

2ND QUARTER 2016

GMA NETWORK, INC.

August 8, 2016



DISCUSSION POINTS

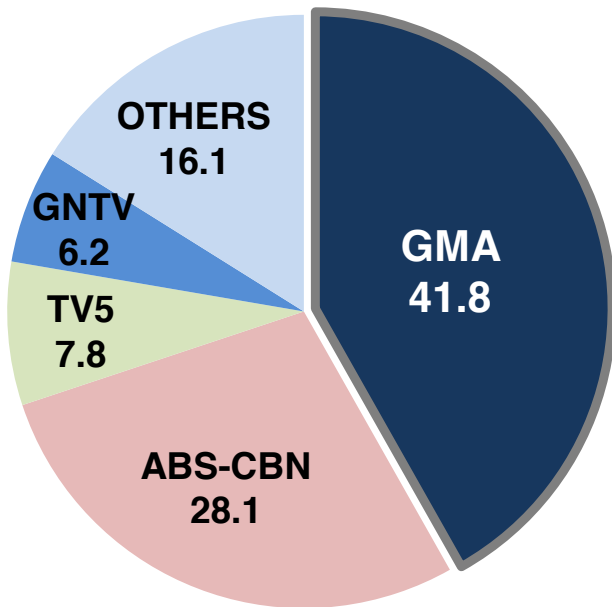
2ND QUARTER 2016

- NETWORK UPDATES
- FINANCIAL HIGHLIGHTS

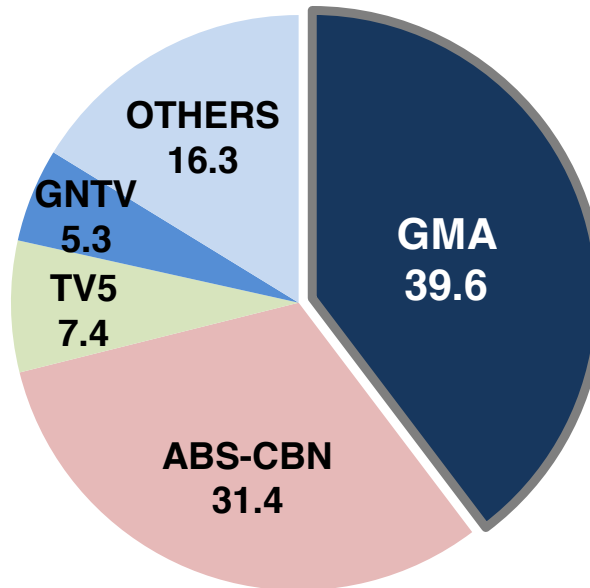
GMA MAINTAINS MEGATAM AND LUZON LEAD IN Q2 '16

OVERALL HH CHANNEL SHARES

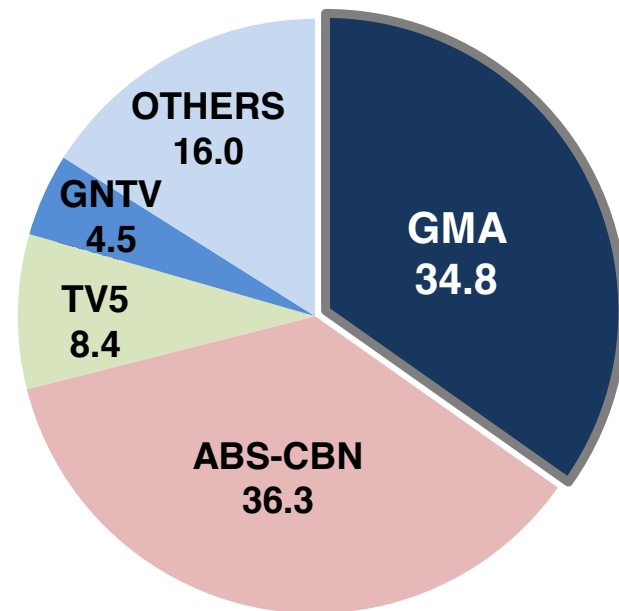
MEGATAM



LUZON



NUTAM



NOTE:

Other Channels include ABS-Sports+Action, CinemaOne-Net, CNN Phils, PTV, RJTV, 2nd Ave, IBC, etc.

TOTAL DAY (MON-SUN; 6AM-12MN)

SOURCE: NIELSEN MEGATAM, LUZON, AND NUTAM, APRIL-JUNE 2016

GMA IS THE MOST TRUSTED NEWS SOURCE DURING NATIONAL EVENTS

**GMA IS FIRST TO BROADCAST
PARTIAL PHILIPPINE ELECTIONS TALLY**

ELEKSYON 2016 (MAY 9)

GMA VS. ABS-CBN, TV5
MAY 9, 2016 (5AM-2AM)

↑ 1.9

8.2

34.4

36.3

TV5

BILANG
PILIPINO

ABS-CBN

HALALAN 2016

GMA

ELEKSYON 2016

PANATA SA PAGBABAGO (JUNE 30)

GMA VS. ABS-CBN, TV5
JUNE 30, 2016 (8AM-1PM)

↑ 5.2

10.3

33.6

38.8

TV5

D-DAY

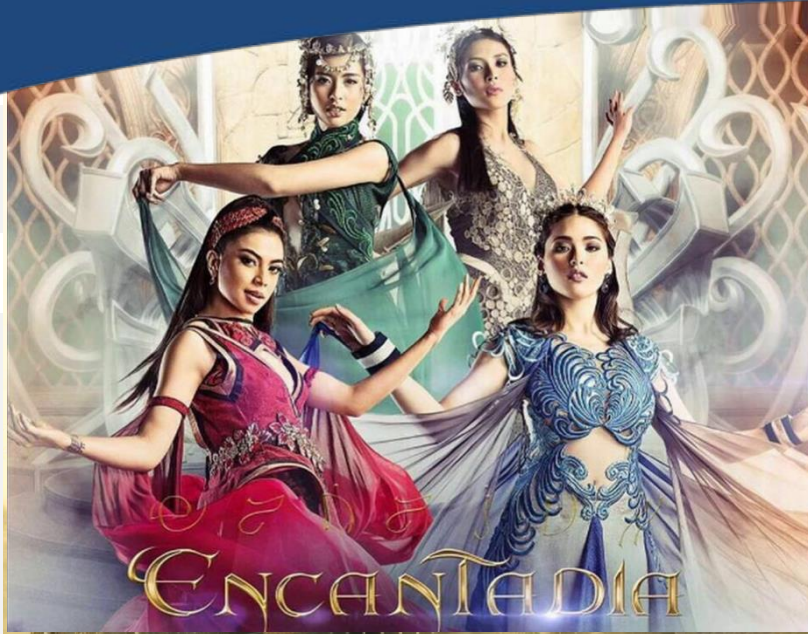
ABS-CBN

ANG PANUNUMPA:
PANGAKO SA
PAGBABAGO

GMA

PANATA SA
PAGBABAGO

ENCANTADIA REQUEL TOPS ONLINE CHARTS SINCE ITS JULY LAUNCH



GMANetwork.com/encantadia

**WITH OVER 750,000 PAGE VIEWS
IN LESS THAN A MONTH!
FROM ITS LAUNCH, JULY 5**



Marilou Ho
@HoMarilou



Follow

Grabe ang ganda ng
#EncantadiaSumpaNiMinea nakakapigil
hininga. Cant wait para sa bukas

5:07 PM - 20 Jul 2016



TRENDING TOPIC WORLDWIDE!

- #1** JULY 18, 2016, PILOT AIRING **#Encantadia**
- #1** JULY 19, 2016 **#EncantadiaPropesiya**



AND NATIONWIDE!

- #1** JULY 20, 2016 **#EncantadiaSumpaNiMinea**
- #1** JULY 21, 2016 **#EncantadiaBabala**
- #1** JULY 22, 2016 **#EncantadiaMortal**
- #1** JULY 27, 2016 **#EncantadiaMgaSanggre**
- #1** JULY 28, 2016 **#EncantadiaPagsubok**
- #1** JULY 29, 2016 **#EncantadiaTagisan**



Ericson Layos™
@heyerhyck13



Follow

Addict na naman ako sa **#EncantadiaPropesiya**



Real_Gab
@ednap07



Follow

PagAnda ng Paganda ang encantadia
#EncantadiaMortal



Showbiz Banter
@ShowbizBanter



Follow

Thos episode proves why ENCANTADIA is for
the thinking audience. Superb acting, world
class effects & elaborate sets.
#EncantadiaPagtutuos

1 **#EncantadiaBabala**
@GMAEncantadia,
@encantadiksph and 42 more
are Tweeting about this

2 **#AskDonny**
8,484 Tweets

3 **KARYLLE On MinuteToWinIt**
9,801 Tweets

4 **#FPJAPPanatag**
2,300 Tweets

DESCENDANTS OF THE SUN, NOW AIRING ON GMA, CONTINUES TO BREAK RECORDS IN ASIA



#1 TRENDING TOPIC NATIONWIDE SINCE ITS LAUNCH!

- #1 JULY 25, 2016 PILOT EPISODE**
#DescendantsOfTheSun
- #1 JULY 26, 2016 #DOTSSayYesOrNo**
- #1 JULY 27, 2016 #DOTS1stDate**
- #1 JULY 28, 2016 #DOTSCallofDuty**
- #1 JULY 29, 2016 #DOTSDestiny**
- #1 AUGUST 1, 2016 #DOTSObjection**



Forbes / Asia

The Little Black Book of Billionaire Secrets

APR 5, 2016 @ 03:38 PM 29,856 VIEWS

Korean Drama 'Descendants Of The Sun' Breaks Records Thanks To Chinese Investments

THE KOREA TIMES

'Descendants of the Sun' rewrites K-drama history



MOST SEARCHED TOPIC
WITH 12.16 BILLION SEARCHES



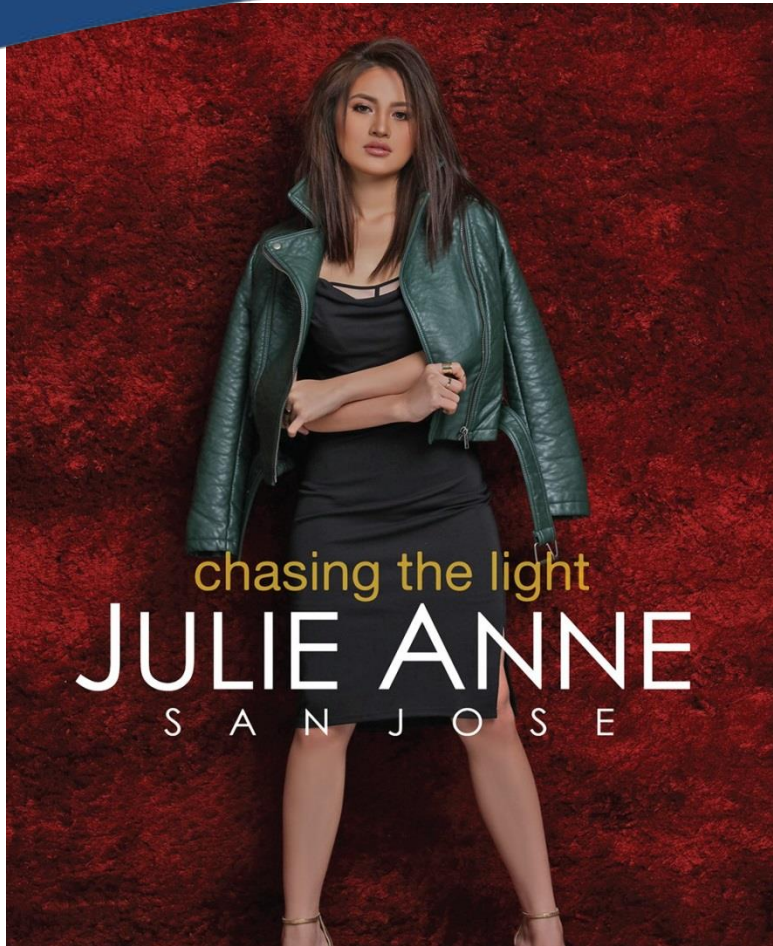
AVERAGE VIEWS / EPISODE
WITH 2.5 BILLION VIEWS

SOURCE: MANILA BULLETIN APRIL 16, 2016;

WEIBO, APRIL 15, 2016,

Weibo – Chinese microblogging website; hybrid of Twitter and Facebook

GMA RECORDS TO LAUNCH MORE ALBUMS IN Q3



**JULIE ANNE SAN JOSE'S
3RD ALBUM**



**JAMES WRIGHT'S
2ND ALBUM**



**"KNOW ME" SINGLE
BY KIM DOMINGO**

MORE LAUNCHES SOON!

**ALDEN RICHARDS
2ND ALBUM**

**1ST ALBUM:
7X PLATINUM
RECORD**

**PERSEPHONE
(CO-PROD)**

**KIAN DIONISIO
(CO-PROD)**

**MIGO ADECER
(NEW SINGLE)**

GMA GLOBALLY EXPANDS DIGITAL TIES IN MUSIC

FACEBOOK

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

TARGET MARKET:
WORLDWIDE

GRAND TECHNOLOGY



GRAND TECHNOLOGY

TARGET MARKET:
MIDDLE EAST, NORTH AFRICA

DAILY MOTION



TARGET MARKET:
MIDDLE EAST

TIMWE

The Timwe logo, featuring the word "timwe" in a bold, black, sans-serif font, with a blue vertical bar above the letter "u".

TARGET MARKET:
MIDDLE EAST

GMA GLOBALLY EXPANDS CONTENT DISTRIBUTION

**GMA IS THE FIRST PHILIPPINE NETWORK
TO SELL FORMAT RIGHTS TO MEXICO!**

DISTRIBUTORS



DREAM 99 MEDIA CO. LTD. 

DAWN INT'L DEVELOPMENT TRANSMIT VISION CORP.

ASIA CREATIVE COMMUNICATIONS JSC

INTERNATIONAL MEDIA JOINT STOCK CORP.

FAMILY ENTERTAINMENT GROUP CO. LTD.

COUNTRIES

AMERICA

CANADA 

HAWAII

MEXICO 

AFRICA

KENYA

NIGERIA

ZAMBIA

ASIA

PHILIPPINES

BRUNEI

CAMBODIA

MALAYSIA

MYANMAR

SINGAPORE

THAILAND

VIETNAM

GMA CONTINUES TO RECEIVE GLOBAL AND LOCAL AWARDS



APRIL 2016

I-WITNESS ("DORM 12")

Bronze, Community Portraits Category

REPORTER'S NOTEBOOK

("HIKAHOS SA LUNGSOD")

Bronze, Social Issues Category

FRONT ROW ("MAESTRA SALBABIDA")

Bronze, Community Service Programs

REEL TIME ("ISANG PAA SA HUKAY")

Bronze, Human Concerns Category



APRIL 2016

PEPITO MANALOTO

Pinakamagiting na Programang
Pang-komedyang (Comedy Program)

MAGPAKAILANMAN

Pinakamagiting na Dulang Antolohiya
(Drama Anthology)



JUNE 2016

ALAMAT ("ALAMAT NG BAYABAS")

Best Festival Award

Gold Camera Award, Entertainment: Children

REEL TIME ("ISANG PAA SA HUKAY")

Gold Camera Award, Public Affairs

I-WITNESS ("KAWAYANG PANGARAP")

Silver Screen Award, Documentary

REPORTER'S NOTEBOOK

("HIKBI SA IBAYONG DAGAT")

Silver Screen Award, Public Affairs

I-WITNESS ("DORM 12")

Bronze Medal, Community Portraits

FRONT ROW ("MAESTRA SALBABIDA")

Bronze Medal, Community Service

REPORTER'S NOTEBOOK

("HIKAHOS SA LUNGSOD")

Bronze Medal, Social Issues

REEL TIME ("ISANG PAA SA HUKAY")

Bronze Medal, Social Issues

PEPITO MANALOTO

Certificate For Creative Excellence:

Comedy Medium

IDOL SA KUSINA

Certificate for Creative Excellence:

Cooking Medium



APRIL 2016

SHARE THE LOVE

Bronze, Family Oriented Brand

Bronze, Integrated Media



MAY 2016

#GOMANNY,

Gold, Brand Integrated Program-
promotions Category



PHILIPPINE PEDIATRIC SOCIETY'S

2ND GAWAD DUYNAN

MAY 2016

PEPITO MANALOTO

Natatanging Dulang Pantelebisyon
(Komedyang)



**MAY
2016**

**ASIA-PACIFIC INSTITUTE FOR
BROADCASTING DEVELOPMENT**

REEL TIME ("ISANG PAA SA HUKAY")

Best Program

on "Promoting Children's Rights"



**APRIL
2016**

SONA, Best News Program

UNANG HIRIT, Best Morning Program

INVESTIGATIVE DOCUMENTARIES,

Best Documentary Program

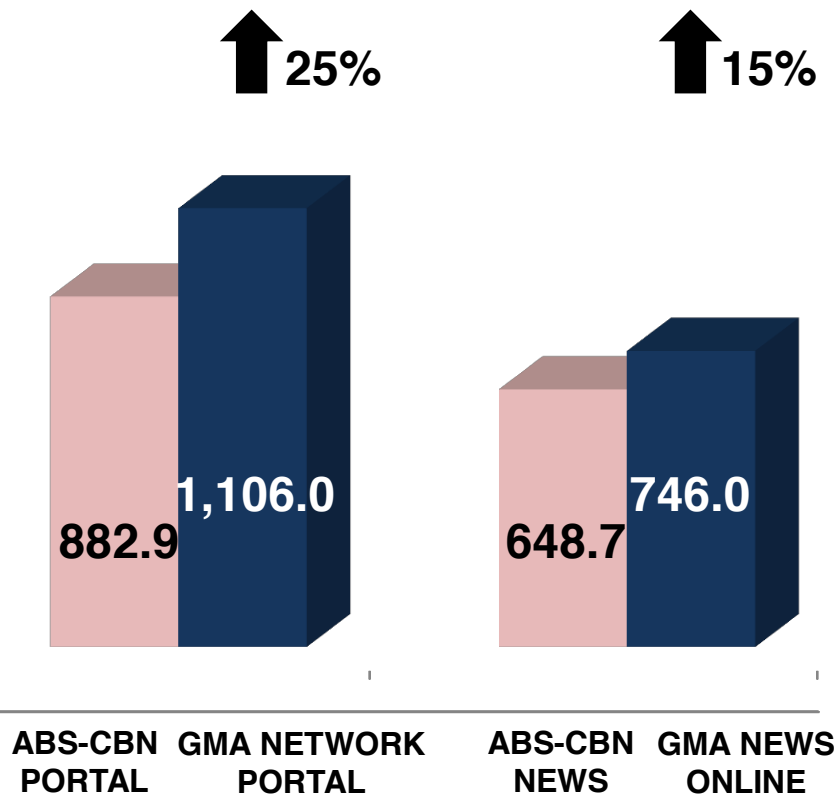
MARS, Best Talk Show

I-JUANDEER, Best Magazine Show

MAGPAKAILANMAN, Best Drama Anthology

RANKED GMANETWORK.COM AS #1 SITE IN THE PHILIPPINES

JANUARY 1 TO JULY 31, 2016



IN MILLIONS
SOURCE: EFFECTIVE MEASURE
(BASIS: PAGE VIEWS)

JUNE 1 TO JULY 31, 2016

1	 GMA Network.com
2	ABS-CBN PORTAL
3	MSN PHILIPPINES
4	PEP
5	TFC.TV
6	IWANT TV
7	SAFEZONE
8	SPIN
9	FHM
10	COSMO

SOURCE: EFFECTIVE MEASURE
(BASIS: PAGE VIEWS)

GMA IS THE PREFERRED ONLINE SOURCE FOR THE 2016 NATIONAL ELECTIONS



RANKED **#2** IN THE APP STORE
ON MAY 11, 2016

PAGEVIEWS:
GMA VS. ABS-CBN
MAY 9-11, 2016

19.9

ABS-CBN
NEWS

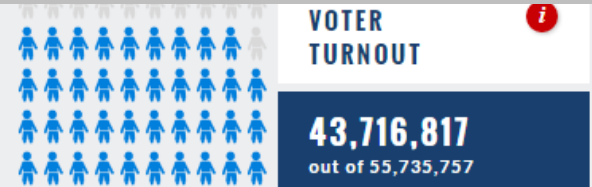
IN MILLIONS
SOURCE: EFFECTIVE MEASURE

↑451%

109.8

GMA NEWS
ONLINE

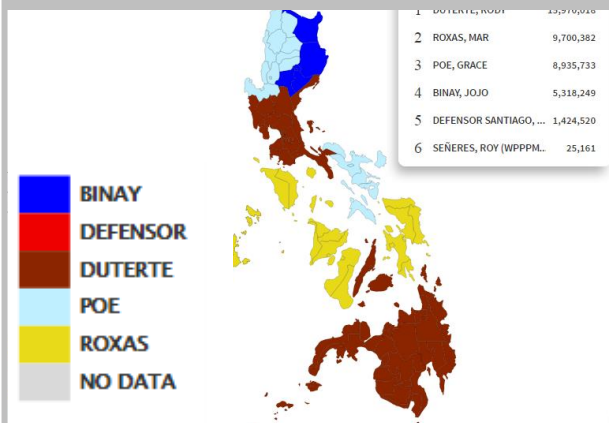
NOTABLE PAGE FEATURES VOTER TURNOUT



% VOTES PROCESSED



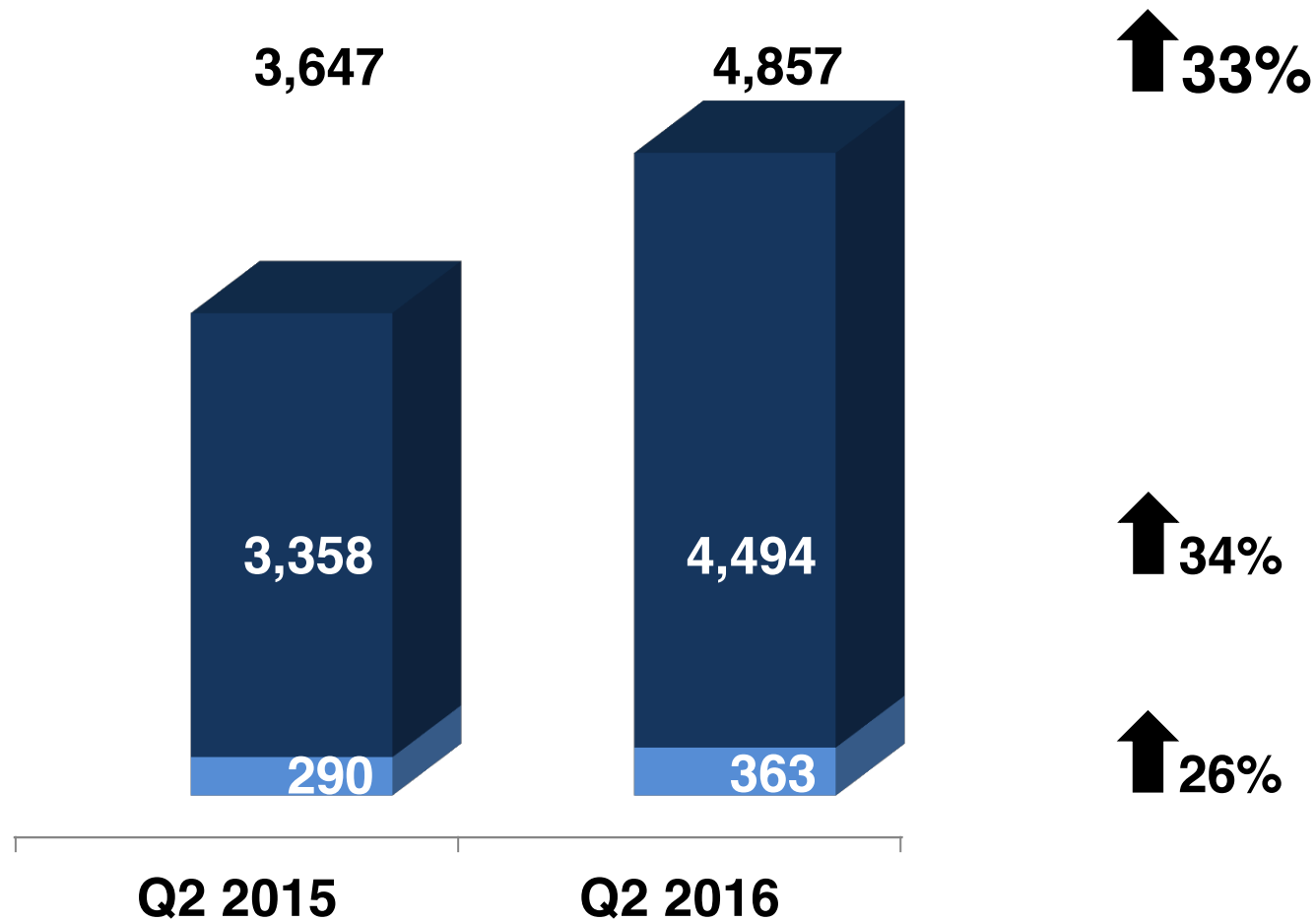
GEOGRAPHIC TALLY



FINANCIAL HIGHLIGHTS

+33% ON CONSOLIDATED NET REVENUES VS. Q2 '15

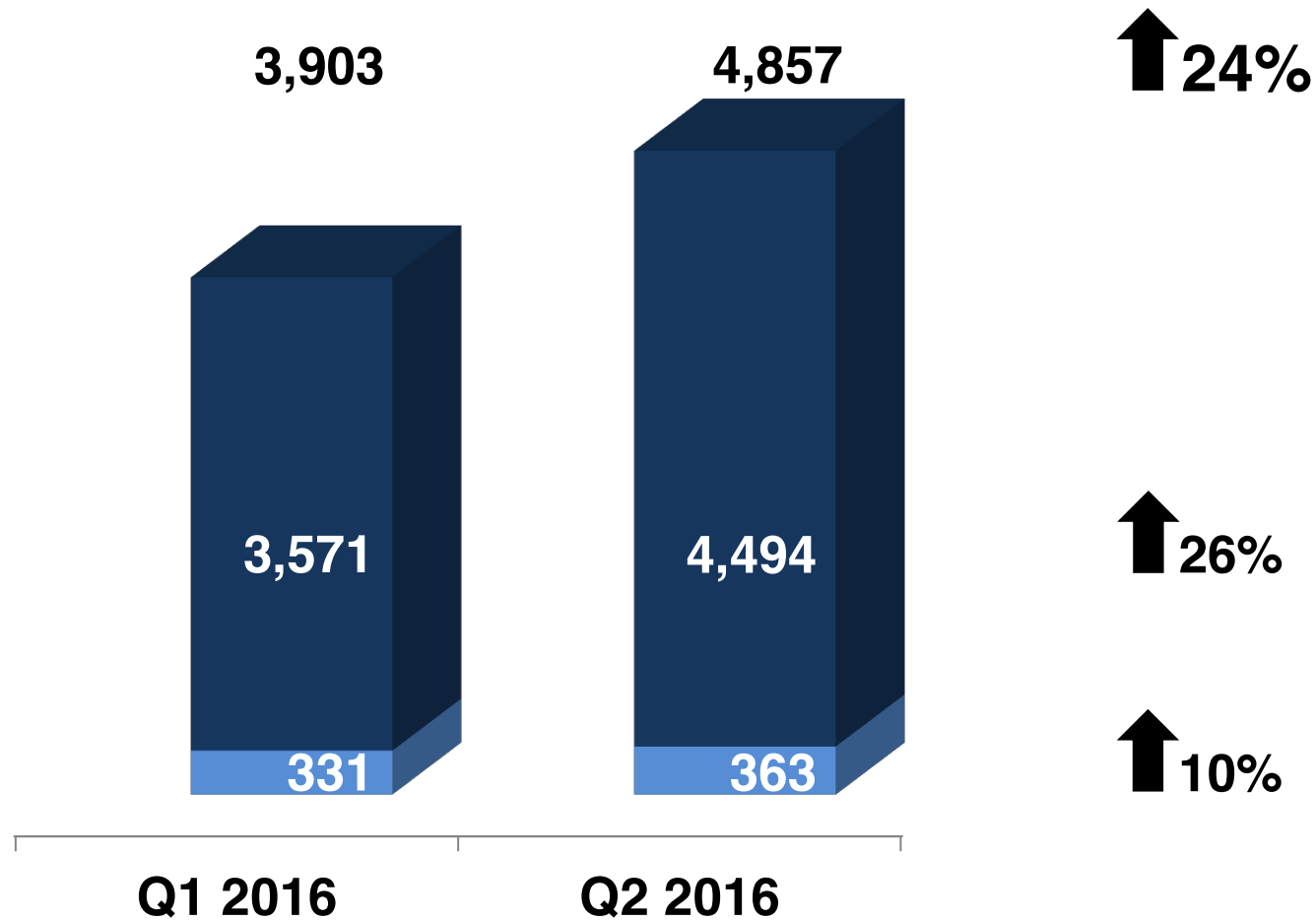
FOR THE QUARTERS ENDED JUNE 30, 2015 AND 2016 (IN MILLIONS PHP)



Airtime Revenue **Subscription and Others**

+24% ON CONSOLIDATED NET REVENUES VS. Q1 '16

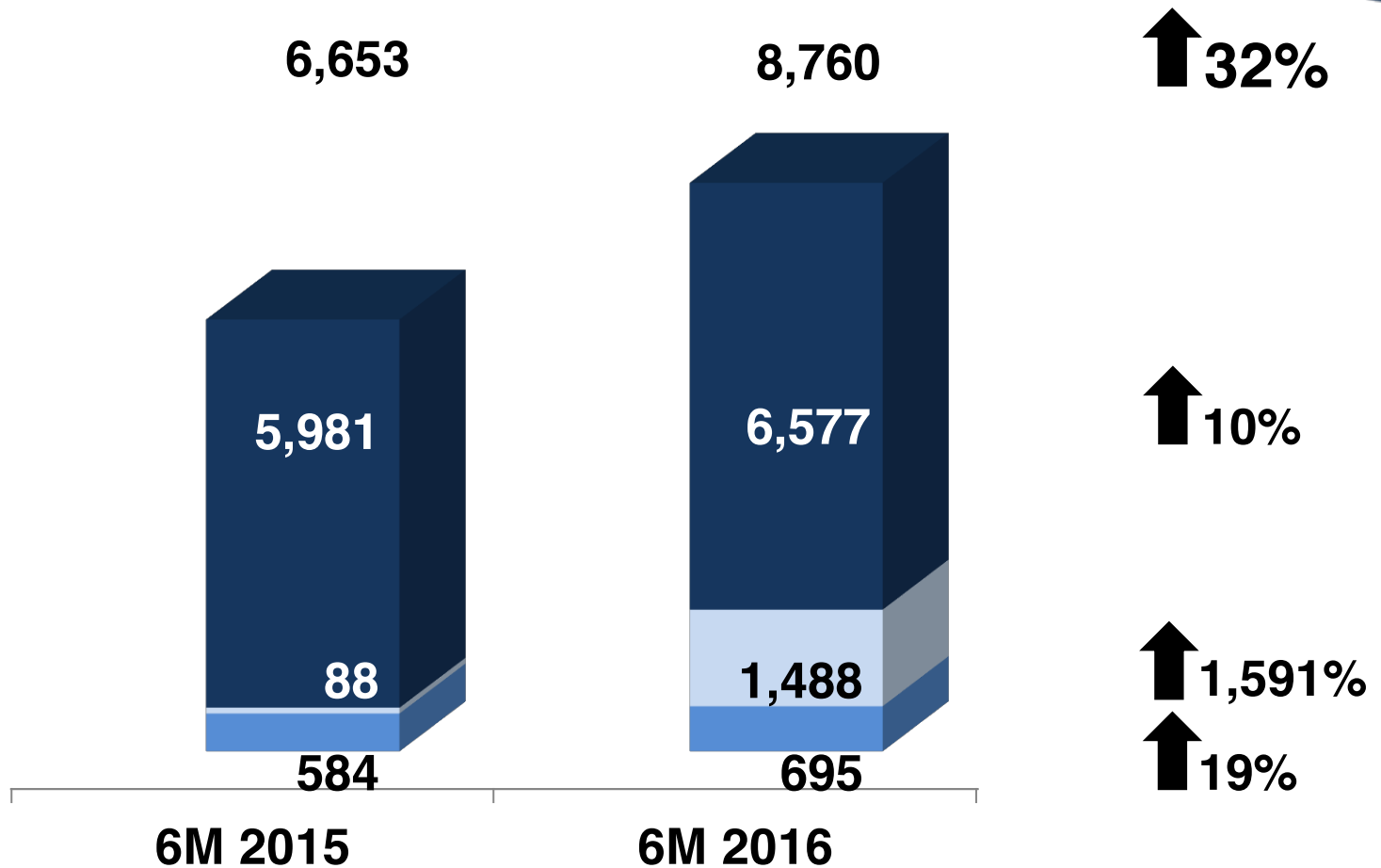
FOR THE QUARTERS ENDED MARCH 31, 2016 VS. JUNE 30, 2016 (IN MILLIONS PHP)



Airtime Revenue **Subscription and Others**

+32% ON CONSOLIDATED NET REVENUES VS. 6M '15

FOR THE FIRST HALF ENDED JUNE 30, 2015 AND 2016 (IN MILLIONS PHP)



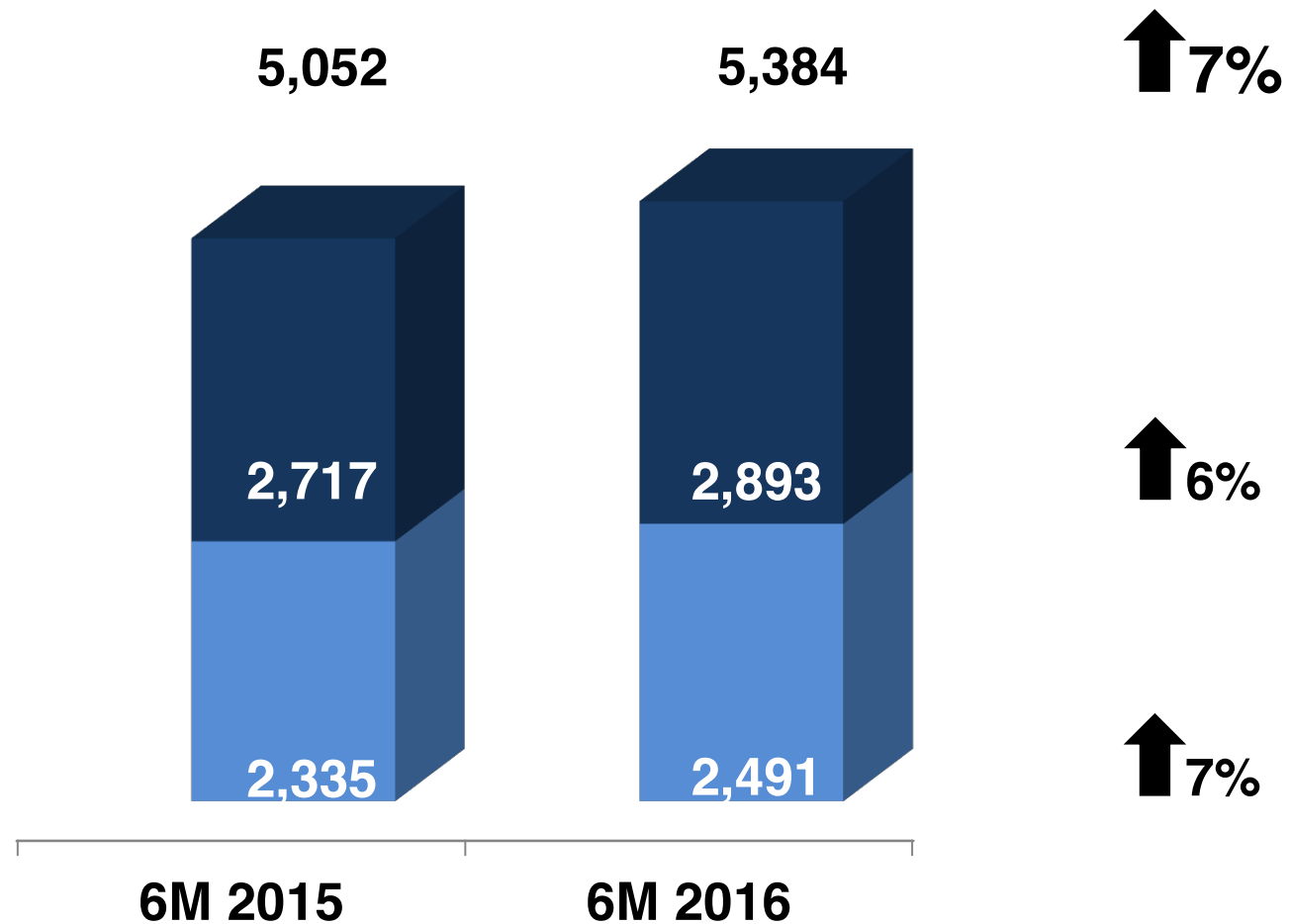
■ Recurring Revenue ■ Political Ads ■ Subscription and Others

**+33% ON NET AIRTIME REVENUES,
+19% ON SUBSCRIPTION/OTHERS VS. 6M '15**
FOR THE FIRST HALF ENDED JUNE 30, 2015 AND 2016 (IN MILLIONS PHP)

		6M 2015	6M 2016	Inc (Dec)
Airtime Revenues				
	Channel 7/RTV	5,683	7,573	33%
	GNTV	177	196	10%
	Radio	209	296	41%
	SubTotal	6,069	8,065	33%
Subscription and Others	SubTotal	584	695	19%
Consolidated Net Revenues		6,653	8,760	32%

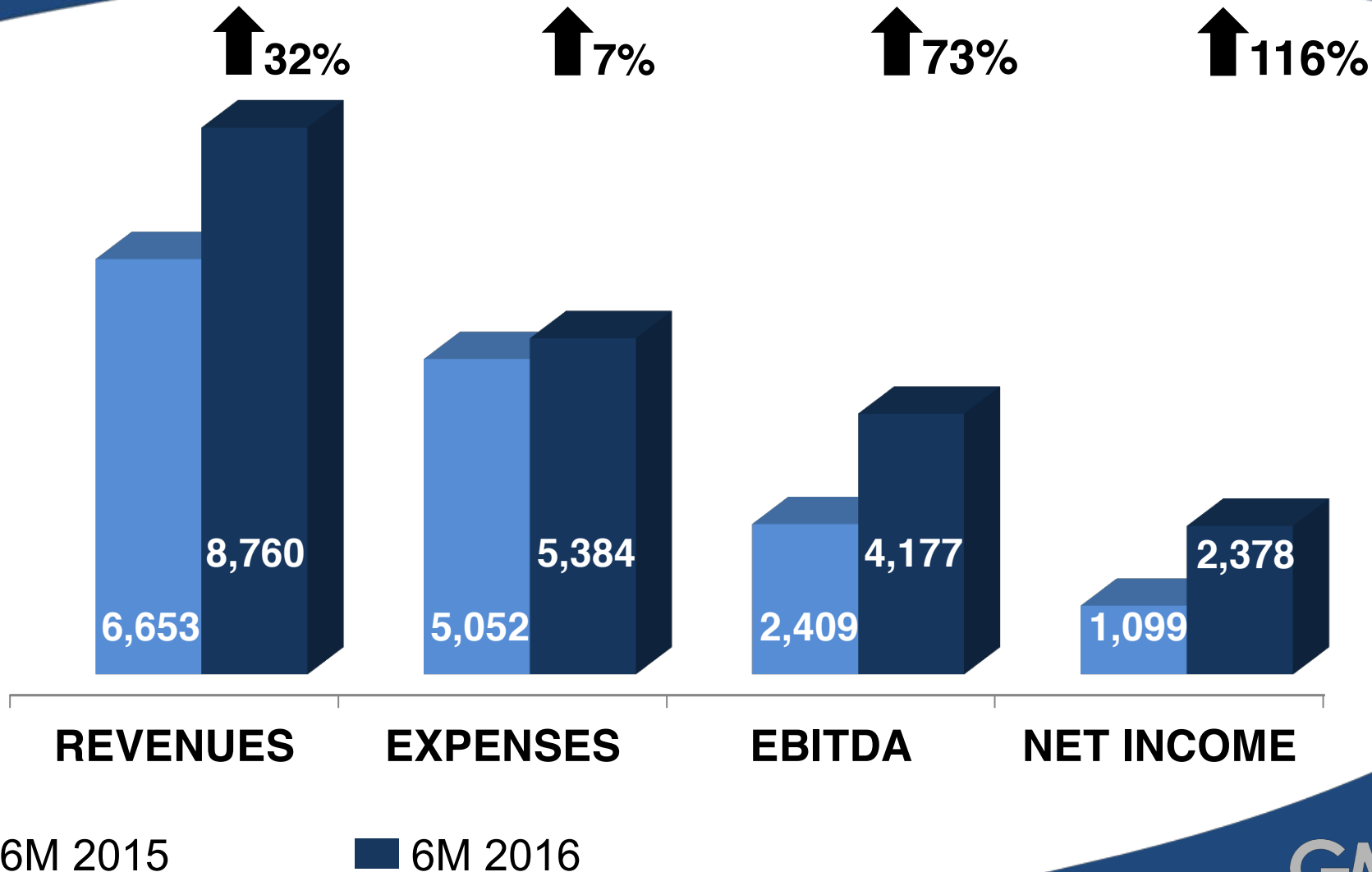
MANAGED TOTAL CONSOLIDATED OPEX VS. 6M '15

FOR THE FIRST HALF ENDED JUNE 30, 2015 AND 2016 (IN MILLIONS PHP)



■ Production Cost ■ General and Admin Expenses

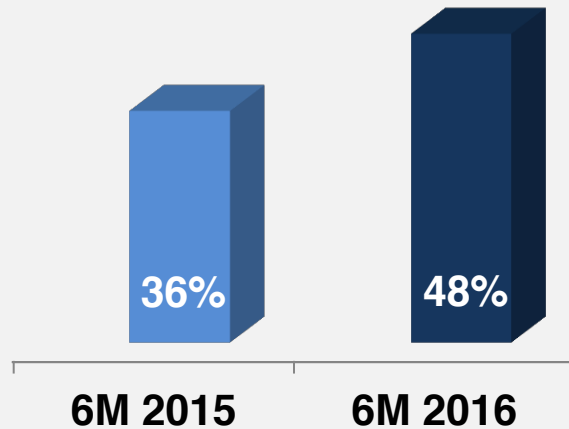
+116% ON CONSOLIDATED NET INCOME, +73% ON EBITDA FOR THE FIRST HALF ENDED JUNE 30, 2015 AND 2016 (IN MILLIONS PHP)



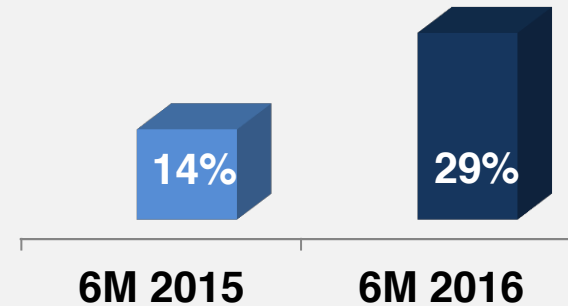
STRONGER PROFITABILITY METRICS FOR 6M '16

FOR THE FIRST HALF ENDED JUNE 30, 2015 AND 2016

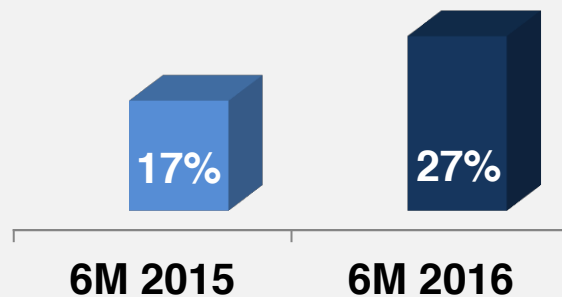
EBITDA MARGIN



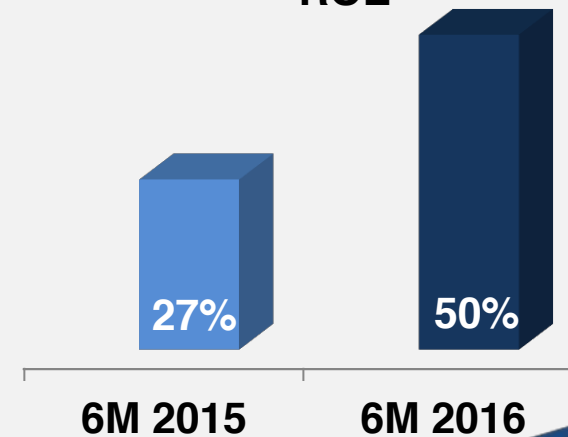
ROA



NET INCOME MARGIN



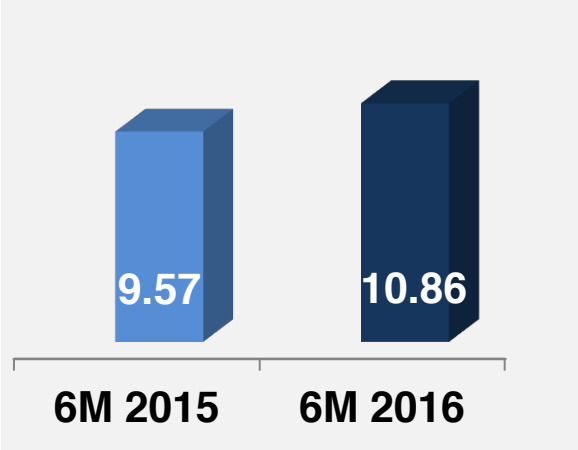
ROE



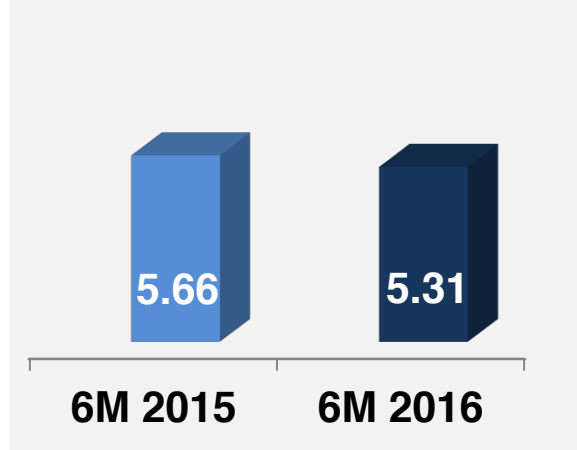
STRONGER FINANCIAL METRICS IN GMA'S CONSOLIDATED BALANCE SHEETS

IN BILLIONS PHP

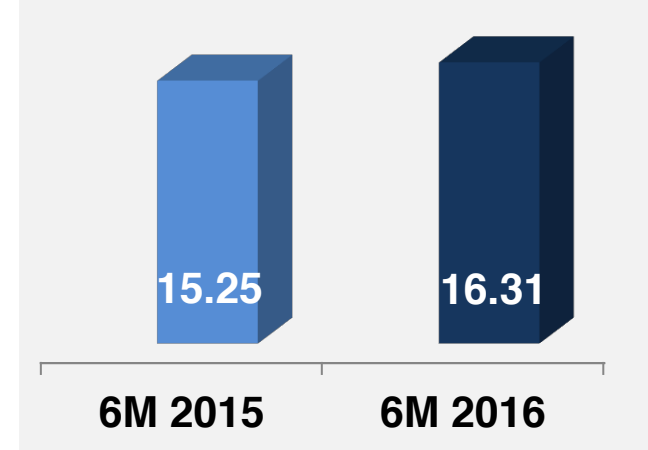
CURRENT ASSETS



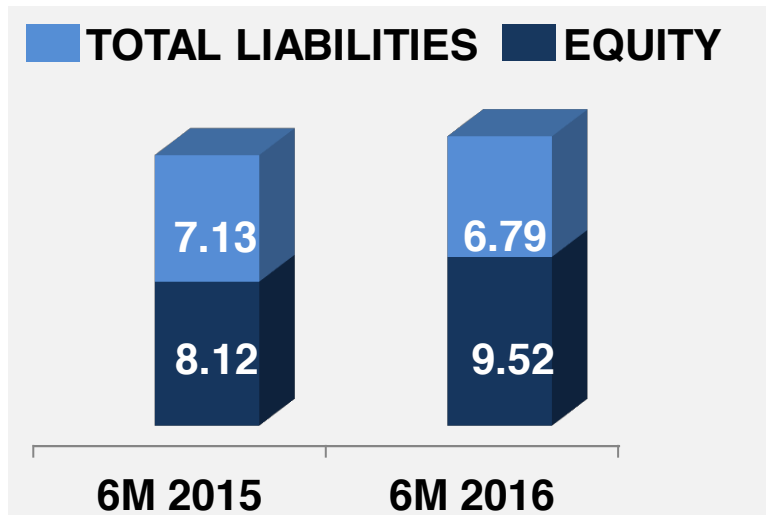
CURRENT LIABILITIES



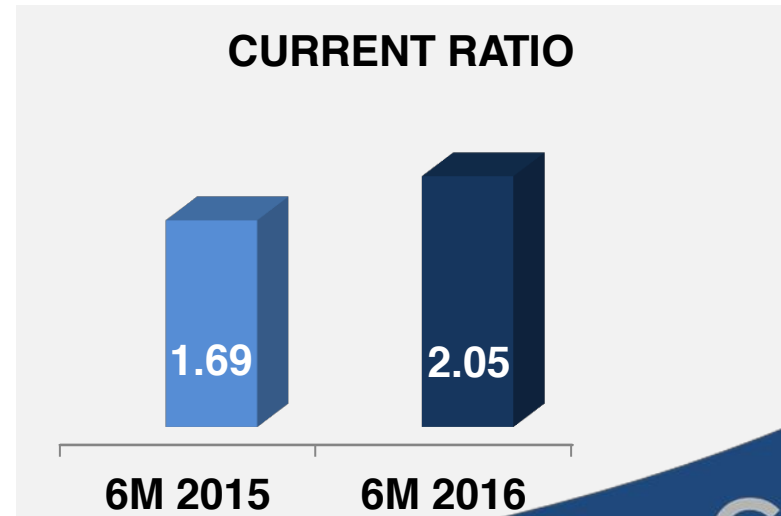
TOTAL ASSETS



■ TOTAL LIABILITIES ■ EQUITY



CURRENT RATIO



BUBUHOS ang PaGMAmahal

