



Q1 2017 INVESTORS' BRIEFING

FINANCIAL AND OPERATING RESULTS

15th May 2017

BUSINESS SEGMENTS

MEDIA PLATFORMS

- FREE-TO-AIR
- REGIONAL
- RADIO
- INTERNATIONAL
- RECORDS
- TALENTS
- OTHERS



DIGITAL AND INTERACTIVE MEDIA

- GMA NEW MEDIA
- DIGIFY
- GMANETWORK.COM
 - ENTERTAINMENT
 - NEWS ONLINE
- GMA NETWORK APP



GMA DELIVERS PHP3.6B NET INCOME IN 2016, +72% Y.O.Y.

2016 HIGHLIGHTS

MEDIA PLATFORMS

- GMA delivers PHP3.6B on net income, +72% Y.O.Y.
 - Strong 21% growth in 2016 total revenue, +15% on recurring revenue
 - Strong ROE of 35%
 - Strong #1 in total day Nutam household audience shares for 2016
 - Strong audience-share lead across Megatam and Luzon in 2016
 - +30% international viewership growth in 2016
-

DIGITAL AND INTERACTIVE MEDIA

- +74% on digital advertising revenue YOY (2015 to 2016)
 - +8% on page views for GMANetwork.com vs 2015
-

Q1 2017 HIGHLIGHTS

MEDIA PLATFORMS

- Strong +15% on recurring revenue vs. Q1 2016
 - Strong 22% on net income margin
 - Dominant #1 in total day Nutam household audience shares in Q1 2017 to date
 - Continued audience-share dominance across Megatam and Luzon in Q1 2017 to date
-

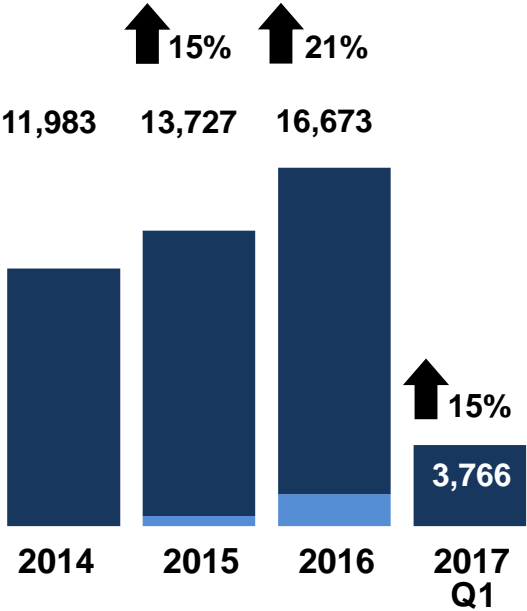
DIGITAL AND INTERACTIVE MEDIA

- +179% in total Q1 2017 digital advertising revenue
- Q1 2017 revenues grew by 700% in Facebook, 57% in YouTube, and 38% in Hooq/iFlix
- +42% unique browsers and +57% page views for GMANetwork.com in Q1 2017

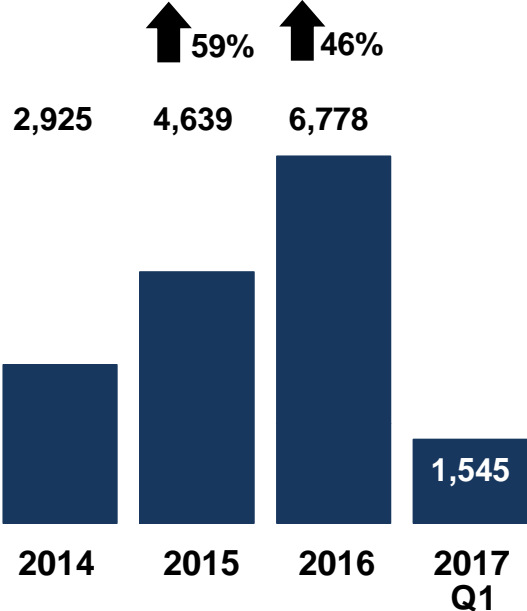
+72% ON NET INCOME IN 2016, +15% ON RECURRING REVENUE IN Q1 2017

CONSOLIDATED FULL-YEAR FINANCIAL RESULTS
(IN MILLIONS PHP)

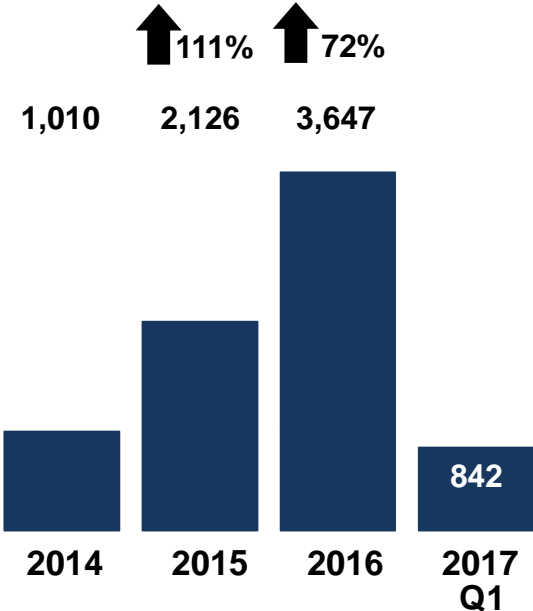
REVENUE



EBITDA



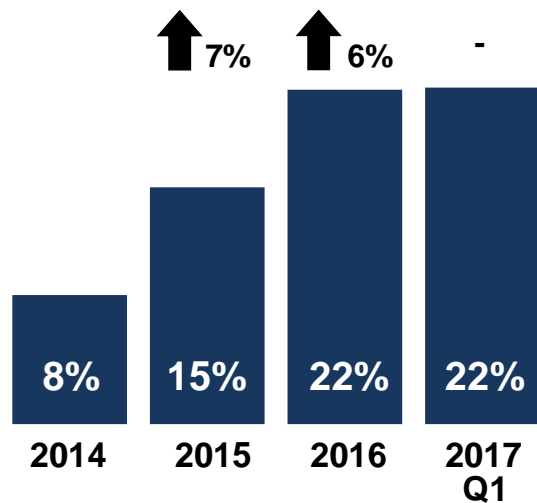
NET INCOME



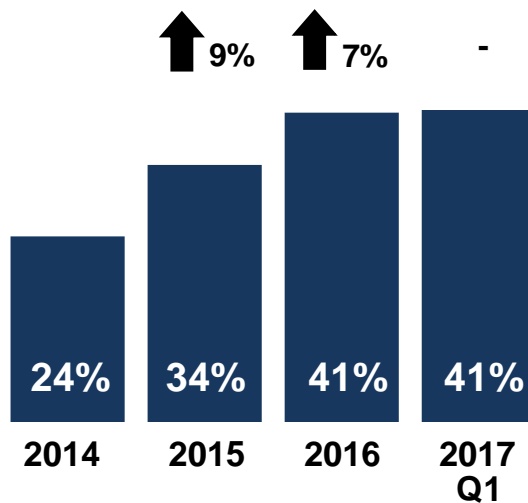
+11% ON ROE IN 2016, +9% IN Q1 2017

CONSOLIDATED FULL-YEAR FINANCIAL RESULTS

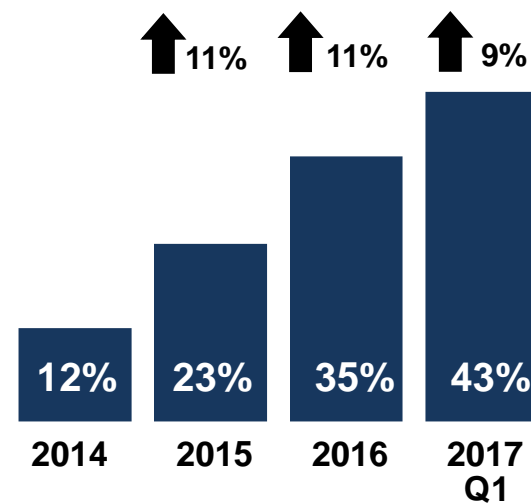
NET INCOME MARGIN



EBITDA MARGIN



ROE

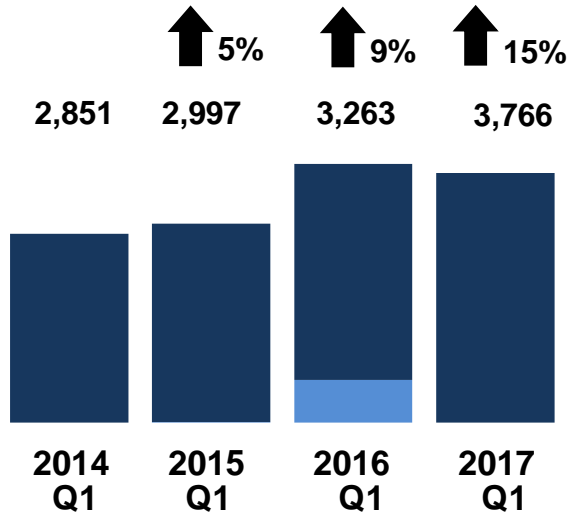


+15% ON RECURRING REVENUE IN Q1 2017

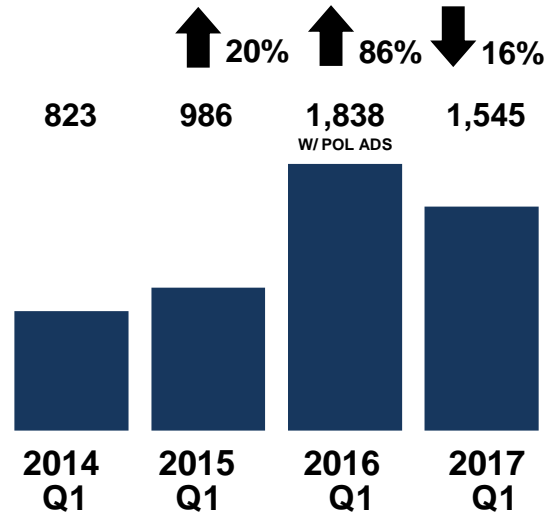
CONSOLIDATED Q1 FINANCIAL RESULTS

(IN MILLIONS PHP)

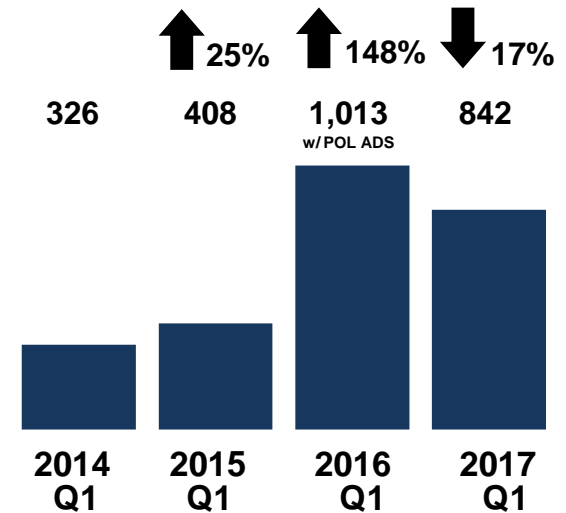
REVENUES



EBITDA



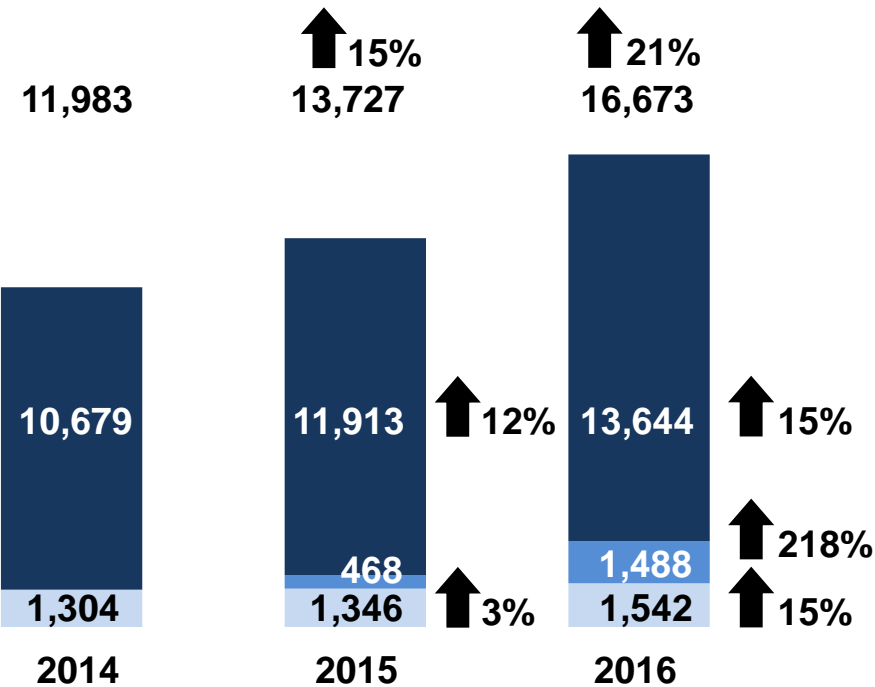
NET INCOME



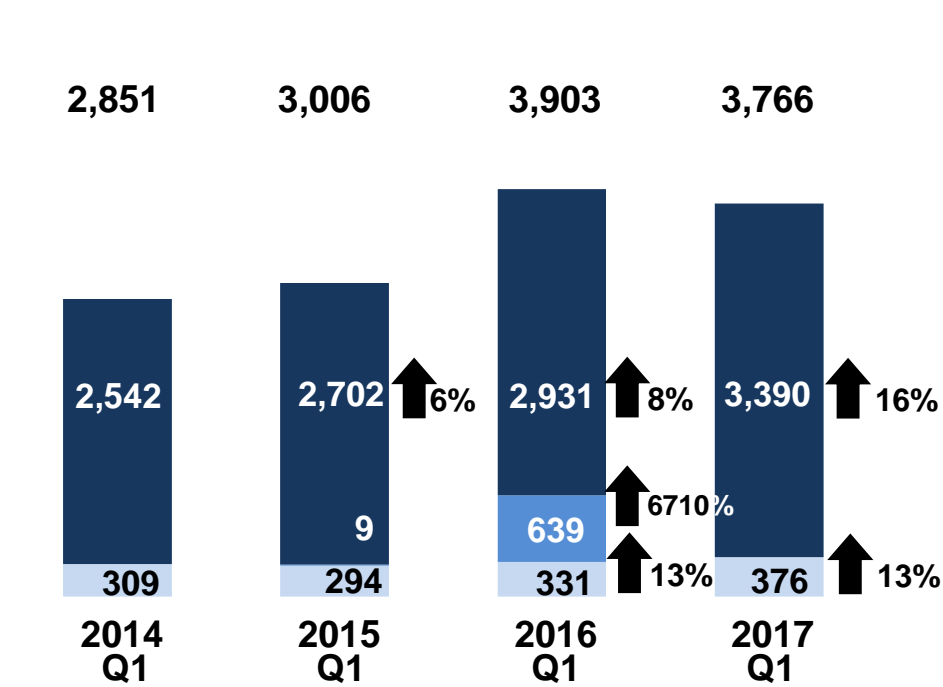
+21% ON TOTAL REVENUES IN 2016, +16% IN RECURRING AIRTIME REVENUE IN Q1 2017

CONSOLIDATED REVENUE
(IN MILLIONS PHP)

FULL YEAR



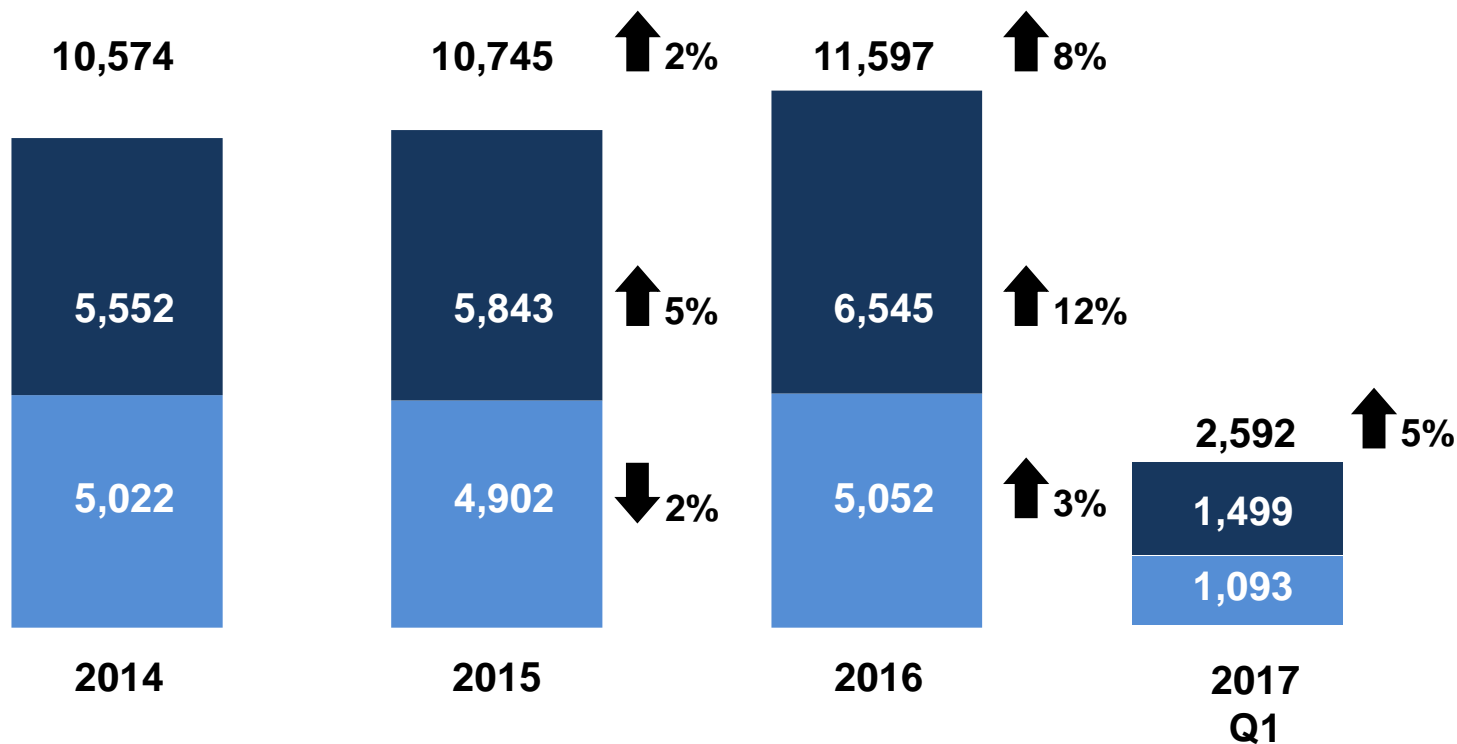
QUARTER 1



MANAGED TOTAL OPEX IN 2016, +5% OPEX IN Q1 2017

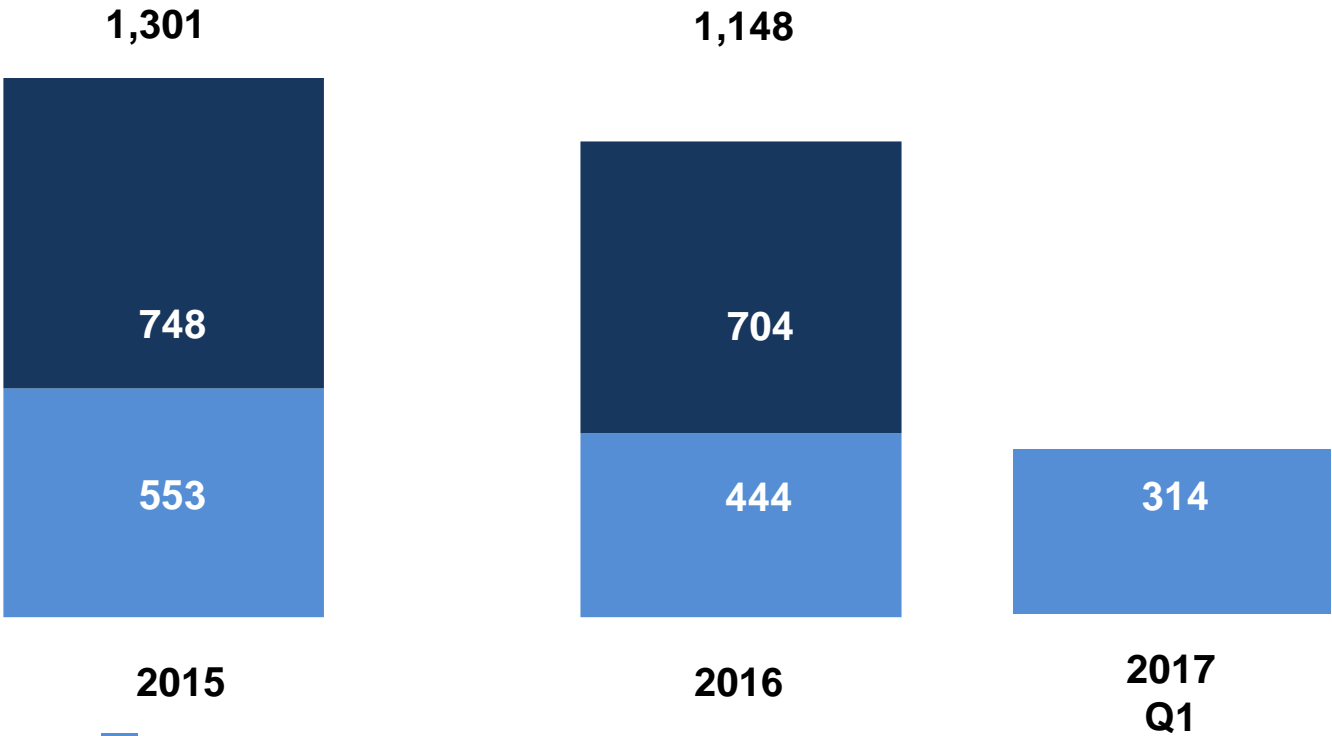
CONSOLIDATED COSTS AND EXPENSES

(IN MILLIONS PHP)



AVAILED 91% OF CAPEX FOR 2016, ON TRACK IN Q1 2017

CAPEX AVAILMENT AND PROGRAM RIGHTS (IN MILLIONS PHP)

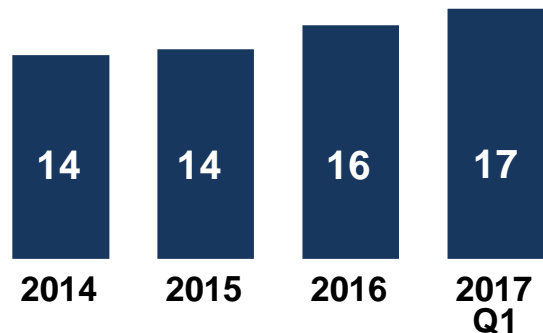


SOLID FINANCIAL METRICS FOR Q1 2017

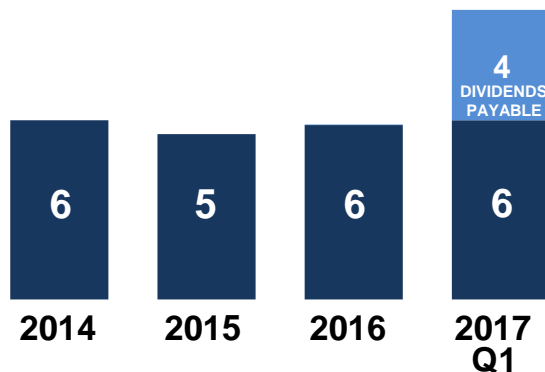
BALANCE SHEET HIGHLIGHTS

(IN BILLIONS PHP)

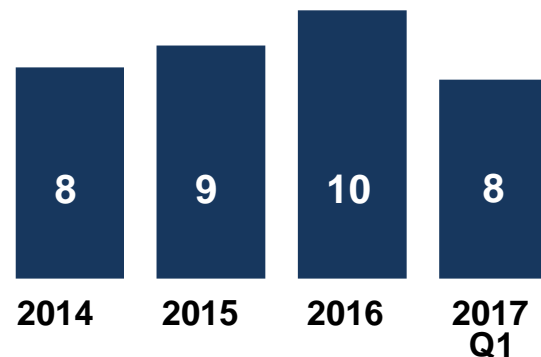
TOTAL ASSETS



TOTAL LIABILITIES



EQUITY

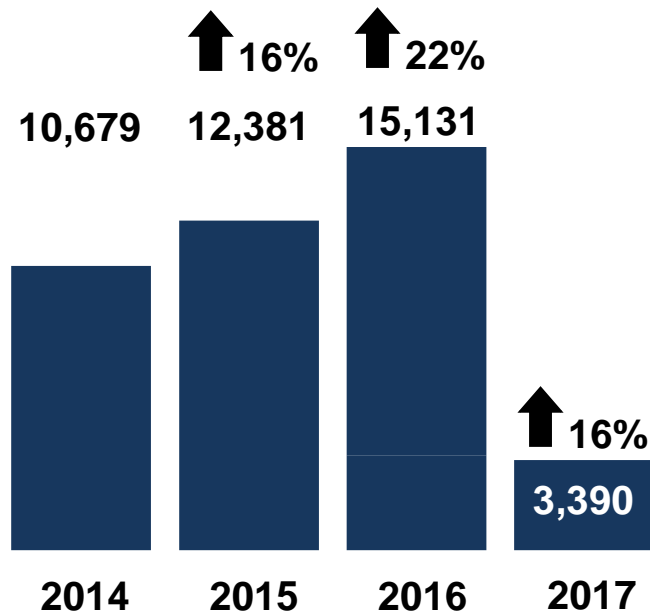


RATIOS	2014	2015	2016	Q1 2017
Current Ratio	1.90	2.24	2.88	1.59
Debt-to-Equity	.27	.13	.06	.08
Net Debt-to-Equity	.08	(.11)	(.27)	(.49)

WIDENED THE AUDIENCE SHARE LEAD OF GMA IN NUTAM

+22% AIRTIME REVENUE IN 2016, +16% RECURRING AIRTIME REVENUE IN Q1 2017

AIRTIME REVENUE (IN MILLIONS PHP)



TOTAL DAY NUTAM AUDIENCE SHARE

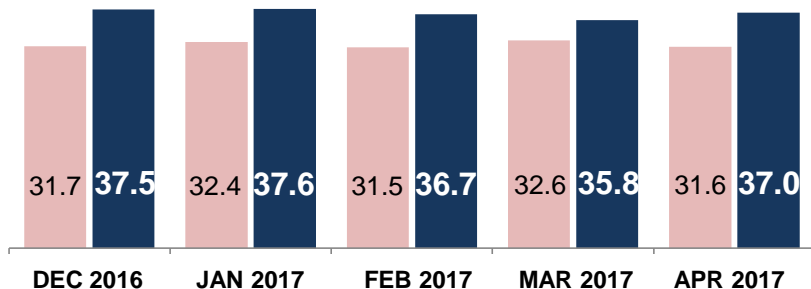
CHANNEL	2014	2015	2016	Q1 2017
GMA	37.4	39.7	41.0	44.1
ABS-CBN	35.1	34.9	36.2	35.5
OTHERS	28.4	26.0	23.1	20.7

NOTE: GMA (CH. 7 AND GNTV); OTHER CHANNELS INCLUDE ALL OTHER FREE-TO-AIR CHANNELS AND CABLE CHANNELS

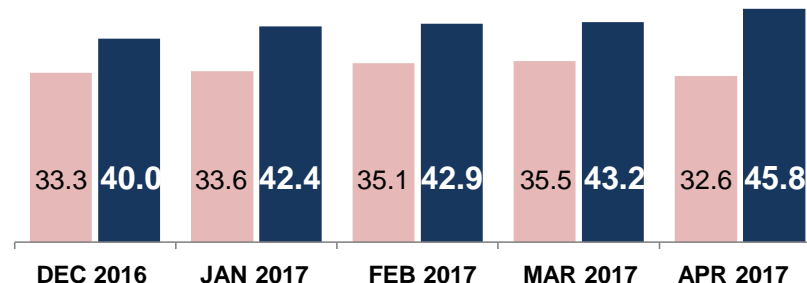
SOURCE: NIELSEN NUTAM TOTAL DAY (6AM-12MN)
HOUSEHOLD AUDIENCE SHARES

GMA LEADS ACROSS ALL TIME BLOCKS TO DATE

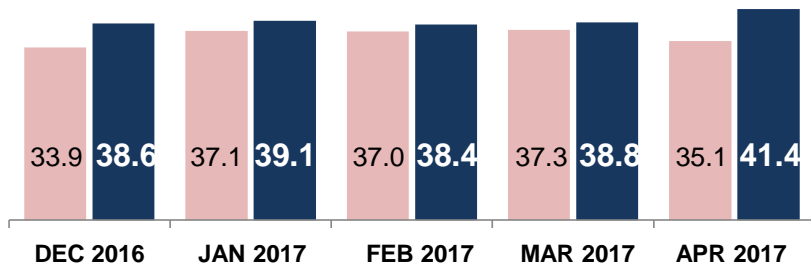
MORNING BLOCK (6AM – 12NN)



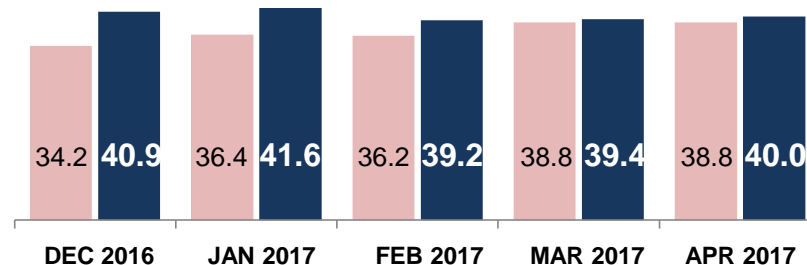
NOONTIME BLOCK (12NN – 3PM)



AFTERNOON BLOCK (3PM – 6PM)

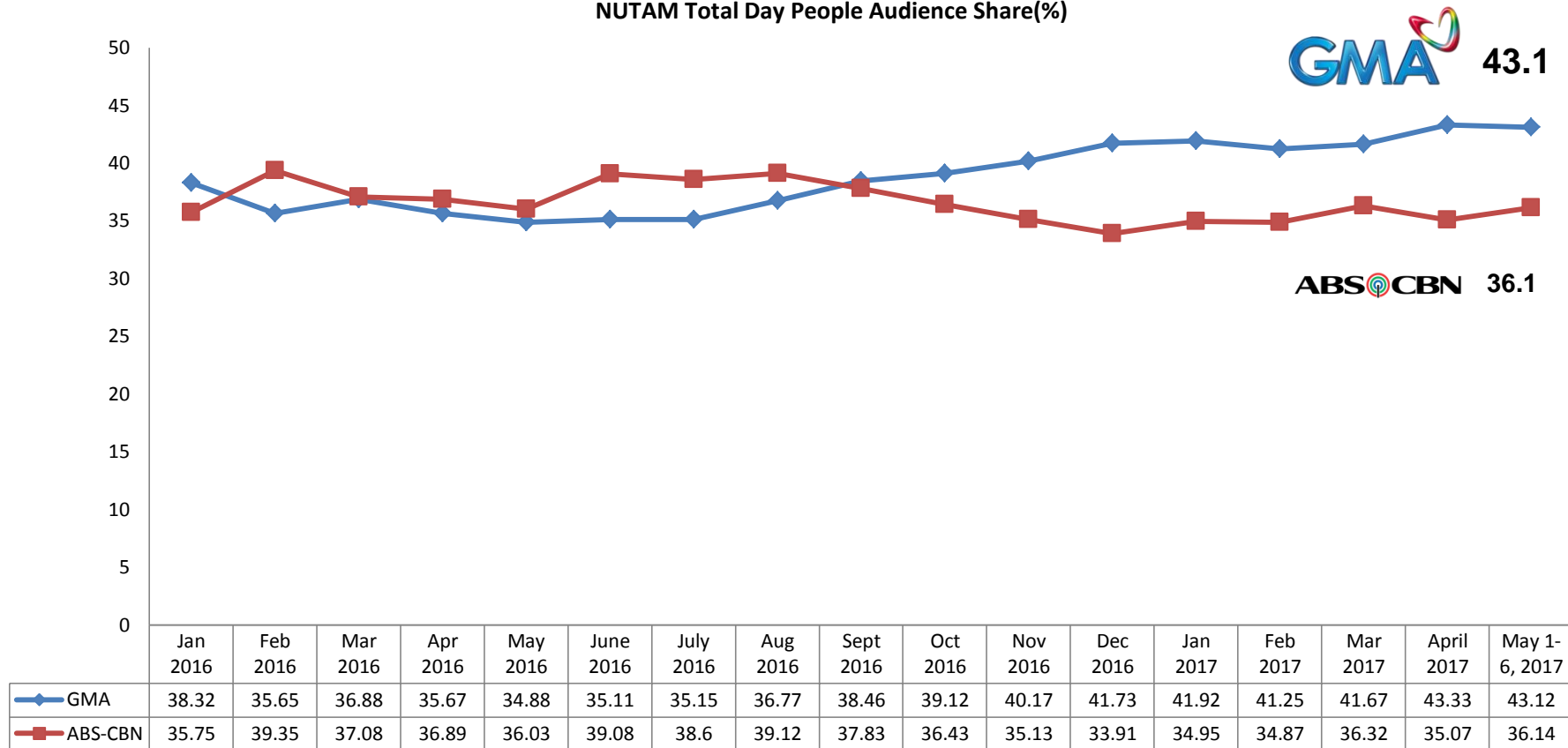


PRIMETIME BLOCK (6PM – 11PM)



GMA STRENGTHENED LEAD IN NATIONAL URBAN (NUTAM)

NUTAM Total Day People Audience Share(%)



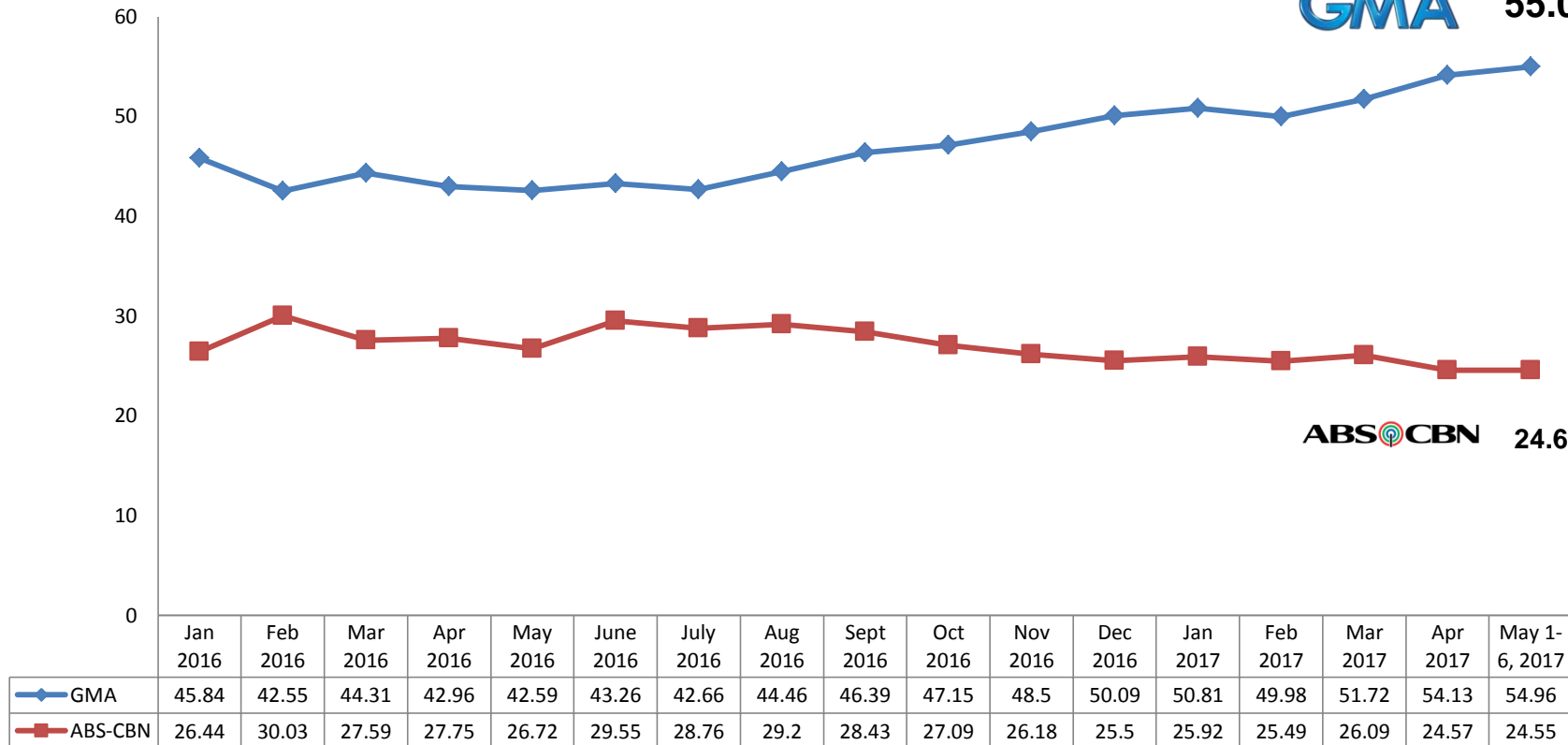
SOURCE: NIELSEN NUTAM (6:00AM-12MN, MON-SUN), JAN 2016 - MAY 6, 2017

...DOMINANT LEAD IN MEGATAM

MEGATAM Total Day People Audience Share (%)

GMA 55.0

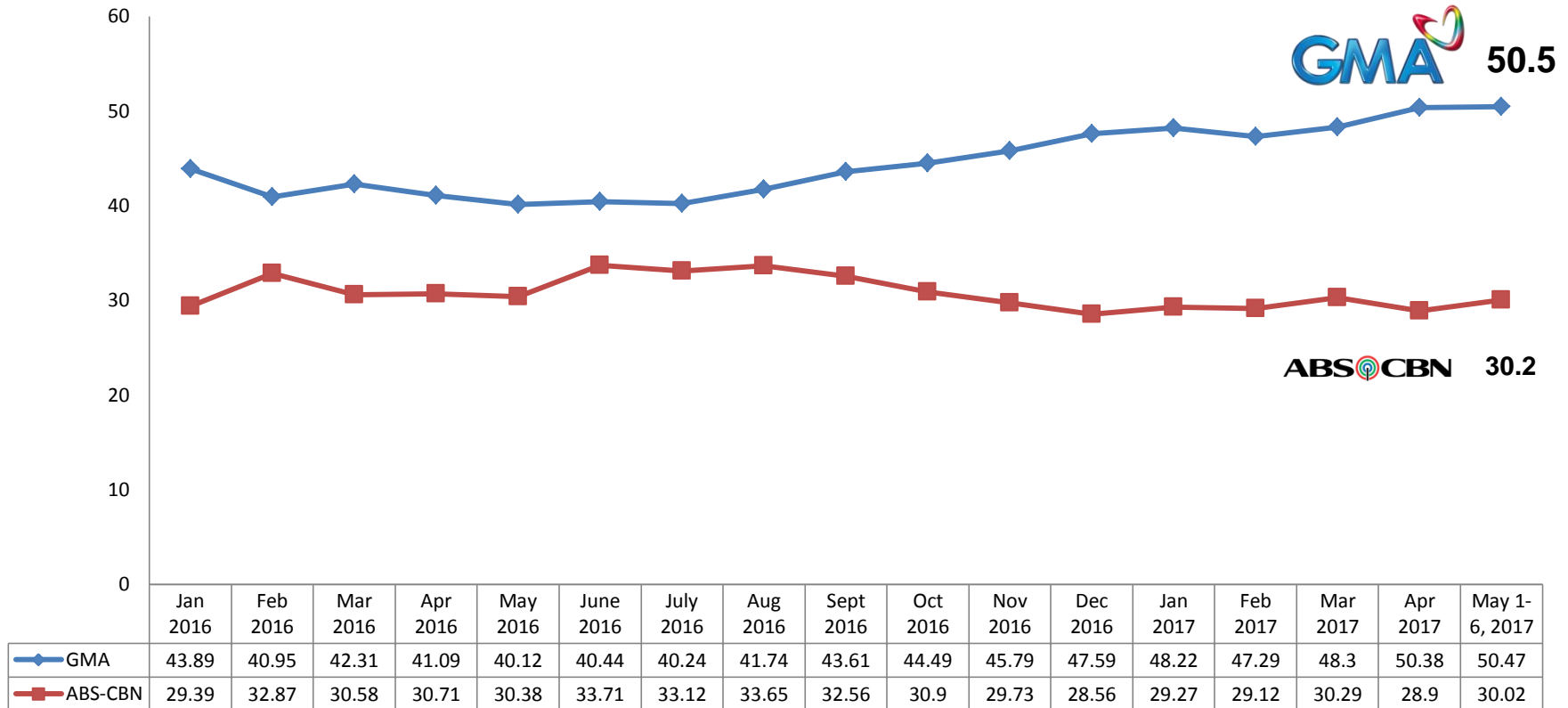
ABS-CBN 24.6



SOURCE: NIELSEN MEGATAM (6:00AM-12MN, MON-SUN), JAN 2016 - MAY 6, 2017

...DOMINANT LEAD IN LUZON

LUZON Total Day People Audience Share (%)



SOURCE: NIELSEN LUZON (6:00AM-12MN, MON-SUN), JAN 2016 - MAY 6, 2017

GMA PROGRAMS ARE MOST-WATCHED ON WEEKDAYS...

MORNING



NOON TIME/AFTERNOON



PRIMETIME



GMA Programs

Aud.
Share %

ABS-CBN Programs

Aud.
Share %

MORNING

UNANG HIRIT	35.20	UMAGANG KAY GANDA	27.29
GHOST FIGHTER	32.73	MAGANDANG BUHAY	22.72
VOLTES V	36.73		
BLEACH	44.46		
ICE FANTASY	44.22	KAPAMILYA BLOCKBUSTERS	35.11
ALIADOS	38.55		
KAPUSO MOVIE FESTIVAL	37.36		

NOONTIME / AFTERNOON

TROPS	35.23	IKAW LANG ANG IIBIGIN	34.08
EAT BULAGA	48.76	IT'S SHOWTIME	32.58
IKA-6 NA UTOS	51.83		
LEGALLY BLIND	41.82	PUSONG LIGAW	41.05
D' ORIGINALS	38.46	THE BETTER HALF	38.15

PRIMETIME

24 ORAS	42.38	TV PATROL	39.72
ENCANTADIA	44.19	FPJ'S ANG PROBINSYANO	42.28
DESTINED TO BE YOURS	41.54	MY DEAR HEART	38.11
MEANT TO BE	44.02	A LOVE TO LAST	34.95
SCARLET HEART	42.87	LOVE IN THE MOONLIGHT	35.38
BUBBLE GANG	49.88		
SAKSI	46.31	TONIGHT WITH BOY ABUNDA	26.56
		BANDILA	26.04
FRONT ROW	43.11		
ALISTO!	44.21		
TUNAY NA BUHAY	41.82		
REPORTER'S NOTEBOOK	44.23		
		MY PUHUNAN	28.45
		RED ALERT	31.71
		SPORTS U IKAW ANG PANALO!	29.11
		TNT TAPATAN NI TUNYING	28.61

SOURCE: NIELSEN NUTAM PEOPLE AUDIENCE SHARES, APRIL 2 - MAY 6, 2017 (LESS HOLY WEEK)

...AND EVEN ON WEEKENDS

SATURDAY



SUNDAY

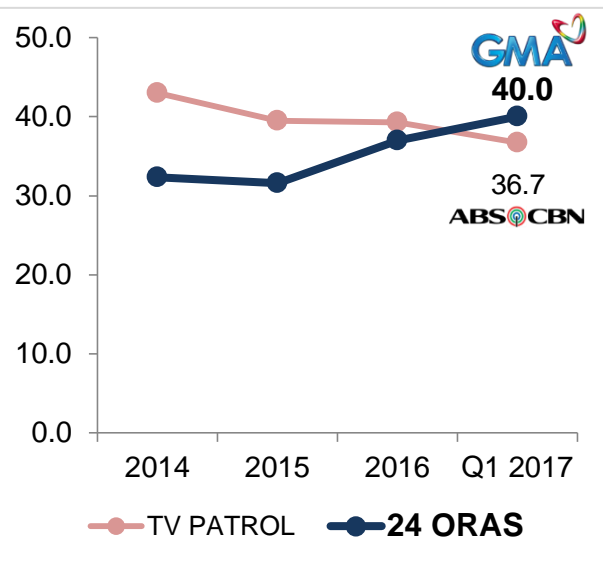


GMA Programs	Aud. Share %	ABS-CBN Programs	Aud. Share %
SUNDAY			
MORNING			
PINOY MD MGA DOKTOR NG BAYAN	37.19	SALAMAT DOK	29.40
MY LITTLE PONY FRIENDSHIP IS MAGIC	50.26	SWAK NA SWAK	23.44
MAJIN BONE	55.00	ANGEL WINGS	19.51
ROWDY SUMO WRESTLER MATSUTARO	59.24		
ONE PIECE	52.39	2017 NBA EASTERN PLAYOFFS	26.39
VIRTUA FIGHTER	47.77		
DRAGON BALL Z	51.13		
MAYNILA KWENTO BUHAY TAGUMPAY	45.11	KB FAMILY WEEKEND	34.67
SARAP DIVA	36.39		
NOONTIME / AFTERNOON			
EAT BULAGA	51.54		
IKK-6 NA UTOS	50.42	IT'S SHOWTIME	33.27
KARELASYON	41.76	IPAGLABAN MO	34.98
WISH KO LANG!	39.80	SOCO	38.99
IMBESTIGADOR	44.40	MGA KWENTO NI MARC LOGAN	33.52
		FAMILY FEUD	32.36
PRIMETIME			
24 ORAS WEEKEND	44.47	TV PATROL WEEKEND	29.69
		ROMEO&JULIE'S HOME SWEETIE HOME	33.72
PEPITO MANALOTO	39.50		
I WITNESS	40.19	THE VOICE TEENS	45.44
MIDNIGHT HORROR STORIES	41.33	FAILON NGAYON	31.89
		THE BOTTOM LINE WITH BOY ABUNDA	26.59
SUNDAY			
MORNING			
ORECA BATTLE	52.11	PLUMA ITO ANG ATING ISTORYA	38.25
MAJIN BONE	62.56	SWAK NA SWAK	20.71
		SALAMAT DOK	20.07
ONE PIECE	56.29		
AHA!	40.51	SPONGEBOB SQUAREPANTS	21.44
		THE LEGEND OF KORRA	27.23
BORN TO BE WILD	46.71		
IBILIB	40.05	SUPERBOOK REIMAGINED	26.94
KAPUSO MOVIE FESTIVAL	41.12	MATANGLAWIN	28.73
		KB FAMILY WEEKEND	31.00
NOONTIME / AFTERNOON			
SUNDAY PINASAYA	44.13	ASAP	29.11
DEAR UGE	42.75	BANANA SUNDAE	32.66
		KAPAMILYA MEGA BLOCKBUSTERS	31.85
		PINOY PRIDE 40 DOMINATION	27.67
GMA BLOCKBUSTERS	40.64	NIETES VS NANTAPECH.	
		FAMILY FEUD	32.73
PRIMETIME			
24 ORAS WEEKEND	37.78	GOIN' BULIT	34.75
KAPUSO MO JESSICA SOHO	54.53	RATED K HANDA NA BA KAYO?	29.69
		I CAN DO THAT	28.10
SUNDAY NIGHT BOX OFFICE	54.66	BINIBINING PILIPINAS 2017	34.41

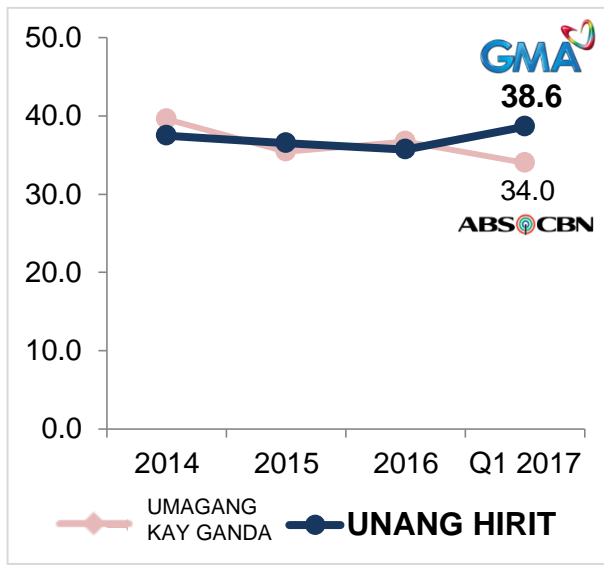
SOURCE: NIELSEN NUTAM PEOPLE AUDIENCE SHARES, APRIL 2 - MAY 6, 2017 (LESS HOLY WEEK)

CREDIBLE GMA NEWS PROGRAMS ARE MOST-WATCHED NATIONWIDE

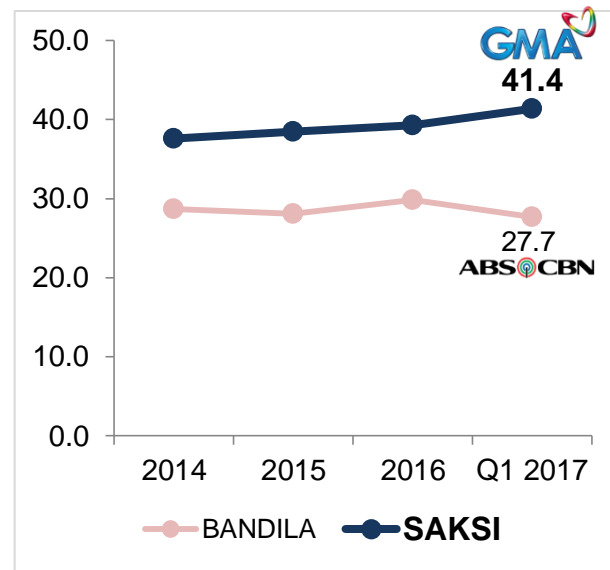
WEEKDAY PRIMETIME



MORNING BLOCK



LATE NIGHT



STRONG AUDIENCE PREFERENCE OF GMA'S BROADCAST COVERAGE

MISS  UNIVERSE

JANUARY 30, 2017



Nationwide	28.7	57.4
Urban Luzon	23.6	64.8
Mega Manila	20.7	68.0

SOURCE: NIELSEN HH AUDIENCE SHARES, JAN. 30, 2017

ELEKSYON **2016**

MAY 9, 2016

ABS-CBN
HALALAN 2016

GMA
ELEKSYON 2016

Nationwide	34.4	36.3
Urban Luzon	30.0	40.7
Mega Manila	26.7	43.1

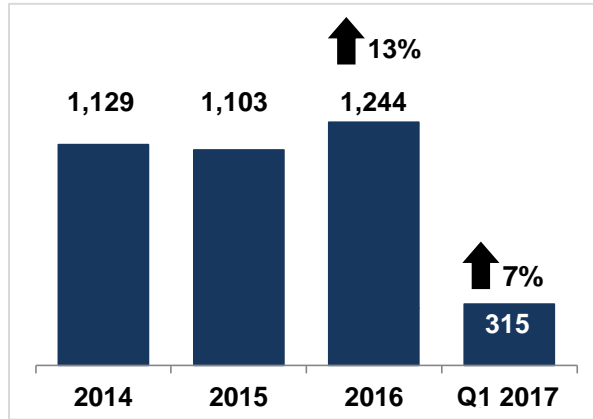
SOURCE: NIELSEN HH AUDIENCE SHARES, MAY 9, 2016

FIRST TO
IMPLEMENT
ONLINE
360°
VIEW

COVERAGE
AHEAD OF
YOUTUBE
AND
FACEBOOK

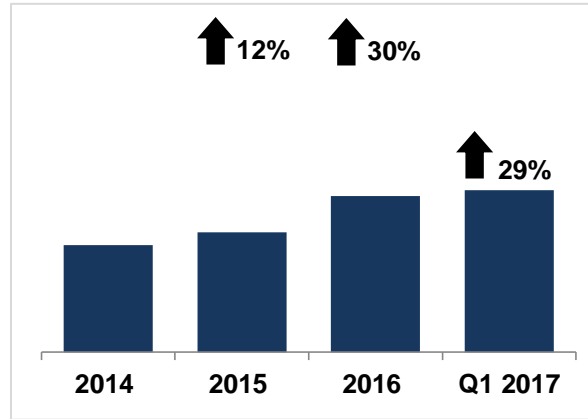
+13% TOTAL REVENUE FOR GMA'S INTERNATIONAL BUSINESS

**TOTAL REVENUE FOR
GMA'S INTERNATIONAL BUSINESS
IN MILLIONS PHP**

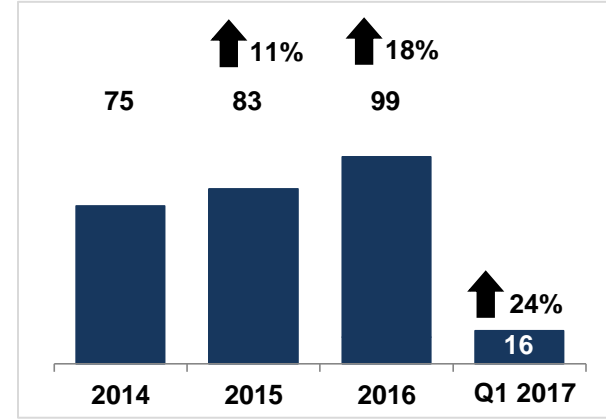


*SUBSCRIPTION, AIRTIME, AND SYNDICATION

**GMAI CHANNELS
VIEWERSHIP GROWTH
IN MILLIONS**



**PROGRAM SYNDICATION
IN MILLIONS PHP**



*PAY TV AND FREE TV RIGHTS

PROGRAM SYNDICATION TERRITORIES

ASIA	AFRICA	AMERICA
PHILIPPINES	KENYA	CANADA
BRUNEI	NIGERIA	HAWAII
CAMBODIA	ZAMBIA	MEXICO
MALAYSIA	GHANA	PERU
MYANMAR	UGANDA	
SINGAPORE		
THAILAND		
VIETNAM		



GMA PARTNERS WITH KEY COMPANIES

DIGIFY TELCO PARTNERS



NMI PARTNERS



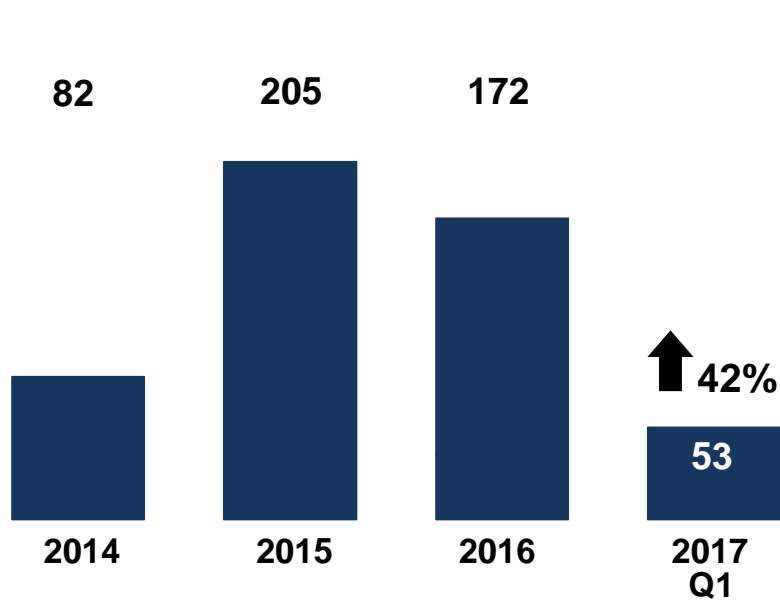
DIGIFY TOP CLIENTS



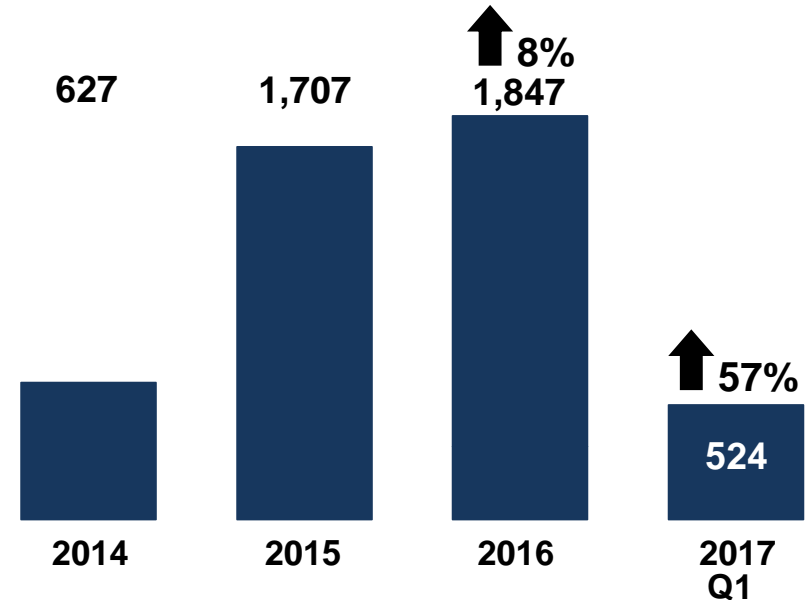
+42% UNIQUE BROWSERS, +57% PAGE VIEWS IN Q1 2017



UNIQUE BROWSERS



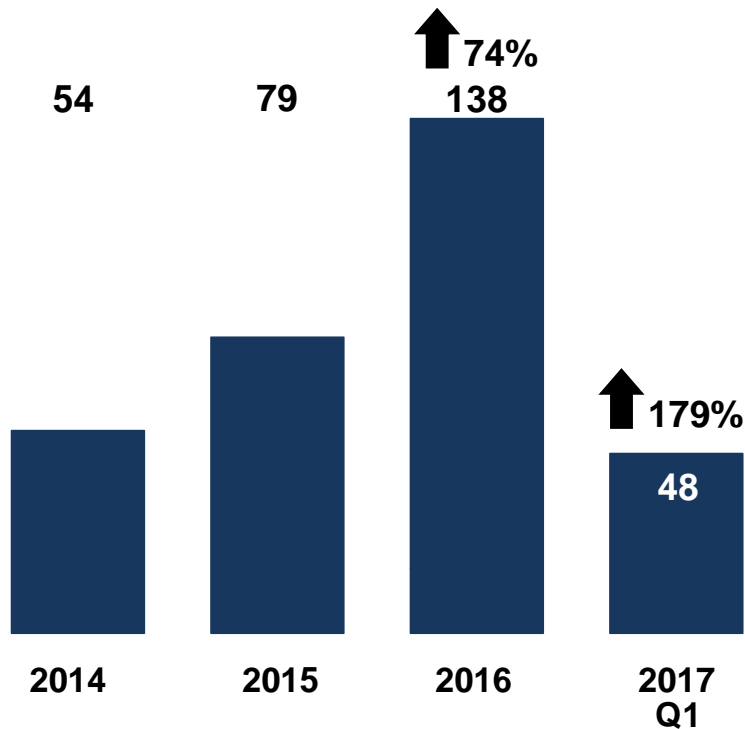
PAGE VIEWS



SOURCE: GOOGLE ANALYTICS WEB METRICS
FOR GMANETWORK.COM (GMA ENTERTAINMENT & GMA NEWS) IN MILLIONS

+179% IN ONLINE ADVERTISING REVENUE IN Q1 2017

TOTAL ONLINE ADVERTISING REVENUE IN MILLIONS PHP



REVENUE FROM PARTNERSHIPS



REVENUES UP
BY **700%**



REVENUES UP
BY **57%**



REVENUES UP
BY **38%**

NOTE: TOTAL ONLINE REVENUE FROM PROGRAMMATIC ADVERTISING, OTHER PARTNERS AND DIRECT SALES

GMA IS THE ONLY PHILIPPINE NETWORK TO WIN THREE GOLDS AT THE 2017 NEW YORK FESTIVAL



READER'S DIGEST MOST TRUSTED BRANDS MARCH 2017

Platinum Award: GMA Network
Most Trusted Radio Presenter: Mike Enriquez
Most Trusted Entertainment / Variety Presenter: Ryan Agoncillo
Most Trusted Sports Personality: Sen. Manny Pacquiao



LPU'S UMALOK JUAN AWARDS MARCH 2017

TV Station of the Year: GMA Network
TV Program of the Year: Encantadia

Comedy Show of the Year: Bubble Gang
Male TV Host of the Year: Drew Arrellano
Child Entertainer of the Year: "Paopao" Francisco



4TH PARAGALA CENTRAL LUZON MEDIA AWARDS FEBRUARY 2017

Best News Program: 24 Oras
Best Public Affairs Program: i-Witness
Best Magazine Show: Kapuso Mo Jessica Soho
Best Educational Program: Born to be Wild
Best Investigative Program: Imbestigador
Best Sitcom: Pepito Manaloto
Best Male News Anchor: Arnold Clavio
Best Female Field Reporter: Kara David
Male Personality of the Year: Dingdong Dantes



REPORTER'S NOTEBOOK



"BATA SA BINTANA"
GOLD WORLD MEDAL
HUMAN CONCERNS



"PASAN-PASANG PANGARAP"
GOLD WORLD MEDAL
COMMUNITY PORTRAITS



"BATA SA BINTANA"
GOLD WORLD MEDAL
NATIONAL/INTERNATIONAL AFFAIRS



1ST GEMS HIYAS NG SINING AWARDS MARCH 2017

Best Female News Program Anchor: Jessica Soho
Best Actor: Paolo Ballesteros (Die Beautiful)
Best Male News Program Anchor: Mike Enriquez
Best TV Program Hosts: Jessica Soho, Kara David
Natatanging Hiya ng Sining sa Pinilakang Tabing: Jaclyn Jose
Best TV Special: Eleksyon 2016
Best News Program: State of the Nation with Jessica Soho
Best TV Programs: I-Witness, Kapuso Mo, Jessica Soho, Eat Bulaga



GAWAD BAGANI SA KOMUNIKASYON MARCH 2017

Hall of Fame: Mike Enriquez



MARCH 2017

Silver Anvil Award:
GMA Kapuso Foundation 2015 Annual Report cover design



8TH NORTHWEST SAMAR STATE UNIVERSITY STUDENTS' CHOICE AWARDS FOR RADIO AND TV (NSCART) AWARDS

MARCH 2017

Best Network with Balanced Programming: GMA Network
Best Morning Show: Unang Hirit
Best Game Show: Wowowin
Best Comedy Program: Pepito Manaloto
Best Magazine Program: Kapuso Mo Jessica Soho
Best Public Service Program: Wish Ko Lang
Best Documentary Program: i -Witness
Best Investigative Journalism Program: Imbestigador
Best News and Public Affairs: 24 Oras
Best Female Child Star: Ryza Mae Dizon
Best News and Public Affairs Male Anchor: Mike Enriquez
Best News and Public Affairs Female Anchor: Mel Tiangco
Best 2016 Election Coverage: Eleksyon 2016

