

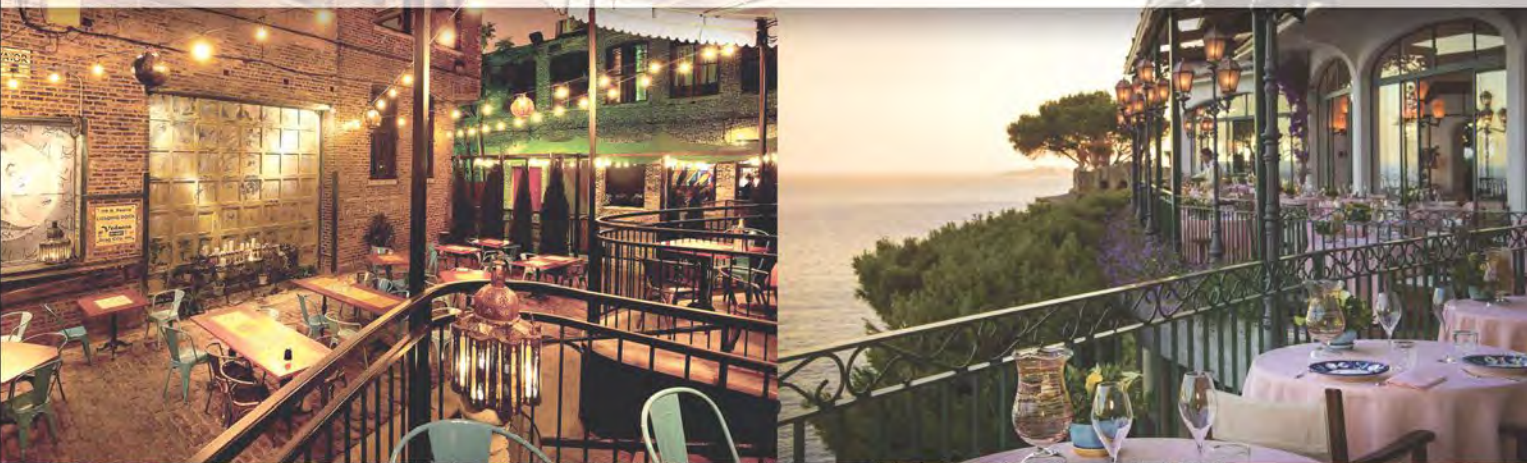
DEC 2020

Programme Highlights

Pearl



EXTRAORDINARY PLACES TO EAT



Television Broadcasts Limited
電視廣播有限公司

Highlights Of The Month Yearend Review

Financial Review 2020

28 December
Monday, 2000-2030

World Review 2020

28 December
Monday, 2030-2130

Hong Kong Review 2020

29 December
Tuesday, 2030-2130

Highlights Of The Month

Christmas Special



Jamie's Italian Christmas 大城小廚的 聖誕煮“意”

17 December
Thursday, 2130-2230

Jamie is drawing inspiration from the snowy Alps of Northern Italy to help you create your most delicious Christmas Day yet. And he'll learn how the Italians celebrate, joining in with the festive activities before sharing his Anglo-Italian feast with the village.



Jamie's Quick & Easy Christmas 大城小廚的 “快”樂聖誕

24 December
Thursday, 2130-2230

Jamie is cooking up his Quick & Easy Christmas at home in Essex, focusing on genius combinations of just five ingredients to create 10 brand new festive recipes for his family and close friends. This is brilliantly simple and delivers utterly delicious results!



Upcoming in January 2021
Studio 930



Movie Of The Month:
明珠首映一月鉅片:

HOTEL TRANSYLVANIA 3

A MONSTER VACATION

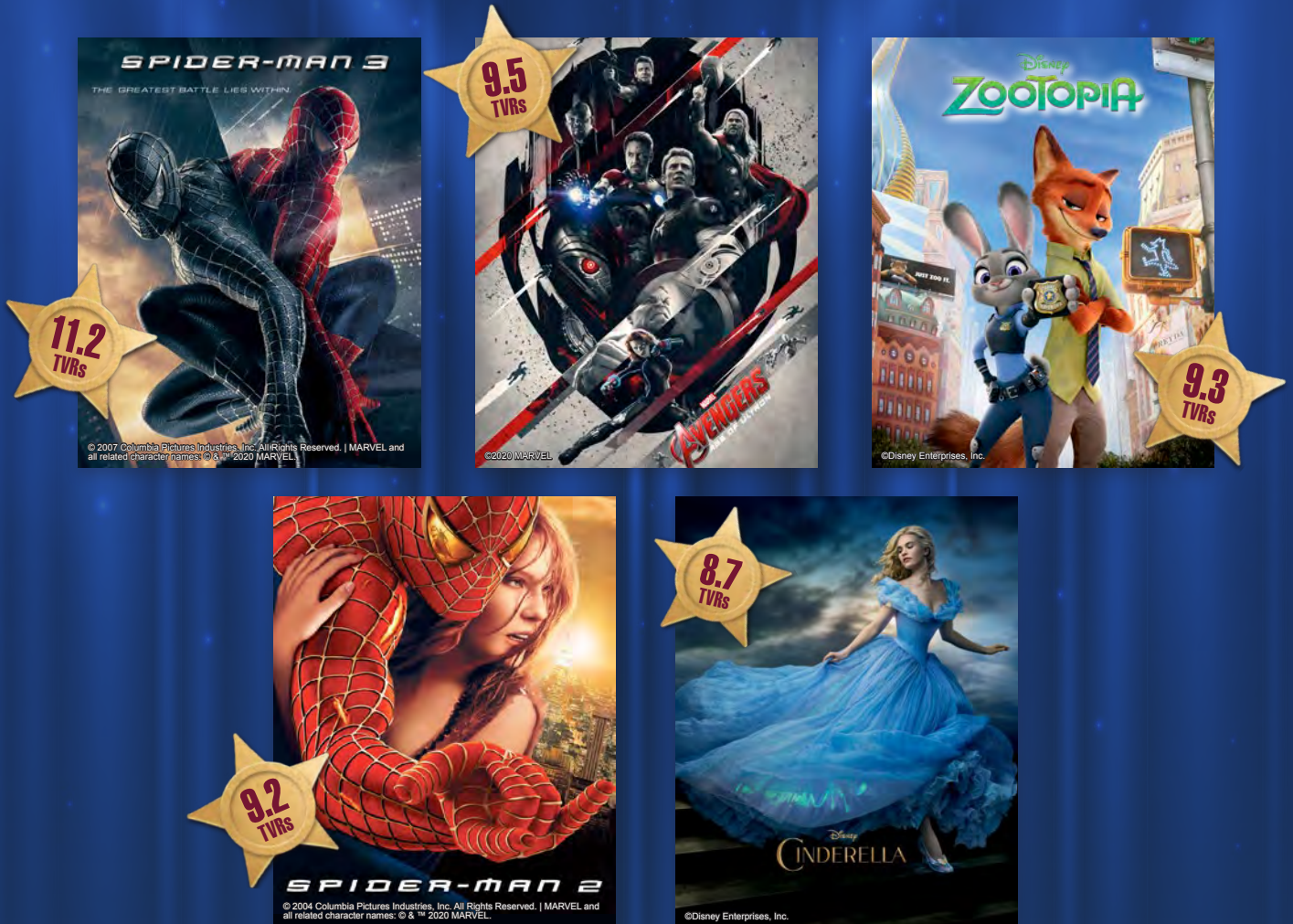
鬼靈精怪大酒店3

怪獸旅行團

Saturday, 2 January 2021

Pearl Snaps

Pearl's blockbuster movies offered top entertainment for families and scored high ratings.



STUDIO 930 will be slotted throughout the week in 2021, bringing hit movies to audiences every day.

	MON	TUE	WED	THU	FRI	SAT	SUN
2000	Money Matters	Straight Talk	Documentary		Infotainment		Pearl Magazine
2030	Entertainment			Entertainment	Entertainment		
2100				Dolce Vita			
2130	STUDIO 930						
2330	News Roundup						

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PRIME TIME SCHEDULE

December 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 (12/07-21) Financial Review 2020 (12/28) (Eng Only)	Straight Talk 清心直說 (Eng Only)	Donal's Meals In Minutes 新晉廚神下廚易 (12/02) Last (Eng Only) ----- 2000-2115 Extraordinary Places To Eat 非凡餐廳 4 eps (12/09-30) Last (Eng Only)	2000-2100 Little Big Shots (IV) 小天才大舞台 (12/03-31) Last (Eng Only) Dolce Vita 港生活·港享受 (Eng Only)	Innovation Nation (IX) 創新國度 (2020/12/04-11, 25) (2021/01/08) Last The Spirit Of Yachting (12/18) (Eng Only)	America's Funniest Home Videos (XXX) 笑笑小電影 (2020/12/05-26) (2021/03/06) Last (Eng Only)	Pearl Magazine 明珠雜誌 (Eng Only)
2030	2030-2230 Anniversary Special: 台慶鉅獻: The Good Doctor (III) 好醫生 (12/07) Last ----- The World's Most Extraordinary Christmas Dinners 聖誕怪餐 (12/14) Inside The Christmas Factory 奇趣工場: 聖誕篇 (12/21) World Review 2020 (12/28) (Eng Only)	World's Greatest Cities 世界城市之最 (12/01-22) Last Hong Kong Review 2020 (12/29) (Eng Only)	New Amsterdam 醫者仁心 (12/02) Last (Eng Only)	(Eng Only) Dolce Vita 港生活·港享受 (Eng Only)	America's Got Talent (XIV) 全美一叮 (12/04-05) Last Britain's Got Talent (XII) 全英一叮 (2020/12/06-27) 23 eps (2021/01/29) Last (Eng Only)		
2130	WEEKEND BLOCKBUSTERS						
	Grizzly Bear Cubs And Me 親親小灰熊 2 eps (12/14-21) Last Spy In The Snow 雪地特工隊 (12/28) (Eng Only)	Oriental Watch Company Spectacular Tuesday Presents: 東方表行·絕色星期二: Man Among Cheetahs 野性獵豹 (12/01) Big Is Beautiful 野性巨無霸 (12/08) Greece The Wild Side 野性希臘 2 eps (12/15-22) Last The Wild Heart Of Spain 野性西班牙 (12/29) (Eng Only)	2120-2230 Great Australian Railway Journeys 澳洲鐵路遊 (12/02-30) Last (Eng Only)	FBI (II) (12/03-10) Last Jamie's Italian Christmas 大城小廚的 聖誕煮“意” (12/17) Jamie's Quick & Easy Christmas 大城小廚的 “快”樂聖誕 (12/24) (Eng Only) 2130-2345 Frozen 魔雪奇緣 (12/31) (Bilingual)	Bad Boys 重案夢幻組 (12/04) (Eng Only) Bad Boys II 重案夢幻組2 (12/11) (Eng Only) Ben-Hur 賓虛 (12/18) (Eng Only)	Eagle Safes Presents: 鷹金庫夾萬呈獻: Captain America Civil War 美國隊長3 英雄內戰 (12/05) (Eng Only) The Amazing Spider-Man 蜘蛛俠 驚世現新 (12/12) (Eng Only) The Amazing Spider-Man 2 蜘蛛俠2 決戰電魔 (12/19) (Eng Only)	Eight Legged Freaks 近蛛者殺 (12/06) (Eng Only) Minions 迷你兵團 (12/13) (Bilingual) Eraser 蒸發密令 (12/20) (Eng Only) Collateral Damage 直擊要害 (12/27) (Eng Only)
2230	News Roundup						
	Financial Bulletin (Mon-Fri)						
	Earth Live & Today In History						
2300	Genius: Picasso (12/07-14) Last Drowning In Plastic 2 eps (12/21-28) Last Money Matters Dolce Vita	The Fix (12/01-29) Last Racing To Win (12/01-22) Blue World (V) (12/29) Oriental Watch Company Spectacular Tuesday Presents: Man Among Cheetahs (12/01) Big Is Beautiful (12/08) Greece The Wild Side 2 eps (12/15-22) Last The Wild Heart Of Spain (12/29)	9-1-1 (II) (12/02-30) Last The Most Dangerous Ways To School (III) (12/02) Last The Moon Our Gateway To The Universe (12/09)	Code Black (III) (12/03-24) Last Aerial Asia (12/03-17) Last Christmas Eve Candlelight Celebration (12/24) Racing To Win (12/31) Dolce Vita	The Spirit Of Yachting (12/18) Racing To Win (12/25) Christmas Eve Candlelight Celebration (12/25)	Racing To Win (12/05-19)	Dolce Vita
	China 24						

Date: (mm/dd)

Tentative Schedule Only, Subject To Change.
Information Accurate As of 20 November 2020

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Jamie's Italian Christmas



Jamie's Quick & Easy Christmas

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Extraordinary Places To Eat 非凡餐廳

9 December – 30 December
Wednesdays 2000-2115 (4 Episodes)



This programme features Sirieix as he travels around the world with some of Britain's top chefs, visiting some of their favourite places to eat. From San Sebastian to Venice, Sirieix and his guest unveil what goes into delivering an unforgettable dining experience. Sirieix's companions in this series include Michel Roux Jr. in Paris, Nisha Katona in San Sebastian, Tom Kerridge in Edinburgh and Angela Hartnett in Venice.

Sirieix曾是米芝蓮星級餐廳的領班，亦曾在倫敦的一流餐廳中工作。今次他將聯同多位來自英國的頂級廚師、餐廳老闆及知名食評家，在歐洲的城市及小鎮尋找非凡的餐廳。他們將從西班牙聖塞瓦斯蒂安出發，一路前往意大利威尼斯，享用各具特色的料理，展開一場美食之旅。



The World's Most Extraordinary Christmas Dinners 聖誕怪餐

14 December
Monday 2030-2130 (1 Episode)



Christmas is the time to pull out all the stops – and everyone wants a Christmas that is memorable. In this film, we will meet the people who strive to create unconventional Christmas dinners, including an astronaut planning the dinner she will eat on the International Space Station. Meanwhile, on a nuclear submarine at the bottom of the ocean, 150 submariners tuck into a Christmas dinner, and jeweller Mark Hussey designs the world's most expensive Christmas cracker.

聖誕佳節來臨，大家都會使出渾身解數，務求與身邊人度過最難忘的聖誕，即使身處極地亦不例外。節目將會帶觀眾上太空，一看在國際太空站工作的太空人怎樣計劃他們的聖誕大餐；亦會下深海，了解在核子潛艦工作的員工如何在海底準備150人份量的聖誕大餐。節目還會探訪設計師Mark Hussey，看他如何設計世上最昂貴的聖誕拉炮，與觀眾度過一個不平凡的聖誕。



Inside The Christmas Factory

奇趣工場：聖誕篇

21 December

Monday 2030-2130 (1 Episode)



Explore the fascinating factory processes and surprising history behind the UK's favourite festive treats. Gregg Wallace visits the world's largest mince pie factory, and discovers the challenge of producing 2,000 perfect pies every minute. Cherry Healey travels to South Wales, where factory workers make enough tinsel in a year to reach from their hometown to Hawaii. And Ruth Goodman finds out about the explosive history of Christmas crackers.



《奇趣工場》聖誕特輯將會帶領大家追蹤聖誕食品及商品的製作過程，及了解背後的有趣故事。Gregg Wallace將會走進全球最大的英式肉批製作工場，工場每分鐘能製作出2,000個滋味無比的肉餡批，令Gregg眼界大開！Cherry Healey將會前往南威爾斯，當地的聖誕彩條工廠的年產量驚人，總長度能連接南威爾斯至美國夏威夷。歷史學家Ruth Goodman則會揭開聖誕拉炮的誕生之謎。



Grizzly Bear Cubs And Me 親親小灰熊

14 December and 21 December
Mondays 2130-2230 (2 Episodes)



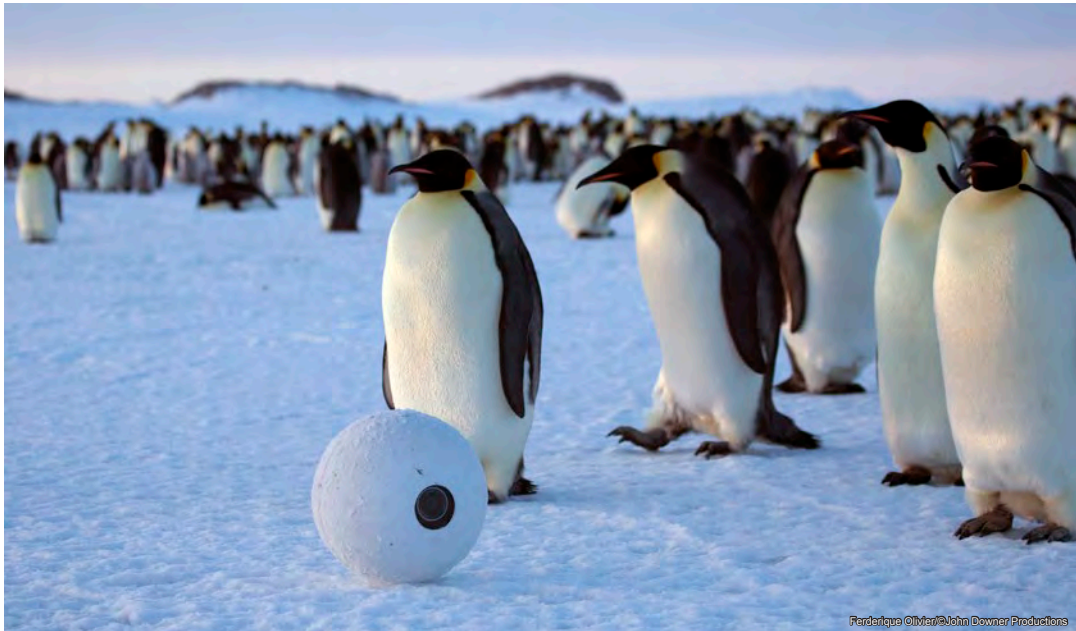
Expert wildlife cameraman Gordon Buchanan joins a groundbreaking project rescuing orphaned baby grizzly bears in the frozen Russian wilderness with the hope of raising, rehabilitating and returning them safely to the wild. Gordon must quickly get to grips with being mother bear – from keeping the orphans warm to bottle feeding them day and night. He has just six months to get them ready to survive back in the wild without their mothers.

專業野生動物攝影師Gordon Buchanan參與了一項營救小灰熊的計劃，在俄羅斯荒蕪的冰天雪地中拯救出灰熊孤兒寶寶，悉心飼養牠們，讓牠們恢復健康狀態，最後放「熊」歸山。Gordon必須迅速掌握成為「好媽媽」的技巧，衣不解帶地照料小灰熊，務求在短短六個月內，讓小灰熊有能力獨自在野外生存。



Spy In The Snow 雪地特工隊

28 December
Monday 2130-2230 (1 Episode)



For some animals the snow is the ultimate playground. Despite sub-zero temperatures, they choose snowy conditions to find a mate, make a home and raise a family. In this film, a selection of Spy Creatures, and some ingeniously disguised Spy Cameras, get right to the heart of the action. Watch rowdy parrots tearing up the ski slopes of New Zealand, Adélie penguins quarrelling at the South Pole and a baby sea otter learning to swim amid the snow and ice of an Alaskan winter. Packed full of funny and heartwarming moments, "Spy In The Snow" brings together the magical stories of many of the hardest creatures on Earth.



對某些動物而言，冰天雪地是牠們的遊樂場，牠們會在低於零度的茫茫白雪中尋找伴侶、組織家庭。節目派出「雪地特工」配以隱藏攝影機，混進動物群之中攝下牠們的私密生活。本片滿載令人捧腹大笑又動人心弦的有趣畫面，包括在新西蘭雪坡「搞破壞」的狂躁鸚鵡、唇槍舌劍的南極阿黛麗企鵝，還有在阿拉斯加冰雪中自由暢泳的小水獺，為觀眾呈現動物生活的奇妙故事。



Oriental Watch Company Spectacular Tuesday Presents: Man Among Cheetahs 東方表行·絕色星期二：野性獵豹

1 December
Tuesday 2130-2230 (1 Episode)



In this stunning new series, veteran wildlife filmmaker Bob Poole sets out on a madcap adventure in a rugged and picturesque corner of Kenya, to follow a formidable cheetah mother who is determined to keep her cubs alive.

A legion of enemies - from massive male lions, to menacing gangs of hyenas - threatens them at every turn but the gutsy mother cheetah will

do whatever it takes to save her cubs. Along the way, Bob negotiates the risks and realities of filming in the African wilderness while trying to keep up with the fastest animal on four legs.

經驗豐富的野生動物紀錄片製作人Bob Poole在肯雅境內崎嶇而又優美的路上展開瘋狂歷險，追蹤令人懼怕的母豹，沿途展現牠如何在逆境中保護幼兒。

在危機四伏的大自然中，勇敢的母豹在面對體型龐大的雄獅和來勢洶洶的鬣狗幫時，仍不惜一切確保孩子的安全。一路上，Bob要冒著種種荒野上的危險，同時努力追上世上跑得最快的動物。親臨其境的體驗和第一身追逐獵豹的視角，保證讓觀眾緊張萬分。



Oriental Watch Company Spectacular Tuesday Presents:

Big Is Beautiful

東方表行·絕色星期二：野性巨無霸

8 December

Tuesday 2130-2230 (1 Episode)



The world is full of giants that fill us with awe and wonder. There are some animals that take size to the extreme; the biggest cat, the Siberian tiger, hunts the moose, the world's largest deer. Huge buffalo can get lions on the run, and the ground shakes when massive hippos go head to head. There are some true record breakers, like the 4 metre, 11 ton African elephant, but even he's dwarfed by enormous sperm whales, the world's largest toothed animals, with fist shaped teeth, and a brain that's 5 times bigger than our own.



There are different ways of defining 'big', but one thing is for sure, the huge animals of this world are fascinating, diverse and beautiful.

世界上有不少巨型生物，牠們的體型異常龐大，甚至超乎你的想像，如最大的貓科動物西伯利亞虎、最大的鹿科動物駝鹿、巨型水牛和河馬。當中一些「巨無霸」更擁有驚人的紀錄，非洲象高四米、重十一噸，然而與世界上最大的帶齒動物抹香鯨相比，非洲象頓時顯得「渺小」。本片將會前往牠們的棲息地，一探這些令人著迷的「巨無霸」。



DOCUMENTARIES

An Informative & Enriching TV Experience

Oriental Watch Company Spectacular Tuesday Presents: Greece The Wild Side 東方表行·絕色星期二：野性希臘

15 December and 22 December
Tuesdays 2130-2230 (2 Episodes)



Greece is a land of unique contrasts, with wild animals that have disappeared from the rest of Europe, archaic relationships, as befits one of Civilisation's sources – and seemingly special powers like Greek Gods!

"Greece The Wild Side" takes us to isolated places where western rock nuthatches make perfect bottle-shaped nests out of the insects they catch! Chameleons on land, cuttlefish in the water: the astonishing colour-changing heroes of the Greek Islands with their startling hunting, mating and reproduction strategies. Add the snakes that spear migrating birds stopping for a drink and a dip, and the valley in Rhodes where butterflies coat the rocks and trees and lizards Hoover them up...

文明發源地之一的希臘既擁有古老歷史，還能發現已絕跡於歐洲的野生動物的蹤影。《野性希臘》將帶觀眾前往與世隔絕的地方，包括歐洲的大峽谷Vikos Gorge、邁泰奧拉修道院、希臘群島、羅得島山谷等等，飽覽希臘的壯麗景色之餘，亦捕捉野生動物的生活百態。



Oriental Watch Company Spectacular Tuesday Presents: The Wild Heart Of Spain

東方表行·絕色星期二：野性西班牙

29 December
Tuesday 2130-2230 (1 Episode)



The Iberian Peninsula is the place with the greatest biodiversity in Europe, home of extraordinary creatures. From peaks of rock and ice to ancient forests, pure rivers and endless plains, this is a land where Europe and Africa meet. Living here one needs to be brave. From Ibex fighting among the rocks to the endangered Iberian Lynx hiding in the deep Mediterranean forests, from the last Spanish Brown Bears, kings of the northern mountains, to the bizarre Chameleon that hunts in the scrublands of the south, this film tells the stories of the iconic animals that fight to survive in the wild heart of Spain.



伊比利亞半島是歐洲生物多樣性最豐富的地方，亦是歐洲和非洲交匯的土地。這套紀錄片將追蹤在野外生存的動物：在岩石間搏鬥的高地山羊、躲藏在地中海森林深處，瀕臨滅絕的伊比利亞猞猁、在北部山區稱王的西班牙棕熊、在南部灌木叢中狩獵的變色龍等等，了解牠們的生存故事。



Britain's Got Talent XII 全英一叮

6 December 2020 – 29 January 2021
Fridays to Sundays 2030 – 2130 (23 Episodes)



Simon Cowell, Amanda Holden, Alesha Dixon and David Walliams are on a mission to find the most entertaining and original talent around. Joining the judges is the award-winning duo Ant and Dec, who will be guiding viewers through all the acts as only they can. Viewers can expect to be amazed by an incredible line-up of acts competing to be crowned this year's winner, from comedians and contortionists through to singers and dancers. Once again the judges will be saying yes to the acts that impress and buzzing off the acts that fail to make the mark, with the added excitement of the Golden Buzzer for the acts that have that extra-special something.

《全英一叮》的四位評判Simon Cowell、Amanda Holden、Alesha Dixon和David Walliams只有一個任務，就是要在茫茫參賽者當中選出最具娛樂性的演藝天才。屢獲殊榮的喜劇組合「Ant and Dec」將會加入評判席，帶領參賽者踏上比賽旅途。今次的競爭一如以往般激烈，從喜劇演員到柔術表演者、歌手、舞蹈員，各個參賽者都身懷絕技。究竟誰會讓評判刮目相看，甚至按下Golden Buzzer直接晉級？又是誰會被「叮」走？大家拭目以待吧！

WEEKEND BLOCKBUSTER

Fridays / Saturdays / Sundays, 2130



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Bad Boys **重案夢幻組**

4 December

Director:

Michael Bay

Cast:

Will Smith, Martin Lawrence, Téa Leoni

Genre:

Action / Comedy



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Eagle Safes Presents:

Captain America: Civil War

鷹金庫夾萬呈獻：

美國隊長3：英雄內戰

5 December

Director:

Anthony & Joe Russo

Cast:

Chris Evans, Robert Downey Jr., Scarlett Johansson, Sebastian Stan, Jeremy Renner, Don Cheadle, Anthony Mackie, Paul Rudd, Elizabeth Olsen, Daniel Brühl

Genre:

Action / Adventure / Sci-Fi

WEEKEND BLOCKBUSTER

Fridays / Saturdays / Sundays, 2130



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Eight Legged Freaks 近蛛者殺

6 December

Director:
Ellory Elkayem

Cast:
David Arquette, Kari Wuhrer, Scott Terra,
Scarlett Johansson, Doug E. Doug

Genre:
Horror / Comedy



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Bad Boys II 重案夢幻組2

11 December

Director:
Michael Bay

Cast:
Will Smith, Martin Lawrence, Gabrielle Union

Genre:
Action / Comedy

WEEKEND BLOCKBUSTER

Fridays / Saturdays / Sundays, 2130



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The Amazing Spider-Man 蜘蛛俠：驚世現新

12 December

Director:

Marc Webb

Cast:

Andrew Garfield, Emma Stone, Rhys Ifans, Denis Leary, Martin Sheen, Sally Field

Genre:

Action / Adventure



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Minions 迷你兵團

13 December

Director:

Pierre Coffin, Kyle Balda

Voice Cast:

Pierre Coffin, Sandra Bullock, Jon Hamm, Michael Keaton

Genre:

Comedy / Animation

WEEKEND BLOCKBUSTER

Fridays / Saturdays / Sundays, 2130



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Ben-Hur 賓虛

18 December

Director:

Timur Bekmambetov

Cast:

Jack Huston, Toby Kebbell, Nazanin Boniadi,
Rodrigo Santoro, Morgan Freeman

Genre:

History / Drama



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The Amazing Spider-Man 2 蜘蛛俠2：決戰電魔

19 December

Director:

Marc Webb

Cast:

Andrew Garfield, Emma Stone, Jamie Foxx,
Dane DeHaan

Genre:

Action / Adventure

WEEKEND BLOCKBUSTER

Fridays / Saturdays / Sundays, 2130



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Eraser 蒸發密令

20 December

Director:
Chuck Russel

Cast:
Arnold Schwarzenegger, Vanessa Williams,
James Caan, Robert Pastorelli, James Coburn

Genre:
Thriller / Action



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Cats & Dogs 貓狗鬥一番

25 December

Director:
Lawrence Guterman

Cast:
Jeff Goldblum, Elizabeth Perkins, Alexander Pollock

Voice Cast:
Tobey Maguire, Alec Baldwin, Sean Hayes

Genre:
Comedy / Family

WEEKEND BLOCKBUSTER

Fridays / Saturdays / Sundays, 2130



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Now You See Me 2 非常盜2

26 December

Director:
Jon M. Chu

Cast:
Jesse Eisenberg, Mark Ruffalo, Woody Harrelson,
Daniel Radcliffe, Lizzy Caplan, Jay Chou,
Michael Caine, Morgan Freeman

Genre:
Drama / Thriller



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Collateral Damage 直擊要害

27 December

Director:
Andrew Davis

Cast:
Arnold Schwarzenegger, Elias Koteas,
Francesca Neri, Cliff Curtis, John Leguizamo,
John Turturro

Genre:
Action / Thriller

WEEKEND BLOCKBUSTER

Fridays / Saturdays / Sundays, 2130



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Frozen 魔雪奇緣

31 December, Thursday

Director:

Chris Buck, Jennifer Lee

Voice Cast:

Kristen Bell, Idina Menzel, Jonathan Groff, Josh Gad

Genre:

Musical / Family

The Annual Academy Awards

Best Animated Feature Film
Best Music (Original Song)

The Golden Globe Awards

Best Motion Picture – Animated

Pearl Top 10 Programmes
Week 2042 (2020/10/12 - 2020/10/18)

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: Godzilla 無睡意幸福傷風素特約：周末大電影：哥斯拉	Movie	Pearl	Sat	21:31	24:07	Average: 230 <i>Top:</i> 286	4.0 5.0	18% 21%	22:47	3.4	3.2	4.1	5.0
2	Sunday Nightmares: Scouts Guide to the Zombie Apocalypse 魘影星期日：戀Scout打爆喪屍城	Movie	Pearl	Sun	21:32	23:15	Average: 165 <i>Top:</i> 218	2.9 3.8	10% 14%	22:33	2.9	3.1	2.8	2.1
3	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	22:30	Average: 101 <i>Top:</i> 121	1.8 2.1	5% 6%	22:24	1.6	2.4	1.3	0.5
4	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:34	21:27	Average: 94 <i>Top:</i> 119	1.6 2.1	5% 7%	21:11	0.7	0.1	1.0	0.8
5	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:33	21:22	Average: 90 <i>Top:</i> 116	1.6 2.0	5% 6%	21:20	1.1	0.5	0.9	0.6
6	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:30	Average: 62 <i>Top:</i> 75	1.1 1.3	3% 4%	20:13	0.5	0.5	0.6	0.4
7	Weekend Blockbuster: Taken 3 周末大電影：救參96小時3	Movie	Pearl	Fri	21:34	23:45	Average: 57 <i>Top:</i> 82	1.0 1.4	4% 8%	23:32	1.3	0.7	0.7	0.6
8	The Good Doctor 好醫生	Drama	Pearl	Mon	20:34	22:18	Average: 52 <i>Top:</i> 65	0.9 1.1	3% 3%	21:10	1.1	1.1	0.8	1.1
9	FBI FBI	Drama	Pearl	Thu	21:34	22:22	Average: 48 <i>Top:</i> 55	0.8 1.0	3% 3%	22:09	0.1	0.1	0.4	0.0
10	News Roundup 晚間新聞	News	Pearl	Sat	24:10	24:27	Average: 39 <i>Top:</i> 54	0.7 0.9	6% 7%	24:12	1.2	1.4	0.9	1.1

Pearl Top 10 Programmes
Week 2043 (2020/10/19 - 2020/10/25)

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: Godzilla 無睡意幸福傷風素特約：周末大電影：哥斯拉	Movie	Pearl	Sat	21:32	23:56	Average: 223 <i>Top:</i> 314	3.9 5.5	15% 28%	23:27	3.8	3.4	3.7	4.7
2	Sunday Nightmares: Ghostbusters II 魘影星期日：捉鬼敢死隊2	Movie	Pearl	Sun	21:33	23:47	Average: 129 <i>Top:</i> 170	2.2 3.0	10% 13%	22:40	2.5	2.4	3.1	3.8
3	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:32	21:19	Average: 96 <i>Top:</i> 127	1.7 2.2	5% 7%	20:40	1.5	1.1	1.2	0.9
4	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:33	21:20	Average: 78 <i>Top:</i> 95	1.4 1.6	4% 5%	20:48	1.2	1.1	1.4	2.3
5	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	21:33	22:29	Average: 75 <i>Top:</i> 85	1.3 1.5	4% 5%	21:52	0.9	0.9	0.8	0.7
6	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:03	20:29	Average: 63 <i>Top:</i> 87	1.1 1.5	3% 4%	20:27	0.8	0.4	0.6	0.0
7	FBI FBI	Drama	Pearl	Thu	21:34	22:22	Average: 54 <i>Top:</i> 62	0.9 1.1	3% 4%	22:01	0.6	0.4	0.8	1.1
8	The Good Doctor 好醫生	Drama	Pearl	Mon	20:34	22:18	Average: 46 <i>Top:</i> 59	0.8 1.0	2% 3%	21:49	0.7	0.9	1.0	1.5
9	America's Got Talent 全美一叮	Variety	Pearl	Fri	20:34	21:24	Average: 37 <i>Top:</i> 45	0.6 0.8	2% 2%	20:59	0.3	0.0	0.1	0.9
10	New Amsterdam 醫者仁心	Drama	Pearl	Wed	20:32	21:22	Average: 31 <i>Top:</i> 39	0.5 0.7	1% 2%	20:48	0.7	0.3	0.3	0.7

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

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TVB - Marketing Research & Information Dept.

Data Source: 2020 - CSM Media Research

Pearl Top 10 Programmes
Week 2044 (2020/10/26 - 2020/11/01)

Rank	Programme	Genre	Channel	Day	Start Time	End Time	Aged 18+				Live TV Demo TVRs			
							Size ('000)	TVRs	Total TV Share	Top Min	PI 20K+	Top Occ	Tertiary	Parents with Kids
1	Extra Fast Coltalin Cold & Flu Tablets Special: Weekend Blockbuster: Furious 7 速效幸福傷風感冒素特約：周末大電影：狂野時速7	Movie	Pearl	Sat	21:32	24:13	Average: 220 Top: 309	3.8 5.4	15% 31%	23:49	3.6	3.7	4.1	2.8
2	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:33	21:28	Average: 110 Top: 130	1.9 2.3	6% 7%	21:12	1.4	0.8	1.3	1.4
3	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:33	21:16	Average: 78 Top: 101	1.4 1.8	4% 5%	21:00	1.1	0.6	0.8	1.7
4	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:29	Average: 74 Top: 81	1.3 1.4	4% 4%	20:22	0.8	1.1	1.2	0.6
5	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	21:33	22:29	Average: 68 Top: 91	1.2 1.6	4% 5%	22:09	0.8	0.9	0.7	1.0
6	Sunday Nightmares: Paranormal Activity 3 魅影星期日：午夜再來嚇	Movie	Pearl	Sun	21:30	23:12	Average: 64 Top: 101	1.1 1.8	4% 6%	22:28	0.6	0.8	0.7	0.2
7	Anniversary Special: The Good Doctor 台慶鉅獻：好醫生	Drama	Pearl	Mon	20:34	22:17	Average: 52 Top: 66	0.9 1.2	3% 4%	22:04	0.9	0.6	1.0	1.2
8	Weekend Blockbuster: War Dogs 周末大電影：軍火狗	Movie	Pearl	Fri	21:33	23:46	Average: 43 Top: 74	0.8 1.3	3% 5%	22:33	1.0	1.4	0.7	1.1
9	America's Got Talent 全美一叮	Variety	Pearl	Fri	20:34	21:19	Average: 43 Top: 52	0.7 0.9	2% 3%	21:07	0.9	0.6	0.8	0.8
10	Instinct 直覺追兇	Drama	Pearl	Tue	20:34	21:25	Average: 37 Top: 51	0.6 0.9	2% 3%	21:13	0.6	0.6	0.5	0.5

Pearl Top 10 Programmes
Week 2045 (2020/11/02 - 2020/11/08)

Rank	Programme	Genre	Channel	Day	Start Time	End Time	Aged 18+				Live TV Demo TVRs			
							Size ('000)	TVRs	Total TV Share	Top Min	PI 20K+	Top Occ	Tertiary	Parents with Kids
1	JVG Alkaline Water Ionizer Presents: Anniversary Special: Transformers Revenge of the Fallen JVG鹼性離子水機呈獻：台慶鉅獻：變形金剛狂派再起	Movie	Pearl	Sat	21:32	24:23	Average: 205 Top: 294	3.6 5.1	16% 33%	24:03	3.7	4.5	3.7	4.2
2	Extra Fast Coltalin Cold & Flu Tablets Special: Weekend Blockbuster: Edge of Tomorrow 速效幸福傷風感冒素特約：周末大電影：異空戰士	Movie	Pearl	Sun	21:31	23:45	Average: 201 Top: 260	3.5 4.5	14% 19%	22:49	4.3	5.3	3.9	2.6
3	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:32	21:22	Average: 108 Top: 131	1.9 2.3	6% 7%	21:01	2.1	1.6	1.5	1.8
4	America's Got Talent 全美一叮	Variety	Pearl	Sun	20:32	21:16	Average: 84 Top: 107	1.5 1.9	4% 6%	20:54	1.7	1.3	1.7	1.8
5	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:28	Average: 72 Top: 86	1.3 1.5	4% 5%	20:22	1.1	0.5	0.6	0.0
6	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	21:33	22:29	Average: 57 Top: 72	1.0 1.2	3% 4%	21:56	0.8	1.4	1.5	1.0
7	America's Got Talent 全美一叮	Variety	Pearl	Fri	20:33	21:17	Average: 55 Top: 69	1.0 1.2	3% 3%	21:12	0.6	0.6	1.0	1.2
8	Weekend Blockbuster: Allied 周末大電影：伴謀同盟	Movie	Pearl	Fri	21:32	23:52	Average: 42 Top: 69	0.7 1.2	3% 4%	21:35	1.1	0.8	0.4	1.0
9	Anniversary Special: The Good Doctor 台慶鉅獻：好醫生	Drama	Pearl	Mon	20:33	22:17	Average: 30 Top: 47	0.5 0.8	2% 2%	21:31	0.6	0.5	0.9	0.5
10	FBI FBI	Drama	Pearl	Thu	21:33	22:21	Average: 30 Top: 43	0.5 0.7	2% 2%	21:41	0.6	0.5	0.7	0.5

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

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Data Source: 2020 - CSM Media Research

Pearl Fringe Time Schedule

December 2020

as at 2020/10/12

	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 (12/01-24, 28-31)				Market Overview (12/25)	Justin Time (II) (12/05-19) Justin Time (III) (12/26)	The Open University Of Hong Kong Special: Knowledge For All
						Pastor Joseph Prince	
1000	Inside Market (12/01-24, 28-31)				Teletubbies (II) (12/25)	Hour Of Power	
					Justin Time (III) (12/25)		
1100	Market Update (12/01-24, 28-31)				Pirates Next Door (12/25)	Dolce Vita	
					Super 4 (12/25)	Pearl Magazine	
1200	CGTN Global Watch				MasterChef (IX)		
					The Flash (V) (12/05-19) Station 19 (12/26)		
1300	Market Update (12/01-24, 28-31)				Gordon, Gino And Fred's Great Christmas Roast (12/25)	The Wild Canadian Year (12/06) Into The Wild Colombia (12/13-27)	
1400	Inside Market (12/01-24, 28-31)				Donal's Christmas Meals In Minutes (12/25)	Jamie Cooks Italy	
	Vital Lifeline	A Dream Home Planning	Hong Kong Report	Revel In Retirement	Property Experts (12/04-18) Extreme Cake Makers (II) (12/25)	Mountains And Life (12/05-19) The World's Most Expensive Toys (12/26)	For The People (II)
1500	Market Update (12/01-24, 28-31)				Culinary Heights At Ikarus (X) (12/25)		Straight Talk
	Pastor Joseph Prince						Little Malabar
	Inside Market (12/01-24, 28-31)				The Furchester Hotel (III) (12/25)	Showers Of Blessing	
1600	Market Update (12/01-24, 28-31)					The Jungle Bunch To The Rescue! (II)	Real Life 101
	Putonghua News Report						
	Putonghua Financial Report					Putonghua Weather Report	
	Putonghua Weather Report					Little Malabar	Little Big World (V)
1700	Teletubbies (II)					Mike The Knight	Miffy Adventures Big And Small (II)
	Justin Time (12/01-02) Justin Time (II) (12/03-21) Justin Time (III) (12/22-31)					Monchhichi	Mouk (II)
1800	The Pirates Next Door (12/01-24) Hotel Transylvania (II) (12/25-31)					Real Life 101	Chop Chop Ninja
	Roger	Making Child Prodigies (12/01-22) Deadly Dinosaurs With Steve Backshall (12/29)	Art Ninja (V)	Super 4	The Jungle Bunch To The Rescue! (II)	Do You Know? (IV)	Molang (12/06-20) News Of The Wild (12/27)



Pearl

Sales Packages

TVB News

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

#Subject to change

Package	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.

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

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

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

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

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

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

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 2020/12/03. 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 2020	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 2020	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 2020	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.

*Applicable to sponsorship launches in 2020

TVB News Channel Title Sponsorship Package Summary

Programme	Telecast Pattern	Period	Package Cost*
天氣報告	Mon-Sun	13-week	\$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
開市第一擊	Mon-Fri (trading days only)		\$390,000
財經多國度	Mon-Fri (trading days only)		\$320,000

Please refer to the package for details.

*Applicable to sponsorship launches in 2020

廣泛接觸 多個目標觀眾群

每周的全日平均接觸人次



日期：2019年12月31日－2020年8月30日
 人口基數：4+ (4歲或以上觀眾) (6,539,000); P40+ (40歲或以上觀眾) (3,920,000); 男性 20+ (20歲或以上男性觀眾) (2,634,000); 女性 20+ (20歲或以上女性觀眾) (2,984,000);
 PI\$15K+ (個人月入1萬5千或以上觀眾) (2,066,000); 購物決策者 (2,376,000); 優閒旅遊者 (過去12個月有乘坐飛機旅遊的人士) (3,711,000); 大眾投資者 (過去12個月有投資股票、債券、基金的人士) (1,711,000)
 數據來源：CSM Media Research



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



永明金融呈獻：

睇新聞

講英文

NEWS

