

中洲置業特約:

# 樓價全面睇

## 珀麗灣



建築面積 (呎價)  
**\$9,060**

實用面積 (呎價)  
**\$11,751** ↓ 1.5%

建築面積 (呎價)  
**\$11,369**

實用面積 (呎價) ↑ 1.0%  
**\$15,173**

## 大埔中心



JVG Alkaline Water Ionizer Presents: Anniversary Special:

# TRANSFORMERS THE LAST KNIGHT





# Highlights Of The Month

## JVG Alkaline Water Ionizer Presents: Anniversary Special:

Saturdays,  
2130

### Transformers: Revenge Of The Fallen

變形金剛：狂派再起

7 November

Director: Michael Bay  
Cast: Shia LeBeouf, Megan Fox, Josh Duhamel,  
Tyrese Gibson, John Turturro  
Voice cast: Peter Cullen, Hugo Weaving, Mark Ryan,  
Tony Todd  
Genre: Action / Adventure / Sci-Fi



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### Transformers: Dark Of The Moon

變形金剛：黑月降臨

14 November

Director: Michael Bay  
Cast: Shia LaBeouf, Rosie Huntington-Whiteley,  
Josh Duhamel, Tyrese Gibson, John Turturro  
Voice cast: Peter Cullen, Hugo Weaving  
Genre: Action / Adventure / Sci-Fi



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### Transformers: Age Of Extinction

變形金剛：殲滅世紀

21 November

Director: Michael Bay  
Cast: Mark Wahlberg, Stanley Tucci,  
Kelsey Grammer, Li Bingbing  
Voice cast: Peter Cullen, Mark Ryan, Frank Welker  
Genre: Action / Adventure / Sci-Fi



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## Upcoming in December

### Yearend Review



## Financial Review 2020

28 December



## World Review 2020

28 December



## Hong Kong Review 2020

29 December



# Pearl Snaps

## Various Genres in 2020 Appeal to Different Target Groups



**MOVIE**

**11.5 Ratings**  
Parents with Kids

**7.4 Ratings**  
Top 3 Occupation



**DOCUMENTARY**

**2.9 Ratings**  
Shopping Decision Maker



**VARIETY**

**5.6 Ratings**  
Parents with Kids



**DRAMA**

**2.2 Ratings**  
Shopping Decision Maker

Period: Jan 1 – Aug 31, 2020.  
Ratings shown is top-episode ratings: Movie (Aug 1, 2020), Documentary (Jan 7, 2020), Variety (Feb 15, 2020), Drama (Feb 28, 2020)  
Universe: Top 3 Occupation (891,000); Parents with Kid(s) (759,000); SDM (2,376,000)  
Data Source: CSM Media Research

# PROGRAMME CONNECT

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	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>	Donal's Meals In Minutes 新晉廚神下廚易 <small>(11/04-25) 5 eps (12/02) Last</small> <small>(Eng Only)</small>	Little Big Shots (IV) 小天才大舞台 <small>(11/05-26) (12/31) Last</small>	Innovation Nation (IX) 創新國度 <small>(2020/11/06-27) (2021/01/08) Last</small> <small>(Eng Only)</small>	America's Funniest Home Videos (XXX) 笑笑小電影 <small>(2020/11/07-28) (2021/03/06) Last</small> <small>(Eng Only)</small>	Pearl Magazine 明珠雜誌 <small>(Eng Only)</small>
2030	Anniversary Special: 台慶鉅獻:  Instinct (II) 直覺追兇 <small>(11/03-17) Last</small>  World's Greatest Cities 世界城市之最 <small>(11/24) 5 eps (12/22) Last</small> <small>(Eng Only)</small>	New Amsterdam 醫者仁心 <small>(11/04-25) (12/02) Last</small> <small>(Eng Only)</small>		America's Got Talent (XIV) 全美一叮 <small>(11/01-29) (12/05) Last</small> <small>(Eng Only)</small>			
2130	The Good Doctor (III) 好醫生 <small>(11/02-30) (12/07) Last</small>  Weird, True & Freaky 野性怪奇物語 <small>(11/03-24) Last</small>		Prodigal Son 無間心戰 <small>(11/04) Last</small>  Michael Palin In North Korea 北韓之旅 <small>2 eps (11/11-18) Last</small>		WEEKEND BLOCKBUSTERS		
							Paranormal Activity 3 午夜再來嚇 <small>(11/01) (Eng Only)</small>
				Allied 伴謀同盟 <small>(11/06) (Eng Only)</small>	JVG Alkaline Water Ionizer Presents: Anniversary Special JVG鹼性電解水機呈獻: 台慶鉅獻:  Transformers 變形金剛: 狂派再起 <small>(11/07) (Eng Only)</small>	Extra Fast Coltalin Cold & Flu Tablets Special: 速效幸福傷風感冒藥特約:  Bad Boys 重案夢幻組 <small>(11/08) (Eng Only)</small>	
				Se7en 七宗罪 <small>(11/13) (Eng Only)</small>	JVG Alkaline Water Ionizer Presents: Anniversary Special JVG鹼性電解水機呈獻: 台慶鉅獻:  Transformers 變形金剛: 黑月降臨 <small>(11/14) (Eng Only)</small>	Extra Fast Coltalin Cold & Flu Tablets Special: 速效幸福傷風感冒藥特約:  Bad Boys II 重案夢幻組2 <small>(11/15) (Eng Only)</small>	
				Warcraft 魔獸爭霸: 戰雄崛起 <small>(11/20) (Eng Only)</small>	JVG Alkaline Water Ionizer Presents: Anniversary Special JVG鹼性電解水機呈獻: 台慶鉅獻:  Transformers 變形金剛: 殲滅世紀 <small>(11/21) (Eng Only)</small>	Extra Fast Coltalin Cold & Flu Tablets Special: 速效幸福傷風感冒藥特約:  The Perfect Storm 驚濤駭浪 <small>(11/22) (Eng Only)</small>	
				Exodus 出埃及記 神王帝國 <small>(11/27) (Eng Only)</small>	JVG Alkaline Water Ionizer Presents: Anniversary Special JVG鹼性電解水機呈獻: 台慶鉅獻:  Transformers 變形金剛: 終極戰士 <small>(11/28) (Eng Only)</small>	Extra Fast Coltalin Cold & Flu Tablets Special: 速效幸福傷風感冒藥特約:  Edge Of Tomorrow 異空戰士 <small>(11/29) (Eng Only)</small>	
2230	News Roundup						
	Financial Bulletin (Mon-Fri)						
	Earth Live & Today In History						
2300	Genius: Picasso <small>(11/02-30) (12/14) Last</small>	The Fix <small>(11/03-24) (12/29) Last</small>	9-1-1 (II) <small>(11/04-25) (12/30) Last</small>  From Russia To Iran: Crossing The Wild Frontier <small>(11/04) Last</small>	Code Black (III) <small>(11/05-26) (12/24) Last</small>			
		Racing To Win	HKMA/TVB Awards For Marketing Excellence 2020 <small>(11/11)</small>	Ancient Top 10 <small>(11/05-19) Last</small>	Racing To Win <small>(11/13)</small>	Racing To Win <small>(11/07, 21-28)</small>	Dolce Vita
	Money Matters	Ornamental Watch Company Spectacular Tuesday Presents: Weird, True & Freaky <small>(11/03-24)</small>	The Most Dangerous Ways To School (III) <small>(11/18-25) 3 eps (12/02) Last</small>	Aerial Asia <small>(11/26) 4 eps (12/17) Last</small>			
	Dolce Vita			Dolce Vita			
	China 24						

Date: (mm/dd)

Tentative Schedule Only, Subject To Change.  
Information Accurate As of 23 October 2020

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Transformers: Age Of Extinction



Transformers: The Last Knight

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Information herein is subject to change. Released on 28 October 2020



JVG Atkaline Ionizer Presents: Anniversary Special:  
**Transformers: The Last Knight**

JVG鹼性電解水機呈獻：台慶鉅獻：  
**變形金剛：終極戰士**



**Director:** Michael Bay  
**Cast:** Mark Wahlberg, Anthony Hopkins, Laura Haddock, Joshua Duhamel, John Turturro, Stanley Tucci  
**Voice Cast:** Peter Cullen, Frank Welker, Ken Watanabe  
**Genre:** Action / Adventure / Sci-Fi

28 November, Saturday, 2130

# WEEKEND BLOCKBUSTER

Fridays / Sundays, 2130



**Sunday Nightmares:**  
**Paranormal Activity 3**  
魅影星期日：午夜再來嚇

1 November

**Director:**  
Henry Joost, Ariel Schulman  
**Cast:**  
Lauren Bittner, Chris Smith, Chloe Csengery, Jessica Tyler Brown  
**Genre:**  
Horror



**Allied**  
伴謀同盟

6 November

**Director:**  
Robert Zemeckis  
**Cast:**  
Brad Pitt, Marion Cotillard, Jared Harris  
**Genre:**  
Action / Romance / Thriller



# WEEKEND BLOCKBUSTER

Fridays / Sundays, 2130



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Extra Fast Coltalin Cold & Flu Tablets Special:  
**Bad Boys**

速效幸福傷風感冒素特約：  
**重案夢幻組**

8 November

**Director:**  
Michael Bay

**Cast:**  
Will Smith, Martin Lawrence, Téa Leoni

**Genre:**  
Action / Comedy

# WEEKEND BLOCKBUSTER

Fridays / Sundays, 2130



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Extra Fast Coltalin Cold & Flu Tablets Special:  
**Bad Boys II**

速效幸福傷風感冒素特約：  
**重案夢幻組2**

15 November

**Director:**  
Michael Bay

**Cast:**  
Will Smith, Martin Lawrence, Gabrielle Union

**Genre:**  
Action / Comedy



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**Se7en**  
**七宗罪**

13 November

**Director:**  
David Fincher

**Cast:**  
Morgan Freeman, Brad Pitt, Gwyneth Paltrow,  
Kevin Spacey

**Genre:**  
Drama / Crime



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**Warcraft**  
**魔獸爭霸：戰雄崛起**

20 November

**Director:**  
Duncan Jones

**Cast:**  
Travis Fimmel, Paula Patton, Ben Foster,  
Dominic Cooper

**Genre:**  
Action / Adventure / Fantasy



# WEEKEND BLOCKBUSTER

Fridays / Sundays, 2130



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Extra Fast Coltaline Cold & Flu Tablets Special:  
**The Perfect Storm**

速效幸福傷風感冒素特約：  
**驚濤駭浪**

22 November

**Director:**  
Wolfgang Petersen

**Cast:**  
George Clooney, Mark Wahlberg, Diane Lane

**Genre:**  
Drama / Action / Adventure

# WEEKEND BLOCKBUSTER

Fridays / Sundays, 2130



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Extra Fast Coltaline Cold & Flu Tablets Special:  
**Edge Of Tomorrow**

速效幸福傷風感冒素特約：  
**異空戰士**

29 November

**Director:**  
Doug Liman

**Cast:**  
Tom Cruise, Emily Blunt, Brendan Gleeson,  
Kick Gurry, Dragomir Mrsic, Charlotte Riley,  
Jonas Armstrong

**Genre:**  
Sci-Fi / Thriller



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**Exodus: Gods And Kings**  
**出埃及記：神王帝國**

27 November

**Director:**  
Ridley Scott

**Cast:**  
Christian Bale, Joel Edgerton, John Turturro,  
Sigourney Weaver, Ben Kingsley, Aaron Paul,  
Ben Mendelsohn

**Genre:**  
Action / Adventure





## World's Greatest Cities 世界城市之最

24 November – 22 December  
Tuesdays 2030 – 2130 (5 Episodes)



What makes a city great? Is it the location, architecture, or the ambience? "World's Greatest Cities" circles the globe on a quest to discover the beating heart – and seething underbelly – of the world's most extraordinary cities. The series ventures through the grandest old capitals and most modern metropolises on the planet, including Venice and New York, Hollywood and Bollywood, Cairo, Jaipur, Jerusalem, Rio and more.



怎樣才算是一個優越的城市？要有好的地理位置、偉大的建築物還是獨特的城市氣氛？節目將帶觀眾環遊世界，發掘令人嘆為觀止的城市，比較世上最古老的地方與最摩登的大都會，包括威尼斯、紐約、荷里活、開羅、齋浦爾、里約熱內盧等等，尋找你心目中的「城市之最」。

## Michael Palin In North Korea 北韓之旅

11 November and 18 November  
Wednesdays 2130-2230 (2 Episodes)



This incredible two-part series which required two years of planning and high-level negotiations, grants presenter Michael Palin and his team unprecedented access to the reclusive country of North Korea. Covering more than 1,300 miles in just over a week, Palin travels from the capital Pyongyang to the snowy peaks of Mount Paektu, interviewing locals and understanding what it's like to live there, experiencing North Korea in a way most Westerners will have never previously seen.



北韓被視為世界上最神秘的國家之一，總是籠罩著一層神秘的面紗。Michael Palin與北韓政府交涉長達兩年，終於獲准前往當地拍攝旅遊紀錄片，深入了解這片鮮為人知的國度。

本片將紀錄Michael在這片沒有網絡通訊的土地上的所見所聞及其親身經歷，並透過採訪當地居民，了解他們的日常生活，一窺北韓這個「隱士之國」的真實現況。





## Donal's Meals In Minutes 新晉廚神下廚易

4 November – 2 December  
Wednesdays 2000-2030 (5 Episodes)



After spending a year on the move in different kitchens around the world, before settling in LA, Donal Skehan realised the need for quick cooking meals with little equipment for the time strapped modern home cook. This series will teach viewers everything they know about modern meals by learning lots of tips, hints and cooking hacks.

新晉廚神Donal Skehan先後走訪多國，了解到現代人講求用最快的速度並以最少的廚具在家中煮食，所以他將於節目中向觀眾傳授各種現代烹調秘技，務求令大眾感受到「下廚易」，輕鬆製作出美味便捷的「住家菜」。

## Great Australian Railway Journeys 澳洲鐵路遊

25 November – 30 December  
Wednesdays 2120-2230 (6 Episodes)



Aboard the legendary Ghan and Indian Pacific Railways, Michael Portillo uncovers the great feats of engineering which enabled travellers to cross this vast, inhospitable continent.

On his journeys, Michael climbs in the Blue Mountains of New South Wales, explores the remote Australian Red Centre at Alice Springs and the tropical rainforests of Queensland. In Victoria he helps with sheep shearing, strikes gold in Kalgoorlie and swims over coral at the Great Barrier Reef. In Melbourne he encounters the nation's heroes, and learns about efforts to conserve the country's emblems, the kangaroo and the koala. In the Sydney metropolis he climbs the magnificent Sydney Harbour Bridge and tours the building which changed the image of Australia, its iconic Opera House.



Michael Portillo根據1913年Bradshaw的鐵路指南遊歷澳洲，他將乘坐貫通南北澳的汗號列車，以及連接悉尼和珀斯的印度洋太平洋列車，欣賞當地的自然風光和認識歷史文化，又根據指南中所描述的地方作今昔對比，細看當中的變遷。



# Pearl Ratings

**Pearl Top 10 Programmes**  
Week 2036 (2020/08/31 - 2020/09/06)

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	Extra Fast Collatin Cold & Flu Tablets Special: Weekend Blockbuster: Vertical Limit 速效幸福傷風感冒素特約：周末大電影：終極天險	Movie	Pearl	Sat	21:33	23:58	Average: 234	4.1	15%	23:38	4.2	3.3	3.6	5.6
							Top: 308	5.4	26%					
2	Weekend Blockbuster: Ocean's Twelve 周末大電影：盜海豪情12驍徒	Movie	Pearl	Sun	21:33	23:59	Average: 154	2.7	10%	23:27	3.0	3.3	2.6	2.8
							Top: 194	3.4	19%					
3	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:33	21:17	Average: 96	1.7	5%	21:12	1.4	1.0	1.1	2.2
							Top: 126	2.2	6%					
4	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:33	21:24	Average: 87	1.5	4%	21:16	1.5	1.2	1.2	2.2
							Top: 105	1.8	5%					
5	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:29	Average: 78	1.4	4%	20:13	1.9	2.2	1.4	1.8
							Top: 88	1.5	4%					
6	Oriental Watch Company Spectacular Tuesday Presents: Incredible Fangs 東方表行·絕色星期二：野性零距離	Documentary	Pearl	Tue	21:32	22:28	Average: 77	1.3	4%	22:00	0.8	1.2	1.0	1.2
							Top: 98	1.7	5%					
7	America's Got Talent 全美一叮	Variety	Pearl	Fri	20:33	21:23	Average: 69	1.2	4%	21:07	1.2	1.2	0.9	1.5
							Top: 93	1.6	5%					
8	Nin Jiom Herbal Candy Presents: MasterChef 京都念慈庵批把潤喉糖呈獻：我要做廚神	Variety	Pearl	Thu	20:05	20:54	Average: 57	1.0	3%	20:46	0.9	1.1	0.9	0.7
							Top: 88	1.5	4%					
9	Weekend Blockbuster: Invisible Sister 周末大電影：我的姐姐會隱形	Movie	Pearl	Fri	21:33	23:02	Average: 46	0.8	3%	22:37	0.9	0.7	0.5	0.8
							Top: 72	1.2	5%					
10	FBI FBI	Drama	Pearl	Thu	21:33	22:22	Average: 34	0.6	2%	22:19	0.7	0.7	0.9	0.8
							Top: 50	0.9	3%					

**Pearl Top 10 Programmes**  
Week 2037 (2020/09/07 - 2020/09/13)

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: Ocean's Thirteen 聚大行金鳳香米呈獻：周末大電影：盜海豪情13王牌	Movie	Pearl	Sun	21:34	24:00	Average: 160	2.8	11%	22:27	3.2	3.8	2.9	2.0
							Top: 208	3.6	12%					
2	Extra Fast Collatin Cold & Flu Tablets Special: Weekend Blockbuster: Arrival 速效幸福傷風感冒素特約：周末大電影：天降異降	Movie	Pearl	Sat	21:33	23:50	Average: 159	2.8	11%	22:18	3.0	3.7	3.1	2.2
							Top: 202	3.5	12%					
3	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:32	21:24	Average: 115	2.0	6%	21:23	1.9	1.4	1.3	1.5
							Top: 173	3.0	8%					
4	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:32	21:19	Average: 99	1.7	5%	21:04	1.6	1.4	1.7	2.9
							Top: 128	2.2	7%					
5	Oriental Watch Company Spectacular Tuesday Presents: Incredible Fish 東方表行·絕色星期二：野性零距離	Documentary	Pearl	Tue	21:32	22:28	Average: 60	1.0	3%	22:26	0.6	0.9	0.8	0.5
							Top: 93	1.6	5%					
6	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:29	Average: 56	1.0	3%	20:27	1.2	1.6	1.2	1.0
							Top: 70	1.2	4%					
7	America's Got Talent 全美一叮	Variety	Pearl	Fri	20:33	21:24	Average: 50	0.9	3%	21:06	0.6	0.5	0.4	1.1
							Top: 62	1.1	3%					
8	Extreme Cake Makers 超級餅藝大師	Variety	Pearl	Sun	20:04	20:29	Average: 42	0.7	2%	20:28	0.4	0.2	0.0	0.0
							Top: 66	1.1	3%					
9	FBI FBI	Drama	Pearl	Thu	21:33	22:22	Average: 41	0.7	2%	22:03	0.7	0.4	0.8	0.2
							Top: 46	0.8	2%					
10	Designated Survivor 白宮危機	Drama	Pearl	Mon	20:33	22:16	Average: 37	0.7	2%	21:23	0.5	0.6	0.6	0.6
							Top: 50	0.9	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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Data Source: 2020 - CSM Media Research



Pearl Top 10 Programmes  
Week 2038 (2020/09/14 - 2020/09/20)

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	K-Clean Antibacterial Fluid Presents: Weekend Blockbuster: The Da Vinci Code K-clean全方位抗菌液贊助: 周末大電影: 達文西密碼	Movie	Pearl	Sun	21:32	24:23	Average: 170	2.9	13%	22:03	3.4	3.9	3.6	2.3
2	Extra Fast Collatin Cold & Flu Tablets Special: Weekend Blockbuster: Mad Max Fury Road 速效幸福傷風感冒素特約: 周末大電影: 末日先鋒 戰甲飛車	Movie	Pearl	Sat	21:32	23:52	Average: 148	2.6	11%	23:35	2.3	2.3	1.9	2.1
3	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:33	21:19	Average: 112	1.9	6%	21:06	1.1	1.5	1.6	3.4
4	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:33	21:27	Average: 97	1.7	5%	21:01	1.1	0.8	1.6	2.9
5	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:03	20:28	Average: 76	1.3	4%	20:21	1.0	1.2	1.3	2.0
6	Oriental Watch Company Spectacular Tuesday Presents: Incredible Gulpers 東方表行-絕色星期二: 野性零距離	Documentary	Pearl	Tue	21:32	22:30	Average: 65	1.1	3%	21:56	0.6	1.6	1.0	0.3
7	America's Got Talent 全美一叮	Variety	Pearl	Fri	20:33	21:21	Average: 52	0.9	3%	21:17	1.2	1.3	1.1	1.2
8	Nin Jiom Herbal Candy Presents: MasterChef 京都念慈藥批把潤喉糖呈獻: 我要做廚神	Variety	Pearl	Thu	20:04	20:52	Average: 46	0.8	2%	20:39	0.7	0.8	1.0	0.4
9	Weekend Blockbuster: Batman Returns 周末大電影: 蝙蝠俠再戰風雲	Movie	Pearl	Fri	21:34	0:01	Average: 43	0.7	3%	23:49	1.0	1.2	1.1	1.5
10	Instinct 直覺追兇	Drama	Pearl	Tue	20:34	21:23	Average: 40	0.7	2%	21:01	0.6	1.1	1.0	0.0

Pearl Top 10 Programmes  
Week 2039 (2020/09/21 - 2020/09/27)

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	Extra Fast Collatin Cold & Flu Tablets Special: Weekend Blockbuster: Night at the Museum Secret of the Tomb 速效幸福傷風感冒素特約: 周末大電影: 獅生侏羅館3古墓的秘密	Movie	Pearl	Sat	21:32	23:28	Average: 185	3.2	12%	22:43	3.0	3.9	3.9	4.2
2	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:34	21:19	Average: 123	2.1	7%	21:16	0.9	1.3	1.6	2.3
3	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:32	21:21	Average: 97	1.7	6%	21:07	1.2	0.7	1.2	1.4
4	Oriental Watch Company Spectacular Tuesday Presents: Weird, True & Freaky 東方表行-絕色星期二: 野性怪奇物語	Documentary	Pearl	Tue	21:32	22:27	Average: 93	1.6	5%	22:05	1.2	1.7	1.7	0.7
5	Weekend Blockbuster: Batman Forever 周末大電影: 新蝙蝠俠不敗之謎	Movie	Pearl	Fri	21:33	23:59	Average: 77	1.3	6%	23:29	1.5	1.4	1.2	1.6
6	Litz U.S.A. Student Service Presents: The Choice 2020: Trump Vs Biden 麗斯美國留學中心呈獻: 美國人的選擇: 特朗普與拜登	Documentary	Pearl	Sun	21:34	23:58	Average: 66	1.1	5%	21:43	1.5	1.8	1.4	0.7
7	America's Got Talent 全美一叮	Variety	Pearl	Fri	20:32	21:24	Average: 60	1.0	3%	21:20	1.5	0.8	0.9	1.6
8	FBI FBI	Drama	Pearl	Thu	21:33	22:21	Average: 59	1.0	4%	21:35	0.4	0.3	1.1	0.9
9	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:28	Average: 55	1.0	3%	20:19	1.1	0.9	1.2	0.8
10	Thailand Grand Spaces 泰國豪華空間	Documentary	Pearl	Fri	20:04	20:29	Average: 38	0.7	2%	20:13	1.4	1.1	0.8	0.2

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 Fringe Time Schedule November 2020

as at 2020/09/14

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
0600	Market Overview						
0700	Pastor Joseph Prince						Pastor Joseph Prince
0800	NBC Nightly News (11/02-08, 10-30) Market Overview (11/01 & 11/09)						Hour Of Power
0900	Market Update					The Cat In The Hat Knows All About That (III) (11/07-14) Justin Time (11/21-28)	The Open University Of Hong Kong Special: Knowledge For All
1000	Inside Market					Pastor Joseph Prince	
1100	Market Update					Hour Of Power	Mysteries Of The Mekong (11/01-08) The Wild Canadian Year (11/15-29)
1200	CGTN Global Watch					Dolce Vita	
1300	Market Update					Pearl Magazine	For The People (II)
1400	Inside Market					MasterChef (IX)	
1500	Vital Lifeline	A Dream Home Planning	Hong Kong Report	Revel In Retirement	Property Experts	Jamie's Super Food (11/07-21) Jamie Cooks Italy (11/28)	Straight Talk
1600	Market Update					The Flash (V)	
1700	Pastor Joseph Prince					Jamie's Super Food (11/07-21) Jamie Cooks Italy (11/28)	Little Malabar
1800	Inside Market					Shows Of Blessing	Mouk (II)
1900	Market Update					The Jungle Bunch To The Rescue! (II)	
2000	Putonghua News Report						
2100	Putonghua Financial Report					Putonghua Weather Report	
2200	Putonghua Weather Report					Little Malabar	Little Big World (V)
2300	Sesame Street (XLVIII) (11/02-10) Ella, Oscar & Hoo (11/11-27) Teletubbies (II) (11/30)					Mike The Knight	Miffy Adventures Big And Small
2400	The Cat In The Hat Knows All About That (III) (11/02-13) Justin Time (11/16-30)					Thomas & Friends (XXIII) (11/07) Thomas And The Royal Engine (11/14) Monchhichi (11/21-28)	Chop Chop Ninja
2500	Mia And Me (III) (11/02-18) Pirates Next Door (11/19-30)					Both Worlds (VI)	
2600	Roger	Junior Vets 2 (11/03-10) Making Child Prodigies (11/17-24)	Art Ninja (III)	The Worst Witch (II)	The Jungle Bunch To The Rescue! (II)	Do You Know? (IV)	Giver (IV)



# Sales Packages

Pearl

TVB News

## Pearl 100 GRPs Guaranteed Package Sep - Dec 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	\$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 jewellery, 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		
5 runs# in total				

#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.

## Dolce Vita (2020) - All-Round TV Campaign



### (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

- ( ) 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 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.



田生集團特約：  
**新聞檔案**

星期一至五  
1120 | 1425 | 1725 | 2125 | 2425

**時事多面睇**

星期一至五  
C1 x 2 | C2 x 1 | C3 x 1



**交通消息**

星期一至五  
C3 x 2

**天氣報告**

星期一至五  
C3 x 1 | C5 x 1  
星期六及日  
C4 x 2

