1.3	4%	20:13	1.6	1.9	1.0	1.2
7	America's Got Talent The Champions 全美一叮冠軍賽	Variety	Pearl	Fri	20:34	21:29	Average: 73	1.3	3%	21:27	0.9	0.9	0.8	1.8
8	Nin Jiom Herbal Candy Presents: MasterChef 京都念慈菴批把潤喉糖呈獻：我要做廚神	Variety	Pearl	Thu	20:04	20:51	Average: 43	0.8	2%	20:36	0.7	0.8	0.6	0.1
9	Dolce Vita 港生活·港享受	Lifestyle	Pearl	Thu	21:04	21:29	Average: 39	0.7	2%	21:28	0.8	0.6	0.9	0.0
10	FBI FBI	Drama	Pearl	Thu	21:34	22:22	Average: 38	0.7	2%	21:34	0.3	0.2	0.8	0.0

Pearl Top 10 Programmes
Week 2033 (2020/08/10 - 2020/08/16)

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: Amazing Heroes: Doctor Strange 無睡意幸福傷風素特約：超級英雄聯盟：奇異博士	Movie	Pearl	Sat	21:33	23:47	Average: 256	4.5	17%	23:40	5.8	7.7	6.5	5.8
2	Weekend Blockbuster: The Matrix Reloaded 周末大電影：廿二世紀殺人網絡2 決戰未來	Movie	Pearl	Sun	21:33	24:13	Average: 223	3.9	16%	22:42	4.7	5.9	4.6	3.5
3	America's Got Talent The Champions 全美一叮冠軍賽	Variety	Pearl	Sun	20:33	21:18	Average: 144	2.5	7%	20:47	2.5	2.6	2.1	3.4
4	America's Got Talent The Champions 全美一叮冠軍賽	Variety	Pearl	Sat	20:32	21:25	Average: 108	1.9	5%	21:17	1.6	1.7	1.6	2.1
5	Oriental Watch Company Spectacular Tuesday Presents: Life at the Limits 東方表行·絕色星期二：野性潛能	Documentary	Pearl	Tue	21:32	22:28	Average: 76	1.3	4%	22:10	0.9	1.5	0.8	0.1
6	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:28	Average: 76	1.3	4%	20:26	0.9	1.2	0.8	0.5
7	Nin Jiom Herbal Candy Presents: Weekend Blockbuster: Charlie and the Chocolate Factory 京都念慈菴批把潤喉糖呈獻：周末大電影：朱古力魔門人	Movie	Pearl	Fri	21:34	23:51	Average: 66	1.2	4%	22:32	1.0	1.5	1.1	2.6
8	America's Got Talent The Champions 全美一叮冠軍賽	Variety	Pearl	Fri	20:34	21:23	Average: 57	1.0	3%	21:17	1.4	1.0	0.9	1.4
9	Wild Metropolis 野性大都會	Documentary	Pearl	Sun	13:05	13:58	Average: 49	0.9	5%	13:28	1.0	0.7	0.3	0.2
10	Nin Jiom Herbal Candy Presents: MasterChef 京都念慈菴批把潤喉糖呈獻：我要做廚神	Variety	Pearl	Thu	20:04	20:51	Average: 47	0.8	2%	20:49	0.7	0.6	0.9	0.8

Pearl Top 10 Programmes
Week 2035 (2020/08/24 - 2020/08/30)

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: Alice Through the Looking Glass 無睡意幸福傷風素特約：周末大電影：愛麗絲夢遊仙境2 穿越魔鏡	Movie	Pearl	Sat	21:34	23:47	Average: 169	2.9	12%	22:43	3.5	3.8	3.2	5.7
2	Weekend Blockbuster: Ocean's Eleven 周末大電影：盜海豪情	Movie	Pearl	Sun	21:33	23:51	Average: 128	2.2	7%	22:41	2.5	3.4	2.8	1.8
3	America's Got Talent The Champions 全美一叮冠軍賽	Variety	Pearl	Sat	20:32	21:20	Average: 119	2.1	6%	21:19	1.4	0.8	1.6	2.7
4	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:33	21:21	Average: 91	1.6	4%	20:55	0.8	1.4	0.9	2.0
5	Oriental Watch Company Spectacular Tuesday Presents: Life at the Limits 東方表行·絕色星期二：野性潛能	Documentary	Pearl	Tue	21:32	22:29	Average: 80	1.4	4%	21:58	1.0	1.3	1.0	1.0
6	America's Got Talent The Champions 全美一叮冠軍賽	Variety	Pearl	Fri	20:33	21:20	Average: 78	1.3	4%	21:05	0.7	0.4	0.7	0.9
7	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:28	Average: 76	1.3	4%	20:25	1.0	1.2	1.1	0.4
8	Nin Jiom Herbal Candy Presents: MasterChef 京都念慈菴批把潤喉糖呈獻：我要做廚神	Variety	Pearl	Thu	20:04	20:52	Average: 47	0.8	2%	20:38	0.4	0.5	0.6	0.8
9	Wild Metropolis 野性大都會	Documentary	Pearl	Sun	13:02	13:57	Average: 45	0.8	5%	13:23	0.8	1.3	1.0	0.0
10	FBI FBI	Drama	Pearl	Thu	21:33	22:22	Average: 39	0.7	2%	22:18	0.4	0.4	0.8	0.1

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

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Data Source: 2020 - CSM Media Research

Pearl Fringe Time Schedule
October 2020
as at 2020/08/07

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
0600	Market Overview						
0700	Pastor Joseph Prince					Pastor Joseph Prince	
	NBC Nightly News						
0800	Market Overview					Hour Of Power	
0900	Market Update (10/05-15, 19-22, 27-30) US Presidential Debate (10/16 & 23)					Kiva Can Do (10/03-17) Monchhichi (10/24-31)	
						Pastor Joseph Prince	
1000	Miffy Adventures Big And Small (10/26)	Inside Market (10/05-23, 27-30)		Kiva Can Do! (10/01-02)		Hour Of Power	
	Mouk II (10/26)			Polly Pocket (10/01-02)		The Open University Of Hong Kong Special: Knowledge For All	
1100	Chop Chop Ninja (10/26)	Market Update (10/05-23, 27-30)		Art Ninja III (10/01)	The Worst Witch II (10/02)	Dolce Vita (11/25)	
	Giver IV (10/26)			Innovation Nation VII (10/01-02)		Blue World V (10/03) Pearl Magazine (10/10-31)	
1200	CGTN Global Watch					MasterChef IX	
1300	Psycho Pussies Mad Cat Attacks (10/26)	Market Update (10/05-23, 27-30)		A Plastic Whale (10/01)	Pangolins: The World's Most Wanted Animal (10/02)	The Flash V	
						Mysteries Of The Mekong	
1400	Magical Iceland (10/26)	Inside Market (10/05-23, 27-30)		World's Greatest Natural Wonders (10/01-02)		Little Big Shots III (10/03-10) Jamie's Super Food (10/17-31)	
	Vital Lifeline (10/05-19)	A Dream Home Planning	Hong Kong Report			Supergirl IV (10/04-18) For The People II (10/25)	
1500	Culinary Heights At Ikarus X (10/26)	Market Update (10/05-23, 27-30)		Revel In Retirement (10/08-29)	Property Experts (10/09-30)	Trust Me I'm A Doctor VIII (10/03-17) Inside The Factory IV (10/24-31)	
				Where To I Do? (10/01-02)		Straight Talk	
	Pastor Joseph Prince					Clay Time	
1600	Luxury Homes Revealed II (10/01-02, 26)	Inside Market (10/05-23, 27-30)		Luxury Homes Revealed II (10/01-02, 26)		Showers Of Blessing	
		Market Update (10/05-23, 27-30)				The Jungle Bunch To The Rescue! II	
	Putonghua News Report					Both Worlds VII (10/04-11) Both Worlds VI (10/18-25)	
	Putonghua Financial Report					Putonghua Weather Report	
	Putonghua Weather Report					Clay Time	
1700	Sesame Street XLVIII					Little Big World V	
						Monchhichi (10/03-17) School Of Roars (10/24) Mike The Knight (10/31)	
						Miffy Adventures Big And Small	
	Kiva Can Do (10/01-16) Monchhichi (10/19-30)					Thomas & Friends XXIII	
						Mouk II	
1800	Polly Pocket (10/01-13) Mia And Me III (10/14-30)					Both Worlds VII (10/03-10) Both Worlds VI (10/17-31)	
						Arthur XXI (10/04-11) Chop Chop Ninja (10/18-25)	
	Roger	Junior Vets	Art Ninja III	The Worst Witch III	The Jungle Bunch To The Rescue! II	Do You Know? III (10/03-17) Do You Know? IV (10/24-31)	
						Giver IV	



Pearl
100 GRPs Guaranteed Package
Sep - Dec 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	\$2,300	\$1,600	\$800
		Tier 2	\$2,600	\$1,800	\$900
		Tier 3	\$2,900	\$2,000	\$1,000

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 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	Thursday	2100-2130		
2nd Run	Thursday	(same day) approx. 2430		
3rd Run	Saturday	approx. 1110	5 runs [#] in total	Saturday Sunday
4th Run	Sunday	after News Roundup approx. 2430		
5th Run	Next Monday	approx. 2440		
				2 runs [#] in total (Bonus)

#Subject to change

Package	Entitlements	Package Cost Nett
All-Round TV Campaign	4-5 min / segment (approx.) + 1 Option	\$168,000
Regular Segment	4-5 min / segment (approx.)	\$110,000 / \$120,000
1-min Segment	1 min x 5 segments	
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 - TVC edited from respective Dolce Vita segment, no preview will be entertained

On Pearl (20 spots)

- **Monday-Sunday** - Between 2005-2455 (P4/P5) **
- 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 - Client to provide the video. No production or editing is included in the package

On Pearl (5 runs)

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

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

Option 3: Title Sponsorship

Title Sponsorship x 8 - Inclusive of naming rights, opening and closing billboard (10-sec) x 1 per episode

On Pearl (8 episodes)

- **Monday-Friday** - Between 2005-2125 (P4)
- Subject to availability and pre-emptible by standard Title Sponsorship package(s)

Package Cost

	RC#54
() Dolce Vita exposure & TVC campaign	\$ 168,000 (net)
() End credit window frame (10-sec)^ (The related segment will be placed at the last programme part)	\$ 17,000 (net)
() Pearl Facebook Page post (1 segment)*	\$ 10,000 (net)

Remarks

1. This package is only for shooting in Hong Kong.
2. Shooting must be held at least 4 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)
Sep-Dec	12 P5 x 12	30-sec	\$34,800
		25-sec	\$29,000
		20-sec	\$23,200
		15-sec	\$17,400
		10-sec	\$11,600
		5-sec	\$5,800

News Programmes

Period	No. of Spots	Duration	Package Cost (RC#54)
Sep-Dec	50 P5 / P3 x 40; P1 x 10	30-sec	\$33,000
		25-sec	\$27,500
		20-sec	\$22,000
		15-sec	\$16,500
		10-sec	\$11,000
		5-sec	\$5,500

Putonghua Zone

Period	No. of Spots	Duration	Package Cost (RC#54)
Sep-Dec	100 P1 x 100	30-sec	\$24,000
		25-sec	\$20,000
		20-sec	\$16,000
		15-sec	\$12,000
		10-sec	\$8,000
		5-sec	\$4,000

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	Mon		\$36,000
Straight Talk	Tue		
Pearl Magazine	Sun		

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.

8月19日 颱風海高斯正面吹襲香港

當天全日平均收視
錄得**6.5**點

對比過去4個星期三的平均收視，
增加**103%**

全日更錄得
最高收視**9.4**點[^]

Remarks:
Ratings include Live & As Live viewing via TV set (in-home) only
[^] at 1100-1115 on 2020/08/19
Data Source: CSM Media Research



AQ消毒防疫科技水贊助：
武·測天

星期二及四
0955 | 1255 | 1555 | 1855 | 2045 |
2350 | 2555
星期六
0950 | 1255 | 1555 | 1855 | 2255 |
2455

香港賽馬會特約：
運動大本營

星期日
1010 | 1210 | 1510 | 1810 | 2110 |
2410 | 2955



中華掠影

星期一至五
C1 x 2 | C3 x 1
星期六及日
C1 x 2 | C4 x 1

寰宇掠影

星期六及日
C1 x 2 | C2 x 1 | C3 x 2 |
C4 x 2

