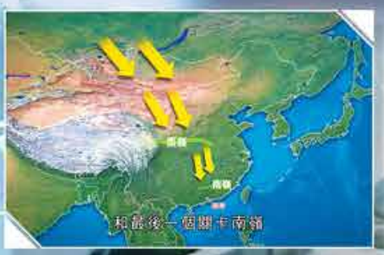
無綫新聞台

MAR 2021
Programme Highlights

AQ消毒防疫科技水贊助：

武測天



Television Broadcasts Limited
電視廣播有限公司

MARCH 2021

PEARL & TVB NEWS PROGRAMME HIGHLIGHTS

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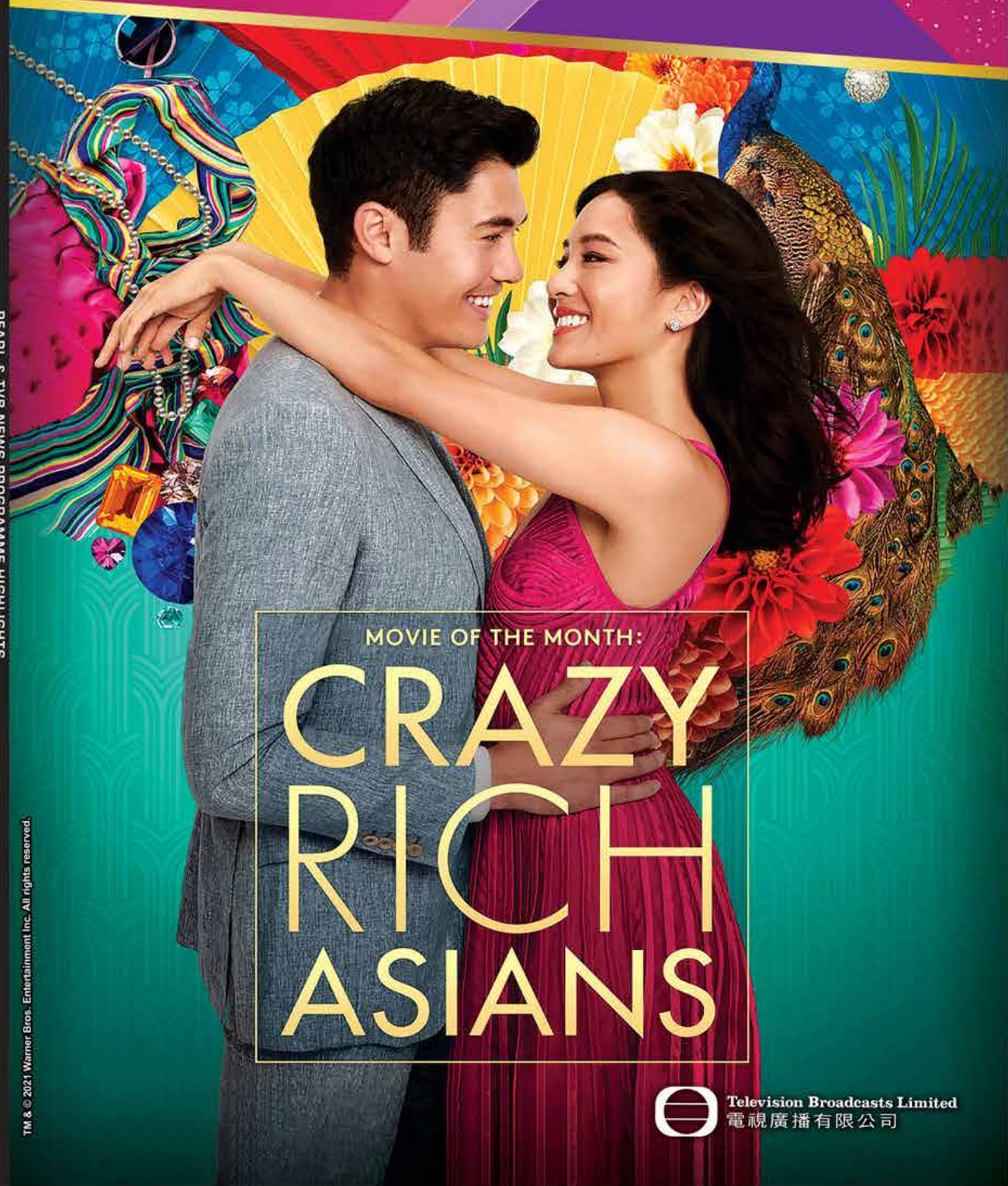
MAR 2021
Programme Highlights

Pearl



MOVIE OF THE MONTH:

CRAZY RICH ASIANS

Television Broadcasts Limited
電視廣播有限公司

Highlights Of The Month
Studio 930

STUDIO 明珠930

Movie Of The Month:
明珠首映三月鉅片：

6 March, Saturday, 2130

Director: Jon M. Chu

Cast: Constance Wu, Henry Golding, Michelle Yeoh

Genre: Romance / Comedy

BASED ON THE BEST-SELLING NOVEL

CRAZY RICH ASIANS

我的超豪男友

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Upcoming In April
Studio 930

STUDIO 明珠930

Movie Of The Month:
明珠首映四月鉅片：

IT

小丑回魂

10 APRIL
SATURDAY

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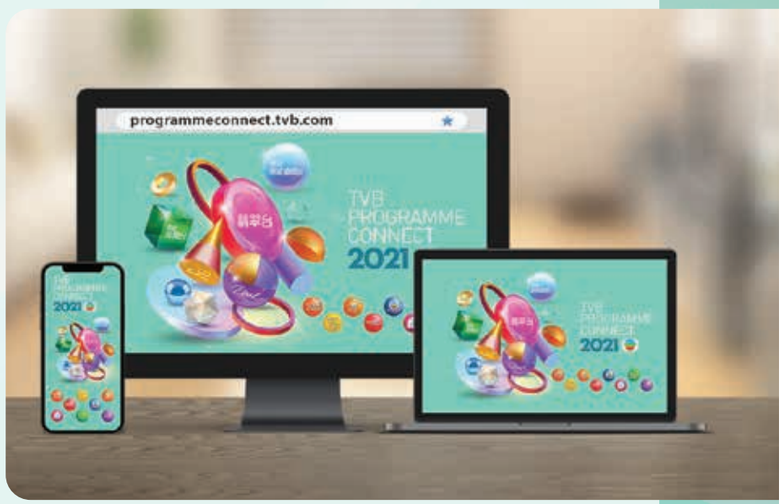
PROGRAMME CONNECT

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

March 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 金錢面面觀 (Eng Only)	Straight Talk 清心直說 (Eng Only)	Blue World (VII) 藍海世界 *(03/03-31) Last* (Eng Only)	Food Safari Earth 大地滋味 *(03/04-25)* *(04/01) Last* (Bilingual)	Innovation Nation (X) 創新國度 *(03/05-19) Last* (Eng Only) Tech Toys 360 (V) 潮玩360 *(03/26) 13 eps* *(06/18) Last* (Bilingual)	America's Funniest Home Videos (XXX) 笑笑小電影 *(03/06) Last* (Eng Only) A Taste Of Travel (IV) 品味遊 *(03/13-27) 13 eps* *(06/05) Last* (Bilingual)	Pearl Magazine 明珠雜誌 (Eng Only)
2030	MasterChef Junior (VII) 美國小廚神 *(03/01-16) Last* (Eng Only) Little Big Shots Forever Young 老友記大舞台 *6 eps (03/17-30) Last* (Bilingual) Little Big Shots (IV) 小天才大舞台 *(03/31) 14 eps* *(05/03) Last* (Eng Only)			Extreme Cake Makers (III) 超級餅藝大師 *(03/04-25)* *(07/29) Last* (Eng Only) Dolce Vita 港生活·港享受 (Eng Only)	Britain's Got Talent (XIII) 全英一叮 *(03/05-21) Last* Britain's Got Talent The Champions 全英一叮冠軍賽 *(03/26-28) 12 eps* *(04/23) Last* (Eng Only)		
2130	STUDIO 930 明珠930						
	The Spiderwick Chronicles 史柏力魔怪書 *(03/01)* (Bilingual)	Addams Family Values 愛登士家庭續集 *(03/02)* (Eng Only)	Harry And The Hendersons 大腳八 *(03/03)* (Eng Only)	Teenage Mutant Ninja Turtles 忍者龜 變種新任務 *(03/04)* (Eng Only)	Teenage Mutant Ninja Turtles: Out Of The Shadows 忍者龜：魅影突襲 *(03/05)* (Eng Only)	Movie Of The Month: 明珠首映三月鉅片: Crazy Rich Asians 我的超豪男友 *(03/06)* (Eng Only)	A Quiet Place 無聲絕境 *(03/07)* (Eng Only)
	Vertigo 迷魂記 *(03/08)* (Eng Only)	Psycho II 觸目驚心續集 *(03/09)* (Eng Only)	Psycho III 觸目驚心第三集 *(03/10)* (Eng Only)	Cloverfield 末世凶煞 *(03/11)* (Bilingual)	10 Cloverfield Lane 末世街10號 *(03/12)* (Eng Only)	Jurassic Park 侏羅紀公園 *(03/13)* (Bilingual)	The Lost World: Jurassic Park 迷失世界 *(03/14)* (Bilingual)
	Fantastic Four 神奇4俠 *(03/15)* (Eng Only)	Resident Evil 生化危機之變種生還者 *(03/16)* (Bilingual)	Resident Evil: Apocalypse 生化危機之殲滅生還者 *(03/17)* (Bilingual)	Resident Evil: Extinction 生化危機3 絕種生還者 *(03/18)* (Bilingual)	Resident Evil: Afterlife 生化危機：戰神再生 *(03/19)* (Bilingual)	Resident Evil: Retribution 生化危機之滅絕真相 *(03/20)* (Bilingual)	Resident Evil: The Final Chapter 生化危機：終極屍殺 *(03/21)* (Eng Only)
	The Rainmaker 造雨人 *(03/22)* (Eng Only)	The Perfect Storm 驚濤駭浪 *(03/23)* (Bilingual)	Elizabeth The Golden Age 傳奇女王伊利沙伯黃金盛世 *(03/24)* (Bilingual)	Eagle Eye 鷹眼追擊 *(03/25)* (Bilingual)	Game Night 今晚玩救你 *(03/26)* (Eng Only)	Kong: Skull Island 金剛：骷髏島 *(03/27)* (Eng Only)	Godzilla 哥斯拉 *(03/28)* (Bilingual)
	Gangs Of New York 紐約風雲 *(03/29)* (Eng Only)	Star Trek Beyond 星空奇遇記 超域時空 *(03/30)* (Eng Only)	Mars Attacks! 火星人玩轉地球 *(03/31)* (Bilingual)				
	Financial Bulletin (Mon-Fri)						
	News Roundup						
	Earth Live & Today In History						
	Money Matters Dolce Vita	Racing To Win *(03/02-30)*	Prodigal Son *(03/10-31) 20 eps* *(09/01) Last*	Dolce Vita	Why Women Kill *(03/05, 19-26) Last* Racing To Win *(03/12)*	Racing To Win *(03/06, 20-27)*	Dolce Vita
	China 24						

Date: (mm/dd)

Tentative Schedule Only, Subject To Change.
Information Accurate As of 26 February 2021

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STUDIO 明珠 930

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The Spiderwick Chronicles
史柏力魔怪書

1 March, Monday

Director:
Mark Waters

Cast:
Freddie Highmore, Mary-Louise Parker, Nick Nolte, Joan Plowright, David Strathairn

Voice Cast:
Seth Rogen, Martin Short

Genre:
Fantasy / Adventure

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Addams Family Values
愛登士家庭續集

2 March, Tuesday

Director:
Barry Sonnenfeld

Cast:
Raul Julia, Anjelica Huston, Christopher Lloyd, Christina Ricci, Carel Struycken, Jimmy Workman, Christopher Hart, Joan Cusack

Genre:
Comedy

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Harry And The Hendersons
大腳八

3 March, Wednesday

Director:
William Dear

Cast:
John Lithgow, Melinda Dillon, Don Ameche, David Suchet, Margaret Langrick

Genre:
Family / Comedy

The Annual Academy Awards
Best Makeup

Teenage Mutant Ninja Turtles © 2021 Paramount Pictures; trademark of Viacom International Inc. All Rights Reserved.

Teenage Mutant Ninja Turtles
忍者龜：變種新任務

4 March, Thursday

Director:
Jonathan Liebesman

Cast:
Megan Fox, Will Arnett, William Fichtner

Voice Cast:
Johnny Knoxville, Tony Shalhoub

Genre:
Action / Adventure / Comedy

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Teenage Mutant Ninja Turtles: Out Of The Shadows
忍者龜：魅影突襲

5 March, Friday

Director:
Dave Green

Cast:
Megan Fox, Stephen Amell, Will Arnett, Laura Linney, Brian Tee

Voice Cast:
Noel Fisher, Jeremy Howard, Pete Ploszek, Alan Ritchson, Brad Garrett

Genre:
Action / Adventure / Comedy

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A Quiet Place
無聲絕境

7 March, Sunday

Director:
John Krasinski

Cast:
Emily Blunt, John Krasinski, Millicent Simmonds

Genre:
Horror

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Vertigo
迷魂記

8 March, Monday

Director:
Alfred Hitchcock

Cast:
James Stewart, Kim Novak, Barbara Bel Geddes

Genre:
Thriller

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Psycho II
觸目驚心續集

9 March, Tuesday

Director:
Richard Franklin

Cast:
Anthony Perkins, Meg Tilly, Robert Loggia, Dennis Franz

Genre:
Thriller

STUDIO 明珠930

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Psycho III
觸目驚心第三集

10 March, Wednesday

Director:
Anthony Perkins

Cast:
Anthony Perkins, Diana Scarwid, Jeff Fahey, Roberta Maxwell

Genre:
Thriller

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Cloverfield
末世凶煞

11 March, Thursday

Director:
Matt Reeves

Cast:
Michael Stahl-David, Mike Vogel, Lizzy Caplan

Genre:
Action / Mystery / Sci-Fi

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10 Cloverfield Lane
末世街10號

12 March, Friday

Director:
Dan Trachtenberg

Cast:
John Goodman, Mary Elizabeth Winstead,
John Gallagher Jr.

Genre:
Thriller/ Sci-Fi

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Jurassic Park
侏羅紀公園

13 March, Saturday

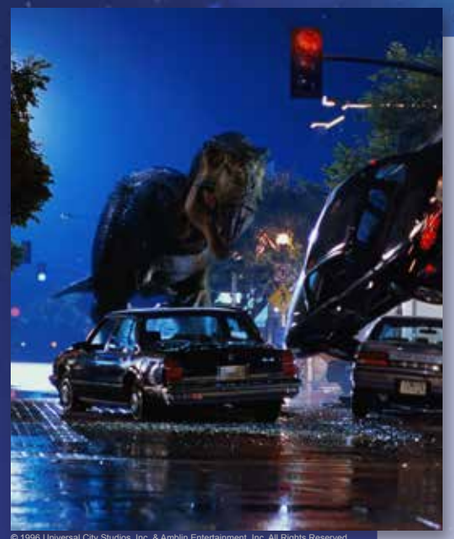
Director:
Steven Spielberg

Cast:
Sam Neil, Laura Dern, Jeff Goldblum,
Richard Attenborough, Ariana Richards, Joseph Mazzello

Genre:
Adventure / Thriller

The Annual Academy Awards
Best Effects, Sound Effect Editing
Best Effects, Visual Effects
Best Sound

STUDIO 明珠930



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The Lost World: Jurassic Park
迷失世界

14 March, Sunday

Director:
Steven Spielberg

Cast:
Jeff Goldblum, Julianne Moore, Pete Postlethwaite,
Arliss Howard, Richard Attenborough

Genre:
Adventure / Family

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Fantastic Four
神奇4俠

15 March, Monday

Director:
Josh Trank

Cast:
Miles Teller, Michael B. Jordan, Kate Mara,
Jamie Bell, Toby Kebbell

Genre:
Action / Adventure

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Resident Evil
生化危機之變種生還者

16 March, Tuesday

Director:
Paul W.S. Anderson

Cast:
Milla Jovovich, Michelle Rodriguez, Eric Mabius

Genre:
Action / Horror / Sci-Fi

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Resident Evil: Apocalypse
生化危機之殲滅生還者

17 March, Wednesday

Director:
Alexander Witt

Cast:
Milla Jovovich, Sienna Guillory, Oded Fehr

Genre:
Action / Horror / Sci-Fi

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Resident Evil: Extinction
生化危機3：絕種生還者

18 March, Thursday

Director:
Russell Mulcahy

Cast:
Milla Jovovich, Oded Fehr, Ali Larter, Mike Epps, Ashanti

Genre:
Action / Horror / Sci-Fi

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Resident Evil: Afterlife
生化危機：戰神再生

19 March, Friday

Director:
Paul W.S. Anderson

Cast:
Milla Jovovich, Ali Larter, Wentworth Miller

Genre:
Action / Horror / Sci-Fi

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Resident Evil: Retribution
生化危機之滅絕真相

20 March, Saturday

Director:
Paul W.S. Anderson

Cast:
Milla Jovovich, Michelle Rodriguez, Sienna Guillory, Shawn Roberts, Li Bingbing

Genre:
Action / Horror / Sci-Fi

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Resident Evil: The Final Chapter
生化危機：終極屍殺

21 March, Sunday

Director:
Paul W.S. Anderson

Cast:
Milla Jovovich, Ruby Rose, Ali Larter

Genre:
Action / Horror / Sci-Fi

STUDIO 明珠930

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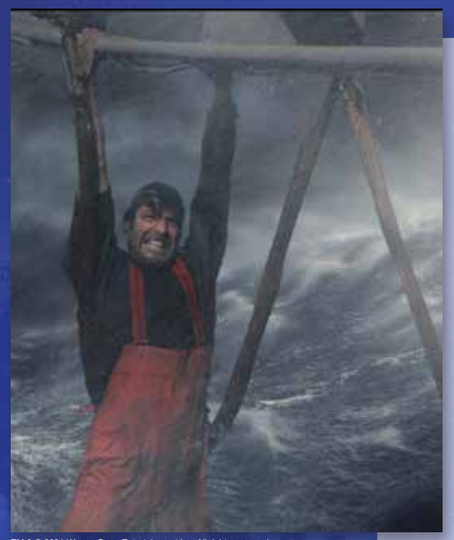
The Rainmaker
造雨人

22 March, Monday

Director:
Francis Ford Coppola

Cast:
Matt Damon, Claire Danes, Jon Voight, Mary Kay Place, Danny DeVito

Genre:
Drama / Crime



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The Perfect Storm
驚濤駭浪

23 March, Tuesday

Director:
Wolfgang Petersen

Cast:
George Clooney, Mark Wahlberg, Diane Lane

Genre:
Drama / Action / Adventure

STUDIO 明珠930

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Elizabeth The Golden Age
傳奇女王伊利沙伯：黃金盛世

24 March, Wednesday

Director:
Shekhar Kapur

Cast:
Cate Blanchett, Geoffrey Rush, Clive Owen

Genre:
Biography / Drama

The Annual Academy Awards
Best Achievement in Costume Design

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Eagle Eye
鷹眼追擊

25 March, Thursday

Director:
D.J. Caruso

Cast:
Shia LaBeouf, Michelle Monaghan,
Billy Bob Thornton, Rosario Dawson

Genre:
Thriller / Action

STUDIO 明珠930

Game Night
今晚玩救你

26 March, Friday

Director:
John Francis Daley, Jonathan Goldstein

Cast:
Jason Bateman, Rachel McAdams, Kyle Chandler

Genre:
Comedy / Action

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Kong: Skull Island
金剛：骷髏島

27 March, Saturday

Director:
Jordan Vogt-Roberts

Cast:
Tom Hiddleston, Samuel L. Jackson,
Brie Larson, John Goodman, John C. Reilly

Genre:
Thriller / Action / Adventure

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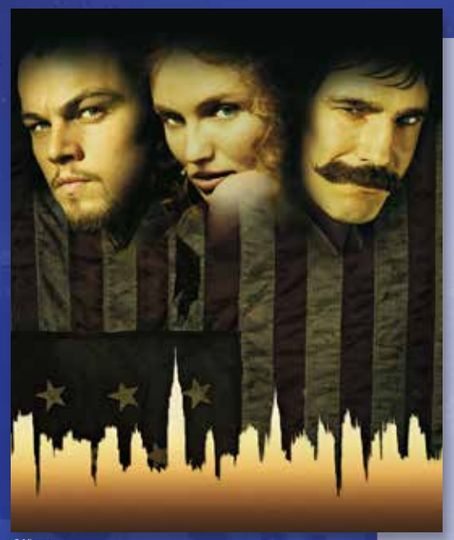
Godzilla
哥斯拉

28 March, Sunday

Director:
Roland Emmerich

Cast:
Matthew Broderick, Maria Pitillo, Hank Azaria, Jean Reno

Genre:
Sci-Fi / Action / Thriller



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Gangs Of New York
紐約風雲

29 March, Monday

Director:
Martin Scorsese

Cast:
Leonardo DiCaprio, Cameron Diaz, Daniel Day Lewis, John C. Reilly, Liam Neeson

Genre:
Crime / Drama

The Golden Globe Awards
Best Director - Motion Picture
Best Original Song - Motion Picture

STUDIO 明珠930

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Star Trek Beyond
星空奇遇記：超域時空

30 March, Tuesday

Director:
Justin Lin

Cast:
Chris Pine, Zachary Quinto, Idris Elba, Simon Pegg, Karl Urban, Zoe Saldana, John Cho, Anton Yelchin

Genre:
Sci-Fi / Action / Adventure

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Mars Attacks!
火星人玩轉地球

31 March, Wednesday

Director:
Tim Burton

Cast:
Jack Nicholson, Glenn Close, Annette Bening, Pierce Brosnan, Danny DeVito

Genre:
Sci-Fi / Comedy

Tech Toys 360 V
潮玩360

26 March – 18 June
Fridays 2000-2030 (13 Episodes)

"Tech Toys 360" travels the globe in search of the coolest vehicles, gadgets and gear – million dollar super cars, jaw-dropping motorcycles, and the latest inventions. Experience the cutting-edge technology behind these modern wonders, meet the innovators who brought them to life, and get inspired.

《潮玩360》搜羅全球各地高科技玩意和智能裝置、工具，價值百萬美元的超級跑車、設計概念異常獨特的電單車等最新發明一一送上，並透過與發明家的訪談，探索這些新奇發明背後的尖端技術。

A Taste Of Travel IV
品味遊

13 March – 5 June
Saturdays 2000-2030 (13 Episodes)

"A Taste Of Travel" reports on interesting and exciting destinations to discover. Scotty goes on a trek to marvel at Mount Fuji, and visits some of the smaller towns nestled amongst the magnificent Rocky Mountains. Susannah explores the sights and sounds of Bangkok, and hits the highlights of Phuket Island. Lynton heads to the hills of Fiji and the iconic Coral Coast of Fiji, and visits the Taj Mahal in India and the amazing Great Wall of China. Carolyne explores the wonderful city of Rome, and goes on a sojourn around Greece's capital, Athens. The series offers plenty of handy travel tips and insights into the colourful local characters, the great attractions and, of course, what to eat!

四位旅遊達人揹起背囊，走訪大城小鎮，飽覽美景，感受風土人情。Scotty登上富士山和洛磯山脈，Susannah玩盡泰國曼谷和布吉；Lynton在斐濟眺望珊瑚海岸的醉人景致，又到訪充滿神秘色彩的印度和中國，遊覽泰姬陵和萬里長城；Carolyne踏遍意大利和希臘的名城古都，尋找羅馬帝國和雅典城邦的歷史遺痕。

Little Big Shots Forever Young
老友記大舞台

17 March – 30 March
Mondays to Wednesdays 2030-2130 (6 Episodes)

Following up on “Little Big Shots”, in which kids brought their amazing talents to audience, “Little Big Shots Forever Young” will feature young-at-heart seniors who will showcase their hidden talents, vibrant personalities and incredible wisdom.

Steve Harvey will showcase undiscovered rare talents and hysterical encounters with musicians, singers, dancers and every form of “elderkind” in the country. With many years of experience and wisdom, these America’s seniors are sure to delight the audience with their strong opinions, incredible talent, and heartwarming stories.

Ellen DeGeneres和Steve Harvey成功打造《小天才大舞台》，繼而推出衍生節目，主角換成心境年輕的「老友記」，一班身懷絕技的長者將會登台表演，為觀眾展示他們的才華、充滿活力的個性和令人讚嘆的智慧。音樂家、歌手、舞者緊接出場，各式各樣的表演應有盡有，他們精湛的表演讓年輕人都自嘆不如。他們向觀眾證明年齡只是數字上的變化，年輕的心永遠不滅！

REALITY
An Informative & Enriching TV Experience

Little Big Shots IV
小天才大舞台

31 March – 3 May
Mondays to Wednesdays 2030-2130 (14 Episodes)

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

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

Britain's Got Talent: The Champions
全英一叮冠軍賽

26 March – 23 April
Fridays to Sundays 2030-2130 (12 Episodes)

It's the battle of the Champions! "Britain's Got Talent: The Champions" will bring together the world's most talented and memorable acts from past series. The champions will compete in this supersized version of "Britain's Got Talent", all trying to be crowned the ultimate champion and walk away with the cash prize together with the coveted Champions trophy.

皇牌真人騷節目《全英一叮》迎來冠軍之戰！
今輯節目匯聚以往多輯系列節目的優勝者，包括Paul Potts、George Sampson、Richard Jones和Twist and Pulse等等，再度上台比拼，爭取成為最出色的「終極冠軍」。《全英一叮冠軍賽》擁有最華麗的陣容，加上令人難忘的精彩表演，粉絲們實在不能錯過！

Pearl Top 10 Programmes
Week 2102 (2021/01/04 - 2021/01/10)

Rank	Programme	Genre	Channel	Day	Start Time	End Time	Aged 18+	Size ('000)	TVRs	Total TV Share	*Top Min*	Live TV Demo TVRs: PI 20K+	Top Occ	Tertiary	Parents with Kids
1	Studio 930: 2012 明珠930:2012末日預言	Movie	Pearl	Sat	21:33	24:31	**Average:**	**188**	**3.3**	**14%**		**3.8**	**4.1**	**3.5**	**3.5**
							Top:	*259*	*4.5*	*20%*	*23:02*				
2	Studio 930: I Am Legend 明珠930:魔間傳奇	Movie	Pearl	Sun	21:31	23:20	**Average:**	**91**	**1.6**	**5%**		**1.9**	**2.0**	**1.8**	**2.3**
							Top:	*153*	*2.7*	*11%*	*23:02*				
3	Britain's Got Talent 全英一叮	Variety	Pearl	Sat	20:31	21:22	**Average:**	**88**	**1.5**	**4%**		**1.5**	**1.6**	**1.9**	**1.3**
							Top:	*108*	*1.9*	*5%*	*21:00*				
4	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:28	**Average:**	**68**	**1.2**	**3%**		**1.7**	**1.8**	**0.9**	**1.0**
							Top:	*76*	*1.3*	*3%*	*20:19*				
5	Studio 930: Jack Reacher Never Go Back 明珠930:烈探狙擊 誓不回頭	Movie	Pearl	Tue	21:34	23:52	**Average:**	**57**	**1.0**	**4%**		**1.0**	**0.9**	**1.0**	**0.1**
							Top:	*70*	*1.2*	*7%*	*22:50*				
6	Britain's Got Talent 全英一叮	Variety	Pearl	Fri	20:34	21:18	**Average:**	**49**	**0.8**	**2%**		**1.0**	**0.9**	**0.9**	**0.9**
							Top:	*72*	*1.3*	*3%*	*21:00*				
7	Studio 930: Into the Storm 明珠930:颶風中心	Movie	Pearl	Wed	21:33	23:16	**Average:**	**46**	**0.8**	**3%**		**0.9**	**0.9**	**1.1**	**0.8**
							Top:	*76*	*1.3*	*4%*	*22:30*				
8	Britain's Got Talent 全英一叮	Variety	Pearl	Sun	20:33	21:18	**Average:**	**45**	**0.8**	**2%**		**0.6**	**0.6**	**1.3**	**0.8**
							Top:	*63*	*1.1*	*3%*	*21:16*				
9	Studio 930: Monday Hall of Fame: Contact 明珠930:周一星級影院：超時空接觸	Movie	Pearl	Mon	21:32	24:22	**Average:**	**45**	**0.8**	**3%**		**1.1**	**1.0**	**0.6**	**0.3**
							Top:	*67*	*1.2*	*3%*	*21:46*				
10	Studio 930: The Boss Baby 明珠930:波士BB	Movie	Pearl	Fri	21:34	23:28	**Average:**	**44**	**0.8**	**3%**		**0.9**	**0.6**	**0.9**	**1.8**
							Top:	*90*	*1.6*	*6%*	*22:44*				

Pearl Top 10 Programmes
Week 2103 (2021/01/11 - 2021/01/17)

Rank	Programme	Genre	Channel	Day	Start Time	End Time	Aged 18+	Size ('000)	TVRs	Total TV Share	*Top Min*	Live TV Demo TVRs: PI 20K+	Top Occ	Tertiary	Parents with Kids
1	Studio 930: Angels & Demons 明珠930:天使與魔鬼	Movie	Pearl	Sun	21:32	24:12	**Average:**	**173**	**3.0**	**12%**		**3.1**	**3.6**	**3.1**	**2.5**
							Top:	*212*	*3.7*	*13%*	*22:24*				
2	Studio 930: Bean 明珠930:戇豆先生	Movie	Pearl	Sat	21:33	23:15	**Average:**	**131**	**2.3**	**8%**		**2.1**	**2.6**	**2.0**	**3.8**
							Top:	*188*	*3.3*	*12%*	*22:41*				
3	Britain's Got Talent 全英一叮	Variety	Pearl	Sun	20:33	21:18	**Average:**	**85**	**1.5**	**4%**		**1.0**	**1.2**	**0.8**	**1.7**
							Top:	*124*	*2.2*	*6%*	*21:14*				
4	Britain's Got Talent 全英一叮	Variety	Pearl	Sat	20:34	21:20	**Average:**	**67**	**1.2**	**3%**		**0.9**	**0.3**	**0.4**	**1.2**
							Top:	*82*	*1.4*	*4%*	*21:07*				
5	Studio 930: Zootopia 明珠930:優獸大都會	Movie	Pearl	Fri	21:33	23:42	**Average:**	**67**	**1.2**	**4%**		**1.5**	**2.0**	**1.4**	**2.3**
							Top:	*95*	*1.6*	*6%*	*22:55*				
6	Studio 930: Kingsman The Secret Service 明珠930:皇家特工 間諜密令	Movie	Pearl	Wed	21:34	24:01	**Average:**	**62**	**1.1**	**4%**		**1.7**	**2.0**	**1.1**	**1.0**
							Top:	*85*	*1.5*	*9%*	*23:35*				
7	Studio 930: Top Gun 明珠930:壯志凌雲	Movie	Pearl	Tue	21:34	23:47	**Average:**	**56**	**1.0**	**4%**		**1.2**	**1.1**	**0.5**	**0.6**
							Top:	*77*	*1.3*	*4%*	*22:02*				
8	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:27	**Average:**	**55**	**1.0**	**3%**		**1.3**	**1.1**	**0.6**	**0.6**
							Top:	*61*	*1.1*	*3%*	*20:26*				
9	MasterChef Junior 美國小廚神	Variety	Pearl	Wed	20:33	21:20	**Average:**	**55**	**1.0**	**2%**		**0.8**	**1.2**	**1.6**	**0.4**
							Top:	*74*	*1.3*	*3%*	*21:06*				
10	Britain's Got Talent 全英一叮	Variety	Pearl	Fri	20:34	21:18	**Average:**	**50**	**0.9**	**2%**		**0.9**	**0.9**	**0.5**	**0.4**
							Top:	*62*	*1.1*	*3%*	*20:57*				

Ratings include "Live" & "As Live" viewing of corresponding programme from TV Set & connected devices (e.g. DVDR/DTT Box, Pay TV Box).
Programmes are ranked by aged 18+ average audience size.
Programmes less than 10 minutes are excluded.
PI 20K+: People with Monthly Personal Income $20,000 or above
Top Occ: Managers/Administrators/Professionals/Associate Professionals
Tertiary: Tertiary education level including Diploma, Associate Degree, Degree or above

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TVB - Marketing Research & Information Dept.

Data Source: 2020 - CSM Media Research

Pearl Top 10 Programmes
Week 2104 (2021/01/18 - 2021/01/24)

Rank	Programme	Genre	Channel	Day	Start Time	End Time	Aged 18+	Size ('000)	TVRs	Total TV Share	*Top Min*	Live TV Demo TVRs	PI 20K+	Top Occ	Tertiary	Parents with Kids
1	Studio 930: Mr.Bean's Holiday 明珠930:戇豆放大假	Movie	Pearl	Sat	21:31	23:13	**Average:**	**134**	**2.3**	**7%**			**1.6**	**1.5**	**2.6**	**3.6**
							Top:	*208*	*3.6*	*11%*	*22:10*					
2	Studio 930: The Island 明珠930:謊島叛變	Movie	Pearl	Sun	21:31	24:13	**Average:**	**111**	**1.9**	**8%**			**2.2**	**2.9**	**2.3**	**2.4**
							Top:	*159*	*2.8*	*9%*	*22:29*					
3	Studio 930: The Matrix Revolutions 明珠930:22世紀殺人網絡3驚變世紀	Movie	Pearl	Thu	21:33	24:06	**Average:**	**81**	**1.4**	**5%**			**1.7**	**1.7**	**1.7**	**1.0**
							Top:	*113*	*2.0*	*14%*	*23:51*					
4	Studio 930: The Lion King 明珠930:獅子王	Movie	Pearl	Fri	21:33	23:16	**Average:**	**78**	**1.4**	**4%**			**1.7**	**1.7**	**1.1**	**2.5**
							Top:	*119*	*2.1*	*8%*	*22:45*					
5	Britain's Got Talent 全英一叮	Variety	Pearl	Sun	20:32	21:12	**Average:**	**64**	**1.1**	**3%**			**1.4**	**1.7**	**1.8**	**0.8**
							Top:	*77*	*1.3*	*3%*	*20:56*					
6	Britain's Got Talent 全英一叮	Variety	Pearl	Sat	20:34	21:18	**Average:**	**55**	**1.0**	**3%**			**0.9**	**0.9**	**1.1**	**0.7**
							Top:	*85*	*1.5*	*4%*	*21:10*					
7	Britain's Got Talent 全英一叮	Variety	Pearl	Fri	20:34	21:23	**Average:**	**53**	**0.9**	**2%**			**0.7**	**0.6**	**0.5**	**1.8**
							Top:	*68*	*1.2*	*3%*	*20:59*					
8	Studio 930: Super 8 明珠930:S8驚世檔案	Movie	Pearl	Tue	21:34	23:46	**Average:**	**49**	**0.9**	**3%**			**1.0**	**0.9**	**0.7**	**0.6**
							Top:	*77*	*1.3*	*4%*	*21:38*					
9	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:03	20:27	**Average:**	**42**	**0.7**	**2%**			**1.3**	**1.1**	**0.7**	**0.1**
							Top:	*53*	*0.9*	*2%*	*20:17*					
10	MasterChef Junior 美國小廚神	Variety	Pearl	Tue	20:33	21:20	**Average:**	**42**	**0.7**	**2%**			**1.1**	**1.2**	**0.7**	**0.2**
							Top:	*48*	*0.8*	*2%*	*21:10*					

Pearl Top 10 Programmes
Week 2105 (2021/01/25 - 2021/01/31)

Rank	Programme	Genre	Channel	Day	Start Time	End Time	Aged 18+	Size ('000)	TVRs	Total TV Share	*Top Min*	Live TV Demo TVRs	PI 20K+	Top Occ	Tertiary	Parents with Kids
1	Studio 930: The Scorpion King 明珠930:盜墓迷城外傳：蠍子王傳奇	Movie	Pearl	Sat	21:31	23:15	**Average:**	**225**	**3.9**	**12%**			**3.2**	**3.9**	**3.7**	**4.2**
							Top:	*327*	*5.7*	*22%*	*22:59*					
2	Studio 930: Star Wars The Force Awakens 明珠930:星球大戰 原力覺醒	Movie	Pearl	Sun	21:32	24:13	**Average:**	**123**	**2.1**	**9%**			**2.1**	**2.6**	**2.4**	**3.8**
							Top:	*175*	*3.0*	*10%*	*22:27*					
3	Britain's Got Talent 全英一叮	Variety	Pearl	Sat	20:34	21:19	**Average:**	**116**	**2.0**	**6%**			**1.7**	**1.9**	**1.4**	**1.7**
							Top:	*137*	*2.4*	*7%*	*21:18*					
4	Studio 930: Battle Los Angeles 明珠930:異形侵略戰	Movie	Pearl	Thu	21:31	23:47	**Average:**	**81**	**1.4**	**5%**			**1.4**	**1.2**	**0.9**	**1.0**
							Top:	*112*	*2.0*	*7%*	*22:35*					
5	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:29	**Average:**	**71**	**1.2**	**3%**			**1.1**	**1.0**	**0.7**	**0.3**
							Top:	*87*	*1.5*	*4%*	*20:15*					
6	Studio 930: Anacondas The Hunt for the Blood Orchid 明珠930:狂蟒之災2	Movie	Pearl	Wed	21:31	23:20	**Average:**	**68**	**1.2**	**4%**			**1.3**	**1.2**	**1.1**	**0.5**
							Top:	*108*	*1.9*	*9%*	*23:13*					
7	Studio 930: Kung Fu Panda 3 明珠930:功夫熊貓3	Movie	Pearl	Fri	21:34	23:21	**Average:**	**64**	**1.1**	**4%**			**1.2**	**1.7**	**0.9**	**2.4**
							Top:	*91*	*1.6*	*5%*	*22:19*					
8	Britain's Got Talent 全英一叮	Variety	Pearl	Sun	20:32	21:13	**Average:**	**53**	**0.9**	**2%**			**1.1**	**0.6**	**0.9**	**1.6**
							Top:	*92*	*1.6*	*4%*	*21:03*					
9	MasterChef Junior 美國小廚神	Variety	Pearl	Wed	20:33	21:18	**Average:**	**53**	**0.9**	**2%**			**0.6**	**0.9**	**1.3**	**0.8**
							Top:	*83*	*1.5*	*4%*	*21:10*					
10	Shaun the Sheep 超級無敵羊咩咩	Others	Pearl	Sun	21:16	21:29	**Average:**	**49**	**0.9**	**2%**			**1.0**	**0.6**	**1.3**	**1.8**
							Top:	*63*	*1.1*	*3%*	*21:28*					

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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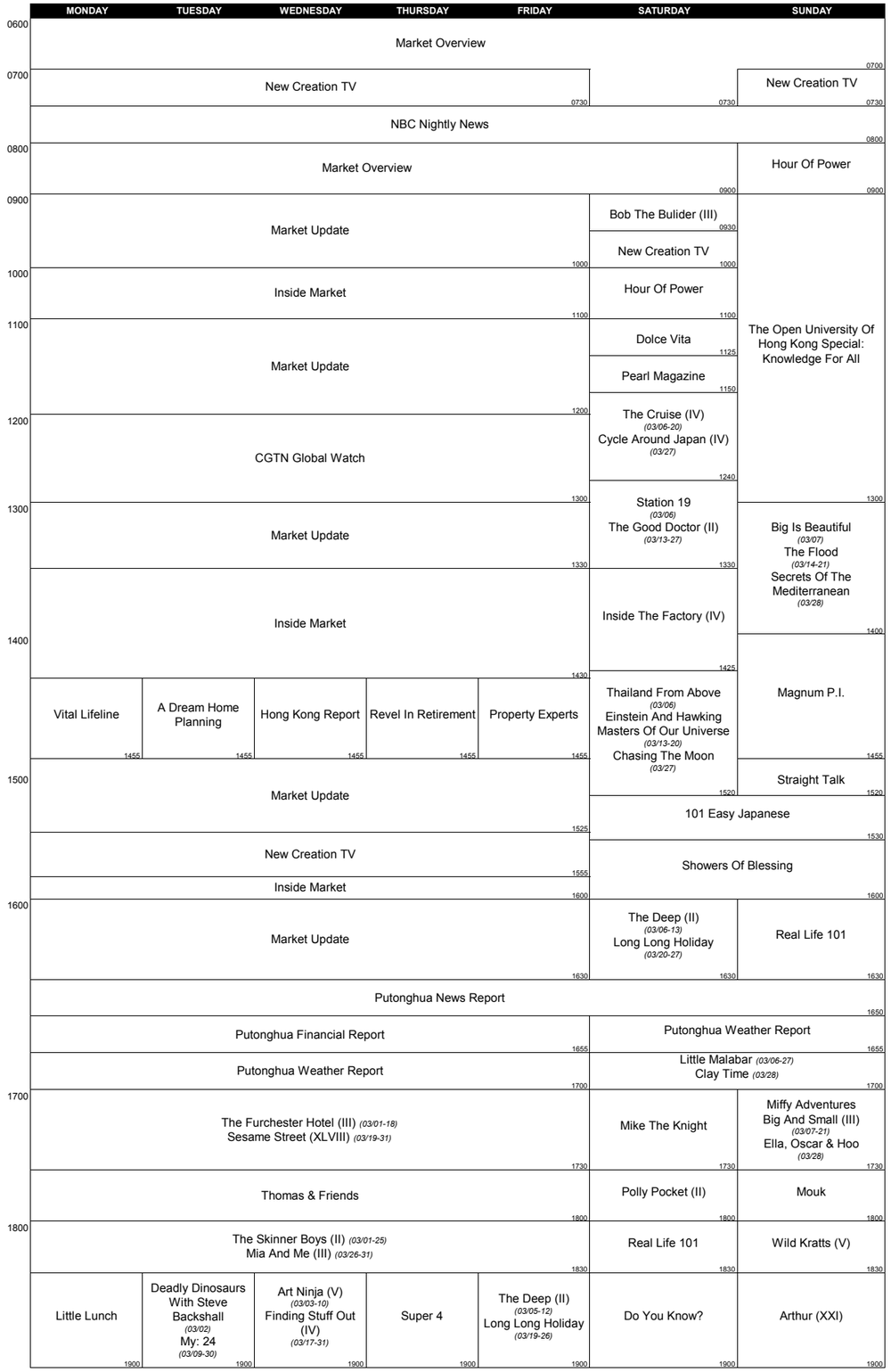
TVB - Marketing Research & Information Dept.

Data Source: 2020 - CSM Media Research

Pearl Fringe Time Schedule
March 2021
as at 2021/02/24



Little Big Shots (IV)

Title Sponsorship Package 冠名套裝

Transmission Schedule 節目播放* 2021/03/31-05/03 Mon-Wed 星期一至三 2030-2130 (6 weeks 星期)

* The telecast date and timeslot are subject to change 本台保留更改節目播放日期及時段的權利

No. of Episode(s) 集數 14

Package Cost 套裝價格 **$100,000**

Entitlement 客戶所得

Opening & Closing Billboards 開首及結尾標板	Promos 節目宣傳片
2 / epi 集	Before Launch 節目播出前 Pearl 明珠台: 7 (1855-2400) + 14 (other than 1855-2400 以外) Jade 翡翠台: 2 (1855-2300) + 3 (other than 1855-2300 以外) TVB News 新聞台: 2 (1800-2400) + 3 (other than 1800-2400 以外) Sustaining 節目播出時期 (per week 每星期) Pearl 明珠台: 5 (1855-2400) + 10 (other than 1855-2400 以外) Jade 翡翠台: 0 (1855-2300) + 2 (other than 1855-2300 以外) TVB News 新聞台: 1 (1800-2400) + 3 (other than 1800-2400 以外)

Promos (other than 1855-2400) on Pearl channel are tagged with sponsor billboard.
明珠台的節目宣傳片(1855-2400 以外) 連贊助廣告標板。

Billing Schedule 付款日期 Bill by Delivery 節目播出前繳付

Sales Conditions 銷售條款

Please observe the following in addition to our General Terms & Conditions in Rate Card No. 54A/55
詳情請參閱附加條款及54A/55價目表內之一般條款。

1. Bookings will be accepted on a first-come-first-served basis. No cancellation is allowed once confirmed.
   冠名套裝訂購檔一經簽訂，即時生效並不可取消。
2. Surcharges and taxes for payment outside Hong Kong are not included in the package cost.
   如客戶於香港以外地區付款，相關的附加費用、手續費或稅款並不包含於以上套裝價格。
3. Programme launch date to be advised by the Station.
   本台將全權決定節目播放日期。
4. There will be a production lead-time of at least 4 weeks after receiving sponsor's written confirmation and billboard.
   在取得套裝確認及客戶標板後，冠名可於 4 週後播出。
5. All sponsorships are subject to pre-emption by special programming or news break-in. The Station will make its best effort to advise the sponsor concerned, should time allow.
   節目時段會因特備節目或突發新聞插播而被佔用。如有此情況，本台將盡快通知客戶該集播放的調動。
6. The same day rerun, if any, will not be rescheduled in case of pre-emption.
   如有節目重溫被插播，將不獲重新安排播放時間。
7. The Station reserves the right to air billboards of co-sponsors on non-competitive nature.
   本台擁有招收非競爭產品類別的聯合贊助之權利。
8. This package is not eligible to volume rebate but will be grouped for volume rebate calculation.
   購買冠名套裝的費用將不獲大額回扣，唯費用可撥入客戶之總廣告支出，以計算同年度大額回扣。
9. TVB reserves the right to revise or withdraw this package at anytime without notice.
   本台保留修改或取消冠名套裝之權利而不作另行通知。

Little Big Shots (IV)

Title Sponsorship Package Cost Efficiency Estimation 冠名套裝成本效益評估

Transmission Schedule 節目播放* 2021/03/31-05/03 Mon-Wed 星期一至三 2030-2130 (6 weeks 星期)

* The telecast date and timeslot are subject to change 本台保留更改節目播放日期及時段的權利

No. of Episode(s) 集數 14

Package Cost 套裝價格 **$100,000**

Cost Efficiency Estimation 冠名套裝成本效益評估	No. of Quantities 總次數	Estimated Total 4+ GRPs 預計 4 歲或以上總收視點
Programme Run(s) with Sponsor Naming 節目播放連客戶冠名	14	9.3
Promos 節目宣傳片	136	163.9
Opening & / or Closing Billboard 開首及 / 或結尾標板	28	18.6
Promo tag-on Billboard 節目宣傳片連贊助客戶標板	64	4.2
Total 總數	**242**	**196.0**
Estimated Viewership (4+) 預計總觀眾人次	**12,850,586**	
Estimated Reach (4+) 預計接觸率	58.2%	
Estimated Average Frequency 預計平均收看次數	3.4	
Package Value (RC#55) 套裝價值 (價目表#55)	933,601	
Package Discount 套裝折扣率	**89.3%**	
Estimated CPRP (HK$) 預計每一收視點成本	**$ 510**	
Estimated CPM (HK$) 預計每千觀眾成本	**$ 8**	

Remarks 附註:

1. Estimated Ratings is based on the average ratings of corresponding timeslots during 2021/1/25 - 2021/2/21.
   預計收視點參考自 2021 年 1 月 25 日- 2021 年 2 月 21 日之平均收視。
2. Estimated Reach is based on the cumulative reach of corresponding timeslots during 2021/1/11 - 2021/2/21.
   預計接觸率參考自 2021 年 1 月 11 日- 2021 年 2 月 21 日之累積接觸率。
3. Estimated Average Frequency is calculated by Estimated GRPs divided by Estimated Reach.
   預計平均收看次數是按預計總收視點除以預計接觸率所取得。
4. Rate Card #55 is applied. 套裝價目表為#55
5. The above estimations are for general reference only, without warranty of any kind on the actual performances.
   本台提供之以上預計評估僅供參考，可能會與實際節目收視有所出入。

Source 資料來源: Ratings 收視 - CSM Media Research, Adobe Analytics, YOUBORA & Nielsen OOH Study
Reach 接觸率 - CSM Media Research

Tech Toys 360 (V)

Title Sponsorship Package 冠名套裝

Transmission Schedule 節目播放* 2021/03/26-06/18 Fri 星期五 2000-2030 (13 weeks 星期)

* The telecast date and timeslot are subject to change 本台保留更改節目播放日期及時段的權利

No. of Episode(s) 集數 13

Package Cost 套裝價格 **$85,000**

Entitlement 客戶所得

Opening & Closing Billboards 開首及結尾標板	Promos 節目宣傳片
2 / epi 集	Before Launch 節目播出前 Pearl 明珠台: 7 (1855-2400) + 14 (other than 1855-2400 以外) Jade 翡翠台: 2 (1855-2300) + 3 (other than 1855-2300 以外) TVB News 新聞台: 2 (1800-2400) + 3 (other than 1800-2400 以外) Sustaining 節目播出時期 (per week 每星期) Pearl 明珠台: 5 (1855-2400) + 10 (other than 1855-2400 以外) Jade 翡翠台: 0 (1855-2300) + 2 (other than 1855-2300 以外) TVB News 新聞台: 1 (1800-2400) + 3 (other than 1800-2400 以外)

Promos (other than 1855-2400) on Pearl channel are tagged with sponsor billboard.
明珠台的節目宣傳片(1855-2400 以外) 連贊助廣告標板。

Billing Schedule 付款日期 Bill by Delivery 節目播出前繳付

Sales Conditions 銷售條款

Please observe the following in addition to our General Terms & Conditions in Rate Card No. 54A/55
詳情請參閱附加條款及54A/55價目表內之一般條款。

1. Bookings will be accepted on a first-come-first-served basis. No cancellation is allowed once confirmed.
   冠名套裝訂購檔一經簽訂，即時生效並不可取消。
2. Surcharges and taxes for payment outside Hong Kong are not included in the package cost.
   如客戶於香港以外地區付款，相關的附加費用、手續費或稅款並不包含於以上套裝價格。
3. Programme launch date to be advised by the Station.
   本台將全權決定節目播放日期。
4. There will be a production lead-time of at least 4 weeks after receiving sponsor's written confirmation and billboard.
   在取得套裝確認及客戶標板後，冠名可於 4 週後播出。
5. All sponsorships are subject to pre-emption by special programming or news break-in. The Station will make its best effort to advise the sponsor concerned, should time allow.
   節目時段會因特備節目或突發新聞插播而被佔用。如有此情況，本台將盡快通知客戶該集播放的調動。
6. The same day rerun, if any, will not be rescheduled in case of pre-emption.
   如有節目重溫被插播，將不獲重新安排播放時間。
7. The Station reserves the right to air billboards of co-sponsors on non-competitive nature.
   本台擁有招收非競爭產品類別的聯合贊助之權利。
8. This package is not eligible to volume rebate but will be grouped for volume rebate calculation.
   購買冠名套裝的費用將不獲大額回扣，唯費用可撥入客戶之總廣告支出，以計算同年度大額回扣。
9. TVB reserves the right to revise or withdraw this package at anytime without notice.
   本台保留修改或取消冠名套裝之權利而不作另行通知。

Tech Toys 360 (V)

Title Sponsorship Package Cost Efficiency Estimation 冠名套裝成本效益評估

Transmission Schedule 節目播放* 2021/03/26-06/18 Fri 星期五 2000-2030 (13 weeks 星期)

* The telecast date and timeslot are subject to change 本台保留更改節目播放日期及時段的權利

No. of Episode(s) 集數 13

Package Cost 套裝價格 **$85,000**

Cost Efficiency Estimation 冠名套裝成本效益評估	No. of Quantities 總次數	Estimated Total 4+ GRPs 預計 4 歲或以上總收視點
Programme Run(s) with Sponsor Naming 節目播放連客戶冠名	13	2.6
Promos 節目宣傳片	283	298.4
Opening & / or Closing Billboard 開首及 / 或結尾標板	26	5.1
Promo tag-on Billboard 節目宣傳片連贊助客戶標板	134	8.8
Total 總數	**456**	**314.9**
Estimated Viewership (4+) 預計總觀眾人次	**20,638,383**	
Estimated Reach (4+) 預計接觸率	66.2%	
Estimated Average Frequency 預計平均收看次數	4.8	
Package Value (RC#55) 套裝價值 (價目表#55)	1,148,397	
Package Discount 套裝折扣率	**92.6%**	
Estimated CPRP (HK$) 預計每一收視點成本	**$ 270**	
Estimated CPM (HK$) 預計每千觀眾成本	**$ 4**	

Remarks 附註:

1. Estimated Ratings is based on the average ratings of corresponding timeslots during 2021/1/25 - 2021/2/21.
   預計收視點參考自 2021 年 1 月 25 日- 2021 年 2 月 21 日之平均收視。
2. Estimated Reach is based on the cumulative reach of corresponding timeslots during 2020/11/23 - 2021/2/21.
   預計接觸率參考自 2020 年 11 月 23 日- 2021 年 2 月 21 日之累積接觸率。
3. Estimated Average Frequency is calculated by Estimated GRPs divided by Estimated Reach.
   預計平均收看次數是按預計總收視點除以預計接觸率所取得。
4. Rate Card #55 is applied. 套裝價目表為#55
5. The above estimations are for general reference only, without warranty of any kind on the actual performances.
   本台提供之以上預計評估僅供參考，可能會與實際節目收視有所出入。

Source 資料來源: Ratings 收視 - CSM Media Research, Adobe Analytics, YOUBORA & Nielsen OOH Study
Reach 接觸率 - CSM Media Research

A Taste of Travel (IV)

Title Sponsorship Package 冠名套裝

Transmission Schedule 節目播放* 2021/03/13-06/05 Sat 星期六 2000-2030 (13 weeks 星期)

* The telecast date and timeslot are subject to change 本台保留更改節目播放日期及時段的權利

No. of Episode(s) 集數 13

Package Cost 套裝價格 **$93,000**

Entitlement 客戶所得

Opening & Closing Billboards 開首及結尾標板	Promos 節目宣傳片
2 / epi 集	Before Launch 節目播出前 Pearl 明珠台: 7 (1855-2400) + 14 (other than 1855-2400 以外) Jade 翡翠台: 2 (1855-2300) + 3 (other than 1855-2300 以外) TVB News 新聞台: 2 (1800-2400) + 3 (other than 1800-2400 以外) Sustaining 節目播出時期 (per week 每星期) Pearl 明珠台: 5 (1855-2400) + 10 (other than 1855-2400 以外) Jade 翡翠台: 0 (1855-2300) + 2 (other than 1855-2300 以外) TVB News 新聞台: 1 (1800-2400) + 3 (other than 1800-2400 以外)

Promos (other than 1855-2400) on Pearl channel are tagged with sponsor billboard.
明珠台的節目宣傳片(1855-2400 以外) 連贊助廣告標板。

Billing Schedule 付款日期 Bill by Delivery 節目播出前繳付

Sales Conditions 銷售條款

Please observe the following in addition to our General Terms & Conditions in Rate Card No. 54A/55
詳情請參閱附加條款及54A/55價目表內之一般條款。

1. Bookings will be accepted on a first-come-first-served basis. No cancellation is allowed once confirmed.
   冠名套裝訂購檔一經簽訂，即時生效並不可取消。
2. Surcharges and taxes for payment outside Hong Kong are not included in the package cost.
   如客戶於香港以外地區付款，相關的附加費用、手續費或稅款並不包含於以上套裝價格。
3. Programme launch date to be advised by the Station.
   本台將全權決定節目播放日期。
4. There will be a production lead-time of at least 4 weeks after receiving sponsor's written confirmation and billboard.
   在取得套裝確認及客戶標板後，冠名可於 4 週後播出。
5. All sponsorships are subject to pre-emption by special programming or news break-in. The Station will make its best effort to advise the sponsor concerned, should time allow.
   節目時段會因特備節目或突發新聞插播而被佔用。如有此情況，本台將盡快通知客戶該集播放的調動。
6. The same day rerun, if any, will not be rescheduled in case of pre-emption.
   如有節目重溫被插播，將不獲重新安排播放時間。
7. The Station reserves the right to air billboards of co-sponsors on non-competitive nature.
   本台擁有招收非競爭產品類別的聯合贊助之權利。
8. This package is not eligible to volume rebate but will be grouped for volume rebate calculation.
   購買冠名套裝的費用將不獲大額回扣，唯費用可撥入客戶之總廣告支出，以計算同年度大額回扣。
9. TVB reserves the right to revise or withdraw this package at anytime without notice.
   本台保留修改或取消冠名套裝之權利而不作另行通知。

A Taste of Travel (IV)

Title Sponsorship Package Cost Efficiency Estimation 冠名套裝成本效益評估

Transmission Schedule 節目播放* 2021/03/13-06/05 Sat 星期六 2000-2030 (13 weeks 星期)

* The telecast date and timeslot are subject to change 本台保留更改節目播放日期及時段的權利

No. of Episode(s) 集數 13

Package Cost 套裝價格 **$93,000**

Cost Efficiency Estimation 冠名套裝成本效益評估	No. of Quantities 總次數	Estimated Total 4+ GRPs 預計 4 歲或以上總收視點
Programme Run(s) with Sponsor Naming 節目播放連客戶冠名	13	10.1
Promos 節目宣傳片	283	298.4
Opening & / or Closing Billboard 開首及 / 或結尾標板	26	20.2
Promo tag-on Billboard 節目宣傳片連贊助客戶標板	134	8.8
Total 總數	**456**	**337.5**
Estimated Viewership (4+) 預計總觀眾人次	**22,121,068**	
Estimated Reach (4+) 預計接觸率	66.7%	
Estimated Average Frequency 預計平均收看次數	5.1	
Package Value (RC#55) 套裝價值 (價目表#55)	1,148,397	
Package Discount 套裝折扣率	**91.9%**	
Estimated CPRP (HK$) 預計每一收視點成本	**$ 276**	
Estimated CPM (HK$) 預計每千觀眾成本	**$ 4**	

Remarks 附註:

1. Estimated Ratings is based on the average ratings of corresponding timeslots during 2021/1/25 - 2021/2/21.
   預計收視點參考自 2021 年 1 月 25 日- 2021 年 2 月 21 日之平均收視。
2. Estimated Reach is based on the cumulative reach of corresponding timeslots during 2020/11/23 - 2021/2/21.
   預計接觸率參考自 2020 年 11 月 23 日- 2021 年 2 月 21 日之累積接觸率。
3. Estimated Average Frequency is calculated by Estimated GRPs divided by Estimated Reach.
   預計平均收看次數是按預計總收視點除以預計接觸率所取得。
4. Rate Card #55 is applied. 套裝價目表為#55
5. The above estimations are for general reference only, without warranty of any kind on the actual performances.
   本台提供之以上預計評估僅供參考，可能會與實際節目收視有所出入。

Source 資料來源: Ratings 收視 - CSM Media Research, Adobe Analytics, YOUBORA & Nielsen OOH Study
Reach 接觸率 - CSM Media Research

Pearl

100 GRPs Guaranteed Package

Jan - Jun 2021

Telecast Period	:	Any given 4 weeks			
No. of Spots	:	40 approx.			
Spot Allocation	:	P5 / P4 / P3 Timeclass			
CPRP	:	RC#55	30-sec	20-sec	10-sec
		Tier 1	**$1,000**	**$700**	**$300**
		Tier 2	**$1,200**	**$800**	**$400**

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 jewelleries,
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. 2415			
3rd Run	**Saturday**	approx. 1110			
4th Run	**Sunday**	after News Roundup approx. 2410			
5th Run	**Next Monday**	approx. 2445			

#Subject to change

Package	Entitlements		Package Cost Nett (RC#55)
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
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 - *TVC edited from respective Dolce Vita segment, no preview will be entertained*

On Pearl (20 spots) - *Production lead time: 2 weeks or more after segment on-air date*
- **Monday-Sunday** - Between 2005-2455 (P4/P5) ** - *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 episoc*

On Pearl (8 episodes) - *Subject to availability and pre-emptible by standard Title Sponsorship package(s*
- **Monday-Friday** - Between 2005-2125 (P4)

Package Cost **RC#55**

( ) Dolce Vita exposure & TVC campaign	$ 168,000	(nett)
( ) End credit window frame (10-sec) *(The related segment will be placed at the last programme part)*	$ 17,000	(nett)
( ) Pearl Facebook Page post (1 segment)*	$ 10,000	(nett)
( ) TVB Social Media post (1 segment, Chi version)*	$ 45,000	(nett)
( ) Additional charges for special request: _____	$	(nett)
Please (✓) as appropriate. **Total Package Cost**	$	(nett)

Remarks
1. This package is only for shooting in Hong Kong.
2. Shooting must be held at least 3 weeks before the on-air date.
3. Shooting date must be confirmed at least 2 weeks in advance, or subject to crew availability.
4. Shooting shall be held at only one location, which has to be in urban area or within reasonable distance.
5. Arrangement for pre-production meeting and/or on-location survey shall be at TVB's discretion.
6. Any special permits or documents needed for the shooting shall be prepared by client.
7. Client shall cover all necessary location fee, electricity and consumables used at the location.
8. Shooting must be held during Monday to Friday. Additional fee will be charged for shooting on Saturday, Sunday and public holidays (subject to crew
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. Pearl Facebook: English version of the respective segment to be post on Pearl Facebook Page. No boosting or commercial element shall be involved.
2. TVB Social Media: Chinese version of the respective segment to be post on Big Big Channel, TVB YouTube Channel and TVB Facebook Page.
3. 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 referei
4. The segment shall be post in around 24-48 hours after the first telecast 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 2021/11/30. Festive specials excluded.
3. 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.
4. 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.
5. 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.
6. 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
7. This package is not eligible to volume rebate but will be grouped for volume rebate calculation.
8. This package is subject to all the terms & conditions stipulated on Rate Card #55.
9. 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 _____

_____
(Signature & Company Chop)
Date

Effective 2021/01/01 SE: _____

TVB Pearl
Association Package (2021)

Studio 930

Period	No. of Spots*	Duration	Package Cost (RC#55)
Jan - Jun	25 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** 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** 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 (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 (except Public Holidays)		**$420,000**
世界觀	Tue-Sat		**$420,000**
開市第一擊	Mon-Fri (trading days only)		**$390,000**
財經多國度	Mon-Fri (trading days only)		**$390,000**

Please refer to the package for details.

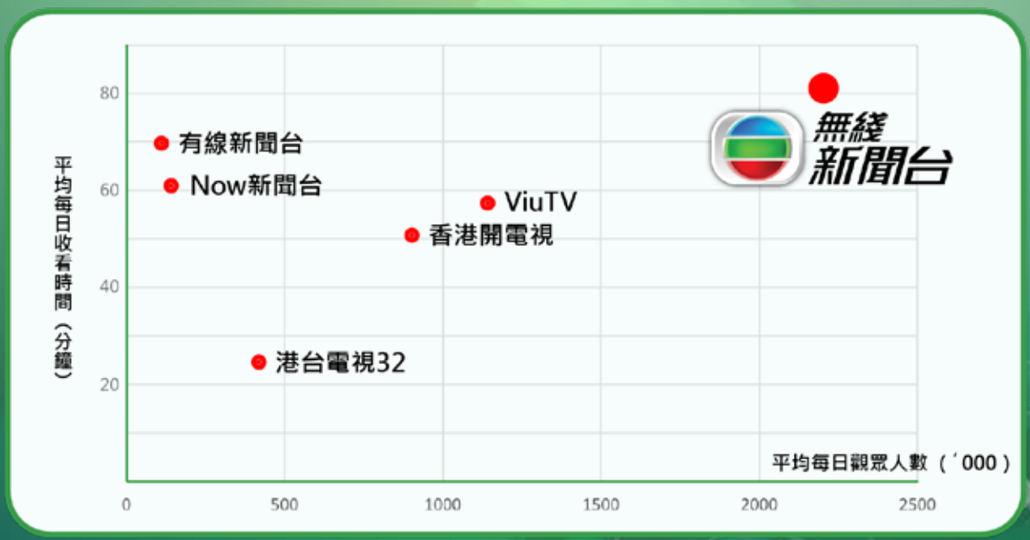
*Applicable to sponsorship launches on or before Mar 2021

無綫新聞台

全港新聞電視頻道收視冠軍
更遠超大多數頻道

平均每天有超過220萬觀眾 收看80分鐘以上

2020年香港以至國際風起雲湧，大事陸續發生，無綫新聞台一直謹守崗位，多角度為觀眾報道新聞，觀眾人數連續第5年攀升，亦是本港新聞電視頻道之收視冠軍，遠超大多數頻道。每天平均觀眾人數達220萬，平均收看時間每天超過80分鐘。



備註：
2020/01/01–12/31
4 歲或以上觀眾
數據來源：CSM Media Research

美聯物業特約：
每區有樓睇

星期二及四
1010 | 1125 | 1510 | 1810 | 2050 | 2410 | 2525

財經多國度

星期一至五（逢港股交易日）
2240

中華掠影

星期六及日
1315 | 2645 | 2815

全新節目 快將推出

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

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。

無綫新聞台