



PRESS RELEASE

8 November 2010

GMA LEAVES ABS-CBN BEHIND IN SEPTEMBER 2010 TV RATINGS

GMA 7 (GMA Network) has once again beaten ABS-CBN 2 in TV ratings.

The *Kapuso* network GMA is going from strength to strength, further increasing its TV ratings lead in viewer-rich Mega Manila and Total Urban Luzon over its archrival the *Kapamilya* network ABS-CBN based on September 2010 figures from the more widely recognised ratings data supplier in the Philippines, Nielsen TV Audience Measurement.

In Australia and New Zealand, GMA is broadcasting its top-rating programs exclusively on UBI World TV, the leading multi-cultural pay TV broadcaster in Oceania, through GMA's sought after international channels, GMA Pinoy TV and GMA Life TV.

Nielsen's September 2010 figures revealed GMA's lead over ABS-CBN in average total day (6AM to 12MN) audience share in Mega Manila stood at 7 percentage points in September, with GMA posting 37.7 percent versus competition's 30.7. The huge margin was attributed to GMA's strong primetime and noontime programs.

Moreover, people data recorded from July to September (September 26 to 30 based on overnight ratings data) showed a decline in ABS-CBN's audience share, while revealing a steady rise in GMA's lead. GMA's lead in audience share in Mega Manila further increased to 7 percentage points in September, compared with its 6.7 percentage point lead in August and its 5.6 percentage point lead in July. Mega Manila - where GMA already dominates the viewing market comprising 55% of the total urban TV household population in the country - is the biggest and most important market for advertisers.

Four GMA programs figured strongly in the list of top five overall programs in Mega Manila in September. These programs were: *Survivor Philippines Celebrity Showdown* hosted by Richard Gutierrez, *Grazilda* led by Glaiza de Castro, primetime newscast *24 Oras*, and *Illumina* starred by Rhian Ramos, Jackie Rice, and Aljur Abrenica.

In Urban Luzon, where 77% of the total urban TV household population is found including Mega Manila, GMA's lead also made a steady rise in the last three months. From a slim 0.4 percentage point-lead in July, GMA's advantage over ABS-CBN in average total day audience share went up to 2.4 percentage points in August, and even higher at 3.1 percentage points in September. GMA registered an average total day audience share of 36.4 percent in Urban Luzon in September vis-à-vis ABS-CBN's 33.3 percent.

Sixteen of the top 30 overall programs in Urban Luzon were from GMA.

Meanwhile, GMA continues to narrow the gap in the national survey, as ABS-CBN's lead in audience share in July was cut by almost half at the quarter's close. From a gap of 8.2 percentage points in July, GMA trimmed ABS-CBN's lead to 5.4 in August. In September, ABS-CBN's lead went down further to only 4.8 percentage points with GMA posting an average total day audience share at 33.5 percent versus ABS-CBN's 38.3 percent.

From October 1 to 3, ABS-CBN's national survey lead was further trimmed down to a mere 1.2 percentage points, as GMA registered a 32.7 percent average audience share in National Urban Philippines versus ABS-CBN's 33.9.

To watch GMA, the no. 1 Filipino channel in Mega Manila and Urban Luzon, right here in Australia and New Zealand, simply subscribe to UBI World TV's Filipino Service by calling 1300 400 800 from anywhere in Australia, 0800 4000 23 from anywhere in New Zealand or by visiting www.ubiworldtv.com.

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