



Digital Media Kit

ABS-CBN

ABS-CBN MEDIA KIT CONTENT

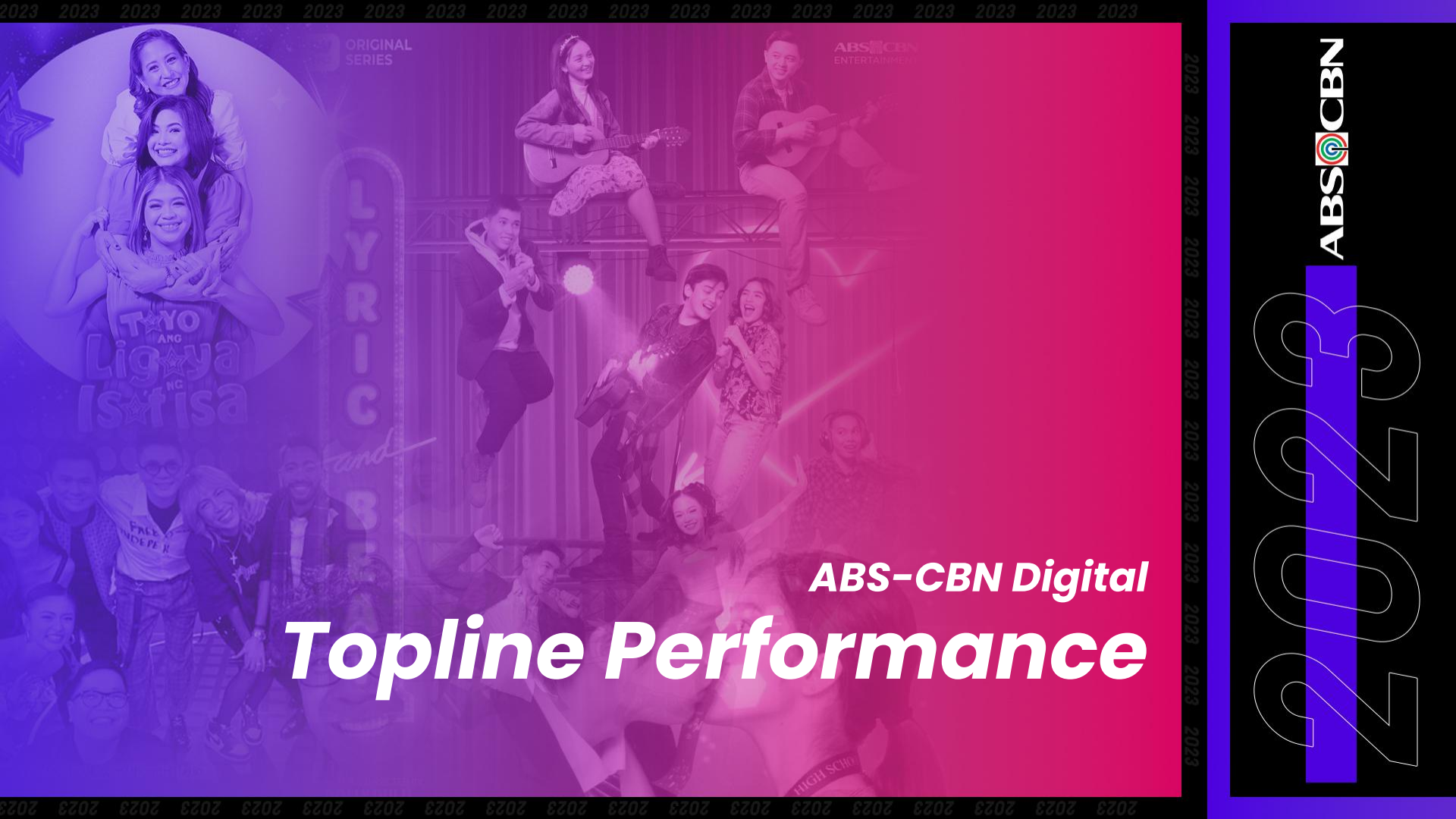
I. ABS-CBN Digital Topline Performance

- A. Total Reach in Owned & Operated Platforms
- B. Total Reach in Partner Platforms
- C. Platform Performance
 - 1. Monthly Active Users
 - 2. Engagement
- D. Audience Performance
 - 1. Audience Insights
 - 2. First Party Data Interests
- E. Effectiveness Metrics Review

II. Impression-Based & Creative Buy Formats for Owned & Operated and Partner Platforms with Digital Rates

- A. Standard Display
- B. Video Rolls
- C. Programmatic Buys
- D. Advertorials
- E. Social
- F. YouTube Inventory

III. Case Studies



ORIGINAL
SERIES

ABS-CBN
ENTERTAINMENT

ABS-CBN Digital
Topline Performance

ABS-CBN

2023

ABS-CBN DIGITAL TOP LINE DIGITAL REACH

REACH IN OWNED & OPERATED PLATFORMS



No. 3

Versus all entertainment websites under the Streaming & Online TV category in the Philippines*

12.4M

Monthly Active Users**

48.1M

Average Monthly Traffic**



1.8M

Ave. Monthly Viewing Unique Users

61.4M

Ave. Monthly Total Views

129 mins

Ave. Daily Time Spent Per User

786M

Ave. Monthly Total Minutes Watched

*SimilarWeb ~ Nov 2023
**Amplitude ~ Data as of Q4 2023

Data as of Q4 2023

REACH IN MAIN SOCIAL MEDIA PLATFORMS



No. 1

YouTube Channel in the Philippines (ABS-CBN Entertainment) based on current all time views, followers and engagements

126M

Monthly Subscribers

862M

Monthly Views

Ranking is based on all-time data is as of Jan 17, 2024.
Subscribers and views are for Dec 2023 only.



No.1

Facebook media page (ABS-CBN Entertainment) in the PH based on current all-time views, engagements, and followers.

258M

Monthly Page Likes

1.8B

Monthly Views

Ranking is based on all-time data is as of Jan 17, 2024.
Subscribers and views are for Dec 2023 only.

REACH IN OTHER PLATFORMS



No. 1

Media account in the Philippines based on all-time views and engagement (ABS-CBN Sports) and followers (ABS-CBN News).

48.5M

Monthly Followers

Ranking is based on all-time data is as of Jan 17, 2024.
Subscribers and views are for Dec 2023 only.



No.3

Media Account in the Philippines (ABS-CBN Entertainment) based on current all-time followers.

19.6M

Monthly Followers

Ranking is based on all-time data is as of Jan 17, 2024.
Subscribers and views are for Dec 2023 only.



No. 1

Media account in the Philippines based on current all time views, and followers (Star Magic).

35.1M

Total Followers

Ranking is based on all-time data is as of Jan 17, 2024.
Subscribers and views are for Dec 2023 only.



1.1M

Monthly plays of ABS-CBN podcasts

Data is for Dec 2023 only.

ABS-CBN DIGITAL MONTHLY ACTIVE USERS

12.4M USERS

ABS-CBN One Domain & iWantTFC



7.2M USERS
ABS-CBN News



1.1M USERS
ABS-CBN Entertainment



3.1M USERS
iWantTFC



320K USERS
Metro Style



876K USERS
Push

AUDIENCE LOCATION



8.9M USERS
Philippines

995K USERS
United States

295K USERS
Singapore

179K USERS
Canada

149K USERS
United Arab Emirates

127K USERS
Australia

91.5K USERS
United Kingdom

82.1K USERS
Japan

76.2K USERS
Germany

64.4K USERS
Saudi Arabia

Source: Amplitude

As of Q4 2023 (Oct to Dec 2023)

ABS-CBN DIGITAL ENGAGEMENT

343M AVE. CONTENT ENGAGEMENT

ARTICLE + VIDEO VIEWS

ABS-CBN One Domain & iWantTFC

12.4M USERS

ABS-CBN One Domain & iWantTFC



3 min 16s

AVE. SESSION DURATION (PH)
ABS-CBN One Domain



57m 10s

AVE. SESSION DURATION (PH)
iWantTFC



14.5M

AVE. CONTENT ENGAGEMENT
ABS-CBN News



324M

AVE. CONTENT ENGAGEMENT
iWantTFC



2M

AVE. CONTENT ENGAGEMENT
ABS-CBN Entertainment



609K

AVE. CONTENT ENGAGEMENT
Metro Style



1.3M

AVE. CONTENT ENGAGEMENT
Push

Source: Amplitude

As of Q4 2023 (Oct to Dec 2023)

ABS-CBN DIGITAL AUDIENCE INSIGHTS



ABS-CBN News

GENDER	54%	AGE	9%	25%	24%
	FEMALES		18-24 YO	25-34 YO	35-44 YO
	46%		16%	13%	14%
	MALES		45-54 YO	55-64 YO	65+ YO



ABS-CBN One Domain

GENDER	70%	30%	
	FEMALES	MALES	
AGE	6%	19%	27%
	18-24 YO	25-34 YO	35-44 YO
	19%	14%	15%
	45-54 YO	55-64 YO	65+ YO



iWantTFC

GENDER	75%	AGE	10%	28%	19%
	FEMALES		18-24 YO	25-34 YO	35-44 YO
	25%		15%	14%	14%
	MALES		45-54 YO	55-64 YO	65+ YO



ABS-CBN Entertainment

GENDER	67%	AGE	7%	29%	28%
	FEMALES		18-24 YO	25-34 YO	35-44 YO
	33%		14%	11%	11%
	MALES		45-54 YO	55-64 YO	65+ YO



Push

GENDER	69%	AGE	7%	28%	30%
	FEMALES		18-24 YO	25-34 YO	35-44 YO
	31%		14%	10%	11%
	MALES		45-54 YO	55-64 YO	65+ YO



Metro Style

GENDER	72%	AGE	13%	25%	23%
	FEMALES		18-24 YO	25-34 YO	35-44 YO
	28%		16%	11%	13%
	MALES		45-54 YO	55-64 YO	65+ YO

Source: Lotame
Last 30 days (ao Jan 5, 2024)

ABS-CBN DIGITAL FIRST PARTY AUDIENCE DATA

TOP 12 FIRST PARTY AUDIENCE INTERESTS



#1 INTEREST:

NEWS

Active Uniques: **27.9M**

GENDER

68%
FEMALES

32%
MALES

AGE

14%
18-24

20%
25-34

32%
35-44

17%
45-54

9%
55-64

8%
65+



#2 INTEREST:

ARTS & ENTERTAINMENT

Active Uniques: **20.4M**

73%
FEMALES

27%
MALES

15%
18-24

22%
25-34

32%
35-44

17%
45-54

7%
55-64

8%
65+



#3 INTEREST:

BUSINESS

Active Uniques: **10.3M**

65%
FEMALES

35%
MALES

13%
18-24

19%
25-34

37%
35-44

20%
45-54

6%
55-64

5%
65+



#4 INTEREST:

SPORTS

Active Uniques: **7.5M**

GENDER

62%
FEMALES

38%
MALES

AGE

13%
18-24

19%
25-34

37%
35-44

20%
45-54

6%
55-64

4%
65+



#5 INTEREST:

LAW, GOV'T & POLITICS

Active Uniques: **7.1M**

68%
FEMALES

32%
MALES

13%
18-24

18%
25-34

39%
35-44

21%
45-54

5%
55-64

5%
65+



#6 INTEREST:

SHOPPING

Active Uniques: **7M**

64%
FEMALES

36%
MALES

11%
18-24

18%
25-34

37%
35-44

21%
45-54

7%
55-64

6%
65+

Note: If we're looking at audiences/inventory for specific environments (i.e. iWantTFC) or geos, then this overall number will be reduced.
Please liaise with your respective Campaign Manager/Solutions rep in getting an accurate forecast from GAM per your campaign/clients needs.

Source: Lotame
Last 30 days (ao Jan 5, 2024)

ABS-CBN DIGITAL FIRST PARTY AUDIENCE DATA

TOP 12 FIRST PARTY AUDIENCE INTERESTS



#7 INTEREST:
FOOD & DRINK
Active Uniques: **6M**

GENDER

67%
FEMALES

33%
MALES

AGE

11%
18-24

19%
25-34

38%
35-44

21%
45-54

6%
55-64

7%
65+



#8 INTEREST:
STYLE & FASHION
Active Uniques: **5.8M**

74%
FEMALES

26%
MALES

13%
18-24

20%
25-34

36%
35-44

18%
45-54

7%
55-64

6%
65+



#9 INTEREST:
EDUCATION
Active Uniques: **5.6M**

66%
FEMALES

34%
MALES

15%
18-24

17%
25-34

38%
35-44

19%
45-54

6%
55-64

5%
65+



#10 INTEREST:
SOCIETY
Active Uniques: **4.8M**

GENDER

71%
FEMALES

29%
MALES

AGE

13%
18-24

19%
25-34

35%
35-44

19%
45-54

7%
55-64

6%
65+



#11 INTEREST:
K-FANS
Active Uniques: **4.5M**

74%
FEMALES

26%
MALES

3%
18-24

16%
25-34

16%
35-44

20%
45-54

21%
55-64

23%
65+



#12 INTEREST:
PERSONAL FINANCE
Active Uniques: **4.5M**

62%
FEMALES

38%
MALES

9%
18-24

17%
25-34

42%
35-44

23%
45-54

5%
55-64

4%
65+

Note: If we're looking at audiences/inventory for specific environments (i.e. iWantTFC) or geos, then this overall number will be reduced.
Please liaise with your respective Campaign Manager/Solutions rep in getting an accurate forecast from GAM per your campaign/clients needs.

Source: Lotame
Last 30 days (ao Jan 5, 2024)

ABS-CBN DIGITAL FIRST PARTY AUDIENCE DATA

HOW TO MAXIMIZE OUR FIRST PARTY DATA?

REACH

Awareness Campaigns

Combining 1st Party Data for precision and 3rd Party Data to drive scale.

Sample Use Case:

Using our top 1P and 3P audience interests for launch or awareness campaigns.

Consideration & Conversion Campaigns

Using ABS-CBN's available 1st Party Data for precision marketing based on audience interests that match brand categories.

Sample Use Case:

- E-commerce brands - Shopping
- Food brands - Food & Drink
- Mobile phone brands - Technology & Computing
- Banks - Personal Finance

RELEVANCE

Optimized Campaigns

Drive contextual relevance to campaign materials by creating custom creatives based on available 1st Party Data audience interests.

Sample Use Case:

- Family & Parenting - skew creative/copy to be relevant to moms or those with kids
- Travel - skew creative/copy to be relevant to travels, vacations, leisure trips

Passion-driven Campaigns

Using ABS-CBN's available 1st Party Data to drive relevance towards campaigns that want to be associated to certain passion spaces:

Sample Use Case:

- K-Fans - brands owning the Korean wave
- Style & Fashion - brands wanting to be relevant in trends and fashion
- Sports - brands that are trying to own sports, athletes or male audiences
- Health & Fitness - brand that want to own the healthy lifestyle and physical fitness space

ABS-CBN DIGITAL FIRST PARTY AUDIENCE DATA

FIRST PARTY AUDIENCE TARGETING CASE STUDY

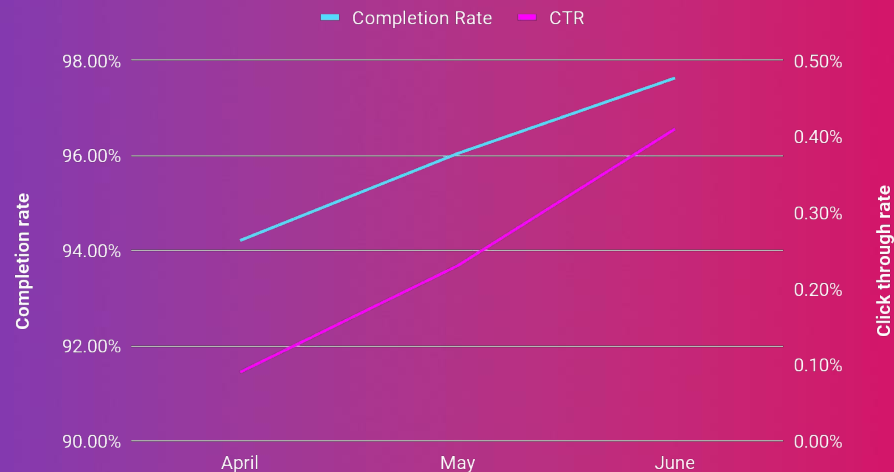
Better Ad Performance with First Party Audience Targeting

A video ad for the vitamin product of a Pharma brand ran from January to June 2022.

The video ad was served without audience targeting in April and had a 94.21% completion rate with 0.09% CTR.

Beginning May, we **targeted the same ad to users who are into Health & Fitness and saw an increase in both performance metrics**. By the end of the campaign on June, completion rate was at 97.63% while CTR is at 0.41%.

Monthly Ad Performance



ABS-CBN DIGITAL

EFFECTIVENESS METRICS REVIEW

*Last 30 days from Jan 14

DISPLAY One Domain + iWantTFC

34.32%
Above Benchmark



81.40%
Viewability
60.6% Benchmark

46.04%
Above Benchmark



19.57%
Hover Rate
13.4% Benchmark

0.34%
Click Rate

VIDEO iWantTFC

97.14%
Viewability (MRC)
59.8% Benchmark



62.44%
Above Benchmark

86.73%
Viewability (GroupM)
47.2% Benchmark



83.75%
Above Benchmark

85.67%
Completion Rate
62.2% Benchmark



37.73%
Above Benchmark

BRAND SAFETY

98.05%

Brand Safety Measurable Rate (Display)

97.28%

Brand Safety Measurable Rate (Video)

Source: MOAT

ABS-CBN DIGITAL

EFFECTIVENESS METRICS REVIEW

Display Ad Inventory

Measurement Performance

Total Impressions
212,016

Invalid Traffic Rate
12.70%

In-View Rate
82.15%

Brand Safe Rate
99.99%

Overall Attention Performance

AQS Score

72

Score Ingredients

Exposure Score
52

Prominence Score
56

Interaction Score
15

Video Ad Inventory

Measurement Performance

Valid, Viewable &
Brand Safe
92.36%

Valid, Viewable &
Brand Safe (GroupM)
62.50%

In-View Time
14.61

Completion Rate
61.22%

Overall Attention Performance

AQS Score

91

Score Ingredients

Exposure Score
75

Prominence Score
98

Interaction Score
7



ABS-CBN Digital
Impression-Based & Creative Buy
Formats with Digital Rates

ABS CBN

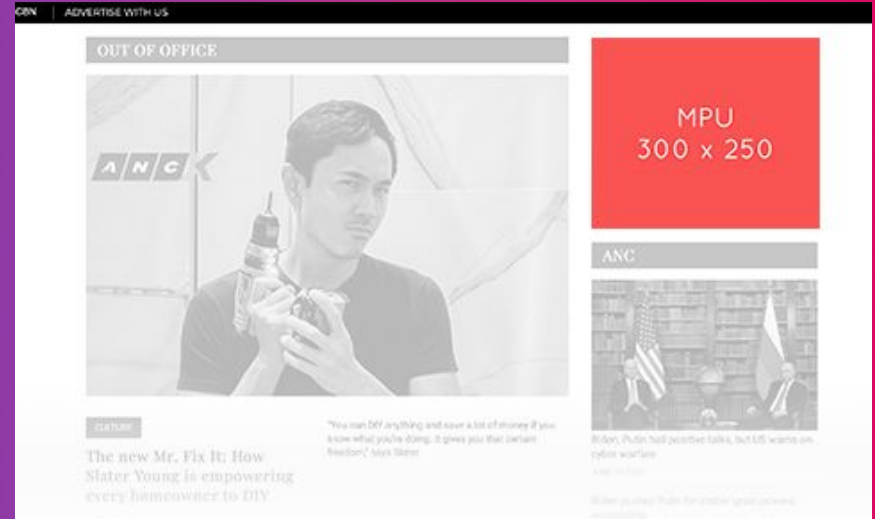
A large, stylized graphic of the year '2022' in a light blue, outlined font. A solid, vibrant blue vertical stripe runs through the center of the numbers, passing between the two zeros.

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

DISPLAY BANNERS

AD UNIT	DIMENSIONS	MAX FILE	FORMAT
MPU	300 x 250	40kb	JPG/GIF/PNG
Leaderboard	728 x 90	40kb	JPG/GIF/PNG
Super Leaderboard	970 x 90	40kb	JPG/GIF/PNG
Mobile Banner	320 x 50	40kb	JPG/GIF/PNG
Large Mobile Banner	320 x 100	40kb	JPG/GIF/PNG
Half Page	300 x 600	80kb	JPG/GIF/PNG
Billboard	970 x 250	80kb	JPG/GIF/PNG



Targeting Parameters

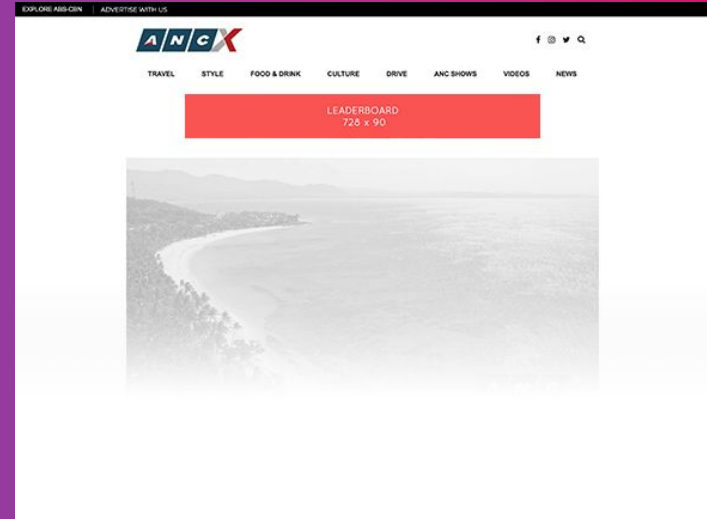
Demographics
Audience
Geographic Location
Frequency Cap
Time of Day
Content Targeting

ABS-CBN DIGITAL MEDIA KIT

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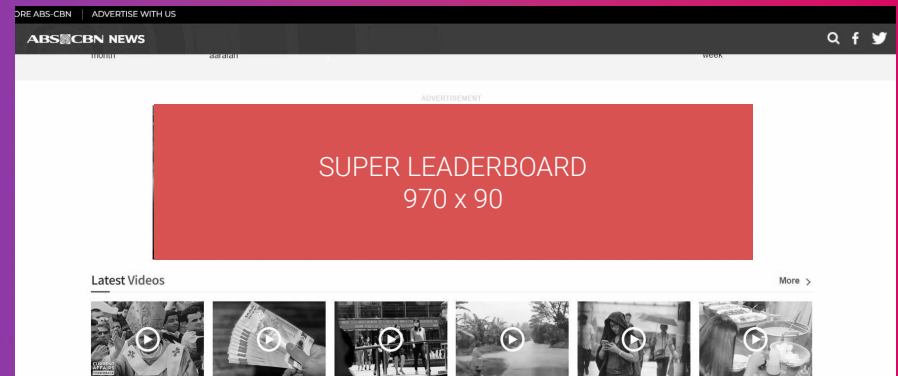
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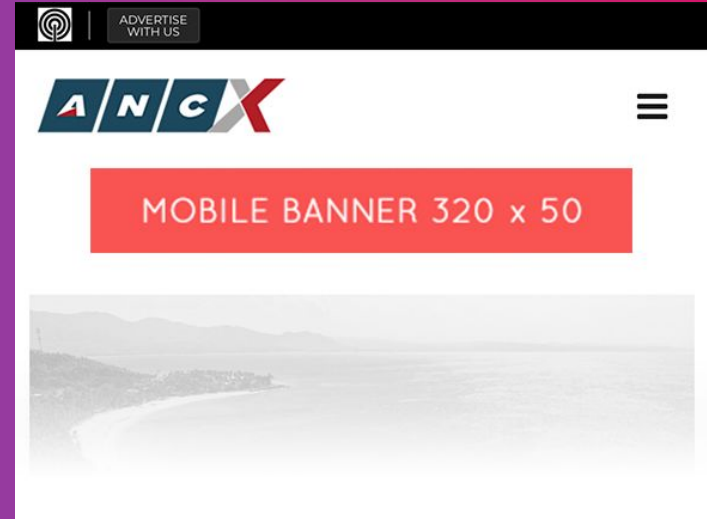
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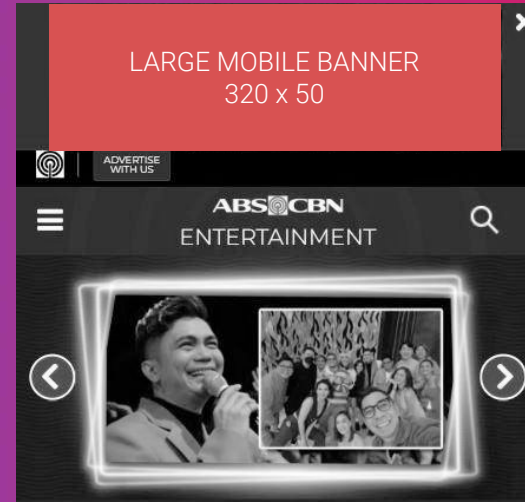
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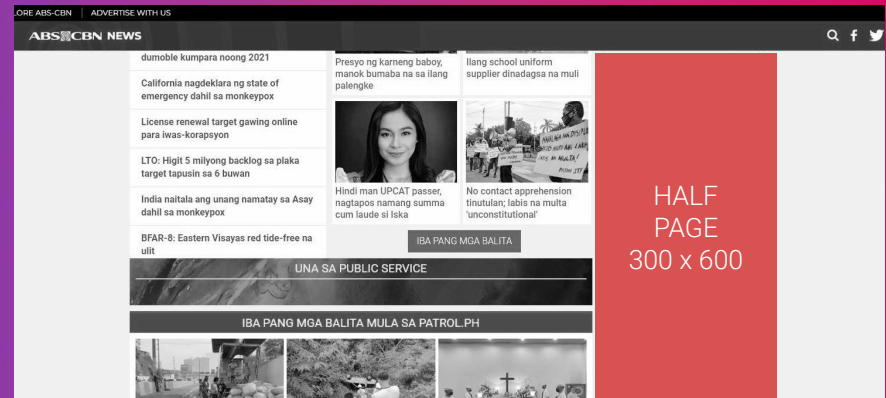
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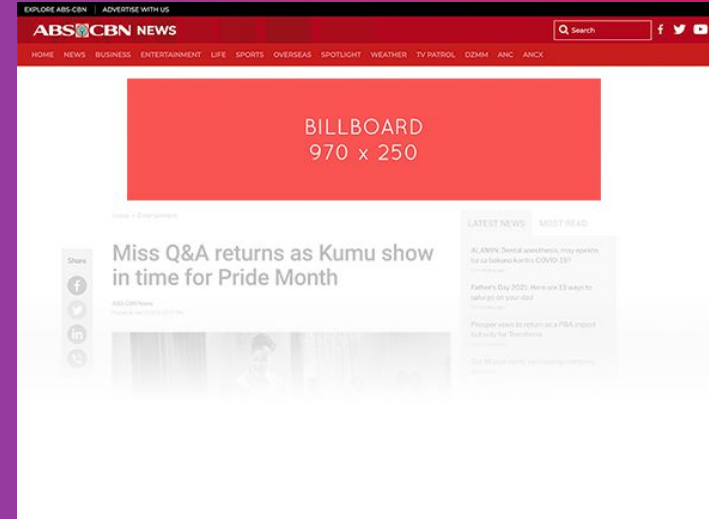
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Billboard	970 x 250	80kb	JPG/GIF/PNG

Additional Information:

- Animation should not loop and not longer than 15 seconds.
- The ad cannot launch a new browser window or shake the browser window
- The creative cannot alter (or appear to alter) the ABS-CBN brand, page layout, navigation, design or content.
- Approved Third Party Vendors:
 - DCM
 - Flashtalking
 - Sizmek
 - Celtra

No more targeting up charge

1. Geo
2. Frequency Cap
3. Time of day
4. iWant as a stand-alone (if client just chooses iWant to run their ads) and YT as a stand-alone (if client just chooses a YT channel like ENT to run their ads)
5. Mobile/Desktop/Tablet targeting

With targeting up charge

- Content targeting (channel, video and playlist targeting)
- Per website targeting w/in One Domain (e.g. just News or Ent)
- Demographic
- Affinity targeting (Fashionistas, Parents, etc)
- CTV (connected tv) Targeting

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

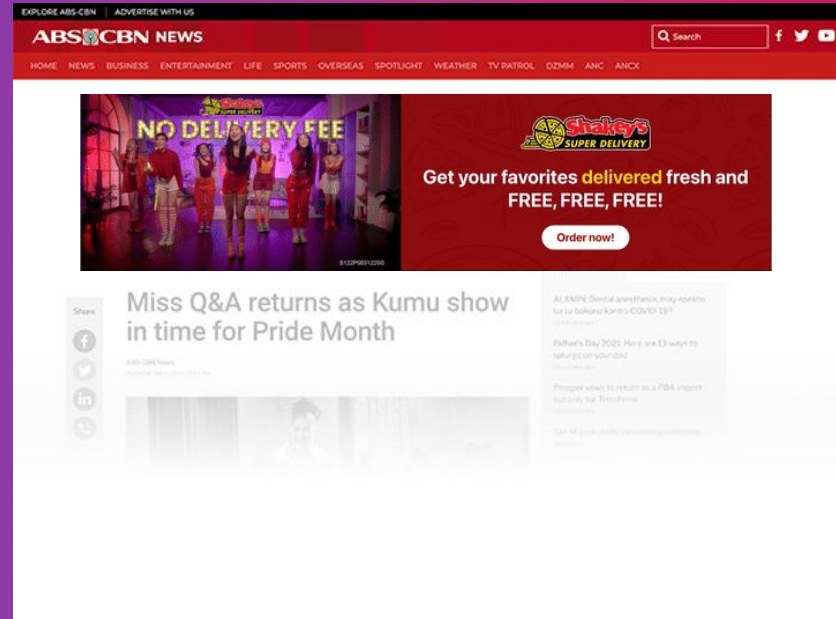
DISPLAY BANNERS

HD Streaming Banner

Powered by SeenThis

High impact display format utilising HD streaming technology, allowing for a more dynamic and engaging brand experience

AVAILABLE SIZES		
970 x 250	970x90	728 x 90
320 x 50	320 x 100	300 x 250
300x600		



Note: Samples shown were converted to GIF for presentation. Original ads show clearer videos.

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

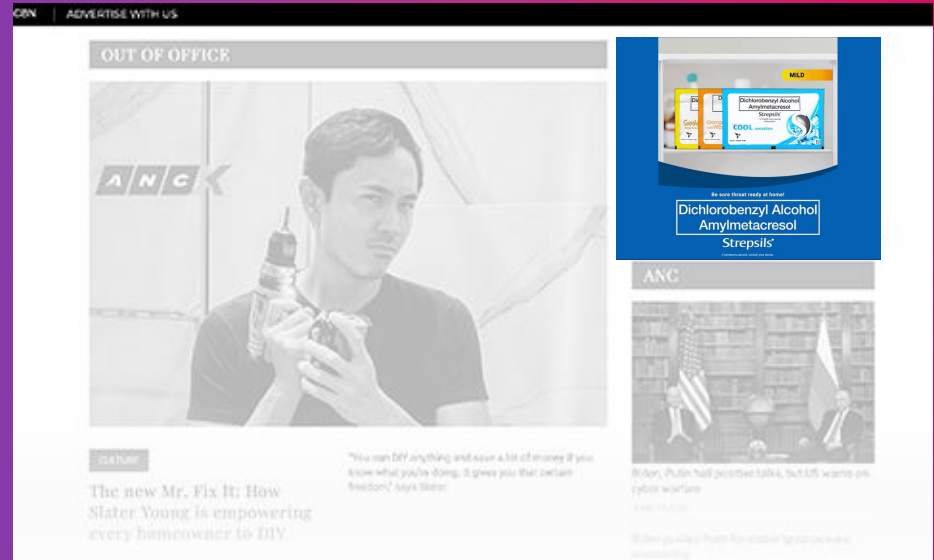
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High impact display format utilising HD streaming technology, allowing for a more dynamic and engaging brand experience

AVAILABLE SIZES		
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320 x 50	320 x 100	300 x 250
300x600		



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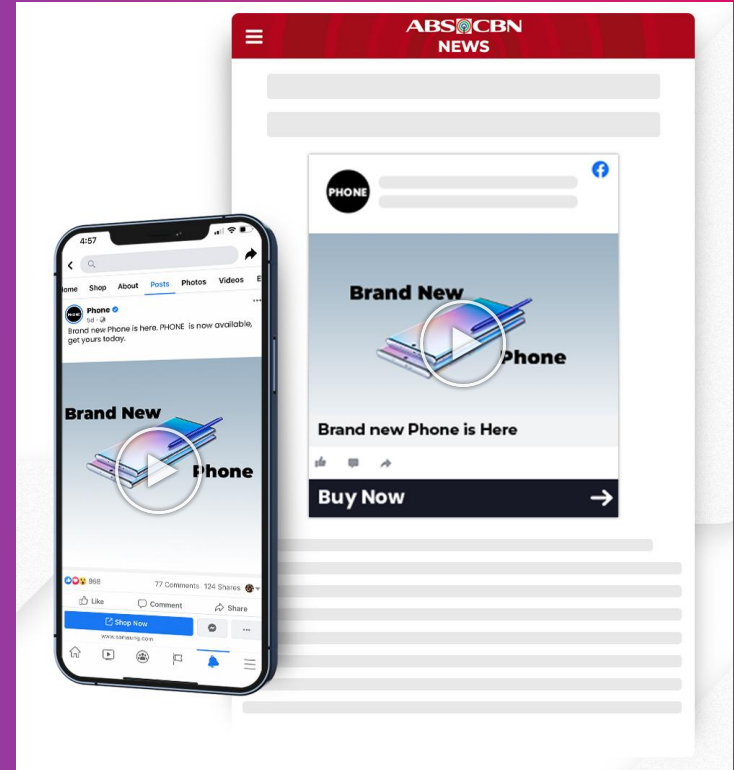
SPECIFICATIONS

DISPLAY BANNERS

In-Banner Social Polar Ads

The technology automatically converts and resizes a brand's social post or YouTube content to an in-banner social ad in all of ABS-CBN's websites. It can run photo or video ad units within banner/non-video ad units.

Live product demo link: <https://www.socialdisplaypartners/abscbn>



ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

DISPLAY BANNERS

In-Banner Social

Polar Ads Client Requirements

Social Post

The clients can just provide the team a link to an existing social post.

- Social Post Link
- If the social post content will not be mirrored:
 - Brand Name (25 characters)
 - Caption (300 characters)
 - Link Title (optional)
 - Link Description (optional)
 - CTA Text (25 characters)
 - CTA Link

NOTE: A landscape video above 20s in length or portrait video above 8s in length will be click-to-play.

These must be routed to AdOps for implementation.

Creative Assets

The client can provide creative assets, similar to how most ads are set up for video and display. The specifications would be as follows:

Photo

- File Type: JPG, PNG, GIF
- Min: 500 px (WIDTH) x 262 px (HEIGHT)
- Max: 1,222px (WIDTH) x 640 px (HEIGHT)
- Max File Size: 2MB

Video

- File Type: MP4
- Video Ratio: 9:16 to 16:9
- Min: 320px (WIDTH) x 180px (HEIGHT)
- Max: 720px (WIDTH) x 405px (HEIGHT)

Auto-Play Video

- Max File Size: 3MB
- Max Video Resolution: 480px width
- Max Video Length:
 - Landscape: 20s
 - Portrait: 8s

Click-To-Play Video

- Max File Size: 10MB
- Max Video Length: 30s

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

INSTREAM VIDEO

FORMAT	DIMENSIONS	FILE TYPE	MAX SIZE/ BIT RATE	MAX DURATION	VERSION	RESTRICTIONS
Site Served Video	16:9 / 4:3	MXF	30 mb / 25000 kbps	One Domain: 30 sec iWantTFC: 60 Sec	N / A	Available Network Wide
VAST	16:9 / 4:3	MP4 / WebM / HLS / DASH	750 kbps		Up to 3.0	Not accepted within IPTV Environment
VPAID	16:9 / 4:3	MP4 / WebM / HLS / DASH	750 kbps	One Domain: 30 sec	Up to 2.0	One Domain only

No more targeting up charge

1. Geo
2. Frequency Cap
3. Time of day
4. iWantTFC as a stand-alone (if client just chooses iWantTFC to run their ads) and YT as a stand-alone (if client just chooses a YT channel like ENT to run their ads)
5. Mobile/Desktop/Tablet targeting

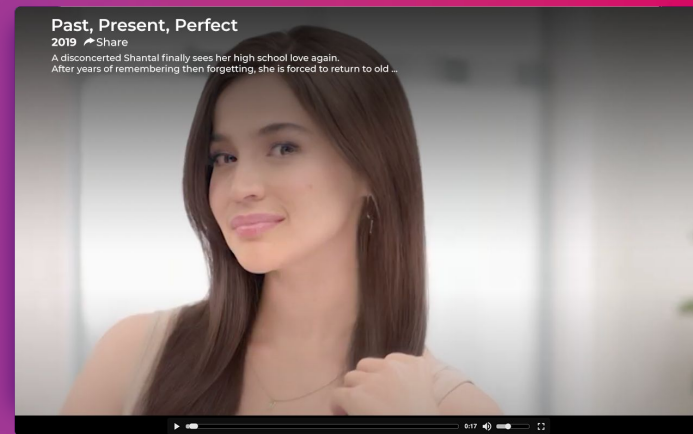
With targeting up charge

- Content targeting (channel, video and playlist targeting)
- Per website targeting w/in One Domain (e.g. just News or Ent)
- Demographic
- Affinity targeting (Fashionistas, Parents, etc)
- CTV (connected tv) Targeting

Past, Present, Perfect

2019 [Share](#)

A disconcerted Shantal finally sees her high school love again. After years of remembering then forgetting, she is forced to return to old ...



Additional Information:

- VPAID: Only available across One Domain
- Encoding profile: H.264, Baseline 3.0
- Frame Rate: 29.97 fps NTSC Markets
- Audio Codec: AAC-LC
- Audio Bitrate: 128-192 kbps
- Audio level: -24 LKFS (+/- 2.0 dB)
- Approved Third Party Vendors:
 - DCM
 - Flashtalking
 - Sizmek
 - Celtra

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

IWANTTFC SPONSORED RAIL

The latest ad product on iWantTFC utilizing the highly visible content rails as a new branding opportunity, allowing brands to be seen on the platform's homepage.

It comes in two options: **Basic** and **Premium**.

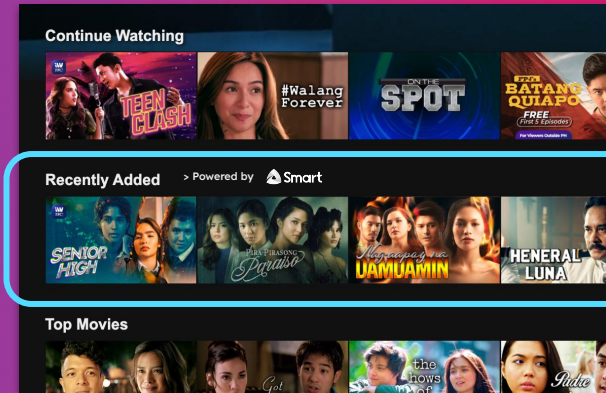
Metrics:

- Views, Clicks

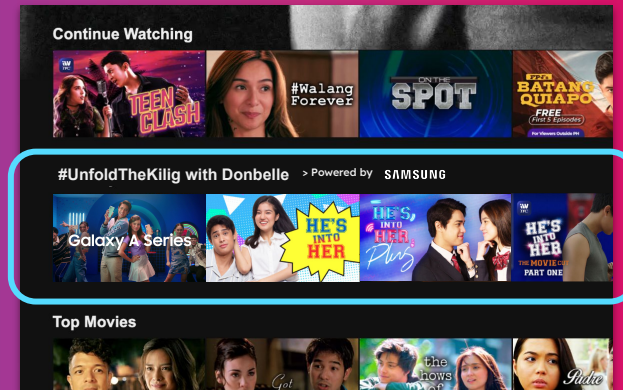
Features:

- 20-30 titles within the rail
- Geotargeting on a country level
- Opportunity for client's impressions to be targeted to the titles/content within the rail
- Can be bundled with upcoming Hero Video ad product for a total iWantTFC homepage takeover
- Available in all platforms – WEB, Mobile Apps, CTVs except ROKU.

BASIC



PREMIUM



ABS-CBN DIGITAL MEDIA KIT

Continue Watching



Recently Added > Powered by Smart



Top Movies



Basic Sponsored Rail

Branding Opportunities:

- Logo exposure on iWantTFC homepage (white and horizontal only)
- Customizable attribution phrase like "Powered by"

Continue Watching



#UnfoldTheKilig with Donbelle > Powered by SAMSUNG



Top Movies



Premium Sponsored Rail

Branding Opportunities:

- Logo exposure on iWantTFC homepage (white and horizontal only)
- Customizable attribution phrase like "Powered by"
- Customized content rail title
- Inclusion of branded/campaign video

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

IWANTTFC SPONSORED RAIL

Basic and Premium General Guidelines

Business Rules

- Lead time needed is 15 business days.
- One (1) advertiser per day and for every unique rail will be accepted.
- Existing rails such as *Recently Added* and *Livestream* can also be offered as a Basic SR.
- A new content rail can be created for the advertiser, either as Basic or Premium SR.
- Position of the sponsored rail can be changed or relocated within the iWantTFC homepage, except for the default topmost rails *Continue Watching* and *Recently Added*.
- Advertiser can also choose titles as long as there is no conflict with the theme and other advertising obligations.
- Content within the sponsored rail can be changed depending on the performance.
- Client's impressions can be targeted to the titles/content within the rail – even if client bought in a packaged or a stand-alone sponsored rail.

Design Rules

- Only the primary vector logo of the brand will be displayed and will always be tagged with “Sponsored by” or other corresponding attribution.
- Logo must be white and in horizontal only.
- Background of the rail is the standard dark colored background of the iWantTFC platform.
- Color of the boxes and thumbnail frames are not customizable. The standard iWantTFC box frame will be used.
- Hashtags, taglines, URLs, QR codes, CTA buttons and other clickable elements are not allowed.
- The content rail title for Premium SR that will include non-clickable campaign taglines are subject to approval of the product team.
- Branded content rail title for the Premium SR should avoid including the brand name since this will be redundant with the attribution phrase beside the title.

Licensing Rules

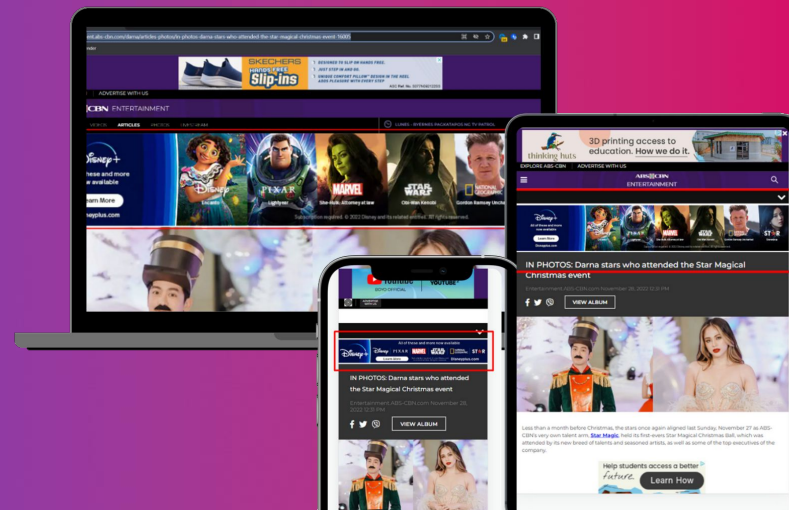
- The licensing fees will be waived as long as client avails of a minimum buy and titles within the rail are solely produced by ABS-CBN (no 3P producers).
- IPs excluded from waived licensing fee are those under co-production, or those we don't own and under format rights. Use of those IPs will be subject to Licensing Fees.
 - Under co-production – FPJ's Batang Quiapo, Pira-pirasong Paraiso, Nag-aapoy na Damdamin, Unbreak My Heart, The Broken Marriage Vow, Hello Heart, Cattleya Killer
 - IPs not owned by ABS-CBN – Ravelo IPs like Darna, etc.
 - Under format rights – Flower of Evil, Pinoy Big Brother, The Voice, etc.
- For Co-Prod IPs, for selected titles perhaps we can allow the inclusion on the rail like BQ, PPP and NND but license fee is non-waivable. This will be reviewed on an IP basis.
- If client decides to promote the sponsored rail on their socials, this will entail licensing fees.

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

ONE DOMAIN SKINNING

PROPERTY	PAGE	DESKTOP	TABLET	MOBILE
Entertainment	Homepage	1440x1024	960x160	420x160
	Articles	1920x320	960x160	420x160
JoinNow	Show Page	1440x1024	960x160	960x160
Metro.Style	Above Header	2880x382	N/A	N/A



Analytics

Skimming Impression

- Visible Percentage
- Advertiser Name
- Context

Skimming Click

- Origin URL
- Destination URL
- Advertiser Name
- Context

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

ONE DOMAIN SKINNING

PROPERTY	PAGE	DESKTOP	TABLET	MOBILE
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Skimming Impression

- Advertiser Name
- Context

Skimming Click

- Origin URL
- Destination URL
- Advertiser Name
- Context

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

ONE DOMAIN SKINNING

PROPERTY	PAGE	DESKTOP	TABLET	MOBILE
Entertainment	Homepage	1440x1024	960x160	420x160
	Articles	1920x320	960x160	420x160
JoinNow	Show Page	1440x1024	960x160	960x160
Metro.Style	Above Header	2880x382	N/A	N/A



Analytics

Skinning Impression

- Visible Percentage
- Advertiser Name
- Context

Skinning Click

- Origin URL
- Destination URL
- Advertiser Name
- Context

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

LIST OF WEBSITES

IMPRESSION-BASED FORMATS

NAME	WEBSITE
ABS-CBN	https://www.abs-cbn.com/
ABS-CBN Entertainment	https://ent.abs-cbn.com/
Push	https://push.abs-cbn.com/
ABS-CBN News	https://news.abs-cbn.com/
Metro Style	https://metro.style/
Star Cinema	https://ent.abs-cbn.com/starcinema
iWantTFC	https://tfc.tv/
ABS-CBN Lifestyle	https://lifestyle.abs-cbn.com/
KTX	https://www.ktx.ph/
MYX Global	https://myx.global/
MyTFC	https://mytfc.com/



ORIGINAL
SERIES

ABS-CBN
ENTERTAINMENT

ABS-CBN Digital
PROGRAMMATIC TRADING
CHANNELS

ABS-CBN

2023

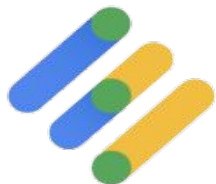
ABS-CBN DIGITAL

PROGRAMMATIC TRADING CHANNELS

ENVIRONMENT	AD TYPE	PLATFORM	SIZE/DURATION	STREAM TYPE	VIDEO POSITION	VAST / VPAID SUPPORT	DEAL TYPES
One Domain	Display	Web Only	IAB standard sizes (See Ad Specs)	N/A	N/A	N/A	<ul style="list-style-type: none">• Programmatic Guaranteed• Preferred Deals• Private Auctions
	Instream Video		15s	VOD	Pre Roll	Up to VAST 3.0 Up to VPAID 2.0	
iWantTFC	Instream Video	Web / App (iOS & Android) / CTV	15s / 30s / 60s	VOD	Pre and Mid Roll	Up to VAST 3.0	
				Livestreaming			

ABS-CBN DIGITAL

SSP PARTNERS



Google AdX



Magnite



yahoo!

Index¹
Exchange

ABS-CBN DIGITAL RATE CARD

ONE DOMAIN

ABS-CBN Websites

ABS-CBN News, Entertainment, Push, Star Cinema, ANC, One Music

Video

Video Rolls Skippable
Php 300

Video

Video Rolls Non-Skippable
Php 345

Display

Banner Ads (Leaderboard & MREC)
Php 230

Streaming Banners

High-quality video ads in display format
Php 250

In-Banner Social

Social posts as banner ads
Php 250

Skinning

Packaged with SOV buy - per day & per site
Php 55,000

Skinning

Stand-alone skinning for 7 days per site
Php 425,000

Php 100 flat fee
for 1 targeting layer;
Php 160 for 2
targeting layers;
Php 240 for 3 targeting
layers

IWANTTFC

CPM Pricing

(Cost per 1000 Impressions) for Skippable Formats

46s - 59s

Php 370

Php 100 flat fee for 1 targeting layer;
Php 160 for 2 targeting layers;
Php 240 for 3 targeting layers

60's & above

Php 525

CPM Pricing

(Cost per 1000 Impressions) for Non-Skip Formats

6s - 15s

Php 465

30s

Php 575

Php 100 flat fee for 1 targeting layer;
Php 160 for 2 targeting layers;
Php 240 for 3 targeting layers

45s

Php 710

CPCV Pricing

(Cost per Completed View)

6s - 15s

Php 0.47

Php 0.10 for 1 layer of targeting;
Php 0.16 for 2 layers;
Php 0.24 for 3 layers

30s

Php 0.57

Already inclusive of 1 targeting layer for
free; 2 targeting layers and up will follow
the corresponding targeting upcharge

45s

Php 0.71

ABS-CBN DIGITAL RATE CARD

YOUTUBE

CPM Pricing (Cost per 1000 Impressions)

6s Bumper	Skippable	Php 350
12s (min) – 6min (max)	Skippable	Php 350
15s Non-Skippable	Non-skippable	Php 405
100% SOV Reserved Ads	Skippable, Non-skippable, InVideo	50% CPM top-up applicable for CPM buys only (all durations). Booked at least 1 month in advance.

Notes:

- Php 35 flat fee for every targeting layer.
- Live ads are skippable/non-skippable midrolls with max 30s duration placed in live content. The rates above apply for live ads.
 - For example, client wants to place 15s non-skippable ads in KOL LIVE + VOD in Batang Quiapo. Therefore, client will pay Php 405 (non-skippable VOD) + Php 405 (non-skippable LIVE) + Upcharge for content targeting.
- For live ads details and FAQs, please check the [2023 YT GTM](#).

IWANTTFC

100% SOV Buy Roadblock

100% SOV
on iWantTFC
Video Rolls (1 day)

50% CPM top-up for 15s or 30s material and display ads on One Domain and applicable for CPM buys only.

Add discount option for quarterly or annual commitment if pre-booked ahead.

100% SOV
on One Domain
Display + Video (1 day)

Booked at least 1 month in advance.*

**Inclusive of branded inner page skinning
in select high-traffic ABS-CBN websites.**

**Subject to Ad Ops assessment and inventory availability based on launch schedule*

Sponsored Rail

Latest ad product on iWantTFC that utilizes content rails seen in the homepage as a new branding opportunity for advertisers

Basic
Php 200K/day
Php 1M/week

Premium
Php 300K/day
Php 1.5M/week

- Bundled with impressions
- Inclusive of show targeting
- Min. buy can be waived if packaged with a total digital campaign

TARGETING UPCHARGES



WITH Upcharge

1. Updated CPM Upcharge is Php35/CPM
2. O&O Properties: Video Impressions below <5M
3. O&O Properties: Banner ads below <Php80CPM
4. Should the impression / CPM requirements fall under parameters #2 and #3 for O&O, they are applicable to the ff:
 - a. **Content targeting**
video and playlist targeting
 - b. **Per website targeting within One Domain**
e.g. just News or Entertainment
 - c. **Demographic**
 - d. **Affinity targeting**
e.g. Fashionistas, Parents, etc.
 - e. **CTV (Connected TV) Targeting**
5. YouTube upcharge of Php35CPM still applies to the parameters stated in item #4 above.



WITHOUT Upcharge

1. **O&O Properties: Video Impressions above >5M (as long as CPM doesn't fall below base) -**
First targeting layer will be **FREE**;
The succeeding targeting layer will have a Php35 CPM upcharge
2. **O&O Properties: Banner ads above Php80CPM**
3. **Below does not have any CPM / impression volume requirements, hence no upcharge applies (both O&O and YT):**
 - a. **Geo targeting**
 - b. **Frequency Cap**
 - c. **Time of Day**
 - d. **iWantTFC as a stand-alone**
(if client just chooses iWantTFC to run their ads)
YT as a stand-alone
(if client just chooses a YouTube channel like Entertainment to run their ads)
 - e. **Mobile/Desktop/Tablet targeting**
 - f. **Live ads**

SPECIFICATIONS

ADVERTORIALS

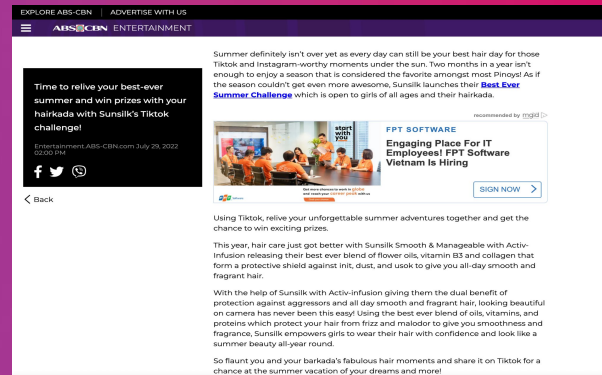
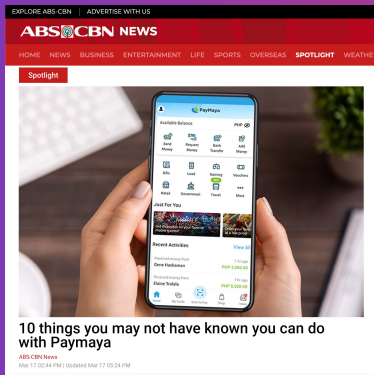
Client Requirements

- Campaign brief/PR article
- Keywords
- Links to websites, e-commerce sites, social media platforms, where the client wants the readers to be directed to
- Brand mandatories (i.e. hashtags)
- Materials to be embedded
 - News advertorials – links to published videos are preferable

SLAs

Drafting: 3-5 working days
Revisions: 1-2 days

ABS-CBN DIGITAL MEDIA KIT



ADVERTORIAL BENCHMARKS	COMBINED PAGE RENDERS AND REACH
NEWS	500K
METRO.STYLE	125K
ENTERTAINMENT	340K
MYX GLOBAL	500K
STAR CINEMA	100K
ANCX	150K

Date covered: Jan - Dec 2022

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

ADVERTORIALS NEW INTERACTIVE FEATURES

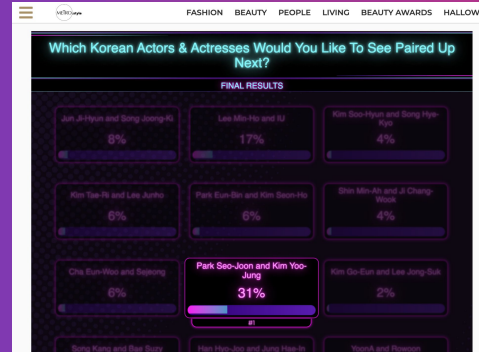
ABS-CBN advertorials now have interactive features that will allow brands to creatively engage and involve our readers.

The four new interactive features are:

- POLL
- QUIZ
- PREDICTION
- REACTION

These features will capture real-time data and show percentage of readers who selected the answers.

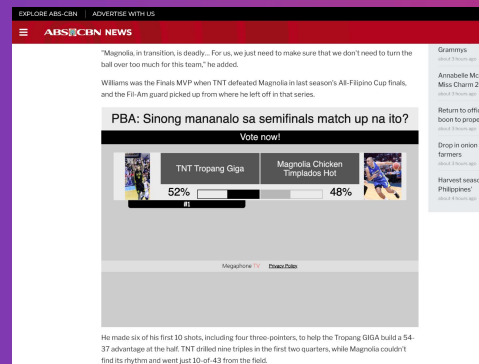
POLL



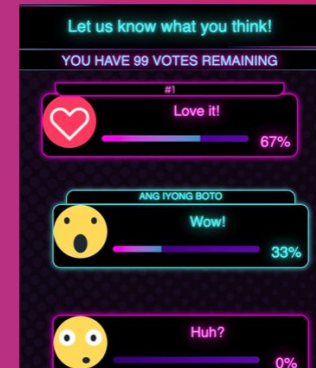
QUIZ



PREDICTION



REACTION



ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

LIST OF WEBSITES ADVERTORIALS

NAME	WEBSITE
ABS-CBN News	https://news.abs-cbn.com/
ANC	https://news.abs-cbn.com/anc
Metro Style	https://metro.style/
ABS-CBN Entertainment	https://ent.abs-cbn.com/
Push	https://push.abs-cbn.com/
Star Cinema	https://ent.abs-cbn.com/starcinema
MYX Global	https://myx.global/
ANCX	https://news.abs-cbn.com/ancx

ABS-CBN DIGITAL RATE CARD

Advertorial + 1 FB Link Post (No guaranteed KPI)
Inclusive of writing fee, max 2 revisions

ONE DOMAIN

Advertorial + 2 FB Link Posts (Guaranteed KPI)
Inclusive of writing fee, max 2 revisions

Website Advertorial & Social Post



News

Php 160,440



Entertainment

Php 125,440



ANC

Php 115,440



Star Cinema

Php 155,440



Push

Php 115,440



Metro.Style

Php 145,440



ANCX

Php 115,440



MYX

Php 135,440



News

Php 209,540

300K
Page Renders & Reach



Entertainment

Php 174,540

100K
Page Renders & Reach



ANC

Php 164,540

60K
Page Renders & Reach



Star Cinema

Php 204,540

250K
Page Renders & Reach



Push

Php 164,540

80K
Page Renders & Reach



Metro.Style

Php 194,540

120K
Page Renders & Reach



ANCX

Php 164,540

60K
Page Renders & Reach



MYX

Php 184,540

80K
Page Renders & Reach

Page Renders & Reach are based on performance as of Nov 2022

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

ART CARD & PHOTO POST

Description: Photo-based posts that can be published on any ABS-CBN social accounts.
Best used for content where the highlight should be the look of the client's thematic campaign that have distinct brand colors, fonts, and logos.

Branding Opportunities:

Logo/Product placement
Hashtag, Copy
Handshake

Guidelines:

Design recommendations:

- File type: JPG, PNG or GIF
- Ratio: 1.91:1 to 1:1
- Resolution: At least 1080 x 1080 pixels

Text recommendations:

- Primary text: 125 characters
- Headline: 40 characters
- Description: 30 characters

Technical requirements:

- Max. file size: 30MB
- Min. width: 600 pixels
- Min. height: 600 pixels
- Aspect ratio tolerance: 3%

Recommended Campaign Phase

Pre, During, Post

Product Price

Php 30,300 / post

Subject To

Licensing Fee, Talent Fee, Production
Cost, VAT, ASC, DTI, FDA

*pinning for 1 week is
+15% of placement cost



ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

STORY / LINK POST

Description: Single image advertisements that help promote a brand's website, post-click landing page or article.

Branding Opportunities:

Logo/Product placement
Hashtag, Copy
Branded article write-up
Handshake

Guidelines: For Facebook link ads placed within the news feed, the following specs are recommended for optimal viewing of photo:

- Image dimensions: 600 x 600px minimum
- Recommended dimensions:
- Image ratio: 1:91:1
- Image text: no more than 20%
- Text: 125 characters
- Headline: 25 characters
- Link description: 30 characters

Recommended Campaign Phase

Pre, During, Post

Product Price

Php 29,100 / post

Subject To

Licensing Fee, Talent Fee,
Production Approval

*pinning for 1 week is
+15% of placement cost



ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

VIDEO POST

Description: Native online video content published on Facebook that can be branded. These videos can have a variety of content such as interviews, post-event coverage, or behind-the-scenes, and are inclusive of CTA and/or logo inclusion.

Branding Opportunities:

Product Placement, Branded Questions, Brand Spiel

Guidelines:

The production cost for this is heavily dependent on the talent fee of the artist and the working team.

Details:

- Recommended video dimensions 1280x720 for Landscape and Portrait.
- Minimum width is 1200 pixels (length depends on aspect ratio) for Landscape and Portrait.
- Landscape aspect ratio is 16:9.
- Portrait aspect ratio is 9:16 (if video includes link, aspect ratio is 16:9).
- Mobile renders both video types to aspect ratio 2:3.
- Max file size is 4GB (1.75 GB maximum in Sprout).
- Recommended video formats are .MP4 and .MOV.
- Video length max is 240 minutes (45 minutes if uploading in Sprout).
- Video max frames 30fps.



**Recommended
Campaign Phase**
Pre, During, Post

Product Price
Php 35,200
Reel/video Highlights

Php 240,800
Branded Segment of an existing Digital
Program

Subject To
Licensing Fee, Talent Fee,
Production Approval

Php 446,300
Customized Video (Non-Live)

*pinning for 1 week is +15% of
placement cost

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

LIVE VIDEO POST

Description: A livestream video using any ABS-CBN Facebook account. This is recommended for brands that want to interact with their audience, as comments can be featured and reacted to in real time.

Branding Opportunities:

Hashtag, Copy, Spiels, Questions
Handshake

Guidelines:

- This is limited to 15 minutes only, but can be broken down into shorter lengths (i.e. (3) five minute videos).
- There should be a max of (3) advertisers per day.
- Standard sponsorship guidelines will apply depending on property.



*Facebook Live Package Inclusions:

- 3 pre-event art cards
- 1 FB Live with 10K boosting budget
- 2 FB Live Highlights
- 1 Post-event advertorial
- 1 FB Link Post with 10K boosting budget

Recommended Campaign Phase

During

Product Price

Php 422,000 / post
Php 750,000 / Facebook Live Package*

*pinning for 1 week is +15% of placement cost

Subject To

Licensing Fee, Talent Fee,
Production Cost, VAT, ASC, DTI,
FDA

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

LIVE VIDEO POST

Details:

Before broadcasting live from a Facebook Page, make sure that your video meets the following specifications:

Video Format:

- Video maximum resolution: 720p (1280x720) at 30 frames per second, or one keyframe every two seconds
- Keyframe: at least once every two seconds throughout the stream
- Recommended max. bit rate: 4,000 Kbps
- Titles: must be less than 255 characters
- Live API: H264 encoded video and AAC encoded audio only

Video Length: 8-hour maximum length

Audio Format:

- Sample rate: 48 kHz
- Channel layout: stereo or mono
- Codec: AAC
- Bit rate: up to 256 kbps

Advanced Setting:

- Pixel aspect ratio: square
- Frame types: progressive scan
- Bit rate encoding: CBR

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

FACEBOOK SPONSORED ALBUM

Description: Similar to the Photo Post, the Facebook Album Post is an image-driven ad format, but with multiple images compiled as an album with a title that can have branding. This is best utilized for branded events with multiple moments to highlight.

Branding Opportunities:

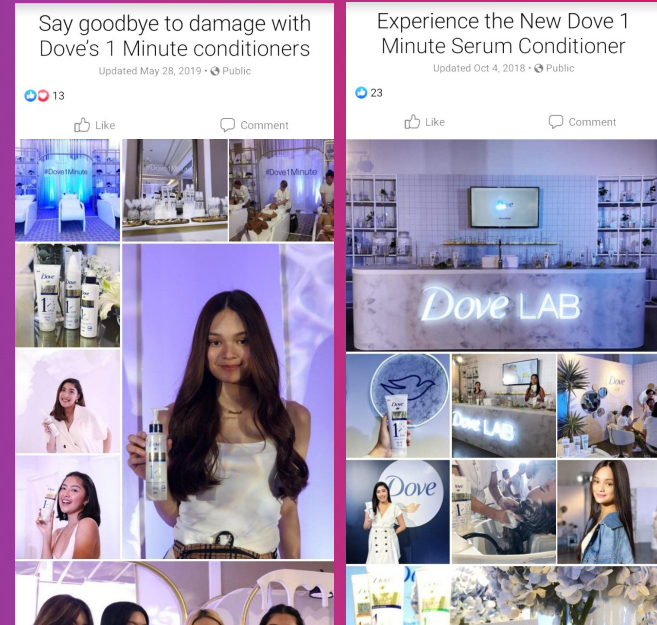
Branding in Album Name, Description and Photos
Hashtag, Copy
Handshake

Guidelines:

- Maximum of ten (1) photos per album
- 1 week duration

Best Practices:

- Include photos in Wall posts.
- Use bold visuals with a clear focal point.
- Feature images that capture your brand.



Recommended Campaign Phase

Pre, During, Post

Product Price

Php 254,700

Subject To

Licensing Fee, Talent Fee,
Production Approval

*pinning for 1 week is
+15% of placement cost

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

FACEBOOK COVER PHOTO / VIDEO

Description: Brands can take over a publisher's Facebook cover photo with a branded photo or video for a specified period of time.

Branding Opportunities:

Branded photo or video

Facebook post promoting the cover photo/video

Guidelines:

- The requirements for the dimensions of your cover video are least 820 x 312 pixels. For optimal results, add a video that's 820 x 462 pixels.
- When you upload your cover, it'll automatically resize to a 16:9 aspect ratio. Your cover video should have a maximum resolution of 1080p, and you can upload it in .mp4 or .mov.
- It's important to note that on the Facebook mobile app, the sides of the cover are cut off, making it 640 pixels wide by 360 pixels tall. Given this, ensure that text is centered for it to be optimized for mobile viewing.
- The cover photo / video cannot be displayed on the page for more than a week.
- The content of the cover photo / video must be cleared with the publishers prior to placement.



Smart Prepaid

FREE FOR ALL 1 GB PER DAY
With select promos

DIAL *123# AND CHOOSE FREE IG+FB FOR ALL

ALSO AVAILABLE FOR **TNT**

ABS-CBN TV network
35M followers

Liked

Recommended Campaign Phase

Pre, During, Post

Product Price

Php 242,500 / day

Subject To

Talent Fee, Production Approval

*pinning for 1 week is
+15% of placement cost

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

YOUTUBE BRANDED VIDEO UPLOAD

Where:

1. Thumbnail
2. Title (up to 100 characters)
3. Description
 - 5000 characters
 - Up to 3 hashtags
 - Link can be clickable

*In mobile view this is under the title page

Type:

Static image for brand logo

Metric available:

Thumbnail impressions
Video Views



The ABS-CBN Ball 2018 Live at the Red Carpet brought to you by OPPO PHILIPPINES
| Part 3

421K views · Streamed 4 years ago



The country's biggest stars and industry leaders come together to celebrate friendship at the most anticipated ABS-CBN Ball 2018.

Allowed: VOD & LIVE

Recommended Campaign Phase

Pre, During, Post

Product Price

Php 446,300

Subject To

Talent Fee, Production Approval
YT Ops assessment and implementation

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

YOUTUBE PLAYLIST

Where:

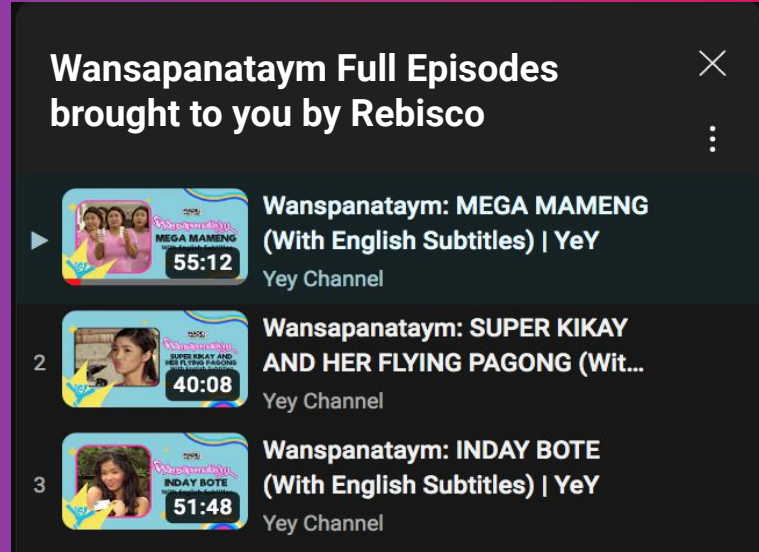
Playlist Title

Type:

Text for brand name

Metric available:

Playlist Views



Recommended Campaign Phase
Post

Product Price
Php 509,300

Subject To
YT Ops assessment and implementation

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

CURATED YOUTUBE PLAYLIST

Where: Client's preferred ABS-CBN YouTube channel

Type: Curated playlist based on client's preferred concept / theme

Metric available:
Playlist Views



Recommended Campaign Phase
Post

Product Price
Php 509,300

Subject To
YT Ops assessment and implementation

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

YOUTUBE KfV (KAPAMILYA FEATURED VIDEO) PLAYLIST

Where:

5th spot on the playlist

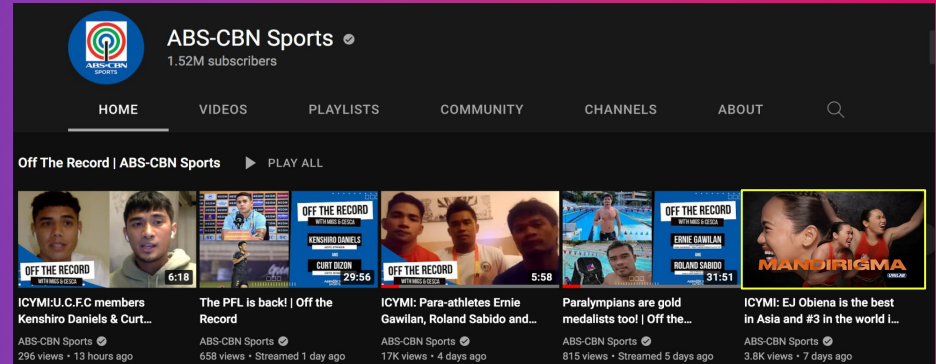
Type:

Brand's TVC on Kapamilya Featured Videos Playlist

**Brand's TVC should be uploaded on brand's YouTube channel*

Metric available:

Playlist Views



Allowed: VOD & LIVE

Recommended Campaign Phase

During, Post

Product Price

Php 446,300

Subject To

YT Ops assessment and implementation

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

YOUTUBE CHANNEL BANNER & FEATURED VIDEO

Where:

1. Channel banner sides
2. Featured Video *

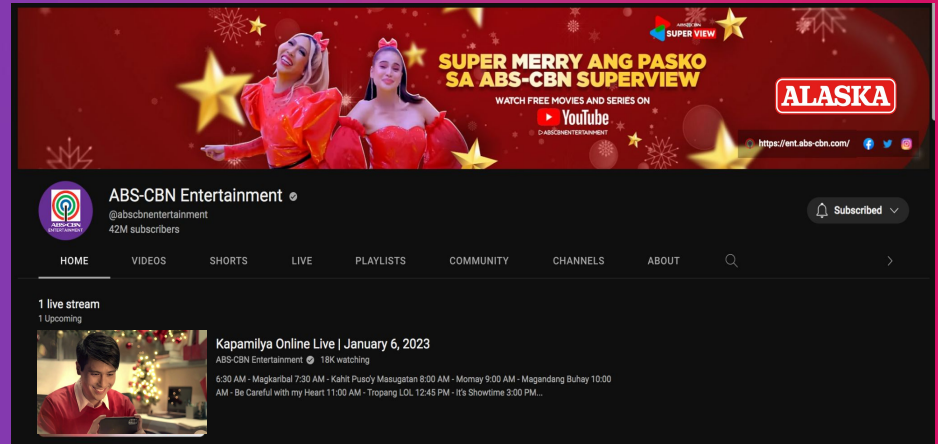
* If there is a livestream on-going in the channel, then the featured branded video will be not be shown because the platform will prioritize showing the live event. If there is no on-going live event in the channel, then the featured branded video will be displayed.
*Allowed only on the channel's front door.

Type:

1. Static image for brand logo
2. Video link

*Brand's TVC should be uploaded on brand's YouTube channel

Metric available: Channel Page Views*



Allowed: VOD & LIVE

Recommended Campaign Phase
Pre, During, Post

Product Price
Php 426,000

Subject To
YT Ops assessment and implementation

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

YOUTUBE COMMUNITY TAB

Where:

1. Poll
2. Video post
3. Image post

Metric available:

1. Post Impressions
2. Post Likes
3. Bitly link clicks

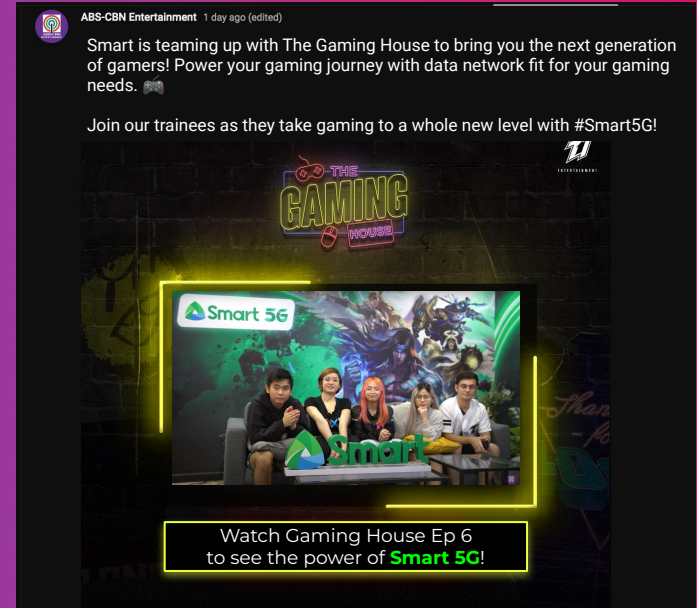
Type:

1. Hashtags on Poll
2. Video link

**Brand's TVC should be uploaded on brand's YouTube channel*

3. Hyperlink

**Brand's TVC can be linked to an branded art card*



Allowed: VOD & LIVE

Recommended Campaign Phase

Pre, During, Post

Product Price

Php 33,000

Subject To

YT Ops assessment and implementation

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

YOUTUBE LIVESTREAM

Where:

1. Thumbnail
2. Standby Feed
3. Livestream Playlist

Type:

Static image for brand logo

Metric available:

1. Thumbnail Impressions
2. CCU per Minute
3. Audience Retention(VOD)
4. Playlist Views



Allowed: LIVE

Recommended Campaign Phase

During

Product Price

Php 60,600

Subject To

YT Ops assessment and implementation

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

YOUTUBE PREMIERE

Where:

Trailer of a premiering content

Note: Branded trailer may also be executed on livestreams.

Type:

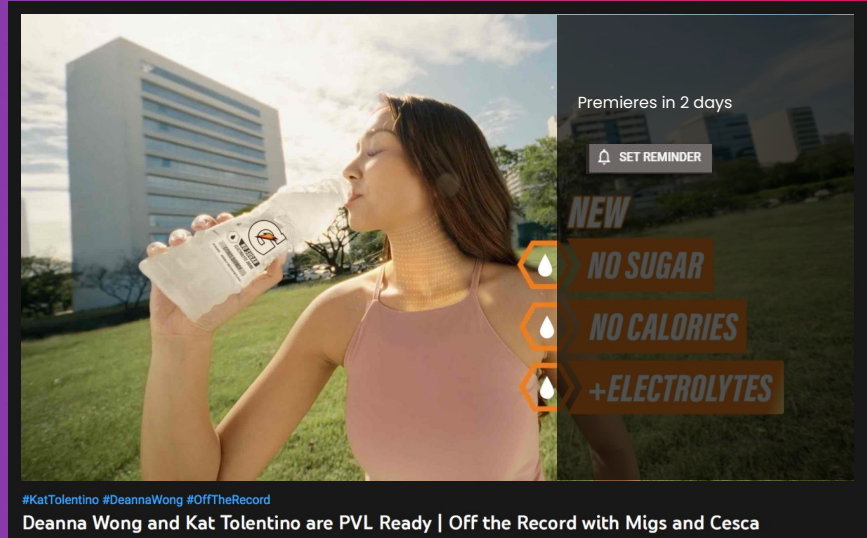
Video

**Brand's TVC should be uploaded in our YouTube channel as unlisted*

Metric available:

PCV before content plays

*Manual count



Allowed: VOD (Premiere)

Recommended Campaign Phase

During

Product Price

Php 71,300

Subject To

YT Ops assessment and implementation

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

YOUTUBE CHAT (PINNED COMMENT)

Where: Chat feed

Type: Text

1. Client will comment using their own account
2. ABS-CBN will pin client's comment on the live chat

Metric available:

CCU during Live (*Pinned Comment regular chat*)

NOTES

- Pinned chat should not direct viewers to a different website / separate tab to not affect the viewership of the live content.
- The more attractive the pinned chat offer, the higher chances of viewers using them.
- Ideally, the pinned chat is accompanied by spiels asking the viewers to check it out.



Allowed: LIVE

Recommended Campaign Phase
During

Product Price
Php 60,600

Subject To
YT Ops assessment and implementation

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

YOUTUBE STORIES

Where:

YouTube Stories feed

Type:

Photo or Video

Duration:

7 days

Metric available:

1. Stories Views
2. Stories Likes

**Data expires after 7 days*

Recommended Campaign Phase

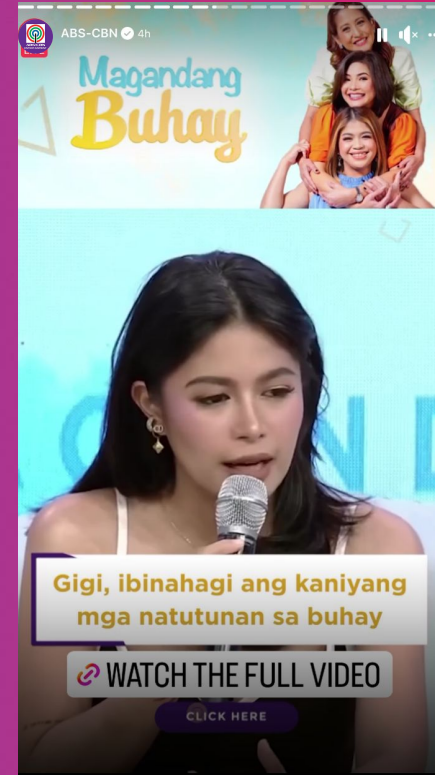
Pre, During, Post

Product Price

Php 27,800 / post

Subject To

YT Ops assessment and implementation



ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

YOUTUBE TITLE CARD (BRAND STRIPE)

Where:

First 5 secs of the video

Details:

1. Fixed format of brand logo with copy points.
2. 1 frame only
3. Color of frame may change, depending of Brand's brief.

Specs:

776 x 136 pixels

Metric available:

Views



Allowed: VOD & LIVE

Recommended Campaign Phase

Pre, During, Post

Product Price

Php 82,700 (Prime)

Php 60,600 (Non-Prime)

Subject To

YT Ops assessment

Note: Stitching of the graphics in the first 5 seconds of the video will be done by client / prod - depending on the agreement. YT Ops will only advise client / prod to ensure that the execution follows YT guidelines.

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

YOUTUBE TITLE CARD (LSG)

Where:

First 5 secs of the video

Details:

- Graphic strip bearing brand thematic message
- 3 page turns, direction of movement is left to right
- Still background
- Full graphics
- No music, no voice over

Specs:

1190 X 155 pixels

Metric available:

Views



Allowed: VOD & LIVE



Recommended Campaign Phase

Pre, During, Post

Product Price

Php 82,700 (Prime)

Php 60,600 (Non-Prime)

Subject To

YT Ops assessment

Note: Stitching of the graphics in the first 5 seconds of the video will be done by client / prod - depending on the agreement. YT Ops will only advise client / prod to ensure that the execution follows YT guidelines.

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

YOUTUBE TITLE CARD (LOGO CYCLE)

Where:

First 5 secs of the video

Details:

- Transition from brand logo to product shots.
- Maximum of 3 images may be used.

Specs:

271 X 166 pixels

Metric available:

Views



Allowed: VOD & LIVE

Recommended Campaign Phase

Pre, During, Post

Product Price

Php 82,700 (Prime)

Php 60,600 (Non-Prime)

Subject To

YT Ops assessment

Note: Stitching of the graphics in the first 5 seconds of the video will be done by client / prod - depending on the agreement. YT Ops will only advise client / prod to ensure that the execution follows YT guidelines.

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

YOUTUBE TITLE CARD (POST IT)

Where:

First 5 secs of the video

Details:

1. Post it with the brand message.
2. Limited to 1 frame only.

Specs:

300 X 250 pixels

Metric available:

Views



Allowed: VOD & LIVE

Recommended Campaign Phase

Pre, During, Post

Product Price

Php 82,700 (Prime)

Php 60,600 (Non-Prime)

Subject To

YT Ops assessment

Note: Stitching of the graphics in the first 5 seconds of the video will be done by client / prod - depending on the agreement. YT Ops will only advise client / prod to ensure that the execution follows YT guidelines.

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

YOUTUBE TITLE CARD (OBB/CBB)

Where:

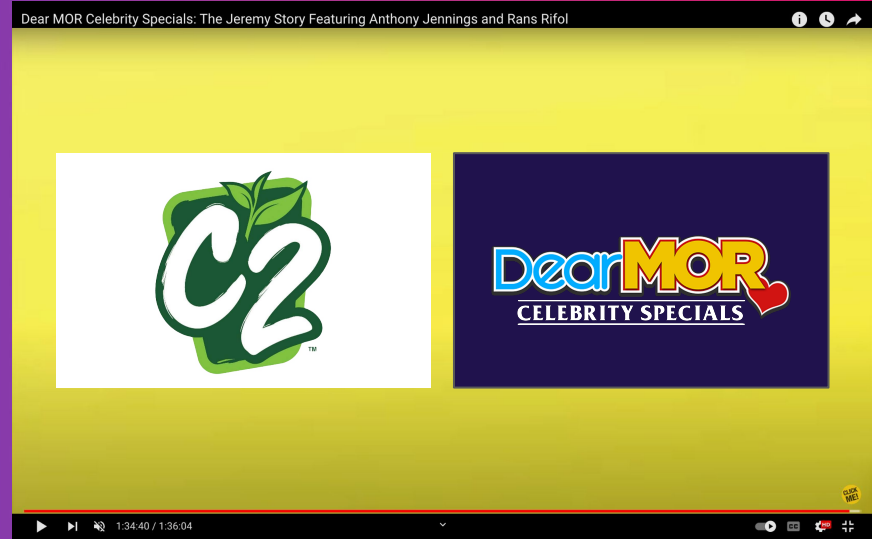
First & last 5 secs of the video

Type:

Static image for brand logo

Metric available:

Views



Allowed: VOD & LIVE

Recommended Campaign Phase

Pre, During, Post

Product Price

Php 82,700 (Prime)

Php 60,600 (Non-Prime)

Subject To

YT Ops assessment

Note: Stitching of the graphics in the first / last 5 seconds of the video will be done by client / prod - depending on the agreement. YT Ops will only advise client / prod to ensure that the execution follows YT guidelines.

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

YOUTUBE POLL (LSG)

Where:

Within the video

Details:

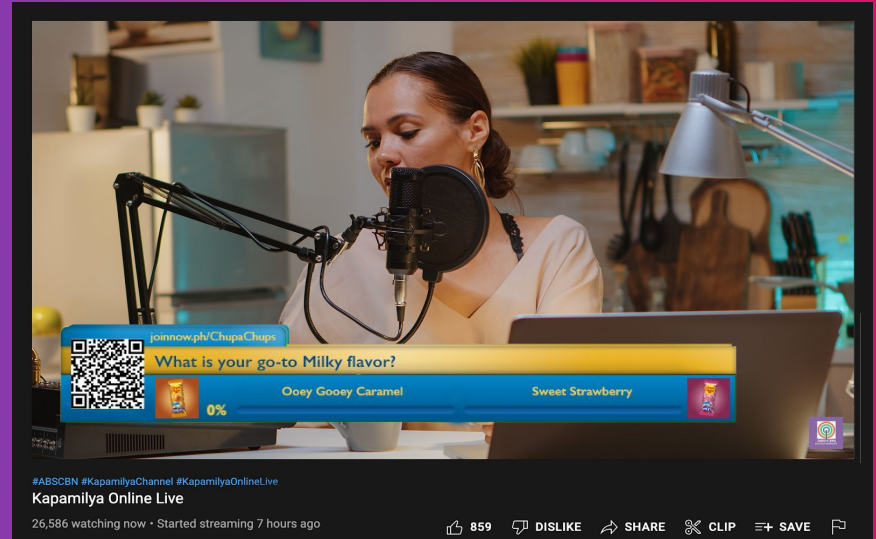
1. Requirement: Part of content with spiel from host
2. Brand/logo is part of the Poll design
3. No time limit
4. Branded question and spiel is allowed

Note:

1. Unrelated graphics added post-prod is not allowed
2. Graphics unrelated to Poll/Show/Content is not allowed

Metric available:

% of Join Now PH



Allowed: LIVE

Recommended Campaign Phase

During

Product Price

Php 110,200

Subject To

YT Ops assessment

Note: Stitching of the graphics in the first 5 seconds of the video will be done by client / prod - depending on the agreement. YT Ops will only advise client / prod to ensure that the execution follows YT guidelines.

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

YOUTUBE END CARD

Where:

Last 20 secs of the video

Type:

1. Website link
2. Static brand logo cover on website link
3. Video link

Metric available:

1. Endscreen Element Clicks
2. Endscreen Element Impression



Allowed: VOD

Recommended Campaign Phase

Pre, During, Post

Product Price

Php 82,700

Subject To

YT Ops assessment and implementation

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

KOL Branded Side Stream Plug

What & Where:

A side stream appears 30 seconds prior to the comm gap during KOL live stream.

The brand logo will be displayed on the lower left section of the screen for 5 seconds.

This execution can accommodate up to 6 brand logos with 5-second exposure each.

Specifications:

- Brand logo space is 411px by 540px
- Portrait brand logo is highly encouraged as it will maximize the space.
- Acceptable formats: PSD, PNG, JPEG and AI.
- Logos will be superimposed on a white background for clarity and consistency

Metric available:

Live views of the show where the execution is implemented.



Allowed: KOL LIVE

Recommended Campaign Phase

Pre, During, Post

Product Price

This is part of a KOL Bundle Buy. See [KOL Bundle Buy Rates here](#).

Subject To

YT Ops assessment and implementation.

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

Branded Gap Show Segment

What & Where:

Branded segment in KOL Gap Shows - It's Showtime Online U & iWantASAP.

Metric available:

Views (Live and VOD)

- KOL livestream
- VOD of the previous day stream
- VOD of released KOL shows (part by part episodes)



Recommended Campaign Phase

Pre, During, Post

Product Price

Php 422,200

Subject To

Approvals from YT Ops and Prod Team.

Prod cost and TFs for the branded segment will come from the prod team.

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

KOL Block Time

What & Where:

Advertisers can explore branded streaming of their selected shows during pre-approved time blocks in KOL PH stream which is present on ABS-CBN Entertainment YouTube and Facebook.

- 7AM-12PM ON WEEKENDS
- 10:30PM-12MN ON WEEKENDS
- 7AM-9AM ON WEEKDAYS

Current KOL PH Stream Territories: PH + Standard 183 Ex-PH locations where KOL PH stream is available.

Allowed:

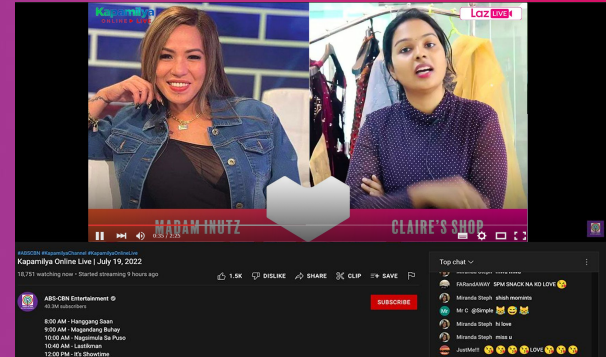
- VOD and LIVE
- ABS-CBN produced content and non-ABS-CBN produced content (ideally for branded content)
- Simulcasting of content to client's chosen platform.

VOD Version: Client's are not required to avail of VOD versions of their KOL Blocktime.

Metric available:

- PCCU of the time slot (LIVE)
- Views of the KOL release where the block time is present (LIVE)
- Views of the VOD version of the content (VOD, only if applicable)

Notes: KOL Block Time is not available in KOL Global Stream.



Check the [KOL Blocktime Bible](#) for FAQs, workflows, rules of engagement, implementation fees, etc.

See [KOL Territories \[Current Setup\] gsheets](#) for the complete list of ex-PH countries where KOL PH stream is available (red box) and not available (blue box).

Recommended
Campaign Phase
Pre, During, Post

Product Price

KOL Block Time: Php 446,300 for 30 mins time slot

- PH + Standard Ex-PH locations where KOL PH stream is available.
- ABS-CBN YouTube & Facebook
- 30 mins time slot is for client's selected content only.

KOL Block Time as VOD: Php 35,200 per post per platform

- Cost is for 14 days

*Simulcast to other NON ABS-CBN Digital platforms will require 1M Digital Minimum Buy (excluding Prod Cost , TF, Licensing Fee)

*If KOL PH stream availability expands, then media cost will increase by +30%.

Subject To

- Approvals from YT Ops, Big Dipper, On Air & Programming, TOC, Capturing, and Livestream teams.
- Prod cost and TFs of branded material must be taken care of separately before availing of this format.
- Implem fees for Big Dipper and Livestream Teams are separate from the media rate.

ABS-CBN DIGITAL MEDIA KIT

SPECIFICATIONS

YouTube Shopping

WHAT: YouTube Shopping enriches the YouTube viewing experience by allowing quick and seamless purchase. These clickable conversion focused features allow viewers to select and shop for specific products featured in the content via Shopify.

In the Philippines, this feature has been exclusively rolled out to ABS-CBN channels only.

WHERE: ABS-CBN YouTube Channels

HOW IT WORKS:

- Brand's Shopify Store will be linked to ABS-CBN's YouTube channels.
- Multiple products can be featured on ABS-CBN's YT Channels.
- The purchase journey will take place on Brand's Shopify store.
- Product logistics and order fulfillment will be c/o Brand.

SELLING GUIDELINES:

Only feasible for brands with:

- With existing Shopify stores.
- With creative executions - YT Shopping works best in support of branded scene/s with spiels. It is specifically designed for shoppertainment purposes.

METRICS: Product clicks, Product impressions, Top products

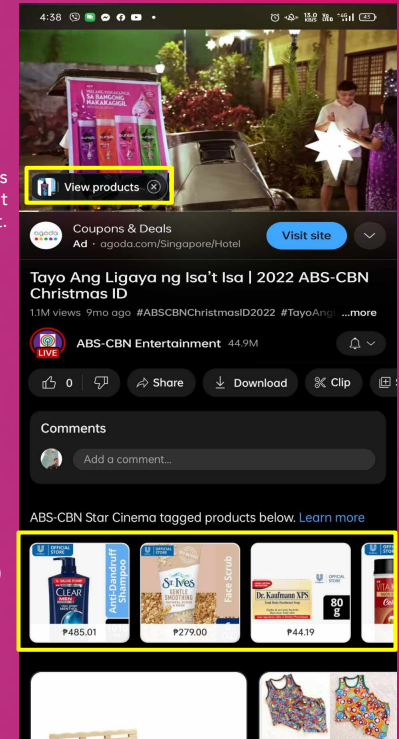
Note: Sales related metrics like total orders, total sales, top selling product, etc. will only be visible to brand since they have exclusive access to their Shopify accounts.

Recommended
Campaign Phase
During

Subject To
Available for eligible
clients with minimum
Php 2.5M buy.

Subject To
Approvals from YT Ops

Opens up product list that's
tagged in the VOD. Cannot
pin a product.



Case Study: He's Into Her and Lift Study

ABS CBN

A stylized logo for the year 2022. The numbers are white with a thick black outline. A solid blue vertical stripe runs through the center of the logo, passing between the two zeros.

ABS-CBN DIGITAL BRAND LIFT STUDY SUMMARY

Campaign Overview

Brand did a *full season sponsorship* for He's Into Her S2 as its official brand partner.

Through this, they were able to execute several branded efforts in and out of the show throughout the campaign run - from creative buys in the episodes, long and short form branded content, ads from the brand featuring the lead stars, to various branded promo materials posted on ABS-CBN social media accounts.

AWARENESS



29.1%
Awareness
uplift
vs control group

71.8% uplift
on users who saw the ads
between 11-15x
compared to other
ad exposure frequencies

53.9% uplift
on users who saw the brand's
2 ads and HIH S2 episodes
compared to those who saw them
separately or just the ads/VOD

CONSIDERATION



22.4%
Consideration
uplift
vs control group

712% uptick
in switching from non-Brand
product to the Brand's
product
after ads + HIH S2 exposure

46.3% uplift
on users who saw the brand's
2 ads and HIH S2 episodes
compared to those who saw them
separately or just the ads/VOD

What Worked

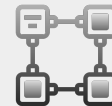
Spot-on Brand Relevance

The brand and its products are organically integrated into the story because the characters of the show are naturally inclined to use the products as part of their lifestyle.



Holistic Brand Integration

Being present throughout the campaign journey of He's Into Her S2 allowed the brand to fully maximize its relevance through the show and its lead stars.



Consistent Brand Exposure

Brand integrations in a pivotal scene, as well as candid product usage showed the highest uplifts among the branded episodes. Consistent exposure not just in video ads but also within the series resulted to more favorable uplifts in both awareness and consideration among the viewers.



Higher Ad Frequency

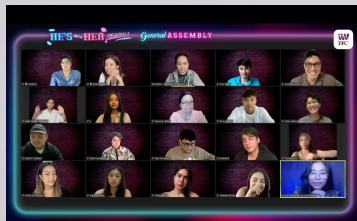
Higher exposure levels resulted to higher awareness scores, specifically the 11-15x exposure range. Combined with the ads, in-program sponsorships were also effective drivers of product awareness.



ABS-CBN DIGITAL BRAND LIFT STUDY WITH BRAND X

Overview of branded executions done on He's Into Her S2 by Brand X.

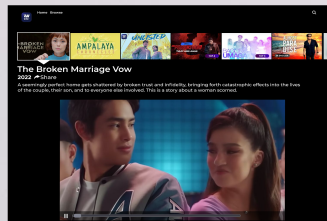
This includes all BEs for the full season sponsorship as the official mobile phone partner, as well as pre-campaign deliverables.



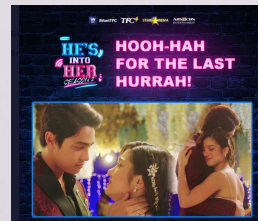
Sponsored Press Conference
and Watch Party



Co-Branded Trailers



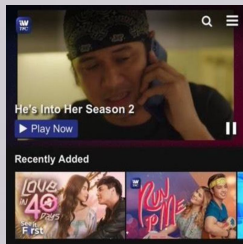
Video Rolls on iWantTFC



Social art cards



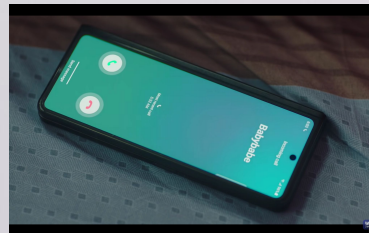
Lower Screen Graphics on
select key moments



Hero Video Branded Trailer
on iWantTFC



Various long form video content
posted on our YT channels



Product Incidentals on various
scenes in 4 episodes



Branded Intrusions featuring Brand
X's products in 4 episodes

AWARENESS

CONSIDERATION

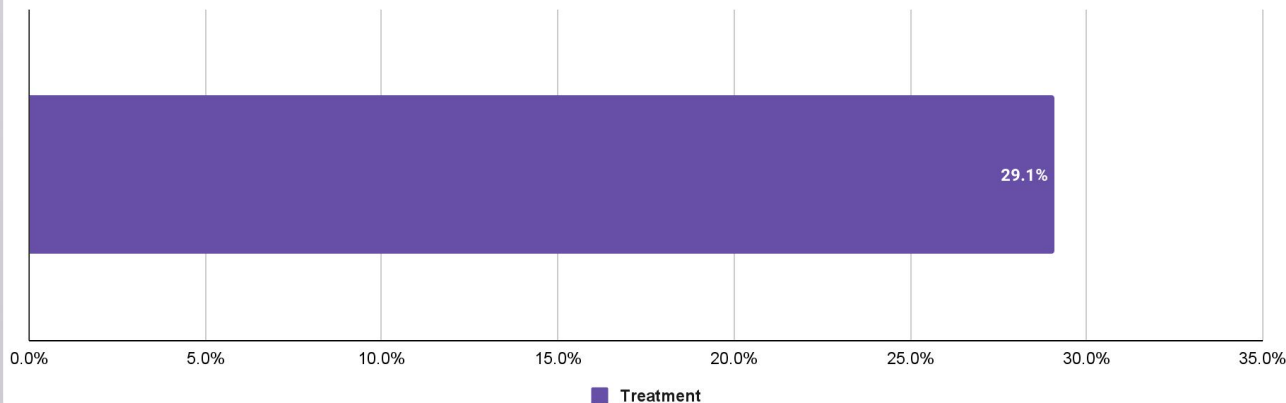
BRAND X X HE'S INTO HER

BRAND LIFT STUDY RESULTS

Users in the Brand Group showed a **29.1% Awareness uplift** vs the Control Group.
Brand Group awareness was at **60.9%**.

Awareness Uplift: Treatment vs Control

Daily, Oct 24th to Dec 4th



Definition of Terms:

Brand Group - users exposed to the Brand X's products on iWantTFC through the video ads and/or He's Into Her S2
Control Group - users who were not exposed the Brand X's products on iWantTFC through the video ads and/or He's Into Her S2
Brand Group awareness - the observed awareness level from the Brand group (users who were exposed to the ads)

AWARENESS

CONSIDERATION

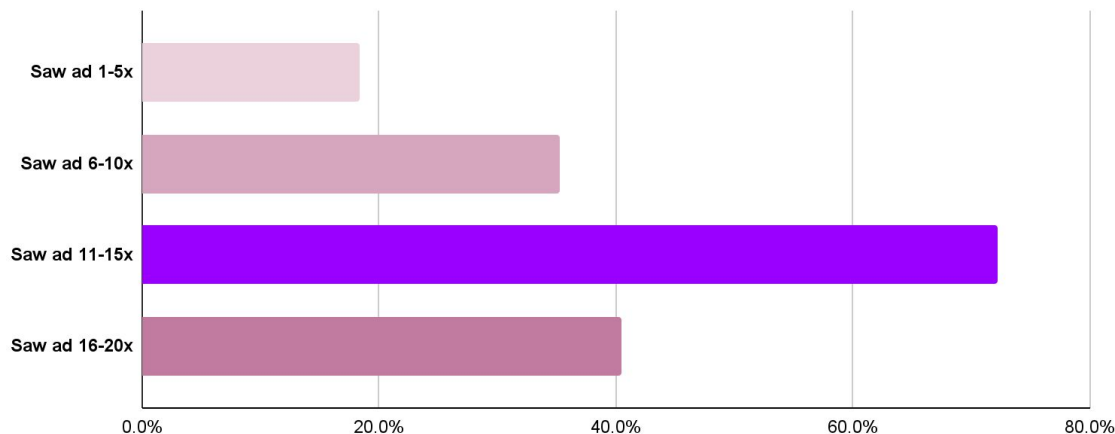
BRAND X X HE'S INTO HER BRAND LIFT STUDY RESULTS

How does ad exposure frequency impact familiarity/awareness?

Users who saw Brand X's Ads between 11-15x showed **a 71.8% uplift in Awareness** vs. the Control Group.

Awareness uplift, by ad exposure frequency

Daily, Oct 24th to Dec 4th



While 7-10x exposures is a typical range for an awareness campaign, this BLS shows us that higher exposure levels result to higher awareness, with the 11-15x exposure range maximizing longer-term brand recall/awareness.

Definition of Terms:

Brand Group - users exposed to the Brand X's products on iWantTFC through the video ads and/or He's Into Her S2
Control Group - users who were not exposed the Brand X's products on iWantTFC through the video ads and/or He's Into Her S2

AWARENESS

CONSIDERATION

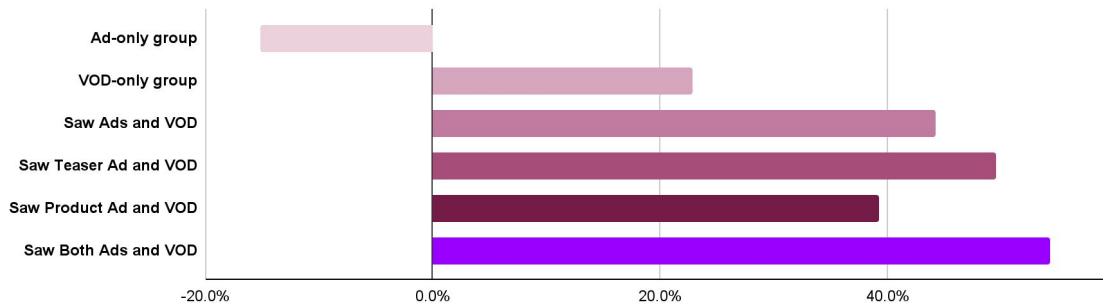
BRAND X X HE'S INTO HER BRAND LIFT STUDY RESULTS

Which ad creative had a greater influence on awareness?

Users who saw Both ad versions and watched He's Into Her episodes appear to have the higher uplift versus the control group. Interestingly, it appears that the Teaser Ad had the edge over the Product with DonBelle Ad regarding influencing awareness among users.

Awareness uplift, by segment

Daily, Oct 24th to Dec 4th



Users who Saw Both Ads and VOD exhibited 53.9% uplift in awareness vs the Control group.

Given the nature of the campaign with product intrusion in each episode, we can further segment users to see if any episode, in particular, contributed to improving awareness, consideration and purchase intent.

Definition of Terms:

Ad-only group - users who saw the Brand X's Ads on other content; users did not watch HIH S2
VOD-only group - users who watched HIH S2 on Premium (not eligible for ads)
Saw Ads and VOD - users who saw at least 1 ad (regardless w/c version) and watched HIH S2
Saw Teaser Ad and VOD - users who saw the Teaser Ad and watched HIH S2
Saw Product Ad and VOD - users who saw the Product with DonBelle Ad and watched HIH S2
Saw Both Ads and VOD - users who saw both versions of Brand X's Ads and watched HIH S2

AWARENESS

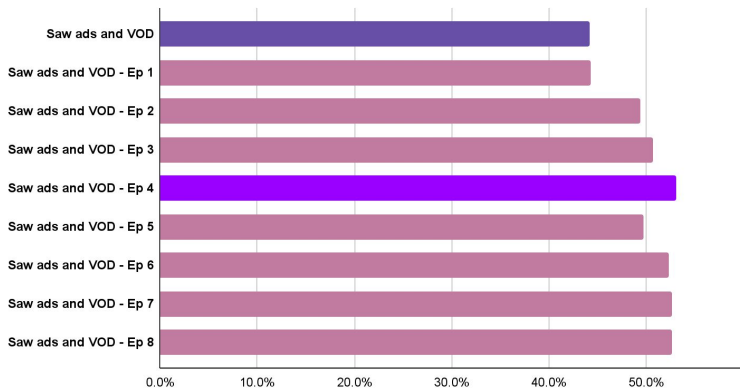
CONSIDERATION

BRAND X X HE'S INTO HER BRAND LIFT STUDY RESULTS

Some episodes that stood out:

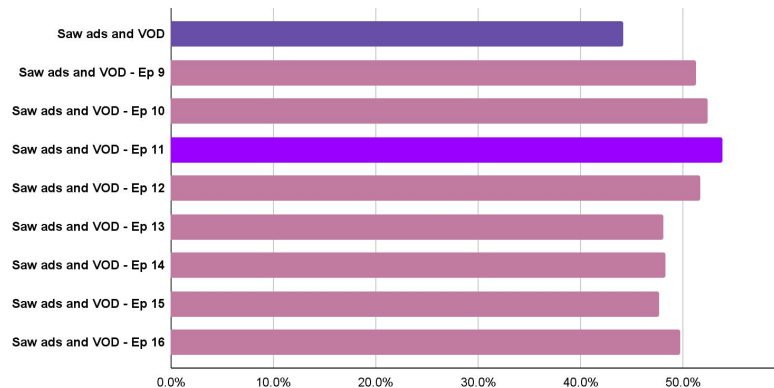
Awareness uplift, by segments (Ep 1-8)

Daily, Oct 24th to Dec 4th



Awareness uplift, by segments (Ep 9-16)

Daily, Oct 24th to Dec 4th



Respondents who have **watched at least Episode 11 (53.4%)** or **Episode 4 (52.7%)** yielded the highest awareness uplift across the board vs. control.

Definition of Terms:

Ad-only group - users who saw the Brand X's Ads on other content; users did not watch HIH S2

VOD-only group - users who watched HIH S2 on Premium (not eligible for ads)

Saw Ads and VOD - users who saw at least 1 ad (regardless w/c version) and watched HIH S2

Saw Teaser Ad and VOD - users who saw the Brand X's Teaser Ad and watched HIH S2

Saw Product Ad and VOD - users who saw the Brand X's Product with DonBelle ad and watched HIH S2

Saw Both Ads and VOD - users who saw both versions of Brand X's Ads and watched HIH S2

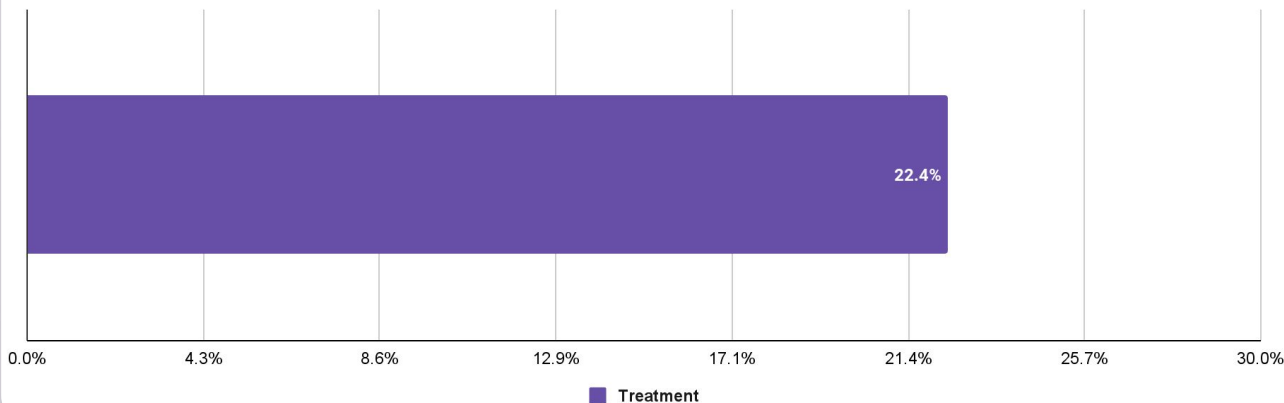
BRAND X X HE'S INTO HER

BRAND LIFT STUDY RESULTS

We saw a **22.4% uplift in Consideration for Brand X's devices** for users who had seen the ads and watched He's Into Her Season 2. Brand Group Consideration was at **29.4%**.

Consideration Uplift: Treatment vs Control

Daily, Oct 24th to Dec 4th



Definition of Terms:

Brand Group - users exposed to the Brand X's products on iWantTFC through the video ads and/or He's Into Her S2
Control Group - users who were not exposed the Brand X's products on iWantTFC through the video ads and/or He's Into Her S2
Brand Group Consideration - the observed consideration level from the Brand group (users who were exposed to the ads)

23

AWARENESS

CONSIDERATION

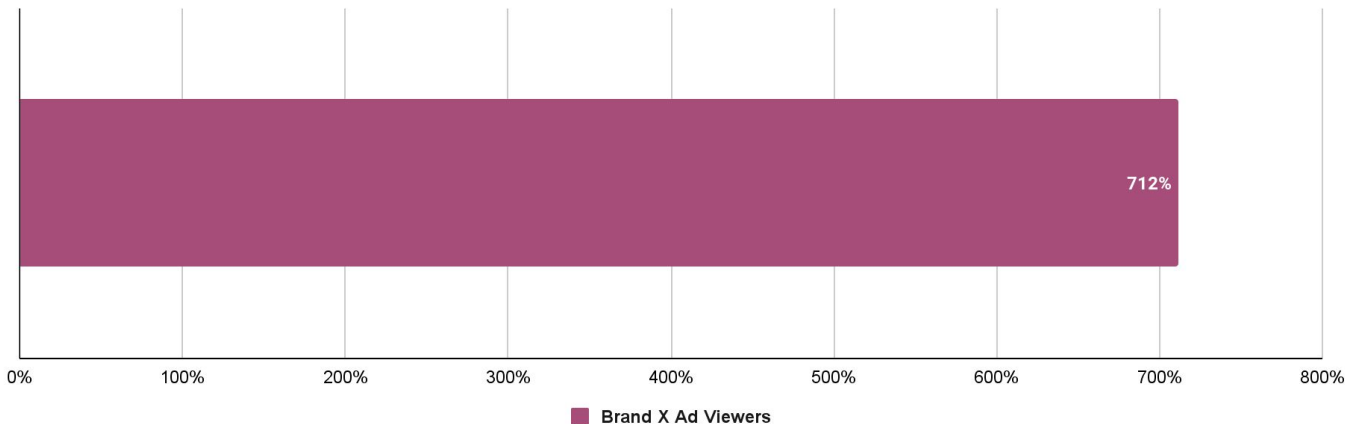
BRAND X X HE'S INTO HER

BRAND LIFT STUDY RESULTS

By looking at device switchers, comparing Users exposed to Brand X's Ads + He's Into Her vs the control group, we saw a **712% uptick in switching from a non-Brand X's to a Brand X's device.**

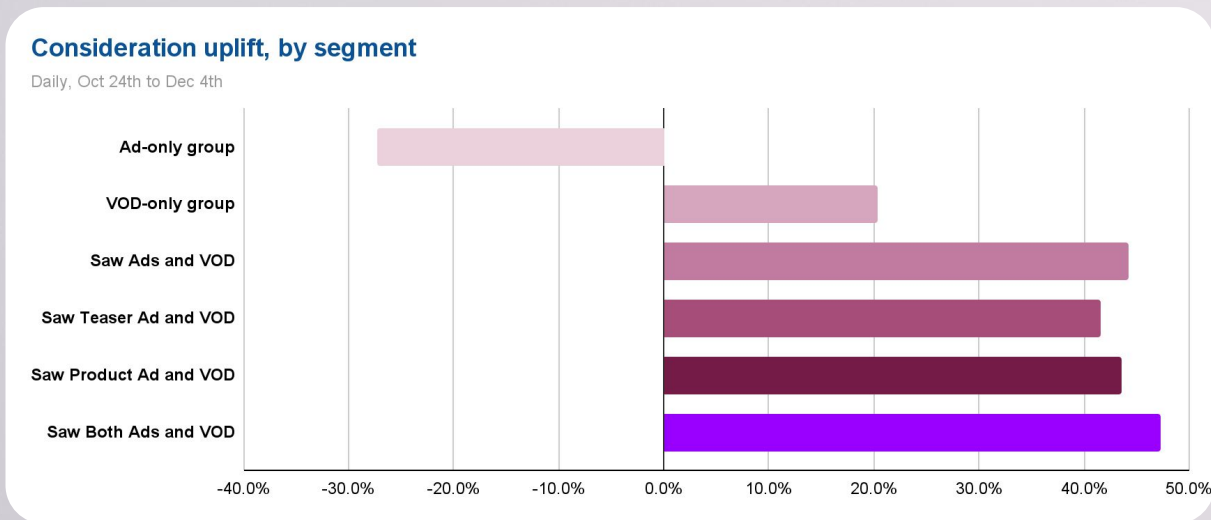
iWantTFC Users Who Switched to a Brand X's Device (within 30days)

Daily, Apr 28th to Dec 4th



BRAND X X HE'S INTO HER BRAND LIFT STUDY RESULTS

Users who **saw both Ads and VOD** exhibited a **46.3% uplift in consideration** vs the Control.



Users who saw both ad versions and watched He's Into Her episodes have the highest Consideration uplift versus the Control Group. Comparing ad creatives, the Brand X's Product with DonBelle Ad had a marginal edge over the Teaser Ad regarding influencing product consideration among users.

Definition of Terms:

Brand Group - users exposed to the Brand X's products on iWantTFC through the video ads and/or He's Into Her S2
Control Group - users who were not exposed the Brand X's products on iWantTFC through the video ads and/or He's Into Her S2

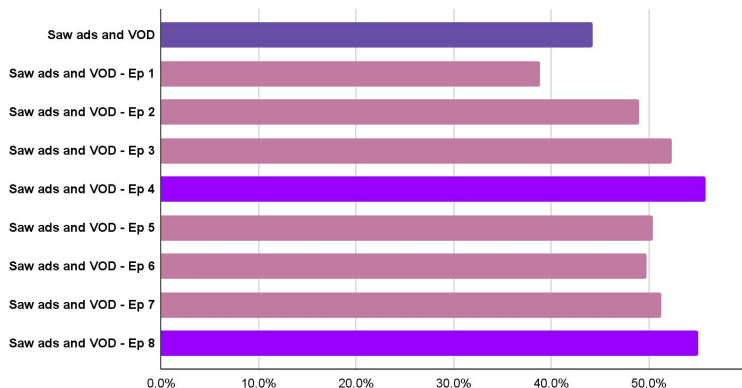
BRAND X X HE'S INTO HER

BRAND LIFT STUDY RESULTS

Some episodes that stood out:

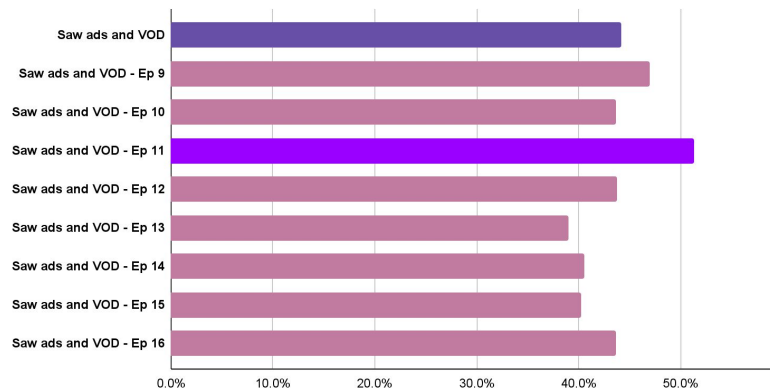
Consideration uplift, by segments (Ep 1-8)

Daily, Oct 24th to Dec 4th



Consideration uplift, by segments (Ep 9-16)

Daily, Oct 24th to Dec 4th



Respondents who have **watched at least Episode 11 (50.3%) or Episode 4 (54.8%) or Episode 8 (54.1%)** yielded the highest consideration uplift across the board vs. control.

Definition of Terms:

Brand Group - users exposed to the Brand X's products on iWantTFC through the video ads and/or He's Into Her S2
Control Group - users who were not exposed the Brand X's products on iWantTFC through the video ads and/or He's Into Her S2
Brand Group Consideration - the observed consideration level from the Brand group (users who were exposed to the ads)



ORIGINAL
SERIES

ABS-CBN
ENTERTAINMENT

LYRIC

Tayo
Ligaya
Isa

Case Study:

Video Ad Campaign

2023

ABS-CBN

2023 CASE STUDY: STANDARD INVENTORY BUYS

Primetime Content Targeting
LIVE + VOD ads

BACKGROUND: Video ad placement for a **milk brand**.
PLATFORM & TARGETING: Ads placed on **ABS-CBN Entertainment YouTube channel - KOL Darna and Batang Quiapo (Live & VOD)**
CAMPAIGN DETAILS: 1 material ran as non-skippable ads. Campaign ran from Feb 7-28, 2023.

Exceeded target impressions

The fast food brand's campaign went over the committed target impressions in YouTube.

Non-skippable ad campaigns in...	Committed Target Impressions	Delivered Impressions
YouTube	2,738,747	2,739,020

Exceeded internal CTR benchmark

The campaign's CTR was higher than the internal benchmark.

Internal benchmark: Click through rate (CTR) of all campaigns that ran on ABS-CBN YouTube in the past 30 days

Source of impressions and CTR data: Google Ads Manager

Exceeded MOAT's video engagement benchmarks: Ads are reaching completion more frequently and ads are 1s In-View more frequently.

MOAT's video engagement metrics	MOAT's benchmarks	Campaign Results
In-view measurable %	99%	98%
1 Sec Video In-View %	98.3%	71.5%
In-view time	18.7 sec	15.3 sec
Completion Quality	96.9%	26.7%

2023 CASE STUDY: STANDARD INVENTORY BUYS

Primetime Content Targeting
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BACKGROUND: Video ad placement for a **milk brand**.
PLATFORM & TARGETING: Ads placed on **ABS-CBN Entertainment YouTube channel - KOL Batang Quiapo and Iron Heart Live & VOD**.
CAMPAIGN DETAILS: 1 material ran as non-skippable ads. Campaign ran from Feb 1-28, 2023.

Exceeded target impressions

The fast food brand's campaign went over the committed target impressions in YouTube.

Non-skippable ad campaigns in...	Committed Target Impressions	Delivered Impressions
YouTube	977,124	977,335

Exceeded internal CTR benchmark

The campaign's CTR was higher than the internal benchmark.

Internal benchmark: Click through rate (CTR) of all campaigns that ran on ABS-CBN YouTube in the past 30 days

Source of impressions and CTR data: Google Ads Manager

Exceeded MOAT's video engagement benchmarks: Ads are reaching completion more frequently and ads are 1s In-View more frequently.

MOAT's video engagement metrics	MOAT's benchmarks	Campaign Results
1 Sec Video In-View %	66.2%	98.3%
In-view time	14.5 sec	14 sec
Reached complete %	62.6%	93.8%

2023 CASE STUDY: STANDARD INVENTORY BUYS

Primetime Content Targeting
LIVE + VOD ads

BACKGROUND: Video ad placement for a **seasoning brand**
PLATFORM & TARGETING: Ads placed on **ABS-CBN Entertainment YouTube channel - KOL Batang Quiapo, Dirty Linen, and Iron Heart (LIVE+VOD)**
CAMPAIGN DETAILS: 2 materials were ran as non-skippable ads. Campaign ran from May 10-May 31, 2023.

Exceeded target impressions

The fast food brand's campaign went over the committed target impressions in YouTube.

Skippable ad campaigns in...	Committed Target Impressions	Delivered Impressions
YouTube	1,870,230	1,878,215

Exceeded MOAT's video engagement benchmarks: Ads are reaching completion more frequently and ads are 1s In-View more frequently.

MOAT's video engagement metrics	MOAT's benchmarks	Campaign Results
1 Sec Video In-View %	71.5%	98.3%
Completion Quality	26.7%	98.2%
Reached complete %	62.3%	98%

Exceeded internal CTR benchmark

The campaign's CTR was higher than the internal benchmark.

Internal benchmark: Click through rate (CTR) of all campaigns that ran on ABS-CBN YouTube in the past 30 days

Exceeded GAM viewability benchmark

The campaign's viewability was higher than internal benchmark.

Internal benchmark: Viewability of all campaigns that ran on ABS-CBN YouTube in the past 30 days

Source of impressions, CTR, and viewability data: Google Ads Manager

2022 CASE STUDY: STANDARD INVENTORY BUYS

AUDIENCE + CHANNEL TARGETING
VOD ads

BACKGROUND: Video ad placement for a **bleach brand**.
PLATFORM & TARGETING: Ads targeted to **females 35 yo and up** consuming content on **ABS-CBN News YouTube Channel and iWantTFC**.
CAMPAIGN DETAILS: 2 materials ran as 15s non-skippable ads. Campaign ran from May 1-31, 2022.

Exceeded target impressions

The bleach brand's campaign went over the committed target impressions in YouTube and iWantTFC

Non-skippable ad campaigns in...	Committed Target Impressions	Delivered Impressions
YouTube	1,329,112	1,329,145
iWantTFC	1,329,112	1,329,383

Met / exceeded internal CTR benchmark

In YouTube, the campaign's CTR was higher than the internal benchmark.

In iWantTFC, the campaign's CTR was higher than the internal benchmark.

Internal benchmark: Click through rate (CTR) of all campaigns that ran on YouTube / iWantTFC in the past 30 days.

Source of impressions and CTR data: Google Ads Manager

Exceeded MOAT's video engagement benchmarks

MOAT's video engagement metrics	MOAT's benchmarks	Campaign Results
1 Sec Video In-View %	66.2%	96.3%
In-view time	14.5 sec	14.7 sec
Reached complete %	62.6%	88.9%

2022 CASE STUDY: STANDARD INVENTORY BUYS

Channel Targeting
LIVE + VOD ads

BACKGROUND: Video ad placement for a **hair conditioner brand**.
PLATFORM & TARGETING: Ads placed on **iWantTFC & ABS-CBN Entertainment YouTube channel**.
CAMPAIGN DETAILS: 2 materials ran as skippable ads in iWantTFC (VOD ad) and ABS-CBN Entertainment YouTube (LIVE & VOD). Campaign ran from end of April to mid June 2022.

Exceeded target impressions

The conditioner brand's campaign went over the committed target impressions in both platforms.

Skippable ad campaigns in...	Committed Target Impressions	Delivered Impressions
YouTube	3,221,059	3,363,323
iWantTFC	906,308	906,528

Met / exceeded internal CTR benchmark

In YouTube, the campaign's CTR was higher than the internal benchmark.

In iWantTFC, the campaign's CTR in iWantTFC was at par with internal benchmark.

Internal benchmark: Click through rate (CTR) of all campaigns that ran on YouTube / iWantTFC in the past 30 days.

Source of impressions and CTR data: Google Ads Manager

Exceeded MOAT's video engagement benchmarks

MOAT's video engagement metrics	MOAT's benchmarks	Campaign Results
1 Sec Video In-View %	66.2%	96.5%
Valid and Viewable %	60.6%	95.2%
Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) %	19.5%	19.7%
Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) with Completion %	18.3%	18.9%

2022 CASE STUDY: STANDARD INVENTORY BUYS

Content Targeting
VOD ads only

BACKGROUND: Video ad placement for a **OTC brand**.

PLATFORM & TARGETING: Ads placed on **ABS-CBN Entertainment YouTube Channel** in all **2 Good To Be True** videos.

CAMPAIGN DETAILS: 1 material ran as VOD 15s non-skippable ad. Campaign ran from mid-May to late June 2022.

Exceeded target impressions

The OTC brand's campaign went over the committed target impressions in YouTube.

Non-skippable ad campaigns in...	Committed Target Impressions	Delivered Impressions
YouTube	1,423,694	1,427,656

Met / exceeded internal CTR benchmark

In YouTube, the campaign's CTR was higher than the internal benchmark.

Internal benchmark: Click through rate (CTR) of all campaigns that ran on YouTube / iWantTFC in the past 30 days.

Source of impressions and CTR data: Google Ads Manager

Exceeded MOAT's video engagement benchmarks

MOAT's video engagement metrics	MOAT's benchmarks	Campaign Results
1 Sec Video In-View %	66.2%	96.9%
1 Sec Video In-View time	14.5 sec	14.6 sec
Reached complete %	62.6%	93.7%
Valid and viewable	60.6%	96.2%

2022 CASE STUDY: STANDARD INVENTORY BUYS

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VOD ads only

BACKGROUND: Video ad placement for a **OTC brand**.

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MOAT's video engagement metrics	MOAT's benchmarks	Campaign Results
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1 Sec Video In-View time	14.5 sec	14.6 sec
Reached complete %	62.6%	93.7%
Valid and viewable	60.6%	96.2%

Definition of Metrics

METRICS FROM GOOGLE ADS MANAGER

- **Impressions** - Impressions counted after the ad is downloaded in the user's device. This doesn't require that the ad content be fully loaded.
- **Clicks** - Total clicks served by the Google Ad Manager server. It usually takes about 30 minutes for new clicks to be recorded and added to the total displayed in reporting.
- **Click through rate (CTR)** - Percentage of impressions served by the Google Ad Manager server that resulted in users clicking on an ad.

METRICS FROM MOAT

- **In-view measurable %** - The % of impressions where viewability-related metrics were measured.
- **1 Sec Video In-View %** - The percentage of measurable impressions where the ad played for at least one continuous second with at least 50% of the player visible on-screen and the page in-focus.
- **In-view time** - The average time in seconds that the ad was visible for users who met the requirement for a 2 Sec In-View Impression.
- **Valid and Viewable %** - The percentage of valid impressions that were viewable under the MRC standard (50% of pixels in-view for at least 2 continuous seconds).
- **Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) %** - The percentage of valid impressions where the ad was audible while the ad surface was 100% on-screen for at least half the time (15 second cap).
- **Valid, Audible & Fully On-Screen for Half of Duration (15 sec. cap) with Completion %** - The percentage of valid impressions where the ad, for at least half the time (15 sec. cap), was audible while the ad surface was 100% on-screen and was completed.
- **1 Sec Video In-View time** - The percentage of measurable impressions where the ad played for at least one continuous second with at least 50% of the player visible on-screen and the page in-focus.
- **Reached complete %** - The % of measurable impressions where the ad played to completion (regardless of viewability).
- **Completion quality** - The % of video completions that were audible and visible.

2023

ABS-CBN

Thank You.