

尋人記

PEARL & TVB NEWS PROGRAMME HIGHLIGHTS



MOVIE OF THE MONTH:

ALIEN  
COVENANT

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## Highlights Of The Month Food Programmes

### MasterChef Junior VI 美國小廚神

4 January – 8 February  
Mondays to Wednesdays  
2030-2130  
(16 Episodes)

The culinary competition gives the young chef-testants the chance to showcase their culinary abilities and passion for food through a series of delicious challenges. Starring Gordon Ramsay and Christina Tosi as judges, Season Six features the return of fan-favourite judge Joe Bastianich.



FOX. © 2018 FOX BROADCASTING.

### Food Safari Earth 大地滋味

7 January – 1 April  
Thursdays 2000-2030 (13 Episodes)

Filmed across the four seasons and with access to abundant farms and gardens around Australia, the series explores the endless possibilities of vegetables – and how the freshest seasonal produce can offer the most satisfying journey through flavours, colours and textures.



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### Extreme Cake Makers III 超級餅藝大師

7 January – 29 July  
Thursdays 2030-2100 (30 Episodes)

No challenge is too great for our magnificent line up of cake making extraordinaires. Our charismatic group of new and familiar faces are willing to go to great lengths to make the perfect celebratory pieces, with some whacky experiments combined with scientific precision.



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## Highlights Of The Month Studio 930

### Monday Hall Of Fame 周一星級影院

Mondays, 2130



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#### Contact 超時空接觸

4 January

**Director:**  
Robert Zemeckis

**Cast:**  
Jodie Foster, Matthew McConaughey, James Woods,  
John Hurt, Tom Skerritt, Angela Bassett, Rob Lowe

**Genre:**  
Sci-Fi / Drama



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#### Interstellar 星際啟示錄

11 January

**Director:**  
Christopher Nolan

**Cast:**  
Matthew McConaughey, Anne Hathaway,  
Jessica Chastain, Bill Irwin, Ellen Burstyn, Michael Caine

**Genre:**  
Adventure / Sci-Fi

**The Annual Academy Awards**  
Best Achievement in Visual Effects



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#### Up In The Air 寡佬飛行日記

18 January

**Director:**  
Jason Reitman

**Cast:**  
George Clooney, Vera Farmiga, Anna Kendrick,  
Jason Bateman

**Genre:**  
Drama / Romance



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#### Room 抖室

25 January

**Director:**  
Lenny Abrahamson

**Cast:**  
Brie Larson, Jacob Tremblay, Joan Allen, William H. Macy

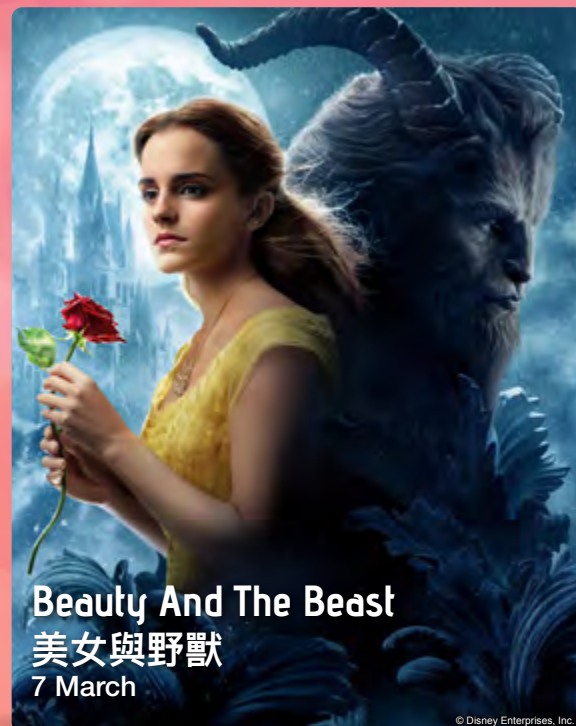
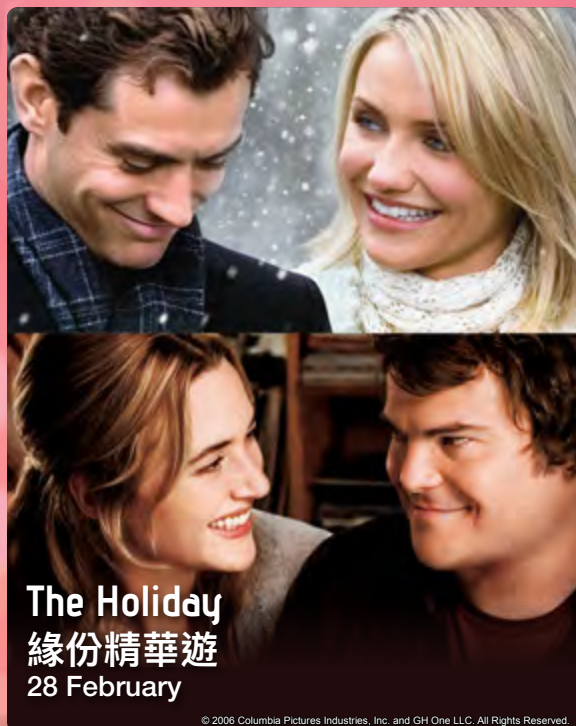
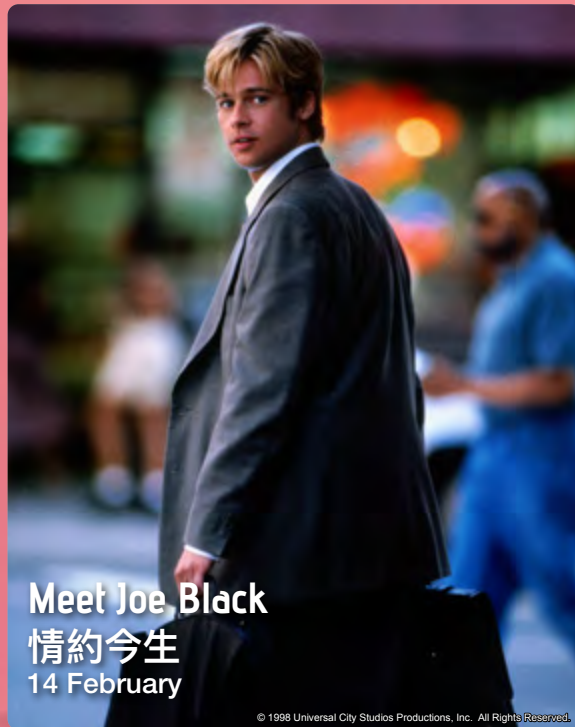
**Genre:**  
Drama / Thriller

**The Annual Academy Awards**  
Best Actress (Brie Larson)

**Upcoming in February  
Studio 930**

愛的季節  
*Season Of Love*

Sundays



**Pearl Snaps**



**Drawing More Audiences  
Every Night**

Movies are always the most watched programmes on Pearl, with strong appeal to the high-income audience group in particular. The movie with the highest ratings among the high-income group in 2020<sup>#</sup>, "Coltalin Non Drowsy Cold & Flu Formula Special: Amazing Heroes: Doctor Strange" captured an impressive ratings of 8 TVRs.

Since April 2020, movies are scheduled also on Friday nights, boosting up the ratings of the 2130-2400 timeslot on Fridays among some core target groups:



As STUDIO 930 will run through the week, Monday to Sunday, in 2021, the ratings of the 2130-2400 timeslot in the week is most likely to be further elevated.

**STUDIO 930 sponsorship is super flexible and practical. Advertisers may pick any movie(s) or date(s) they preferred to sponsor. TVB sales executives are most delighted to tailor-made advertising packages upon request.**

Remarks:  
# Period: 2020/01/01-11/30  
^ 2020/01/03-04/10 average ratings of 2130-2400 timeslot on Fridays vs 2020/04/17-11/27 average ratings of 2130-2400 timeslot on Fridays  
High Income: Personal Monthly Income 30K+  
A2A3: Aged 15-34  
Source: CSM Media Research

# PROGRAMME CONNECT

## A Comprehensive Website

Bringing you a full range of TVB's latest offers and updates for planning your advertising campaigns

### Comprehensive Content

- ▶ Highlights of 2021 Lineup
- ▶ Programme Information and Trailers
- ▶ Ratings Updates
- ▶ Hot Topics and Buying Opportunities
- ▶ WikiPackage
- ▶ Job Reference
- ▶ Programme Schedules
- ▶ Sales Packages



With a fresh new look, updates and attractions are shown at a glance



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Pearl

## PRIME TIME SCHEDULE January 2021

|                                 | 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<br>金錢面面觀<br><small>(Eng Only)</small>   | Straight Talk<br>清心直說<br><small>(Eng Only)</small>   | Blue World (VII)<br>藍海世界<br><small>(01/06-27) 13 eps<br/>(03/31) Last</small><br><small>(Eng Only)</small> | Food Safari Earth<br>大地滋味<br><small>(01/07-28) 13 eps<br/>(04/01) Last</small><br><small>(Bilingual)</small>          | Innovation Nation (IX)<br>創新國度<br><small>(01/01-08) Last</small><br>Innovation Nation (X)<br>創新國度<br><small>(01/15-29) 10 eps<br/>(03/26) Last</small><br><small>(Eng Only)</small>           | America's Funniest Home Videos (XXX)<br>笑笑小電影<br><small>(01/02-30)<br/>(03/06) Last</small><br><small>(Eng Only)</small> | Pearl Magazine<br>明珠雜誌<br><small>(Eng Only)</small>   |
| 2030                            | MasterChef Junior (VI)<br>美國小廚神<br><small>(01/04-27) 16 eps<br/>(02/08) Last</small><br><small>(Eng Only)</small> |  |  | Extreme Cake Makers (III)<br>超級餅藝大師<br><small>(01/07-28) 30 eps<br/>(07/29) Last</small><br><small>(Eng Only)</small> | Britain's Got Talent (XII)<br>全英一叮<br><small>(01/01-29) Last</small><br>Britain's Got Talent (XIII)<br>全英一叮<br><small>(01/30-31) 23 eps<br/>(03/21) Last</small><br><small>(Eng Only)</small> |  |   |
| 2130                            | STUDIO 930 明珠930  |  |  |   |   |  |   |
|                                 |   |  |  |   | Finding Dory<br>海底奇兵2<br><small>(01/01)</small><br><small>(Bilingual)</small>   | Movie Of The Month:<br>明珠首映一月鉅片:<br>Alien Covenant<br>異形: 聖約<br><small>(01/02)</small><br><small>(Eng Only)</small>      | Men In Black 3<br>黑超特警組3<br><small>(01/03)</small><br><small>(Bilingual)</small>                      |
| Monday Hall Of Fame:<br>周一星級影院: | Contact<br>超時空接觸<br><small>(01/04)</small><br><small>(Bilingual)</small>  | Jack Reacher<br>Never Go Back<br>烈探狙擊:<br>誓不回頭<br><small>(01/05)</small><br><small>(Eng Only)</small>              | Into The Storm<br>颶風中心<br><small>(01/06)</small><br><small>(Eng Only)</small>                              | The Matrix<br>廿二世紀<br>殺人網絡<br><small>(01/07)</small><br><small>(Bilingual)</small>                                    | The Boss Baby<br>波士BB<br><small>(01/08)</small><br><small>(Bilingual)</small>   | 2012<br>2012末日預言<br><small>(01/09)</small><br><small>(Bilingual)</small>   | I Am Legend<br>魔間傳奇<br><small>(01/10)</small><br><small>(Bilingual)</small>                           |
| Monday Hall Of Fame:<br>周一星級影院: | Interstellar<br>星際啟示錄<br><small>(01/11)</small><br><small>(Eng Only)</small>                                      | Top Gun<br>壮志凌雲<br><small>(01/12)</small><br><small>(Eng Only)</small>   | Kingsman: The Secret Service<br>皇家特工:<br>間諜密令<br><small>(01/13)</small><br><small>(Eng Only)</small>       | The Matrix Reloaded<br>22世紀殺人網絡2<br>決戰未來<br><small>(01/14)</small><br><small>(Bilingual)</small>                      | Zootopia<br>優獸大都會<br><small>(01/15)</small><br><small>(Bilingual)</small>   | Bean<br>蠶豆先生<br><small>(01/16)</small><br><small>(Bilingual)</small>   | Angels & Demons<br>天使與魔鬼<br><small>(01/17)</small><br><small>(Bilingual)</small>                      |
| Monday Hall Of Fame:<br>周一星級影院: | Up In The Air<br>寡佬飛行日記<br><small>(01/18)</small><br><small>(Bilingual)</small>                                   | Super 8<br>S8驚世檔案<br><small>(01/19)</small><br><small>(Bilingual)</small>  | Anaconda<br>狂蟒之災<br><small>(01/20)</small><br><small>(Bilingual)</small>                                   | The Matrix Revolutions<br>22世紀殺人網絡3<br>驚變世紀<br><small>(01/21)</small><br><small>(Bilingual)</small>                   | The Lion King<br>獅子王<br><small>(01/22)</small><br><small>(Bilingual)</small>  | Mr. Bean's Holiday<br>蠶豆放大假<br><small>(01/23)</small><br><small>(Bilingual)</small>                                      | The Island<br>荒島叛變<br><small>(01/24)</small><br><small>(Bilingual)</small>                            |
| Monday Hall Of Fame:<br>周一星級影院: | Room<br>抖室<br><small>(01/25)</small><br><small>(Eng Only)</small>   | Conspiracy Theory<br>連鎖陰謀<br><small>(01/26)</small><br><small>(Bilingual)</small>                                  | Anacondas The Hunt For The Blood Orchid<br>狂蟒之災2<br><small>(01/27)</small><br><small>(Bilingual)</small>   | Battle: Los Angeles<br>異形侵略戰<br><small>(01/28)</small><br><small>(Bilingual)</small>                                  | Kung Fu Panda 3<br>功夫熊貓3<br><small>(01/29)</small><br><small>(Bilingual)</small>  | The Scorpion King<br>盜墓迷城外傳:<br>蠍子王傳奇<br><small>(01/30)</small><br><small>(Bilingual)</small>                            | Star Wars: The Force Awakens<br>星球大戰:<br>原力覺醒<br><small>(01/31)</small><br><small>(Bilingual)</small> |
| News Roundup                    |   |  |  |   |   |  |   |
| Financial Bulletin (Mon-Fri)    |   |  |  |   |   |  |   |
| Earth Live & Today In History   |   |  |  |   |   |  |   |
| Money Matters                   | Racing To Win<br><small>(01/05-26)</small>  | Blue World (VII)<br><small>(01/06-13, 27)</small><br>US Presidential Inauguration (Live)<br><small>(01/20)</small> | Dolce Vita   | Why Women Kill<br><small>(01/01-29) 10 eps<br/>(03/26) Last</small>   | Racing To Win<br><small>(01/09-30)</small>  | Dolce Vita   |   |
| Dolce Vita                      |   |  |  |   |   |  |   |
| China 24                        |   |  |  |   |   |  |   |

Date: (mm/dd)

Tentative Schedule Only, Subject To Change. Information Accurate As of 24 December 2020

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### Marketing & Sales Office

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<http://www.tvb.com>

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

Studio 930: Movie Of The Month:  
 明珠930:明珠首映一月鉅片:

# A L I E N C O V E N A N T

## 異形：聖約



2 JANUARY  
 SATURDAY, 2130



**Director:** Ridley Scott  
**Cast:** Michael Fassbender, Katherine Waterston, Billy Crudup, Danny McBride, Demián Bichir  
**Genre:** Horror / Sci-Fi



**Finding Dory**  
海底奇兵2

1 January, Friday

**Director:**

Andrew Stanton

**Voice Cast:**

Ellen DeGeneres, Albert Brooks, Ed O'Neill, Hayden Rolence, Kaitlin Olson, Ty Burrell

**Genre:**

Animation / Adventure / Family

© Disney/Pixar



**Jack Reacher Never Go Back**  
烈探狙擊：誓不回頭

5 January, Tuesday

**Director:**

Edward Zwick

**Cast:**

Tom Cruise, Cobie Smulders, Patrick Heusinger, Aldis Hodge, Danika Yarosh, Holt McCallany, Robert Knepper

**Genre:**

Action / Thriller

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**Men In Black 3**  
黑超特警組3

3 January, Sunday

**Director:**

Barry Sonnenfeld

**Cast:**

Will Smith, Tommy Lee Jones, Josh Brolin

**Genre:**

Sci-Fi / Comedy

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**Into The Storm**  
颶風中心

6 January, Wednesday

**Director:**

Steven Quale

**Cast:**

Richard Armitage, Sarah Wayne Callies, Matt Walsh, Alycia Debnam-Carey, Arlen Escarpeta

**Genre:**

Action / Thriller

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## The Matrix 廿二世紀殺人網絡

7 January, Thursday

**Director:**  
Andy Wachowski, Larry Wachowski

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

**Genre:**  
Action / Sci-Fi

### The Annual Academy Awards

Best Film Editing  
Best Sound  
Best Effect, Sound Effects Editing  
Best Effect, Visual Effects



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## 2012 2012末日預言

9 January, Saturday

**Director:**  
Roland Emmerich

**Cast:**  
John Cusack, Chiwetel Ejiofor, Amanda Peet, Danny Glover, Woody Harrelson, Thandie Newton

**Genre:**  
Action / Thriller



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## The Boss Baby 波士BB

8 January, Friday

**Director:**  
Tom McGrath

**Voice Cast:**  
Alec Baldwin, Steve Buscemi, Jimmy Kimmel, Lisa Kudrow, Miles Bakshi, Tobey Maguire

**Genre:**  
Family / Comedy / Animation



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## I Am Legend 魔間傳奇

10 January, Sunday

**Director:**  
Francis Lawrence

**Cast:**  
Will Smith, Alice Braga, Charlie Than

**Genre:**  
Drama / Sci-Fi / Thriller



**Top Gun**  
壮志凌云

12 January, Tuesday

**Director:**  
Tony Scott

**Cast:**  
Tom Cruise, Val Kilmer, Kelly McGillis, Anthony Edwards,  
Meg Ryan, Tim Robbins

**Genre:**  
Action / Drama

**The Annual Academy Awards**  
Best Music, Original Song

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**The Matrix Reloaded**  
22世紀殺人網絡2決戰未來

14 January, Thursday

**Director:**  
Andy Wachowski, Larry Wachowski

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

**Genre:**  
Action / Sci-Fi

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**Kingsman: The Secret Service**  
皇家特工：間諜密令

13 January, Wednesday

**Director:**  
Matthew Vaughn

**Cast:**  
Taron Egerton, Colin Firth, Samuel L Jackson,  
Michael Caine

**Genre:**  
Action / Comedy

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**Zootopia**  
優獸大都會

15 January, Friday

**Director:**  
Byron Howard, Rich Moore

**Voice Cast:**  
Ginnifer Goodwin, Jason Bateman, Idris Elba,  
Raymond S. Persi

**Genre:**  
Animation / Comedy / Family

**The Annual Academy Awards**  
Best Animated Feature

**The Golden Globe Awards**  
Best Animated Feature Film

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## Bean 憨豆先生

16 January, Saturday

**Director:**  
Mel Smith

**Cast:**  
Rowan Atkinson, Peter MacNicol, Pamela Reed,  
Harris Yulin, Sandra Oh, Burt Reynolds

**Genre:**  
Comedy



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## Super 8 S8驚世檔案

19 January, Tuesday

**Director:**  
J.J. Abrams

**Cast:**  
Joel Courtney, Kyle Chandler, Elle Fanning

**Genre:**  
Sci-Fi / Fantasy



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## Angels & Demons 天使與魔鬼

17 January, Sunday

**Director:**  
Ron Howard

**Cast:**  
Tom Hanks, Ewan McGregor, Ayelet Zurer,  
Stellan Skarsgard, David Pasquesi

**Genre:**  
Drama / Mystery



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## Anaconda 狂蟒之災

20 January, Wednesday

**Director:**  
Luis Llosa

**Cast:**  
Jennifer Lopez, Ice Cube, Jon Voight, Eric Stoltz

**Genre:**  
Adventure / Horror

# STUDIO 明珠 930



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## The Matrix Revolutions 22世紀殺人網絡3驚變世紀

21 January, Thursday

**Director:**  
Andy Wachowski, Larry Wachowski

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

**Genre:**  
Action / Sci-Fi

# STUDIO 明珠 930



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## Mr. Bean's Holiday 蠶豆放大假

23 January, Saturday

**Director:**  
Steve Bendelack

**Cast:**  
Rowan Atkinson, Emma de Caunes, Jean Rochefort,  
Willem Dafoe

**Genre:**  
Comedy



© Disney

## The Lion King 獅子王

22 January, Friday

**Director:**  
Roger Allers, Rob Minkoff

**Voice Cast:**  
Matthew Broderick, Whoopi Goldberg, Jeremy Irons,  
Nathan Lane, James Earl Jones, Rowan Atkinson

**Genre:**  
Animation / Adventure

**The Annual Academy Awards**

Best Music, Original Score  
Best Music, Original Song

**The Golden Globe Awards**

Best Original Score – Motion Picture  
Best Original Song – Motion Picture



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## The Island 謊島叛變

24 January, Sunday

**Director:**  
Michael Bay

**Cast:**  
Ewan McGregor, Scarlett Johansson, Djimon Hounsou,  
Sean Bean, Michael Clarke Duncan, Steve Buscemi

**Genre:**  
Sci-Fi / Action



**Conspiracy Theory**  
連鎖陰謀

26 January, Tuesday

**Director:**

Richard Donner

**Cast:**

Julia Roberts, Mel Gibson, Patrick Stewart

**Genre:**

Action / Thriller

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**Battle: Los Angeles**  
異形侵略戰

28 January, Thursday

**Director:**

Jonathan Liebesman

**Cast:**

Aaron Eckhart, Michelle Rodriguez, Ramon Rodriguez, Bridget Moynahan, Ne-Yo, Michael Peña

**Genre:**

Sci-Fi / Action

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**Anacondas The Hunt For The Blood Orchid**  
狂蟒之災2

27 January, Wednesday

**Director:**

Dwight H. Little

**Cast:**

Matthew Marsden, Johnny Messner, Morris Chestnut, Salli Richardson, Nicholas Gonzalez

**Genre:**

Adventure / Horror

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**Kung Fu Panda 3**  
功夫熊貓3

29 January, Friday

**Director:**

Alessandro Carloni, Jennifer Yuh Nelson

**Voice Cast:**

Jack Black, Bryan Cranston, Dustin Hoffman, Angelina Jolie, J.K. Simmons

**Genre:**

Animation / Family / Comedy

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## The Scorpion King 盜墓迷城外傳：蠍子王傳奇

30 January, Saturday

**Director:**  
Chuck Russell

**Cast:**  
Dwayne Johnson, Steven Brand,  
Michael Clarke Duncan, Kelly Hu, Bernard Hill

**Genre:**  
Action / Adventure / Fantasy



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## Star Wars: The Force Awakens 星球大戰：原力覺醒

31 January, Sunday

**Director:**  
J.J. Abrams

**Cast:**  
Harrison Ford, Mark Hamill, Carrie Fisher,  
Adam Driver

**Genre:**  
Action / Adventure



## Blue World VII 藍海世界

6 January – 31 March  
Wednesdays 2000-2030 (13 Episodes)



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“Blue World” is a family-oriented TV series hosted by dynamic marine naturalist and underwater cinematographer Jonathan Bird, featuring stunning underwater photography. The segments encompass a variety of subjects, including stories about animals, marine research and researchers, underwater exploration and recent discoveries. The programme follows the adventures of Jonathan as he attempts to unlock mysterious about the underwater world and the creatures that live there.



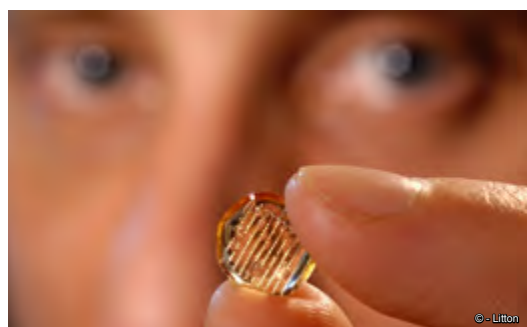
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世界頂級水底攝影師 Jonathan Bird 將前往世界各地潛水，以自身視角紀錄和探索深不見底的大海。《藍海世界》踏入第七輯，每集將以海洋生物、海洋研究、研究人員的故事和有關深海的最新發現為主題，以超高清拍攝技術，試圖解開有關海底世界和海洋生物的神秘面紗。



## Innovation Nation X 創新國度

15 January - 26 March  
Fridays 2000-2030 (10 Episodes)



The Emmy Award-winning series continues to meet 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.

曾贏得艾美獎的《創新國度》將繼續訪問當今精妙發明背後的科學家與設計師，介紹時速高達一百英里的噴射漂浮滑板，用作心臟組織的菠菜葉，還有用霧氣偵察盜賊的安全系統。除了嶄新發明外，節目還會回顧過去人類史上的重要發明，探討它們如何改變世界。

## Britain's Got Talent XIII 全英一叮

30 January - 21 March  
Fridays to Sundays 2030-2130 (23 Episodes)



With no shortage of variety or talent, the judging panel will be surprised, charmed and moved to tears by a whole host of acts whilst looking for the winning performance. The winner is given the opportunity to perform at the Royal Variety Performance in front of members of the British Royal Family, including Queen Elizabeth II, and also receives a cash prize of about £500,000.



From choirs and dancers to animal acts and magicians, "Britain's Got Talent" has it all, and this series looks to be the most entertaining yet!

今季《全英一叮》再度雲集全英奇人異士，四位星級評判再次夥拍風趣幽默又獲獎無數的主持人Ant和Dec，聯手挑選表現優秀的參賽者，眾人更可以運用手上的「黃金按鈕」(Golden Buzzer)讓潛力無可限量的參賽者直接進入半準決賽。優勝者除了獲得50萬英鎊的獎金，更有機會參與英國皇家綜藝表演，在女王伊利沙白二世及其他皇室家族成員面前表演，機會難能可貴！

Pearl Top 10 Programmes  
Week 2046 (2020/11/09 - 2020/11/15)

| 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: Jurassic World<br>速效幸福傷風感冒素特約: 周末大電影: 侏羅紀世界         | Movie       | Pearl   | Sun | 21:34      | 24:00    | Average: 288 | 5.0  | 20%            | 22:47   | 5.0               | 5.7     | 5.8      | 6.7               |
| 2    | JVG Alkaline Water Ionizer Presents: Anniversary Special: Transformers Dark of the Moon<br>JVG鹼性離子水機呈獻: 台慶鉅獻: 變形金剛: 黑月降臨 | Movie       | Pearl   | Sat | 21:32      | 24:27    | Average: 206 | 3.6  | 16%            | 23:03   | 4.3               | 5.2     | 4.9      | 5.7               |
| 3    | America's Got Talent<br>全美一叮   | Variety     | Pearl   | Sun | 20:33      | 21:22    | Average: 110 | 1.9  | 6%             | 21:14   | 1.8               | 1.1     | 2.0      | 2.3               |
| 4    | America's Got Talent<br>全美一叮   | Variety     | Pearl   | Sat | 20:33      | 21:17    | Average: 83  | 1.4  | 4%             | 21:16   | 1.1               | 0.9     | 0.8      | 1.0               |
| 5    | America's Funniest Home Videos<br>笑笑小電影  | Variety     | Pearl   | Sat | 20:04      | 20:28    | Average: 65  | 1.1  | 3%             | 20:13   | 0.9               | 0.7     | 0.9      | 0.4               |
| 6    | Oriental Watch Company Spectacular Tuesday Presents: Weird, True & Freaky<br>東方表行-絕色星期二: 野性怪奇物語                          | Documentary | Pearl   | Tue | 21:31      | 22:27    | Average: 58  | 1.0  | 3%             | 22:02   | 0.7               | 1.3     | 0.9      | 0.4               |
| 7    | FBI<br>FBI   | Drama       | Pearl   | Thu | 21:34      | 22:21    | Average: 48  | 0.8  | 3%             | 22:20   | 0.6               | 0.3     | 0.9      | 0.2               |
| 8    | Instinct<br>直覺追兇   | Drama       | Pearl   | Tue | 20:33      | 21:23    | Average: 43  | 0.7  | 2%             | 21:02   | 0.8               | 0.6     | 0.7      | 0.2               |
| 9    | Anniversary Special: The Good Doctor<br>台慶鉅獻: 好醫生  | Drama       | Pearl   | Mon | 20:33      | 22:17    | Average: 36  | 0.6  | 2%             | 22:15   | 0.1               | 0.0     | 0.5      | 0.8               |
| 10   | Weekend Blockbuster: Se7en<br>周末大電影: 七宗罪   | Movie       | Pearl   | Fri | 21:34      | 24:01    | Average: 34  | 0.6  | 2%             | 23:01   | 0.6               | 0.5     | 0.4      | 0.6               |

Pearl Top 10 Programmes  
Week 2048 (2020/11/23 - 2020/11/29)

| 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 The Last Knight<br>JVG鹼性離子水機呈獻: 台慶鉅獻: 變形金剛: 終極戰士              | Movie       | Pearl   | Sat | 21:32      | 24:27    | Average: 269 | 4.7  | 20%            | 22:54   | 5.1               | 5.2     | 4.3      | 7.9               |
| 2    | Extra Fast Collatin Cold & Flu Tablets Special: Weekend Blockbuster: Close Encounters of the Third Kind<br>速效幸福傷風感冒素特約: 周末大電影: 第三類接觸 | Movie       | Pearl   | Sun | 21:33      | 24:12    | Average: 112 | 1.9  | 8%             | 22:00   | 1.8               | 2.4     | 1.9      | 2.3               |
| 3    | America's Funniest Home Videos<br>笑笑小電影  | Variety     | Pearl   | Sat | 20:03      | 20:27    | Average: 98  | 1.7  | 5%             | 20:18   | 1.2               | 1.5     | 1.2      | 0.6               |
| 4    | America's Got Talent<br>全美一叮   | Variety     | Pearl   | Sat | 20:31      | 21:15    | Average: 83  | 1.4  | 4%             | 20:58   | 1.4               | 1.4     | 1.6      | 2.2               |
| 5    | Oriental Watch Company Spectacular Tuesday Presents: Weird, True & Freaky<br>東方表行-絕色星期二: 野性怪奇物語                                      | Documentary | Pearl   | Tue | 21:33      | 22:27    | Average: 76  | 1.3  | 4%             | 21:59   | 0.9               | 1.4     | 1.0      | 0.5               |
| 6    | America's Got Talent<br>全美一叮   | Variety     | Pearl   | Sun | 20:33      | 21:24    | Average: 62  | 1.1  | 3%             | 21:21   | 1.2               | 0.7     | 0.8      | 1.7               |
| 7    | Weekend Blockbuster: Exodus Gods and Kings<br>周末大電影: 出埃及記神王帝國  | Movie       | Pearl   | Fri | 21:32      | 24:27    | Average: 56  | 1.0  | 4%             | 24:17   | 0.4               | 0.5     | 0.8      | 1.2               |
| 8    | News Roundup<br>晚間新聞   | News        | Pearl   | Sat | 24:30      | 24:47    | Average: 42  | 0.7  | 7%             | 24:30   | 0.7               | 0.6     | 0.6      | 0.5               |
| 9    | Anniversary Special: The Good Doctor<br>台慶鉅獻: 好醫生  | Drama       | Pearl   | Mon | 20:32      | 22:16    | Average: 38  | 0.7  | 2%             | 21:19   | 0.7               | 0.8     | 1.1      | 1.3               |
| 10   | The Wild Canadian Year<br>野性加國四季   | Documentary | Pearl   | Sun | 13:03      | 13:59    | Average: 36  | 0.6  | 4%             | 13:20   | 0.6               | 0.6     | 0.3      | 0.1               |

Pearl Top 10 Programmes  
Week 2047 (2020/11/16 - 2020/11/22)

| 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 Age of Extinction<br>JVG鹼性離子水機呈獻: 台慶鉅獻: 變形金剛: 滅絕世紀 | Movie       | Pearl   | Sat | 21:32      | 24:42    | Average: 285 | 5.0  | 22%            | 22:37   | 5.8               | 5.5     | 5.4      | 7.2               |
| 2    | Extra Fast Collatin Cold & Flu Tablets Special: Weekend Blockbuster: The Perfect Storm<br>速效幸福傷風感冒素特約: 周末大電影: 驚濤駭浪        | Movie       | Pearl   | Sun | 21:33      | 24:06    | Average: 173 | 3.0  | 12%            | 23:30   | 2.1               | 1.9     | 1.8      | 3.6               |
| 3    | America's Got Talent<br>全美一叮  | Variety     | Pearl   | Sun | 20:33      | 21:22    | Average: 99  | 1.7  | 5%             | 21:07   | 1.5               | 1.6     | 1.9      | 2.0               |
| 4    | America's Got Talent<br>全美一叮  | Variety     | Pearl   | Sat | 20:33      | 21:18    | Average: 65  | 1.1  | 3%             | 21:09   | 0.9               | 0.6     | 1.0      | 1.5               |
| 5    | Oriental Watch Company Spectacular Tuesday Presents: Weird, True & Freaky<br>東方表行-絕色星期二: 野性怪奇物語                           | Documentary | Pearl   | Tue | 21:32      | 22:29    | Average: 60  | 1.0  | 3%             | 22:28   | 0.9               | 1.5     | 1.0      | 0.9               |
| 6    | America's Funniest Home Videos<br>笑笑小電影   | Variety     | Pearl   | Sat | 20:04      | 20:29    | Average: 51  | 0.9  | 3%             | 20:28   | 0.6               | 0.4     | 0.6      | 0.7               |
| 7    | News Roundup<br>晚間新聞  | News        | Pearl   | Sat | 24:45      | 25:01    | Average: 44  | 0.8  | 7%             | 24:45   | 1.1               | 1.2     | 1.0      | 0.8               |
| 8    | America's Got Talent<br>全美一叮  | Variety     | Pearl   | Fri | 20:33      | 21:17    | Average: 42  | 0.7  | 2%             | 20:57   | 0.8               | 0.6     | 0.5      | 0.7               |
| 9    | Michael Palin in North Korea<br>北韓之旅  | Documentary | Pearl   | Wed | 21:32      | 22:23    | Average: 41  | 0.7  | 2%             | 21:58   | 0.6               | 0.5     | 0.8      | 0.0               |
| 10   | Weekend Blockbuster: Warcraft<br>周末大電影: 魔獸爭霸: 戰錘崛起  | Movie       | Pearl   | Fri | 21:32      | 23:53    | Average: 36  | 0.6  | 2%             | 22:50   | 1.0               | 1.0     | 1.2      | 1.5               |

Pearl Top 10 Programmes  
Week 2049 (2020/11/30 - 2020/12/06)

| 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    | Eagle Safes Presents: Weekend Blockbuster: Captain America Civil War<br>周末大電影: 美國隊長3 英雄內戰   | Movie       | Pearl   | Sat | 21:31      | 24:26    | Average: 268 | 4.7  | 18%            | 23:05   | 5.8               | 7.1     | 5.5      | 6.3               |
| 2    | Weekend Blockbuster: Eight Legged Freaks<br>周末大電影: 近蛛者殺                                     | Movie       | Pearl   | Sun | 21:33      | 23:32    | Average: 164 | 2.8  | 10%            | 23:00   | 2.5               | 2.5     | 3.2      | 2.9               |
| 3    | Britain's Got Talent<br>全英一叮  | Variety     | Pearl   | Sun | 20:33      | 21:24    | Average: 111 | 1.9  | 5%             | 21:16   | 2.1               | 2.1     | 2.0      | 2.7               |
| 4    | America's Got Talent<br>全美一叮  | Variety     | Pearl   | Sat | 20:32      | 21:16    | Average: 89  | 1.5  | 4%             | 21:08   | 1.3               | 0.9     | 1.4      | 1.4               |
| 5    | Oriental Watch Company Spectacular Tuesday Presents: Man Among Cheetahs<br>東方表行-絕色星期二: 野性獵豹 | Documentary | Pearl   | Tue | 21:34      | 22:27    | Average: 65  | 1.1  | 3%             | 22:23   | 1.4               | 1.3     | 0.9      | 0.4               |
| 6    | America's Funniest Home Videos<br>笑笑小電影   | Variety     | Pearl   | Sat | 20:04      | 20:28    | Average: 61  | 1.1  | 3%             | 20:27   | 1.0               | 1.0     | 0.6      | 0.9               |
| 7    | Anniversary Special: The Good Doctor<br>台慶鉅獻: 好醫生   | Drama       | Pearl   | Mon | 20:34      | 22:17    | Average: 49  | 0.9  | 2%             | 21:47   | 1.3               | 1.0     | 1.0      | 0.6               |
| 8    | News Roundup<br>晚間新聞  | News        | Pearl   | Sat | 24:30      | 24:47    | Average: 48  | 0.8  | 7%             | 24:30   | 1.5               | 1.6     | 1.0      | 0.6               |
| 9    | Weekend Blockbuster: Bad Boys<br>周末大電影: 重案夢幻組   | Movie       | Pearl   | Fri | 21:34      | 23:51    | Average: 47  | 0.8  | 3%             | 23:05   | 0.6               | 0.5     | 0.6      | 0.9               |
| 10   | America's Got Talent<br>全美一叮  | Variety     | Pearl   | Fri | 20:33      | 21:26    | Average: 46  | 0.8  | 2%             | 21:14   | 0.9               | 0.5     | 0.6      | 0.7               |

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

Ratings include "Live" & "As Live" viewing of corresponding programme from TV Set & connected devices (e.g. DVR/DTT Box, Pay TV Box).  
Programmes are ranked by aged 18+ average audience size.  
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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**  
**January 2021**  
as at 2020/11/11

| MONDAY   | TUESDAY                               | WEDNESDAY        | THURSDAY            | FRIDAY                                    | SATURDAY   | SUNDAY   |   |
|--|---------------------------------------|------------------|---------------------|---|--|--|---|
| Market Overview  |                                       |                  |                     |   |  |  |   |
| Pastor Joseph Prince   |                                       |                  |                     |   | Pastor Joseph Prince   |  |   |
| NBC Nightly News   |                                       |                  |                     |   |  |  |   |
| Market Overview  |                                       |                  |                     |   | Hour Of Power  |  |   |
| Market Update (01/04-29)                                       |                                       |                  |                     | Market Overview (01/01)                   | Justin Time (III) (01/02)<br>Thomas & Friends (01/09-30)           | The Open University Of Hong Kong Special: Knowledge For All                                    |   |
| Inside Market (01/04-29)                                       |                                       |                  |                     | Teletubbies (II) (01/01)                  | Pastor Joseph Prince   |  |   |
| Market Update (01/04-29)                                       |                                       |                  |                     | Justin Time (III) (01/01)                 | Hour Of Power  |  |   |
| CGTN Global Watch  |                                       |                  |                     | Hotel Transylvania (II) (01/01)           | Dolce Vita   |  |   |
| Market Update (01/04-29)                                       |                                       |                  |                     | Super 4 (01/01)                           | Pearl Magazine   |  |   |
| Market Update (01/04-29)                                       |                                       |                  |                     | Psycho Pussies<br>Mad Cat Attacks (01/01) | The Cruise (II) (01/02-16)<br>The Cruise (III) (01/23-30)          |  |   |
| Inside Market (01/04-29)                                       |                                       |                  |                     | World's Greatest Natural Wonders (01/01)  | Station 19   |  |   |
| Vital Lifeline   | A Dream Home Planning                 | Hong Kong Report | Revel In Retirement | Property Experts (01/08-29)               | Jamie Cooks Italy (01/02-16)<br>Inside The Factory (IV) (01/23-30) |  | Into The Wild Colombia (01/03-10)<br>Island Of The Monsoon (01/17-31) |
| Market Update (01/04-29)                                       |                                       |                  |                     | Donal's Meals In Minutes (01/01)          | A Day In The Life Of Earth (01/02-09)<br>The Planets (01/16-30)    |  | Magnum P.I.   |
| Pastor Joseph Prince   |                                       |                  |                     |   | Showers Of Blessing  |  |   |
| Inside Market (01/04-29)                                       |                                       |                  |                     | Luxury Homes Revealed (II) (01/01)        | The Deep (II)  | Real Life 101  |   |
| Putonghua News Report  |                                       |                  |                     |   |  |  |   |
| Putonghua Financial Report (01/04-29)                          |                                       |                  |                     | Putonghua Weather Report (01/01)          | Putonghua Weather Report   |  |   |
| Putonghua Weather Report                                       |                                       |                  |                     | 101 Easy Japanese (01/01)                 | Little Malabar   | Straight Talk  |   |
| Teletubbies (II) (01/01-08)<br>The Furcheater Hotel (01/11-29) |                                       |                  |                     |   | Mike The Knight  | Miffy Adventures Big And Small (II) (01/03-24)<br>Miffy Adventures Big And Small (III) (01/31) |   |
| Justin Time (III) (01/01-07)<br>Thomas & Friends (01/08-29)    |                                       |                  |                     |   | Monchhichi   | Mouk   |   |
| Hotel Transylvania (II)  |                                       |                  |                     |   | Real Life 101  | Chop Chop Ninja  |   |
| Roger (01/04-11)<br>Little Lunch (01/18-25)                    | Deadly Dinosaurs With Steve Backshall | Art Ninja (V)    | Super 4             | The Deep (II)                             | Do You Know? (IV)  | News Of The Wild (01/03)<br>Arthur (XX) (01/10-31)   |   |

**Pearl**  
**100 GRPs Guaranteed Package**  
**Jan - Jun 2021**



|                        |   |                        |                |               |               |
|------------------------|---|------------------------|----------------|---------------|---------------|
| <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#55                  | <u>30-sec</u>  | <u>20-sec</u> | <u>10-sec</u> |
|                        |   | Tier 1                 | <b>\$1,000</b> | <b>\$700</b>  | <b>\$300</b>  |
|                        |   | Tier 2                 | <b>\$1,200</b> | <b>\$800</b>  | <b>\$400</b>  |

**Terms & Conditions:**

- Additional Handling Charges
  - 15% handling charges shall be applied to the following conditions:
    - 3 weeks or more but less than 4 weeks campaign period
    - More than 100 but less than 150 GRPs for 4 weeks campaign period
    - 2 mixed duration of TVC in a booking of 4 weeks campaign period  
Another 15% applies for every additional mix
    - More than 3 different product categories in one single TVC
  - 20% handling charges shall be applied to the following condition:
    - 2 weeks or more but less than 3 weeks campaign
- The Station reserves the right to advice handling charges for GRP bookings in less than 10 days.
- The Station reserves the right to advise handling charges for other special request.
- The CRP rate in the booking form shall be adjusted if the information provided is different from the enquiry made for the same issue.
- Volume Rebate is not applicable to GRP packages but the total amount can be grouped together with other commitment for VR calculation.
- The Station reserves the right to alter the GRP package terms and conditions without prior notice.

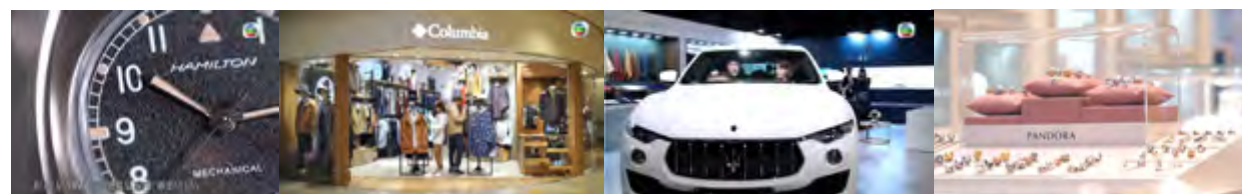
**Billing Schedule**

The package amount will be debited within the month which the first spot is telecast.



Introduces the hottest trends and events, sophisticated watches and jewellerys, the latest fashion and automobiles as well as beauty tips and technology.

**Brand Exposures    Product Features Highlights    Verbal Mentioning**



| Pearl   |                    |                                 | TVB Finance & Information Channel |  |
|---------|--------------------|---------------------------------|-----------------------------------|--|
| 1st Run | <b>Thursday</b>    | 2100-2130                       | 5 runs#<br>in total               | <b>Saturday<br/>Sunday</b><br><br>2 runs#<br>in total<br>(Bonus) |
| 2nd Run | <b>Thursday</b>    | (same day) approx. 2415         |                                   |  |
| 3rd Run | <b>Saturday</b>    | approx. 1110                    |                                   |  |
| 4th Run | <b>Sunday</b>      | after News Roundup approx. 2410 |                                   |  |
| 5th Run | <b>Next Monday</b> | approx. 2445                    |                                   |  |

#Subject to change

| Package               | Entitlements                           | Package Cost Nett (RC#55) |
|-----------------------|--|---------------------------|
| All-Round TV Campaign | 4-5 min / segment (approx.) + 1 Option | \$168,000                 |
| Regular Segment       | 4-5 min / segment (approx.)            | \$110,000                 |
| 1-min Segment         | 1 min x 5 segments                     | \$138,000                 |
| Opening Features      | 6 Segments or more                     | \$198,000                 |

Please refer to the package for details.

**2021 Dolce Vita - All-Round TV Campaign**



Advertiser: \_\_\_\_\_ Agency: \_\_\_\_\_  
 Product: \_\_\_\_\_ Campaign Period: \_\_\_\_\_

**(A) Dolce Vita Inside Segment**  
 Production of approx. 3-5 minutes segment with end credit logo exposure - 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. 2415  
 - 3rd Run on **Saturday** - approx. 1110  
 - 4th Run on **Sunday** after News Roundup - approx. 2410  
 - 5th Run on the **Next Monday** - approx. 2445  
**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

**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 packages

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

**Package Cost**

|  | RC#55                    |
|--|--------------------------|
| ( ) Dolce Vita exposure & TVC campaign   | <b>\$ 168,000</b> (nett) |
| ( ) End credit window frame (10-sec) (The related segment will be placed at the last programme part) | <b>\$ 17,000</b> (nett)  |
| ( ) Pearl Facebook Page post (1 segment)*  | <b>\$ 10,000</b> (nett)  |
| ( ) TVB Social Media post (1 segment, Chi version)*  | <b>\$ 45,000</b> (nett)  |
| ( ) Additional charges for special request: _____  | <b>\$</b> (nett)         |
| <b>Total Package Cost</b>  | <b>\$</b> (nett)         |

Please (✓) as appropriate.

- Remarks**
- This package is only for shooting in Hong Kong.
  - Shooting must be held at least **3 weeks** before the on-air date.
  - Shooting date must be confirmed at least **2 weeks** in advance, or subject to crew availability.
  - Shooting shall be held at only one location, which has to be in urban area or within reasonable distance.
  - Arrangement for pre-production meeting and/or on-location survey shall be at TVB's discretion.
  - Any special permits or documents needed for the shooting shall be prepared by client.
  - Client shall cover all necessary location fee, electricity and consumables used at the location.
  - 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).
  - TVC content shall be edited from respective Dolce Vita segment without extra shooting.
  - 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.
  - V.O. or library music (if required) will be appointed by TVB.
  - Advertiser has to provide product information and artwork if necessary.
  - TVB reserves the right to advise additional handling charges for special request or TVC re-editing.
  - Post-production shall be handled entirely by TVB production staff, with no client involvement or preview.
  - Programme and TVC copyright belongs to TVB and are for telecast on TVB platforms only.

- Facebook Post**
- Pearl Facebook: **English version** of the respective segment to be post on Pearl Facebook Page. No boosting or commercial element shall be involved.
  - TVB Social Media: **Chinese version** of the respective segment to be post on Big Big Channel, TVB YouTube Channel and TVB Facebook Page.
  - Request shall be raised at the time of segment booking confirmation.
  - 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.
  - The segment shall be post in around 24-48 hours after the first telecast unless stated otherwise.
  - No boosting or commercial element shall be involved.
  - Repost or redistribute of the segment on other social media platform(s) or commercial use(s) is prohibited.
  - TVB reserves the right to advise additional handling charges for special request.

- Sales Condition**
- Bookings will be accepted on a first-come-first-served basis. No cancellation is allowed once confirmed.
  - This package is valid until 2021/11/30. Festive specials excluded.
  - 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.
  - 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.
  - The Programme is subject to pre-emption by special programming. The Station will try its best to advise the client concerned, should time allows. The pre-empted episode will be rescheduled at the discretion of TVB.
  - Inclusive of ONE year TVC copyright (for Option 1) for usage on TVB Platforms. Extension of copyright will be at the discretion of TVB and be quoted on need.
  - This package is not eligible to volume rebate but will be grouped for volume rebate calculation.
  - This package is subject to all the terms & conditions stipulated on Rate Card #55.
  - TVB reserves the right to revise or withdraw this package anytime without notice.

**Billing**  
 Billed prior to filming.

**Booking Confirmation**  
 Shooting Date \_\_\_\_\_  
 On-air Date \_\_\_\_\_

Effective 2021/01/01 SE: \_\_\_\_\_ (Signature & Company Chop) Date





**TVB Pearl  
Association Package (2021)**

**Studio 930**

| Period    | No. of Spots* | Duration | Package Cost (RC#55) |
|-----------|---------------|----------|----------------------|
| Jan - Jun | 25<br>P5 x 25 | 30-sec   | \$33,000             |
|           |               | 25-sec   | \$27,500             |
|           |               | 20-sec   | \$22,000             |
|           |               | 15-sec   | \$16,500             |
|           |               | 10-sec   | \$11,000             |
|           |               | 5-sec    | \$5,500              |

**News Programmes**

| Period    | No. of Spots                | Duration | Package Cost (RC#55) |
|-----------|-----------------------------|----------|----------------------|
| Jan - Jun | 50<br>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#55) |
|-----------|-----------------|----------|----------------------|
| Jan - Jun | 100<br>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 (2021)**

| Programme           | No. of epi | Period             | Package Cost (RC#55) |
|---------------------|------------|--------------------|----------------------|
| MOTM                | 1          | 1 epi / month      | \$680,000            |
| Mega Movie          | 1          | 2 epi / year (TBC) | \$760,000            |
| Anniversary Special | 1          | Nov 2021 (TBC)     | \$960,000            |
| Studio 930          | 1          | Mon-Sun            | \$280,000            |

Please refer to the package for details.



**TVB Pearl  
Package Summary (2021)**

| Programme                                 | Telecast Pattern          | Period   | Package Cost (RC#55) |
|---|---------------------------|----------|----------------------|
| Financial Index                           | Mon-Fri<br>(Trading Days) | 26 weeks | \$1,100,000          |
| International Time Check/Local Time Check | Mon-Sun                   |          | \$920,000            |
| Info-Service                              | Mon-Fri                   |          | \$820,000            |
| Daily Info-Service                        | Mon-Sun                   |          | \$940,000            |

Please refer to the package for details.



**TVB News Channel  
Title Sponsorship Package Summary**

| Programme | Telecast Pattern                    | Period  | Package Cost* |
|-----------|-------------------------------------|---------|---------------|
| 天氣報告      | Mon-Sun                             | 13-week | \$690,000     |
| 中華掠影      | Mon-Sun                             |         | \$220,000     |
| 環球新聞檔案    | Mon-Fri                             |         | \$690,000     |
| 時事多面睇     | Mon-Fri                             |         | \$530,000     |
| 交通消息      | Mon-Fri<br>(except Public Holidays) |         | \$420,000     |
| 世界觀       | Tue-Sat                             |         | \$420,000     |
| 開市第一擊     | Mon-Fri<br>(trading days only)      |         | \$390,000     |
| 財經多國度     | Mon-Fri<br>(trading days only)      |         | \$390,000     |

Please refer to the package for details.

\*Applicable to sponsorship launches on or before Mar 2021

# 2021 年新定廣告時段 廣告投放更簡易

2021 年1月1日起適用

|               | 星期一至五 | 星期六及日 |               | 星期一至日 |
|---------------|-------|-------|---------------|-------|
| 每天開始至<br>0655 | C1    | C1    | 每天開始至<br>0755 | C1    |
| 0705 - 1255   | C3    | C4    | 0805 - 1355   | C3    |
| 1305 - 1625   | C2    | C2    | 1405 - 1655   | C2    |
| 1635 - 1855   | C4    | C3    | 1705 - 1855   | C4    |
| 1905 - 2055   | C5    | C4    | 1905 - 2255   | C4    |
| 2105 - 2355   | C3    | C3    | 2305 - 2455   | C3    |
| 2405<br>至每天終結 | C1    | C1    | 2505<br>至每天終結 | C1    |

## 2021 全新節目 快將推出



### 放眼大灣區

報道區內各城市的發展，包括民生熱話、企業動向、專家解讀政策等等，讓香港人掌握機遇、走出當前困境。



### 養生方程式

香港是全球最長壽的城市之一，但居住環境並不優越，生活壓力更是愈來愈大。究竟香港人的長壽秘訣是什麼？



### 每區有樓睇

帶領觀眾到香港各區「睇樓」，了解每區最新樓市及市場資訊。

### 休悠自在

到訪內地被評為「最適合養老居住」的城市，了解各地成為退休新熱點的原因。



### 升學攻略

為莘莘學子搜羅英國、新加坡及紐西蘭的留學資訊，邀請師兄師姐及名人家長分享海外升學經驗。