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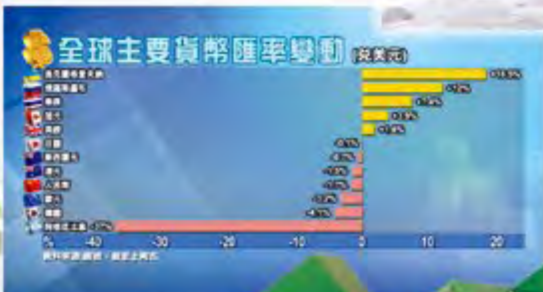
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熱話

HANG SENG INDEX :HSI
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影響明年香港新股市場因素？

- 中美貿易
- 經濟問題
- 香港社會事件



LONGINES
MASTERS

HONG KONG
FEB 14-16, 2020

馬



John Zabawa 2019

Highlights Of The Month Spectacular Event

THE 92ND OSCARS

On The Red Carpet At The Oscars®

10 February, Monday

1st run: Starting from 0530

Re-run: Starting from 2625

Oscars® Live On The Red Carpet

10 February, Monday

1st run: Starting from 0730

Re-run: 2000-2030

Oscars®

10 February, Monday

1st run: Starting from 0900

Re-run: 2030-2400

On The Red Carpet After The Awards

11 February, Tuesday

After News Roundup

And The Oscars® Goes To

Sundays, 2130

9 February



Hacksaw Ridge 鋼鋸嶺

Director:
Mel Gibson

Cast:
Andrew Garfield, Vince Vaughn,
Sam Worthington, Luke Bracey,
Teresa Palmer

Genre:
Biography / Drama

- ★ Best Achievement in Film Editing
- ★ Best Achievement in Sound Mixing

16 February



Dunkirk 鄧寇克大行動

Director:
Christopher Nolan

Cast:
Tom Hardy, Mark Rylance,
Kenneth Branagh, Cillian Murphy

Genre:
Action / Thriller

- ★ Best Achievement in Film Editing
- ★ Best Achievement in Sound Editing
- ★ Best Achievement in Sound Mixing

23 February



Interstellar 星際啟示錄

Director:
Christopher Nolan

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

Genre:
Adventure / Sci-Fi

- ★ Best Achievement in Visual Effects

Highlights Of The Month Drama Series

The InBetween

5 February – 8 April
Wednesdays 2230-2330 (10 episodes)

Cassie Bedford was born with a rare ability. She has visions. Sometimes Cassie sees events that have previously occurred or will happen in the future. Sometimes she encounters unsettled spirits who need her help. Cassie reluctantly agrees to use her abilities and helps solve some of the city's most challenging cases.

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Upcoming in March Drama Series

THE FLASH VI

Tuesdays
Starting from 10 March

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NEW AMSTERDAM

27 February – 23 July
Thursdays 2230-2330 (22 episodes)

Newest medical director Dr. Max Goodwin sets out to tear up the bureaucracy and provide exceptional care. He must prove he will stop at nothing to breathe new life into this understaffed, underfunded and underappreciated hospital – the only one in the world capable of treating Ebola patients, prisoners from Rikers and the president of the United States under one roof – and return it to the glory that put it on the map.

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WHY WOMEN KILL

Fridays
Starting from 13 March

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Pearl

PRIME TIME SCHEDULE

February 2020

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1830	Dolce Vita (02/03, 17-24) Pearl Magazine (02/10) (Eng Only)	Luxury Homes Revealed (02/04-25) (05/12) last (Bilingual)	Culinary Heights At Ikarus (X) (02/05-26) Last (Bilingual)	1805-1900 The Truth About Getting Fit (02/06) Rome Unpacked 2 eps (02/13-20) Last Cycle Around Japan (IV) (02/27) 8 eps (04/16) Last (Bilingual)	1805-1900 The Tatra Mountains (02/07) Last Islands In Time A Wildlife Odyssey 3 eps (02/14-28) Last (Bilingual)	1805-1900 60 Minutes 六十分鐘時事雜誌 (Eng Only)	1805-1900 Deadly Australians 4 eps (02/02-23) Last (Bilingual)
1900	News Report With Sign Language (Cant Only)						
1925	Today In History						
1930	News At Seven-Thirty Followed By Weather Report						
2000	Prince Jewellery & Watch Presents: (02/01-29) Last Earth Live						
2000	INFOTAINMENT						
2000	Pearl Magazine 明珠雜誌 (02/03, 17-24) Oscars® Live On The Red Carpet (02/10) (Eng Only)	Straight Talk 清心直說 (Eng Only)	Innovation Nation (X) 創新國度 (02/05-26) (03/18) Last (Eng Only)	Food Safari Water 海洋滋味 (02/06-27) (03/26) Last (Eng Only)	Embarrassing Pets 我的麻煩寵物 (02/07-28) (04/10) Last (Bilingual)	America's Funniest Home Videos (XXX) 笑笑小電影 (02/01-29) (05/02) Last (Eng Only)	Extreme Cake Makers (II) 超級餅藝大師 (02/02-23) (Bilingual)
2030	MasterChef Junior (VI) 美國小廚神 (02/03, 17-24) (04/06) Last (Eng Only)	Pugly 親親小八哥 (02/04) Meet The Hedgehogs 親親小刺蝟 (02/11) Animals Decoded 動物傳心術 (02/18-25) 3 eps (03/03) Last (Eng Only)	World's Most Incredible Hotels 非凡酒店 (02/05-26) (04/15) Last (Eng Only)	John Torode's Middle East John Torode 中東風味遊 (02/06-27) (04/02) Last (Eng Only)	Great Alaskan Railroad Journeys 美加鐵路遊 (02/07) Last Great Canadian Railway Journeys 美加鐵路遊 (02/21-28) 7 eps (04/03) Last (Eng Only)	The Longines Masters Of Hong Kong 2020 - Live (02/15) (Bilingual)	Britain's Got Talent (XIII) 全英一叮 (02/01-09, 16-29) (Eng Only)
2130	DOCUMENTARY						
2130	A Cat And Mouse Game 鼠膽龍威 (02/03) Running Wild With Bear Grylls (III) (02/17-24) 10 eps (04/20) Last (Eng Only)	Wild City 野性新加坡 4 eps (02/04-25) Last (Eng Only)	Expedition Europe 歐洲尋源 2 eps (02/05-12) Last Equator The Line Of Life 赤道生命力 (02/19-26) 3 eps (03/04) Last (Eng Only)	World's Greatest Man Made Wonders 世界建築之最 (02/06-27) (03/05) Last (Eng Only)	The Flood 洪水與猛獸 (02/07) Last The Incredible Five A Cheetah's Tale 獵豹五兄弟 (02/21) Man Among Cheetahs 獵豹蹤跡 (02/28) (Eng Only)	Snoopy And Charlie Brown The Peanuts Movie 史諾比花生漫畫大電影 (02/01) (Bilingual)	Fan Girl 少女導演夢 (02/02) (Eng Only) And The Oscar® Goes To: Hacksaw Ridge 鋼鋸嶺 (02/09) (Eng Only) And The Oscar® Goes To: Dunkirk 鄧寇克大行動 (02/16) (Eng Only) And The Oscar® Goes To: Interstellar 星際啟示錄 (02/23) (Eng Only)
2230	DRAMA						
2230	Supergirl (V) 女超人 (Eng Only)	Station 19 19號消防局 (02/04-25) (03/03) Last (Eng Only)	The InBetween 靈感追兇 (02/05-26) 10 eps (04/08) Last (Eng Only)	The Good Doctor (II) 好醫生 (02/06-20) Last (Bilingual) New Amsterdam (02/27) 22 eps (07/23) Last (Eng Only)	Magnum P.I. 神探猛龍 (02/07-28) (03/06) Last (Bilingual)	Kingsman The Secret Service 皇家特工 間諜密令 (02/15) (Eng Only) Movie Of The Month: 明珠首映二月鉅片: Kingsman The Golden Circle 皇家特工 金圈子 (02/22) (Eng Only)	And The Oscar® Goes To: Ted 2 賤熊2 (02/29) (Eng Only)
Haitong International Securities Presents: Market Watch (02/03-14, 18-28)(03/27) Last							
News Roundup							
Prince Jewellery & Watch Presents: (02/01-29) Last Earth Live							
Civilisations (02/03-24) (03/09) Last	Tribal Bootcamp (02/04, 18-25) Last On The Red Carpet After The Awards (02/11)	60 Minutes	The Truth About Getting Fit (02/06) Rome Unpacked 2 eps (02/13-20) Last Cycle Around Japan (IV) (02/27) 8 eps (04/16) Last	The Longines Masters Of Hong Kong 2020 - Highlights 3 eps (02/14-16) Last			Dolce Vita
Lethal Weapon (II) (02/03-24) (04/20) Last	Racing To Win	Deception (02/05-26) (03/18) Last	America's Got Talent (XII) (02/06-27) (05/21) Last	The Tatra Mountains (02/07) Last Islands In Time A Wildlife Odyssey 3 eps (02/14-28) Last	Racing To Win (02/07) Genius (02/14-28) 10 eps (04/24) Last	Racing To Win (02/01, 15-29) The Truth About Sleep (02/08)	A User's Guide To Cheating Death (02/02-09, 23) Last MasterChef (VIII) (02/02-23) (04/19) Last

Date: (mm/dd)

Tentative Schedule Only, Subject To Change. Information Accurate As of 3 January 2020

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Movie Of The Month: Kingsman: The Golden Circle

明珠首映二月鉅片：
皇家特工：金圈子



Director: Matthew Vaughn
Cast: Colin Firth, Julianne Moore, Taron Egerton, Mark Strong, Halle Berry, Elton John, Channing Tatum, Jeff Bridges
Genre: Action / Comedy

22 February, Saturday, 2130

WEEKEND BLOCKBUSTER
The Best Weekend Entertainment in Town

Saturdays / Sundays, 2130

1 February



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**Snoopy And Charlie Brown
The Peanuts Movie**
史諾比：花生漫畫大電影

Director:
Steve Martino

Voice Cast:
Noah Schnapp, Bill Melendez,
Hadley Belle Miller, Alex Garfin

Genre:
Animation / Family

2 February



© ABC Family

Fan Girl
少女導演夢

Director:
Paul Jarrett

Cast:
Kiernan Shipka, Meg Ryan,
Kara Hayward, Joshua Boone

Genre:
Comedy / Family

8 February



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Cinderella
仙履奇緣

Director:
Kenneth Branagh

Cast:
Lily James, Richard Madden,
Cate Blanchett, Helena Bonham Carter

Genre:
Romance / Fantasy

WEEKEND BLOCKBUSTER
The Best Weekend Entertainment in Town

Saturdays / Sundays, 2130

15 February *Start at 2155



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

Director:
Matthew Vaughn

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

Genre:
Action / Comedy

29 February



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Ted 2
賤熊2

Director:
Seth MacFarlane

Cast:
Mark Wahlberg, Seth MacFarlane,
Amanda Seyfried

Genre:
Comedy



A Cat And Mouse Game

鼠膽龍威

3 February

Monday 2130-2230 (1 Episode)



In the countryside, a family home is the theatre of a veritable hunting scene between the residents' cat and the previous occupants' mouse. But the game is far from over, and where the predator uses a wide variety of schemes to reach his target, his prey becomes even more resourceful in his bid to escape being caught. The series gives us the opportunity to rediscover one of the animal kingdom's most famous celebrity

duels in a fun and light-hearted fashion. On their path, these two animals will cross other prey and other predators: all join in the game of cat and mouse.

位於鄉郊的一所村屋不日上映家貓捉老鼠的影像。這是一場永無止境的追逐遊戲，獵物總能出盡奇招逃過捕食者的各種追捕。觀眾將近距離觀察這對動物界明星的對手戲，沿途還會有其他動物的加入，一同展開你追我逐的遊戲。

Running Wild With Bear Grylls III

17 February – 20 April
Mondays 2130-2230 (10 Episodes)



Famed adventurer and survivalist Bear Grylls returns and takes seven entertainment and sports stars, including actress Julia Roberts and the alpine skier Olympic gold medalist Lindsey Vonn, into the most remote and pristine locations around the world for a 48-hour journey. Travelling from the remote African Savannah, to the wilds of Ireland, the intrepid cast members face their deepest fears and tackle everything: from wild animals to rock rappelling, as they journey through some of the world's most unforgiving wildernesses.

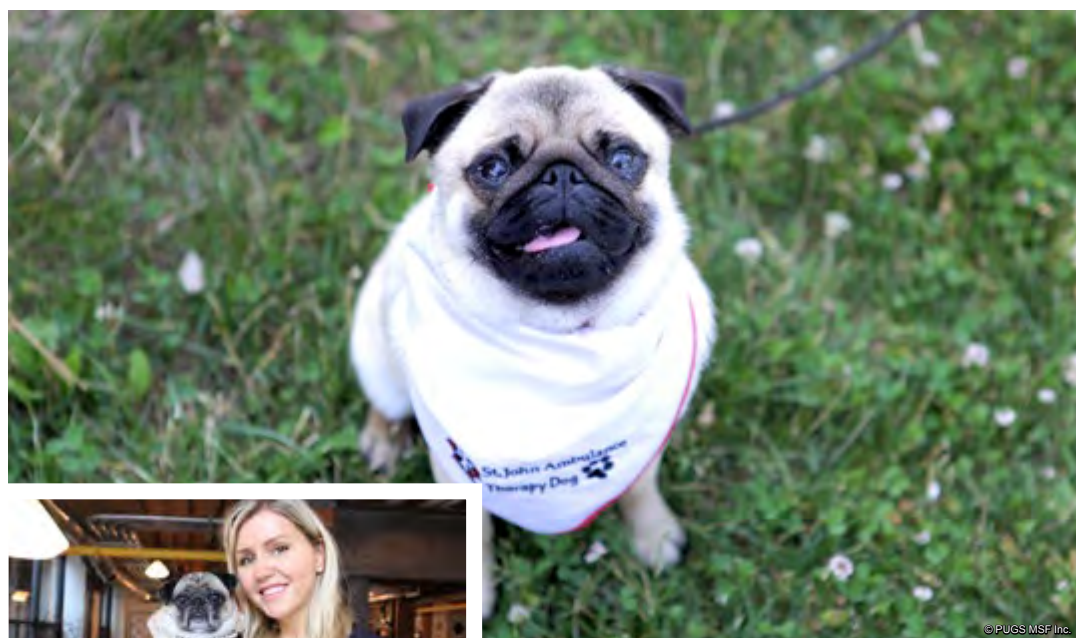


著名冒險家Bear Grylls載譽歸來！今輯他將會分別與七位不同領域的「巨星」到訪世界上多個荒遠地區，各展開48小時的難忘旅程。奧斯卡影后茱莉亞羅拔絲和奧運會高山滑雪金牌得主Lindsey Vonn會參與節目，令人期待。在偏遠的荒野，Bear和節目組面對一個又一個的難關，他們如何克服內心的恐懼，完成旅程？



Pugly 親親小八哥

4 February
Tuesday 2030-2130 (1 Episode)



“Pugly” tells the story of rescue pugs including Gunner, a two-year-old pug in the care of Toronto’s Pug rescue network led by Blanche Axton. As she prepares Gunner for adoption, we meet a growing

community of “squishy-faced dog” devotees with big personalities, following their stories of triumph, humour and heartbreak.

“Pugly” investigates why, despite the head-tail health issues common in flat-nosed breeds, pugs are more popular than ever. And they’re full of surprises. Although they were bred to be loyal, loving lapdogs, not all are lazy couch potatoes. We find pugs acting in movies, riding motorcycles, building up massive followings on their Instagram accounts and raising funds to help rescue more pugs.

節目為觀眾帶來拯救八哥的感人故事，Blanche Axton在多倫多籌辦了救援中心，救助流離失所的八哥，當中有不少好心人盡心盡力為這些皺巴巴的傻氣八哥安排領養，過程既辛酸又充滿快樂與成功感。

八哥雖然天生扁鼻，容易出現氣管問題，但牠們仍大受歡迎。牠們忠誠、友善，看似懶散但其實甚為好動。節目中將會看到大放異彩的八哥們，有演出電影的八哥、踏摩托車的八哥，還有在社交媒體上吸引無數粉絲、籌得善款拯救其同類的八哥。

Meet The Hedgehogs 親親小刺蝟

11 February
Tuesday 2030 – 2130 (1 Episode)



Presented by Steve Backshall, we’ll get to know the hogs that have been voted the UK’s favourite wild animal! Set in Amazing Grace Rescue Centre, founded by Dr. Brian May and Anne Brummer in Windlesham Surrey, we’ll follow rescues, vet procedures and releases. Besides meeting the injured hogs from the centre, we encounter some other hogs with non-healable illnesses, such as Moonbeam the blind hog. Steve will show you how to hog proof your garden to encourage a visit, and has a late-night tracking session at Regents Park to try and find wild hedgehogs – in the last known colony in London. Fun, insightful and engaging, the series takes the audiences into the world of the hog whilst showing us how we can play a part in their survival.



刺蝟是在英國被投選為最受歡迎的野生動物，Steve Backshall到訪了位於溫道斯漢姆的救援中心，見證中心的創辦人Brian May博士和Anne Brummer如何救助及治療刺蝟，並在牠們痊癒後放生野外。Steve亦遇見了一些殘疾的刺蝟，牠們面對種種困難卻仍然努力繼續生存下去。



Animals Decoded 動物傳心術

18 February – 3 March
Tuesdays 2030 – 2130 (3 Episodes)



We humans think we have the monopoly on communication - with rolling news, social media updates and 6500 languages to express ourselves in - but scientists are beginning to discover the mind-blowing secrets of communication in the animal kingdom.

The series uses latest science, technology and filming techniques to offer a fascinating insight into the secrets of animal communication. Each episode will delve into a different aspect of animal communication: How have some animals evolved to transmit information over long distances? How do animals use their bodies to communicate? And how can some communicate in silence?

Animals have developed incredible ways of flirting, fighting, chatting and bonding. There's a whole world of animal language waiting to be decoded.

我們總認為人類所掌握的是最強的溝通：無間斷的新聞播放、社交網絡無限更新，以及多達六千五百種的語言。可是，科學家正逐步發現動物界的溝通秘密，拆解了動物之間交流之謎。

節目將使用最先進的科技和拍攝技術，深入探討動物的溝通模式。每集專注不同的主題：為何有些動物能夠作遠距離交流？動物怎樣用身體語言來溝通？動物如何在靜默中互相交流？動物之間發展了一套不可思議的溝通方式，可以互相聯誼、傳情以至宣戰。動物語言正等待大家逐一拆解。

Pearl Spectacular: Wild City 明珠絕色：野性新加坡

4 February – 25 February
Tuesdays 2130-2230 (4 Episodes)



The series aims to be nothing less than a comprehensive profile of Singapore's surprisingly diverse animals and plants and their fascinating behaviours. It showcases the range of different habitats found in and around the built up urban sprawl, then journeys around the island's hidden wildlife hotspots – from the overlooked interior to the inaccessible coastline and islands that have become unplanned sanctuaries for Singapore's natural heritage.

節目將帶領觀眾探索新加坡神秘後花園，觀察不同野生動植物的有趣行為及習性。觀眾將會看到國際大都會新加坡如何保育野生動物，於當地生態公園慢步，細看不同物種。主持人亦會遊走不同小島嶼，從市中心走到海岸線尋找野生動物，探索新加坡野性的一面。



Expedition Europe 歐洲尋源

5 February and 12 February
Wednesdays 2130-2230 (2 Episodes)



The landscapes of Europe are spectacularly diverse and locked deep within these are secrets and surprises of the earth's past. Geologist Colin Devey sets forth on a journey of discovery through the old continent to the most breathtaking landscapes and mysteries of European nature, searching for their origins. Enhanced by state-of-the-art animation, the series delves into the old continent's remotest past, transported back some 500 million years and more.

歐洲的風景山水可謂千姿百態，當中更深藏著不少關於地球過去的秘密和驚喜。地質學家Colin Devey踏上探索歐洲大陸的旅程，發掘了自然界最令人嘆為觀止的風景奧秘以及它們的起源。節目借助先進的動畫技術，重塑這片古老大陸的遙遠過去，追溯遠至五億年前的光景。



Equator: The Line Of Life 赤道生命力

19 February – 4 March
Wednesdays 2130-2230 (3 Episodes)



The Equator wraps Earth in a 40,000 kilometer ribbon of sunlight, abundance and astonishing nature. It is known in science as the "cradle of life" – because all species first arose here – and as the "museum of life" because rarely do creatures here go extinct. Now, as our warmest region gets hotter, the Equatorial paradise is changing.



In deep jungle, we meet lowland animals who have an astonishingly intimate bond with the caregivers saving them from extinction. Within the wild lands, we look at the many fascinating forms of conflict between extraordinary beasts, small-hold farmers and the conservationists that stand between the two. Featuring the hot waters, we take viewers to the beautiful Maldives, where the ravages of global warming are being repaired by a group of incredibly inventive "coral doctors".

長達40,000公里的赤道環繞著地球，那裏有著充裕的陽光，以及適合各式物種生存的環境。然而，隨著赤道地區的氣溫持續上升，事物開始有所改變。本節目探索赤道的變化，並呈現出一個個令人驚嘆的美麗畫面。在叢林，我們會探討一些低地動物如何免於滅絕。在荒野，我們見證了野獸和農民之間的衝突。在馬爾代夫，我們會跟隨一群「珊瑚醫生」修復因為暖化而帶來的破壞。



The Incredible Five A Cheetah's Tale 獵豹五兄弟

21 February
Friday 2130-2230 (1 Episode)



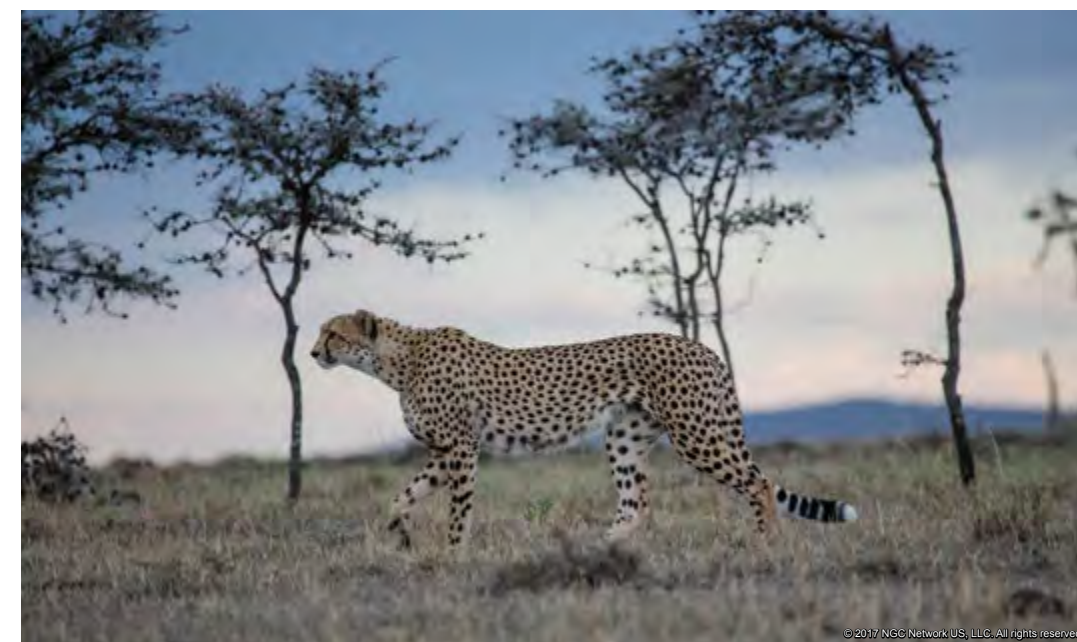
Cheetahs are the high-speed hunters of the Savannah. Few attempt to take on larger prey than gazelles or smallish antelopes. But on occasion, the predatory cats reveal their surprisingly different side. In the Northern Serengeti, a group of male cheetahs emerges and turns all we know about them upside down. Males are usually loners or live in small groups, but here we have five tomcats hunting together as one. It is actually, the largest alliance of the animals ever seen! This film has many stories to tell about the sleek hunters.



獵豹是高速的獵人。雄性獵豹一般都是獨來獨往，但是在非洲的塞倫蓋蒂，竟然有五隻雄性獵豹經常一起群起狩獵。這種掠食性動物到底會如何顛倒我們一直以來對牠們的了解？

Man Among Cheetahs 獵豹蹤跡

28 February
Friday 2130-2230 (1 Episode)



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



A legion of enemies - from massive male lions, to menacing gangs of hyenas - threatens them at every turn but the gutsy mother cheetah will do whatever it takes to save her cubs. Along the way, Bob negotiates the risks and realities of filming in the African wilderness while trying to keep up with the fastest animal on four legs.

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

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



Great Canadian Railway Journeys 美加鐵路遊

21 February – 3 April
Fridays 2030-2130 (7 Episodes)



Michael Portillo continues his railway adventure and explores Canada, armed with his 1899 Appleton's Guidebook.

Michael explores the country's shared history with Britain and France, and rides the legendary Rocky Mountaineer service. His Canadian rail odyssey culminates as he traverses Canada's Atlantic Maritime

Provinces and the vast Prairie Provinces aboard the nation's last remaining transcontinental passenger line.

Michael Portillo遊歷阿拉斯加過後，出發前往旅程下一站 - 加拿大。他手持1899年出版的《阿普爾頓指南》，沿著鐵路走訪指南所載的路線及地點，展開加拿大探索之旅。旅程中，他認識到加拿大與英法兩國的共同歷史，乘搭世界知名的「洛基登山家」鐵路，並坐上加拿大最後一條橫貫大陸的客運線路，穿越遼闊的平原。

Pearl Top 10 Programmes
Week 1945 (2019/11/04 - 2019/11/10)

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	Weekend Blockbuster: Independence Day Resurgence 周末大電影：天煞地球反擊戰復戰紀元	Movie	Pearl	Sat	21:34	24:01	Average: 274 Top: 332	4.8 5.8	20% 21%	22:14	4.4	5.4	4.4	5.4
2	Weekend Blockbuster: Allied 周末大電影：伴讓同盟	Movie	Pearl	Sun	21:34	24:04	Average: 126 Top: 147	2.2 2.6	9% 10%	22:51	1.7	3.0	2.2	1.9
3	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:34	21:17	Average: 96 Top: 148	1.7 2.6	6% 9%	21:02	1.4	1.9	1.1	2.4
4	Oriental Watch Company Spectacular Tuesday Presents: Earth The Nature of Our Planet 東方表行·絕色星期二：野性地球	Documentary	Pearl	Tue	21:35	22:35	Average: 90 Top: 121	1.6 2.1	5% 7%	22:30	1.0	1.7	0.7	0.9
5	The Brave 特種英雄	Drama	Pearl	Mon	22:38	23:31	Average: 87 Top: 95	1.5 1.7	7% 6%	22:41	1.2	1.2	0.7	0.7
6	Pearl Heritage: Aerial Asia 明珠瑰寶：穹蒼下的亞洲	Documentary	Pearl	Thu	21:36	22:32	Average: 83 Top: 105	1.4 1.8	5% 6%	21:55	0.5	0.3	0.9	0.4
7	Ben Fogle: Return to the Wild 世外野人再出發	Documentary	Pearl	Mon	21:38	22:34	Average: 76 Top: 93	1.3 1.6	4% 5%	22:02	0.9	1.7	0.6	0.3
8	9-1-1 9-1-1	Drama	Pearl	Tue	22:38	23:30	Average: 72 Top: 95	1.2 1.6	5% 9%	23:29	1.1	0.9	0.7	0.6
9	Loving Earth: Climate Change - The Facts 愛地球：暖化危機	Documentary	Pearl	Wed	21:35	22:40	Average: 68 Top: 93	1.2 1.6	4% 5%	22:39	0.8	1.3	1.1	0.2
10	Whiskey Cavalier 雌雄特工	Drama	Pearl	Wed	22:43	23:35	Average: 62 Top: 72	1.1 1.3	5% 6%	23:04	0.6	0.8	0.7	0.2

Pearl Top 10 Programmes
Week 1946 (2019/11/11 - 2019/11/17)

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	Anniversary Special: Wonder Woman 台慶鉅獻：神奇女俠	Movie	Pearl	Sat	21:34	24:22	Average: 288 Top: 346	5.0 6.0	21% 26%	23:12	4.6	5.5	5.5	6.7
2	Weekend Blockbuster: Goosebumps 周末大電影：書中自有魔怪谷	Movie	Pearl	Sun	21:34	23:37	Average: 169 Top: 208	2.9 3.6	9% 15%	23:30	2.4	3.1	3.0	2.6
3	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:33	21:27	Average: 110 Top: 163	1.9 2.8	6% 9%	21:24	1.9	1.8	2.0	3.2
4	Heroes and Survivors 絕境英雄	Documentary	Pearl	Fri	21:37	22:29	Average: 99 Top: 130	1.7 2.3	5% 7%	22:14	1.0	0.8	1.4	0.1
5	Oriental Watch Company Spectacular Tuesday Presents: Island of the Monsoon 東方表行·絕色星期二：野性風之島	Documentary	Pearl	Tue	21:35	22:32	Average: 91 Top: 108	1.6 1.9	5% 6%	21:46	1.0	1.5	1.4	1.1
6	China Taiping Insurance Group Presents: Pearl Heritage: Macau from Above 中國太平保險集團特約：明珠瑰寶：穹蒼下的澳門	Documentary	Pearl	Thu	21:37	22:35	Average: 85 Top: 99	1.5 1.7	4% 6%	22:33	0.9	0.9	0.8	0.5
7	Magnum P.I. 神探猛龍	Drama	Pearl	Fri	22:39	23:30	Average: 74 Top: 89	1.3 1.5	5% 6%	23:01	0.9	0.9	1.3	0.6
8	Loving Earth: Ozone Hole How We Saved the Planet 愛地球：修復臭氧層	Documentary	Pearl	Wed	21:35	22:41	Average: 61 Top: 73	1.1 1.3	3% 3%	21:55	0.4	1.2	0.8	0.2
9	Where the Wild Men Are with Ben Fogle 世外野人	Documentary	Pearl	Mon	21:37	22:33	Average: 60 Top: 78	1.0 1.4	3% 4%	22:13	0.5	1.0	0.8	0.6
10	The Brave 特種英雄	Drama	Pearl	Mon	22:37	23:31	Average: 57 Top: 72	1.0 1.2	4% 5%	23:01	1.0	1.3	0.9	0.4

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: 2019 - CSM Media Research

Pearl Top 10 Programmes
Week 1947 (2019/11/18 - 2019/11/24)

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	Weekend Blockbuster: Hercules 周末大電影：戰神：海格力斯	Movie	Pearl	Sun	21:34	23:39	Average: 183 Top: 250	3.2 4.3	11% 18%	23:21	2.3	3.3	3.1	3.1
2	Weekend Blockbuster: The BFG 周末大電影：吹夢的巨人	Movie	Pearl	Sat	21:34	23:58	Average: 111 Top: 150	1.9 2.6	8% 15%	23:28	1.8	1.9	1.8	3.1
3	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:33	21:20	Average: 103 Top: 139	1.8 2.4	6% 9%	20:59	1.7	1.9	1.5	3.4
4	Inside the Factory Potato Waffles 奇趣工場	Lifestyle	Pearl	Wed	20:30	21:27	Average: 102 Top: 117	1.8 2.0	6% 7%	20:59	1.3	1.6	1.7	0.6
5	Anniversary Special: Earth from Space 台慶鉅獻：穹蒼下的地球	Documentary	Pearl	Thu	21:36	22:34	Average: 87 Top: 107	1.5 1.9	5% 6%	21:59	1.5	1.4	0.8	0.2
6	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:29	Average: 85 Top: 118	1.5 2.0	6% 8%	20:24	1.4	1.3	0.9	2.1
7	Whiskey Cavalier 離魂特工	Drama	Pearl	Wed	22:43	23:34	Average: 74 Top: 87	1.3 1.5	6% 6%	23:04	0.7	1.0	0.9	0.7
8	Oriental Watch Company Spectacular Tuesday Presents: Island of the Monsoon 東方表行·絕色星期二：野性風之島	Documentary	Pearl	Tue	21:35	22:33	Average: 71 Top: 103	1.2 1.8	4% 6%	22:29	0.8	0.9	1.1	0.9
9	Magnum P.I. 神探猛龍	Drama	Pearl	Fri	22:39	23:30	Average: 63 Top: 80	1.1 1.4	5% 6%	22:58	0.7	0.4	0.7	1.1
10	9-1-1 9-1-1	Drama	Pearl	Tue	22:37	23:30	Average: 60 Top: 72	1.0 1.2	4% 5%	22:58	0.9	1.0	1.0	0.6

Pearl Top 10 Programmes
Week 1948 (2019/11/25 - 2019/12/01)

Rank	Programme	Genre	Channel	Day	Start Time	End Time	Aged 18+				Live TV Demo TVRs			
							Size ('000)	TVRs	Total TV Share	Top Min	PI 20K+	Top Occ	Tertiary	Parents with Kids
1	Weekend Blockbuster: Frozen 周末大電影：魔雪奇緣	Movie	Pearl	Sat	21:34	23:35	Average: 244 Top: 293	4.2 5.1	18% 19%	22:29	4.3	4.1	4.5	8.2
2	Inside the Factory Frozen Pizza 奇趣工場	Lifestyle	Pearl	Wed	20:31	21:29	Average: 124 Top: 161	2.1 2.8	7% 9%	21:28	1.9	2.2	1.5	0.4
3	Weekend Blockbuster: The Man from U.N.C.L.E. 周末大電影：特務型戰	Movie	Pearl	Sun	21:34	23:59	Average: 106 Top: 132	1.8 2.3	8% 11%	23:08	1.1	1.4	1.7	0.8
4	America's Got Talent 全美一叮	Variety	Pearl	Sat	20:34	21:25	Average: 96 Top: 137	1.7 2.4	7% 9%	21:24	1.1	1.2	1.1	1.8
5	MasterChef 我要做廚神	Variety	Pearl	Mon	20:33	21:20	Average: 89 Top: 104	1.5 1.8	5% 6%	20:58	1.0	0.4	0.6	1.8
6	Anniversary Special: Earth from Space 台慶鉅獻：穹蒼下的地球	Documentary	Pearl	Thu	21:37	22:34	Average: 85 Top: 108	1.5 1.9	5% 6%	22:17	0.8	1.1	0.9	0.4
7	Oriental Watch Company Spectacular Tuesday Presents: Island of the Monsoon 東方表行·絕色星期二：野性風之島	Documentary	Pearl	Tue	21:35	22:32	Average: 79 Top: 99	1.4 1.7	5% 6%	22:11	0.8	1.0	0.9	0.2
8	Sherlock 新福爾摩斯	Drama	Pearl	Mon	21:35	23:30	Average: 68 Top: 81	1.2 1.4	4% 7%	23:15	0.5	0.8	1.0	0.7
9	America's Funniest Home Videos 笑笑小電影	Variety	Pearl	Sat	20:04	20:29	Average: 68 Top: 87	1.2 1.5	5% 6%	20:28	0.9	1.3	0.8	1.8
10	Loving Earth: Drowning in Plastic 愛地球：塑膠海洋	Documentary	Pearl	Wed	21:36	22:41	Average: 66 Top: 92	1.1 1.6	4% 5%	21:36	0.7	0.5	0.5	0.7

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: 2019 - CSM Media Research

Pearl Fringe Time Schedule
February 2020
as at 2019/12/06

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
0600	On The Red Carpet At The Oscars® (02/10)	Market Overview (02/01-09, 11-29)						
0700		Pastor Joseph Prince (02/03-07, 11-28)					Pastor Joseph Prince	
0800	Oscars® Live On The Red Carpet (02/10)	NBC Nightly News (02/01-09, 11-29)						
0900		Market Overview (02/03-07, 11-28)					Miffy's Adventures Big And Small (III) Mike The Knight	
1000	Oscars® (02/10)	Inside Market (02/03-07, 11-28)	Inside Market (02/03-07, 11-28) Login Greater Bay Area	Inside Market (02/03-07, 11-28)	Inside Market (02/03-07, 11-28) Login Greater Bay Area	Hour Of Power	The Open University Of Hong Kong Special: Knowledge For All	
1100		Market Update (02/03-07, 11-28)						Dolce Vita Pearl Magazine
1200		CGTN Global Watch (02/03-07, 11-28)						The Class Next Door (02/01-15) The Big Crash Diet Experiment (02/22) Trust Me I'm A Doctor (VIII) (02/29)
1300		Market Update						Marvel Inhumans (02/01-15) For The People (02/22-29)
1400		Inside Market					The Amazing Race (XXX)	Our Family (02/16) Mouk (02/16) Kevin (Probably) Saves The World (02/02-09, 23) Straight Talk (02/16)
1500	Vital Lifeline	TBA	Hong Kong Report Login Greater Bay Area	Revel In Retirement	The Shaw Prize Special Login Greater Bay Area	Food 3.0 (02/01) NOVA Wonders (02/08-29)	The Longines Masters Of Hong Kong 2020 - Live (02/16)	
1600	World At A Glance	A Dream Home Planning	Innovation GPS	TBA	Property Experts	Little Big World (V)	Straight Talk (02/02-09, 23) Clay Time (02/02-09, 23)	
1700		Market Update (02/03-10) Pastor Joseph Prince (02/11-28)					Showers Of Blessing	Showers Of Blessing (02/02-09, 23)
1800	Xploration Earth 2050 (II) (02/03, 17-24) Dolce Vita (02/10)	Pearl Magazine	Straight Talk			Kid-E-Cats (02/01-08) Peg + Cat (II) (02/15-29) Little Malabar	Our Family (02/02-09, 23)	
		True And The Rainbow Kingdom (02/03-25) Kid-E-Cats (II) (02/26-28)					The Cat In The Hat Knows A Lot About That! (III)	Mouk (02/02-09, 23)
		Moiang (III)						
		Justin Time (02/03-12) Justin Time (II) (02/13-28)					When I Grow Up!	Nate Is Late
	Roger	Animal Atlas (IX)	Art Ninja	The Skinner Boys	Hotel Transylvania (II)	Do You Know (III)	News Of The Wild	

Sales Packages

Pearl

TVB News

Pearl 100 GRPs Guaranteed Package Jan-Apr 2020



Telecast Period	:	Any given 4 weeks			
No. of Spots	:	40 approx.			
Spot Allocation	:	P5 / P4 / P3 Timeclass			
CPRP	:	RC#54 -	<u>30-sec</u>	<u>20-sec</u>	<u>10-sec</u>
		Tier 1	\$1,800	\$1,200	\$700
		Tier 2	\$2,100	\$1,400	\$800
		Tier 3	\$2,400	\$1,600	\$900

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.

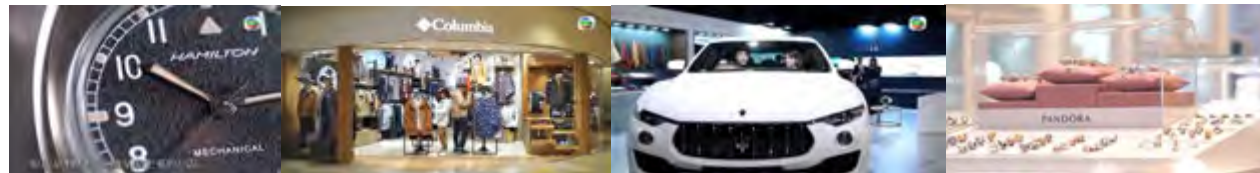
Billing Schedule

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



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

Brand Exposures Product Features Highlights Verbal Mentioning



Pearl			TVB Finance & Information Channel	
1st Run	Thursday	2100-2130		
2nd Run	Thursday	(same day) approx. 2655		
3rd Run	Saturday	approx. 1110	5 runs# in total	Saturday Sunday
4th Run	Sunday	after News Roundup approx. 2430		
5th Run	Next Monday	1835*		

*Not applicable to alcoholic segment
#Subject to change

Package (Jan-Mar)	Entitlements	Package Cost Nett
All-Round TV Campaign	4-5 min / segment (approx.) + 3 Options	\$168,000
Regular Segment	4-5 min / segment (approx.)	\$110,000 / \$120,000
1-min Segment	1 min x 5 segments	
Opening Features	6 Segments or more	\$150,000 +

Please refer to the package for details.

Newbie Package (2020) - For New Advertisers only



Advertiser :
Product :
Agency :
Campaign period :
Billing Schedule : Bill by Delivery

Limited Quota!
First-Come-First-Served
While Stock Last
(Maximum 3 packages per new advertiser for 2020)

Entitlement

Phase	No. of Spots				Package Cost (RC#54)	Package(s) Committed	
	30-sec	20-sec*	15-sec*	10-sec*		No. of Package(s)	Duration
Jan - Mar **	50 <small>Prime Time x 25 Fringe Time x 25</small>	75 <small>Prime Time x 37 Fringe Time x 38</small>	100 <small>Prime Time x 50 Fringe Time x 50</small>	150 <small>Prime Time x 75 Fringe Time x 75</small>	\$98,000		

* TVC shorter than 30-sec may have to share break, subject to airtime availability.
** All spots will be evenly distributed throughout the specified campaign period and the period cannot be less than **2 weeks** for each package.
No schedule from advertiser will be entertained.

Prime Time (C5,C4,C3): Mon-Fri 0705-1255, 1635-1855, 1905-2055, 2105-2355
Sat-Sun 0805-1355; 1705-1855; 1905-2255; 2305-2455
Fringe Time (C2,C1): Mon-Fri 0600-0655, 1305-1625, 2405-2955
Sat-Sun 0600-0755; 1405-1655; 2505-2955

Sales Conditions

Please observe the followings in addition to our General Terms and Conditions in Rate Card No. 54:

- This package is a **1-time-only offer to new advertisers*** (which have no exposure on both TVB News and Pearl 18-months before the launch of campaign).
- Each package is eligible to one product only.
- Each advertiser can commit 3 packages at most for 2020.
- Limited quota of package per month for each product category. Bookings will be accepted on a first-come-first-served basis while stock last.
- Advertiser has to specify the campaign period upon confirmation to secure the slot.
- All spots must be utilized within the campaign period specified. Any change of campaign period after confirmation may not be entertained and is subject to availability. If quota for the month is full, advertiser has to utilize the committed amount for other package(s) on TVB News.
- This package is not eligible to volume rebate but will be grouped for volume rebate calculation.
- TVB reserves the right to revise or withdraw this package at anytime without notice.

* TVB reserves the right to define "new advertisers".

Confirmed by

Issued on 2019/12/16

(Sign with company chop)

Date:



於2019年，是全港（除翡翠台外）
最多人收看的電視頻道

全年的全日平均收視*
是緊接排名最高之頻道的
2.4倍
是其他新聞頻道的
26倍以上

Remarks:
*2019/01/01-12/31, Mon-Sun, All Day All Time, 4+

TVB channels Ratings: Total live ratings (TV Set In home & OOH, MyTV SUPER),
Source: CSM Media Research & Nielsen (SiteCeneus & OOH)

Non TVB channels Ratings: TV set in-home ratings
Source: CSM Media Research



財經熱話

星期一至五（逢港股交易日）
2315



深港滬快訊

星期一至五（公眾假期除外）
0935 | 1524



新聞檔案

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

