

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-Q

QUARTERLY REPORT PURSUANT TO SECTION 17 OF THE SECURITIES REGULATION CODE AND SRC RULE 17(2) (b) THEREUNDER

- 1. For the quarterly period ended **June 30, 2010**
- 2. SEC Identification Number **5213**
- 3. BIR Tax Identification No. **000-917-916-000V**
- 4. Exact name of issuer as specified in its charter **GMA Network, Inc.**
- 5. **Philippines**
Province, country or other jurisdiction of incorporation
- 6. (SEC Use Only)
Industry Classification Code
- 7. **GMA Network Center, Timog Avenue corner EDSA**
Quezon City **1103**
Address of principal office Postal Code
- 8. **(632) 982-7777**
Issuer's telephone number, including area code
- 9. Not applicable.....
Former name or former address, if changed since last report
- 10. Securities registered pursuant to Section 8 and 12 of the SRC and Sections 4 and 8 of the RSA

| <u>Title of Each Class</u> | <u>Number of Shares of Outstanding Stock and Amount of Debt Outstanding.....</u> |
|---|--|
| Common Stock, P1 par value | 3,361,047,000 shares |
| Preferred Stock, P0.20 par value | 7,499,507,184 shares |

11. Are any or all of the securities listed on a Stock Exchange?

Yes [X] No []

12. Indicate by check mark whether the registrant:

(a) has filed all reports required to be filed by Section 17 of the Code and SRC Rule 17 thereunder or Sections 11 of the RSA and RSA Rule 11(a)-1 thereunder, and Sections 26 and 141 of the Corporation Code of the Philippines, during the preceding twelve (12) months (or for such shorter period the registrant was required to file such reports)

Yes [X] No []

(b) has been subject to such filing requirements for the past ninety (90) days.

Yes [X] No []

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Management Discussion and Analysis of Financial Condition and Results of Operations for the Six Months Ended June 30, 2010

GMA Network, Inc. remains upbeat even after the end of the revenue windfall it enjoyed in early May brought about by political ad placements. Revenues for the first half of the year posted an unprecedented high of ₱7,564.8 million, up by 19% from last year's ₱6,335.5 million. In nominal terms, the increase of ₱1,229.3 million in revenues for the six months period almost paralleled the ₱1,274.2 million improvement recorded for the full year of 2009.

While the top line displayed a notable growth, so did total operating expenses. Cost of operations for the first six months amounted to ₱4,133.0 million, 18% or ₱634.2 million more than last year's and nearly at par with the ₱679.7 million growth for the whole of 2009. Production costs surged by 23% or by ₱437.7 million to ₱2,344.5 million, on account of the following:

- a.) Higher costs of programs in the Telebabad block and the weekend variety program;
- b.) Additional in-house produced programs replacing canned materials particularly in the weekday late afternoon grid; and
- c.) Election coverage costs.
- d.) Costs related to the Company's 60th anniversary celebrations

General and administrative expenses grew at a modest pace of 12% or by ₱196.4 million as a result of the 14% or ₱100.8 million increase in personnel cost and the 115% or ₱38.8 million increase in sales incentives attuned with the spike in revenues in the first half of this year.

| Income Data | 6M-2010 <i>(in millions)</i> | 6M-2009 <i>(in millions)</i> | Inc/(Dec) <i>(in millions)</i> | % |
|--|--|---------------------------------|-----------------------------------|------|
| Gross Revenues | | | | |
| Television and radio airtime | ₱7,001.9 | ₱5,798.3 | ₱1,203.6 | 21% |
| Production and others | 562.9 | 537.2 | 25.7 | 3% |
| | 7,564.8 | 6,335.5 | 1,229.3 | 19% |
| Less: Revenue Deductions | | | | |
| Agency and marketing commissions | 1,112.3 | 902.4 | 209.7 | 23% |
| Co-producers' share | 72.7 | 121.7 | (49.0) | -40% |
| | 1,185.0 | 1,024.3 | 160.7 | 16% |
| Net Revenue | 6,379.8 | 5,311.2 | 1,068.6 | 20% |
| Production Costs | 2,344.5 | 1,906.7 | 437.7 | 23% |
| Gross Profit | 4,035.3 | 3,404.5 | 630.9 | 19% |
| General and Administrative Expenses | (1,788.5) | (1,592.1) | (196.4) | 12% |
| Interest Expense and Financing Charges | (2.8) | (6.1) | 3.3 | -54% |
| Interest Income | 43.6 | 36.3 | 7.3 | 20% |
| Other Income | 17.1 | 16.7 | 0.4 | 2% |
| Income Before Income Tax | 2,304.7 | 1,859.3 | 445.4 | 24% |
| Provision for Income Tax | 616.1 | 498.3 | 117.8 | 24% |
| Net Income | ₱1,688.6 | ₱1,361.0 | ₱327.6 | 24% |
| Earnings Per Share | | | | |
| Basic | ₱0.347 | ₱0.280 | | |
| Diluted | 0.347 | 0.280 | | |

Revenues

Consolidated gross revenues – consisting of airtime revenues from television and radio, subscription revenue from international operations, and other revenues from subsidiaries – climbed ₱7,564.8 million for the first semester of 2010, an improvement of 19% or ₱1,229.4 million vs. the ₱6,335.4 million top line in 2009.

| Gross Revenues | 6M-2010 <i>(in millions)</i> | 6M-2009 <i>(in millions)</i> | Inc/(Dec) <i>(in millions)</i> | % |
|------------------------------|--|---------------------------------|-----------------------------------|-----|
| Television and radio airtime | ₱7,001.9 | ₱5,798.2 | ₱1,203.7 | 21% |
| Production and others | 562.9 | 537.2 | 25.7 | 5% |
| | ₱7,564.8 | ₱6,335.4 | ₱1,229.4 | 19% |

Airtime revenues from TV and radio, which comprise 93% of the total top line, registered ₱7,001.9 million, a 21% increase as all platforms were boosted by political ad placements. Channel 7 airtime revenues continued to be the Company's bread and butter delivering ₱6,413.6 million, 18% higher than last year. QTV Channel 11's airtime revenues improved 17% to ₱251.3 million. Airtime revenues from radio operations grew by a staggering 111% to ₱337.1 million.

Propelled by subscription revenues from international operations, revenues from other sources sealed the first half of the year at ₱562.9 million, a 5% rise over prior year. Subscription revenues from international operations improved 12% to ₱462.3 million from last year's ₱414.8 million resulting from the sustained growth in subscriber count for GMA Pinoy TV (GPTV) as well as GMA Life TV (GLTV). In US dollar terms, the growth in subscription revenues were even higher at 19% year-on-year. By the end of June 2010, GPTV registered a subscriber count of 256,000, up by 18% from the same period in 2009. Of the said number, 122,000 are also subscribers of GLTV, up 9% year-on-year. The subscriber counts translate to an estimated 1.6 million and 965,000 viewers for GPTV and GLTV, respectively. Meanwhile, subsidiaries brought in other revenues of ₱100.5 million, albeit decreasing 18% against ₱122.4 million on the same period last year.

Expenses

Total operating expenses – composed of production cost and general and administrative expenses – ended at ₱4,133.0 million, up 18% from ₱3,498.8 million a year ago.

| Production Costs | 6M-2010 <i>(in millions)</i> | 6M-2009 <i>(in millions)</i> | Inc/(Dec) <i>(in millions)</i> | % |
|---|--|--|-----------------------------------|-----|
| Talent fees | ₱1,098.8 | ₱860.6 | ₱238.2 | 28% |
| Rentals and outside services | 360.0 | 266.4 | 93.6 | 35% |
| Other program expenses | 540.5 | 454.5 | 86.0 | 19% |
| Sub-total - cash production cost | 1,999.3 | 1,581.5 | 417.8 | 26% |
| Program rights amortization | 238.1 | 229.1 | 9.0 | 4% |
| Depreciation and amortization | 107.1 | 96.1 | 11.0 | 11% |
| Total production cost | ₱2,344.5 | ₱1,906.7 | ₱437.8 | 23% |

Costs related to production, which accounted for 57% of total operating expenses, increased by 23% to ₱2,344.5 million for the first semester of 2010 compared to ₱1,906.7 million in 2009. Cash production costs of ₱1,999.3 million showed a 26% increase year-on-year as the Channel 7 and QTV aired more station-

produced programs with upgraded production values, which entailed higher talent fees and charges for sets, wardrobe and other program expenses.

Non-cash production costs of ₱345.2 million were likewise higher than last year as depreciation of light vehicles and studios used for production increased by 11%.

Consolidated general and administrative expenses (GAEX) amounted to ₱1,788.5 million, reflecting an increase of 12% versus ₱1,592.1 million for the first half of 2009. Personnel cost followed by outside services and facilities costs were the main contributors for the year-on-year increase.

| General and Administrative Expenses | 6M-2010 <i>(in millions)</i> | 6M-2009 <i>(in millions)</i> | Inc/(Dec) <i>(in millions)</i> | % |
|--|--|---------------------------------|-----------------------------------|-----|
| Personnel costs | ₱796.7 | ₱695.9 | ₱100.8 | 14% |
| Outside services | 283.7 | 223.0 | 60.7 | 27% |
| Facilities costs | 210.0 | 167.3 | 42.7 | 26% |
| Taxes and licenses | 97.8 | 97.0 | 0.8 | 1% |
| Others | 226.0 | 222.2 | 3.8 | 2% |
| Subtotal - Cash GAEX | 1,614.2 | 1,405.4 | 208.8 | 15% |
| Depreciation and amortization | 164.7 | 177.3 | (12.6) | -7% |
| Amortization of software cost | 9.6 | 9.4 | 0.2 | 2% |
| Subtotal - Non-cash GAEX | 174.3 | 186.7 | (12.4) | -7% |
| Total GAEX | ₱1,788.5 | ₱1,592.1 | ₱196.4 | 12% |

Personnel costs amounted to ₱796.7 million, up 14% from last year. The rise was mainly due to the release of mid-year bonus to all employees amounting to 1.5 months across the board. In addition, the growth in manpower count, compounded by annual salary rate hikes, also drove the increase.

Outside services – consisting of advertising and promotions, management and professional fees, and sales incentives – increased by 27% to ₱283.7 million. The increase was largely due to the spike in collection-based sales incentives attuned to the record-high airtime revenues ensuing from political ad placements.

Facilities cost – composed of utilities and repairs and maintenance – ended at ₱210.0 million, increasing 26%, primarily due to various maintenance work undertaken at both the head office and regional relay stations and from the increased utilization of electricity as the offices within the GMA Network Studios became almost fully occupied.

Taxes and licenses slightly increased by 1% to ₱97.8 million due to higher royalty taxes on subscription revenue aligned with the improvement in this segment. Other cash GAEX inched up 2% to ₱226.0 million.

Non-cash GAEX of ₱174.3 million was 7% lower than last year with the full depreciation of some non-production-oriented facilities and equipment, such as vehicles and office furniture, which remain still in use.

Interest and financing charges on short-term loans

Interest expense and financing charges for the period amounting to ₱2.8 million was 54% lower compared to last year's ₱6.1 million. The drop resulted from less short-term notes payable during the first half of this year compared to same period last year. The Company boasts of being debt-free as of end June 2010.

Interest income from short-term investments

Interest income from short-term investments increased by 20% to ₱43.6 million from last year's ₱36.3 million. This was mainly due to higher short-term placements this year buoyed by cash inflows from political advertisements, as opposed to short-term borrowings last year for dividend payments.

Other Income

Other income ended at ₱17.0 million, up 2% from ₱16.7 million in 2009 mainly reflective of the increase in share of net earnings of an affiliate due to the dramatic improvement in its net income. On top of this, gain on sale of property and equipment amounting to ₱7.7 million added to the increase. Total increase was largely offset by the drop in the US dollar-to-peso conversion rate that resulted to a ₱6.5 million net foreign exchange loss.

Net Income

With the noteworthy top line performance during the first half of the year, consolidated net income sealed the period at ₱1,688.6 million, posting year-on-year growth of 24%. EBITDA for the first semester ended at ₱2,783.3 million, 19% or ₱442.3 million higher than same period last year.

Balance Sheet Accounts

Consolidated total assets grew by 8% to ₱13,308.9 million, due to the ₱1,649.3 million increase in cash driven mainly by Pay-Before-Broadcast (PBB) political advertisements.

The substantial growth in net income drove return on assets to improve to 25% from last year's 22%, while return on equity likewise improved to 33% versus 29% last year.

| | 6M-2010 <i>(in millions)</i> | 6M-2009 <i>(in millions)</i> |
|--|---------------------------------|---------------------------------|
| Cash Flows | | |
| Net cash provided by operating activities | ₱2,684.9 | ₱730.9 |
| Net cash used in investing activities | (239.2) | (193.4) |
| Net cash used in financing activities | (2,188.2) | (1,425.4) |
| Effect of exchange rate changes on cash and cash equivalents | (1.4) | 6.8 |
| Net increase (decrease) in cash and cash equivalents | 256.1 | (881.1) |
| Cash and cash equivalents at beginning of year | 2,200.2 | 1,688.1 |
| Cash and cash equivalents at end of year | ₱2,456.3 | ₱807.0 |

Operating Activities

Net cash from operations registered at ₱2,684.9 million for the first semester of 2010. This resulted from the pre-tax income of ₱2,304.8 million and income tax payments of ₱653.1 million, adjusted mainly by depreciation expense of ₱271.7 million and changes in working capital of ₱824.8 million. The primary component of the changes in working capital was the ₱795.5 million decrease in trade and other receivables as a result of intensified collection efforts. The PBB political ads for the period also contributed to the increase.

Investing Activities

Net cash used in investing activities amounted to ₱239.2 million. The ₱339.3 million additions to property and equipment was the primary driver, aligned with the continued expansion in the regions. This was offset by the ₱44.7 million interest earned from cash placements and ₱24.2 million cash proceeds from sale of property and equipment.

Financing Activities

Net cash used in financing activities amounted to ₱2,188.2 million. This was due to payments of cash dividends previously declared and interest and financing charges amounting to ₱2,185.5 million and ₱2.8 million, respectively.

GMA NETWORK, INC. AND SUBSIDIARIES
INTERIM CONSOLIDATED BALANCE SHEETS

| | June 30, 2010 Unaudited | December 31, 2009 Audited |
|---|----------------------------|------------------------------|
| ASSETS | | |
| Current Assets | | |
| Cash and cash equivalents (Notes 22 and 23) | P2,456,256,952 | P2,200,193,818 |
| Short-term investments (Notes 22 and 23) | 20,105,920 | 23,460,312 |
| Trade and other receivables – net (Notes 22 and 23) | 4,513,714,908 | 5,310,223,152 |
| Program rights | 565,697,729 | 640,175,411 |
| Prepaid expenses and other current assets | 530,627,939 | 385,985,665 |
| Total Current Assets | 8,086,403,448 | 8,560,038,358 |
| Noncurrent Assets | | |
| Available-for-sale financial assets (Notes 22 and 23) | 104,906,848 | 104,906,848 |
| Investments and advances (Note 15) | 401,103,873 | 394,327,610 |
| Property and equipment at cost (Note 13) | 3,060,344,696 | 3,024,036,141 |
| Land at revalued amounts | 1,403,122,465 | 1,403,122,465 |
| Investment properties | 58,419,837 | 59,716,748 |
| Deferred tax assets - net | 43,424,734 | 42,173,115 |
| Other noncurrent assets (Notes 22 and 23) | 151,158,139 | 175,132,835 |
| Total Noncurrent Assets | 5,222,480,592 | 5,203,415,762 |
| | P13,308,884,040 | P13,763,454,120 |
| LIABILITIES AND EQUITY | | |
| Current Liabilities | | |
| Trade payables and other current liabilities | P2,056,952,023 | P1,961,301,659 |
| Income tax payable | 372,193,348 | 407,847,673 |
| Obligation for program rights | 65,024,166 | 61,475,710 |
| Dividends payable | 4,975,538 | 3,367,963 |
| Total Current Liabilities | 2,499,145,075 | 2,433,993,005 |
| Noncurrent Liabilities | | |
| Pension liability | 259,280,491 | 280,534,771 |
| Deferred tax liabilities - net | 168,806,513 | 168,806,513 |
| Total Noncurrent Liabilities | 428,087,004 | 449,341,284 |
| Total Liabilities | 2,927,232,079 | 2,883,334,289 |
| Equity | | |
| Capital stock - P1 par value (Note 17) | 4,864,692,000 | 4,864,692,000 |
| Additional paid-in capital (Note 17) | 1,659,035,196 | 1,659,035,196 |
| Revaluation increment in land - net of tax | 744,158,022 | 744,158,022 |
| Unrealized gain on available-for-sale financial assets - net of tax | 2,171,187 | 2,171,187 |
| Retained earnings (Note 17) | 3,145,868,743 | 3,644,336,613 |
| Treasury stock (Notes 7 and 17) | (28,483,171) | (28,483,171) |
| Underlying shares of the acquired Philippine Deposit Receipts (Notes 7 and 17) | (5,790,016) | (5,790,016) |
| Total Equity | 10,381,651,961 | 10,880,119,831 |
| | P13,308,884,040 | P13,763,454,120 |

GMA NETWORK, INC. AND SUBSIDIARIES
INTERIM CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME

| | For the Quarter Ended June 31 | | For the Six Months Ended June 31 | |
|---|-------------------------------|----------------|----------------------------------|-----------------|
| | 2010 | 2009 | 2010 | 2009 |
| GROSS REVENUES (Note 18) | ₱3,939,318,731 | ₱3,683,963,051 | ₱7,564,775,495 | ₱6,335,447,164 |
| LESS | | | | |
| Agency and marketing commissions | 591,219,267 | 532,263,119 | 1,112,257,544 | 902,532,698 |
| Co-producers' share | 27,660,572 | 94,665,221 | 72,721,427 | 121,737,322 |
| | 618,879,839 | 626,928,340 | 1,184,978,971 | 1,024,270,020 |
| NET REVENUES | 3,320,438,893 | 3,057,034,712 | 6,379,796,524 | 5,311,177,144 |
| PRODUCTION COSTS (Note 19) | 1,217,495,851 | 1,012,865,192 | 2,344,455,550 | 1,906,718,640 |
| GROSS PROFIT | 2,102,943,042 | 2,044,169,520 | 4,035,340,974 | 3,404,458,505 |
| GENERAL AND ADMINISTRATIVE EXPENSES (Note 20) | (988,806,746) | (877,048,810) | (1,788,454,826) | (1,592,055,479) |
| OTHER INCOME (EXPENSES) | | | | |
| Interest income from bank deposits and short-term investments | 22,672,668 | 16,612,363 | 43,646,139 | 36,316,753 |
| Interest expense and financing charges on short-term loans | (2,637,456) | (5,786,191) | (2,779,830) | (6,107,890) |
| Equity in net earnings of associates and joint ventures | 1,139,878 | 1,054,325 | 5,560,836 | 1,238,467 |
| Others - net (Note 21) | 9,733,324 | 5,729,675 | 11,446,240 | 15,418,120 |
| | 30,908,414 | 17,610,172 | 57,873,385 | 46,865,450 |
| INCOME BEFORE INCOME TAX | 1,145,044,709 | 1,184,730,882 | 2,304,759,532 | 1,859,268,476 |
| PROVISION FOR (BENEFIT FROM) INCOME TAX | | | | |
| Current | 310,386,598 | 326,744,015 | 616,138,105 | 502,116,727 |
| Deferred | (659,753) | (2,434,769) | (1,251,619) | (3,833,016) |
| | 310,978,463 | 324,309,246 | 616,138,105 | 498,283,710 |
| NET INCOME | 834,066,246 | 860,421,636 | 1,688,621,427 | 1,360,984,765 |
| OTHER COMPREHENSIVE INCOME | - | - | - | - |
| TOTAL COMPREHENSIVE INCOME | ₱834,066,246 | ₱860,421,636 | ₱1,688,621,427 | ₱1,360,984,765 |
| Basic Earnings Per Share (Note 7) | ₱0.172 | ₱0.177 | ₱0.347 | ₱0.280 |
| Diluted Earnings Per Share (Note 7) | 0.172 | 0.177 | 0.347 | 0.280 |

GMA NETWORK, INC. AND SUBSIDIARIES

**INTERIM CONSOLIDATED STATEMENTS OF CHANGES IN EQUITY
FOR THE SIX MONTHS ENDED JUNE 30, 2010 AND 2009**

| | Capital Stock (Note 17) | Additional Paid-in Capital (Note 17) | Revaluation Increment in Land - Net of Tax | Unrealized Gain (Loss) on Available-for-sale Financial Assets - Net of Tax | Retained Earnings (Note 17) | Treasury Stock (Note 7 and 17) | Underlying Shares of the Acquired Philippine Deposit Receipts (Note 7 and 17) | Total Equity |
|--|----------------------------|--|--|--|-----------------------------------|-----------------------------------|---|------------------------|
| At January 1, 2010 | ₱4,864,692,000 | ₱1,659,035,196 | ₱744,158,022 | ₱2,171,187 | ₱3,644,336,613 | (₱28,483,171) | (₱5,790,016) | ₱10,880,119,831 |
| Total comprehensive income | - | - | - | - | 1,688,621,427 | - | - | 1,688,621,427 |
| Cash dividends (Note 6) | - | - | - | - | (2,187,089,297) | - | - | (2,187,089,297) |
| At June 30, 2010 | ₱4,864,692,000 | ₱1,659,035,196 | ₱744,158,022 | ₱2,171,187 | ₱3,145,868,743 | (₱28,483,171) | (₱5,790,016) | ₱10,381,651,961 |
| At January 1, 2009 | ₱4,864,692,000 | ₱1,651,547,885 | ₱744,158,022 | ₱1,843,368 | ₱2,527,155,258 | (₱28,483,171) | (₱5,790,016) | ₱9,755,123,346 |
| Total comprehensive income | - | - | - | - | 1,360,984,764 | - | - | 1,360,984,764 |
| Collection of subscriptions receivable | - | 6,443,798 | - | - | - | - | - | 6,443,798 |
| Cash dividends (Note 6) | - | - | - | - | (1,726,156,154) | - | - | (1,726,156,154) |
| At June 30, 2009 | ₱4,864,692,000 | ₱1,657,991,683 | ₱744,158,022 | ₱1,843,368 | ₱ 2,161,983,868 | (₱28,483,171) | (₱5,790,016) | ₱9,396,395,754 |

GMA NETWORK, INC. AND SUBSIDIARIES
INTERIM CONSOLIDATED STATEMENTS OF CASH FLOWS
FOR THE SIX MONTHS ENDED JUNE 30, 2010 AND 2009

| | 2010 | 2009 |
|--|-----------------------|----------------|
| CASH FLOWS FROM OPERATING ACTIVITIES | | |
| Income before income tax | ₱2,304,759,532 | ₱1,859,268,475 |
| Adjustments for: | | |
| Depreciation and amortization (Notes 19 and 20) | 271,733,090 | 272,888,699 |
| Interest income from bank deposits and short-term investments | (43,646,139) | (36,316,753) |
| Movements in pension liability | (21,254,280) | (62,511,601) |
| Amortization of software costs (Note 21) | 9,587,511 | 9,384,651 |
| Equity in net earnings of associates and joint ventures | (5,560,836) | (1,238,467) |
| Gain on sale of property and equipment (Note 21) | (7,717,863) | (2,972,301) |
| Interest expense and financing charges on short-term loans | 2,779,830 | 6,107,890 |
| Unrealized foreign exchange loss (gain) | 2,478,001 | (3,427,742) |
| Dividend income (Note 21) | (44,454) | (17,941) |
| Operating income before working capital changes | 2,513,114,392 | 2,041,164,910 |
| Decreases (increases) in: | | |
| Trade and other receivables | 795,461,481 | (710,388,265) |
| Program rights | 74,477,682 | 92,577,532 |
| Prepaid expenses and other current assets | (143,209,199) | (152,175,841) |
| Increases (decreases) in: | | |
| Trade payables and other current liabilities | 95,650,364 | 167,211,822 |
| Obligations for program rights | 2,433,865 | (45,927,150) |
| Net cash generated from operations | 3,337,928,585 | 1,392,463,008 |
| Income taxes paid | (653,044,049) | (661,611,446) |
| Net cash provided by operating activities | 2,684,884,536 | 730,851,562 |
| CASH FLOWS FROM INVESTING ACTIVITIES | | |
| Acquisitions of: | | |
| Property and equipment | (339,285,577) | (226,828,093) |
| Software costs | (16,214,455) | - |
| Decreases (increases) in: | | |
| Short-term investments | 3,354,392 | (22,116,051) |
| Available-for-sale financial assets | - | 6,455,159 |
| Investments and advances | (1,215,427) | 289,931 |
| Other noncurrent assets | 45,218,492 | 11,227,678 |
| Interest received | 44,692,902 | 36,805,951 |
| Proceeds from sale of property and equipment and investment properties | 24,208,779 | 706,936 |
| Cash dividends received | 44,454 | 17,941 |
| Net cash used in investing activities | (239,196,440) | (193,440,548) |

(Forward)

| | 2010 | 2009 |
|---|-------------------------|------------------|
| CASH FLOWS FROM FINANCING ACTIVITIES | | |
| Payments of cash dividends | (P2,185,481,722) | (P1,726,156,154) |
| Interest and financing charges paid | (2,779,830) | (5,274,557) |
| Proceeds from availments of notes payable | - | 299,589,041 |
| Collection of subscriptions receivable | - | 6,443,798 |
| Net cash used in financing activities | (2,188,261,552) | (1,425,397,872) |
| EFFECT OF EXCHANGE RATE CHANGES ON CASH AND CASH EQUIVALENTS | | |
| | (1,363,410) | 6,840,422 |
| NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS | 256,063,134 | (881,146,436) |
| CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR | 2,200,193,818 | 1,688,107,116 |
| CASH AND CASH EQUIVALENTS AT END OF YEAR | P2,456,256,952 | P806,960,680 |

GMA NETWORK, INC. AND SUBSIDIARIES
INTERIM CONSOLIDATED STATEMENTS OF CASH FLOWS
FOR THE QUARTERS ENDED JUNE 30, 2010 AND 2009

| | 2010 | 2009 |
|--|-----------------------|-----------------|
| CASH FLOWS FROM OPERATING ACTIVITIES | | |
| Income before income tax | ₱1,145,044,708 | ₱1,184,730,881 |
| Adjustments for: | | |
| Depreciation and amortization | 138,627,420 | 137,335,174 |
| Interest income from bank deposits and short-term investments | (22,672,669) | (16,612,363) |
| Movements in pension liability | 20,913,529 | (78,048,035) |
| Amortization of software costs | 5,184,448 | 6,071,171 |
| Equity in net earnings of associates and joint ventures | (1,139,878) | (1,054,325) |
| Gain on sale of property and equipment and investment properties | (3,377,029) | (2,972,301) |
| Interest expense and financing charges on short-term loans | 2,637,457 | 5,786,714 |
| Unrealized foreign exchange loss (gain) | (3,473,982) | 161,540 |
| Dividend income | (6,673) | (10,268) |
| Operating income before working capital changes | 1,281,737,331 | 1,235,388,188 |
| Decreases (increases) in: | | |
| Trade and other receivables | 123,624,151 | (1,281,750,171) |
| Program rights | 39,649,249 | 57,117,223 |
| Prepaid expenses and other current assets | (103,421,158) | (93,194,755) |
| Increases (decreases) in: | | |
| Trade payables and other current liabilities | 92,737,402 | 152,516,018 |
| Obligations for program rights | (9,217,516) | (36,115,903) |
| Net cash generated from operations | 1,425,109,459 | 33,960,600 |
| Income taxes paid | (584,465,200) | (596,460,879) |
| Net cash provided by (used in) operating activities | 840,644,259 | (562,500,279) |
| CASH FLOWS FROM INVESTING ACTIVITIES | | |
| Acquisitions of: | | |
| Property and equipment | (225,129,372) | (124,906,557) |
| Software costs | (13,951,814) | - |
| Decreases (increases) in: | | |
| Short-term investments | - | (3,734,574) |
| Available-for-sale financial assets | - | 6,455,159 |
| Investments and advances | (166,245) | (193,025) |
| Other noncurrent assets | 39,370,399 | 24,240,174 |
| Interest received | 26,083,642 | 18,002,229 |
| Proceeds from sale of property and equipment and investment properties | 24,093,956 | 2,403,587 |
| Cash dividends received | 6,673 | 10,265 |
| Net cash used in investing activities | (149,692,761) | (77,722,742) |

(Forward)

| | 2010 | 2009 |
|---|-------------------------|------------------|
| CASH FLOWS FROM FINANCING ACTIVITIES | | |
| Payments of cash dividends | (P2,185,466,287) | (P1,726,156,154) |
| Interest and financing charges paid | (2,637,457) | (4,953,381) |
| Proceeds from availments of notes payable | - | 299,589,041 |
| Net cash used in financing activities | (2,188,103,744) | (1,431,520,494) |
| EFFECT OF EXCHANGE RATE CHANGES ON CASH AND CASH EQUIVALENTS | 5,889,482 | 3,776,860 |
| NET DECREASE IN CASH AND CASH EQUIVALENTS | (1,491,519,716) | (2,067,966,655) |
| CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR | 3,947,519,716 | 1,688,107,116 |
| CASH AND CASH EQUIVALENTS AT END OF YEAR | P2,456,256,952 | P806,960,680 |

GMA NETWORK, INC. AND SUBSIDIARIES
NOTES TO INTERIM CONSOLIDATED FINANCIAL STATEMENTS

1. Corporate Information

GMA Network, Inc. (the Parent Company) and its subsidiaries (collectively referred to as “the Group”) are incorporated in the Philippines. The Group is primarily involved in the business of radio and television broadcasting. The Group is also involved in film production and other information and entertainment-related businesses. The registered office address of the Parent Company is GMA Network Center, Timog Avenue corner EDSA, Quezon City.

The Parent Company’s shares of stock are publicly listed and traded in the Philippine Stock Exchange.

2. Basis of Preparation

The consolidated financial statements of the Group have been prepared using the historical cost basis, except for available-for-sale (AFS) financial assets, which are measured at fair value, and land used in operations, which is carried at revalued amounts. The consolidated financial statements are presented in Philippine peso, which is the Parent Company’s functional and presentation currency under Philippine Financial Reporting Standards (PFRS). All values are rounded to the nearest peso, except when otherwise indicated.

Statement of Compliance

The accompanying consolidated financial statements have been prepared in compliance with PFRS. PFRS consists of PFRS, Philippine Accounting Standards (PAS) and Philippine Interpretations.

Changes in Accounting Policies

The accounting policies adopted are consistent with those of the previous financial year except for the adoption of the following new and amended standards and Philippine Interpretations from International Financial Reporting Interpretations Committee (IFRIC) which the Group has adopted during the year:

New Standards and Interpretations

- Philippine Interpretation IFRIC 13, *Customer Loyalty Programmes*, effective July 1, 2008
- Philippine Interpretation IFRIC 16, *Hedges of a Net Investment in a Foreign Operation*, effective October 1, 2008
- PFRS 8, *Operating Segments*, effective January 1, 2009
- Philippine Interpretation IFRIC 18, *Transfer of Assets from Customers*, effective July 1, 2009

Amendments to Standards

- PFRS 1, *First-time Adoption of Philippine Financial Reporting Standards* and PAS 27, *Consolidated and Separate Financial Statements - Cost of an Investments in a Subsidiary, Jointly Controlled Entity or Associates*, effective January 1, 2009
- PFRS 2, *Share-based Payment: Vesting Conditions and Cancellations*, effective January 1, 2009
- PFRS 7, *Financial Instruments: Disclosures - Improving Disclosures about Financial Instruments*, effective January 1, 2009

- PAS 1, *Presentation of Financial Statements*, effective January 1, 2009
- PAS 23, *Borrowing Costs* (Revised), effective January 1, 2009
- PAS 32, *Financial Instruments: Presentation* and PAS 1, *Presentation of Financial Statements - Puttable Financial Instruments and Obligations Arising on Liquidation*, effective January 1, 2009
- Improvements to PFRS (2009), with respect to the amendment on the Appendix to PAS 18, *Revenue*
- Improvements to PFRS (2008)

The standards that have been adopted and that are deemed to have an impact on the consolidated financial statements of the Group are described below:

- PAS 1, *Presentation of Financial Statements*, separates owner and non-owner changes in equity. The consolidated statements of changes in equity will include only details of transactions with owners, with all non-owner changes in equity presented as a single line. In addition, the standard introduces the statements of comprehensive income which presents all items of income and expense either in one single statement, or in two linked statements. The revision also includes changes in titles of some of the financial statements to reflect their function more clearly, although not mandatory for use in the financial statements. The Group opted to present one single statement.
- PAS 18, *Revenue*, adds guidance to determine whether an entity is acting as a principal or as an agent. The features to consider are whether the entity:
 - i. has primary responsibility for providing the goods or services
 - ii. has inventory risk
 - iii. has discretion in establishing prices
 - iv. bears the credit risk

The Group has assessed its revenue arrangements against these criteria. The Group's revenue recognition policy has been updated accordingly.

- PFRS 7, *Financial Instruments: Disclosures*, requires additional disclosures about fair value measurement and liquidity risk. Fair value measurements related to items recorded at fair value are to be disclosed by source of inputs using a three level fair value hierarchy, by class, for all financial instruments recognized at fair value. In addition, reconciliation between the beginning and ending balance for level 3 fair value measurements is now required, as well as significant transfers between levels in the fair value hierarchy. The amendments also clarify the requirements for liquidity risk disclosures with respect to derivative transactions and financial assets used for liquidity management. The fair value measurement disclosures are presented in Note 23. The liquidity risk disclosures are not significantly impacted by the amendments and are presented in Note 22.
- PFRS 8, *Operating Segments*, replaced PAS 14, *Segment Reporting*, upon its effective date. The Group concluded that the operating segments determined in accordance with PFRS 8 are the same as the business segments previously identified under PAS 14. PFRS 8 disclosures are shown in Note 9, including the related revised comparative information.

Future Changes in Accounting Policies

The Group did not early adopt the following revised PFRS, improvements to PFRS and Philippine Interpretations that have been approved but are not yet effective:

New Standard and Interpretation

- PFRS 3, *Business Combinations* (Revised) and PAS 27, *Consolidated and Separate Financial Statements* (Amended), become effective for annual periods beginning on or after July 1, 2009. PFRS 3 (Revised) introduces significant changes in the accounting for business combinations occurring after this date. Changes affect the valuation of non-controlling interest, the accounting for transaction costs, the initial recognition and subsequent measurement of a contingent consideration and business combinations achieved in stages. These changes will impact the amount of goodwill recognized, the reported results in the period that an acquisition occurs and future reported results. PAS 27 (Amended) requires that a change in the ownership interest of a subsidiary (without loss of control) is accounted for as a transaction with owners in their capacity as owners. Therefore, such transactions will no longer give rise to goodwill, nor will it give rise to a gain or loss. The Group does not expect these revision and amendment to have an impact on the consolidated financial statements as it has not entered into any business combination.
- Philippine Interpretation IFRIC 17, *Distribution of Noncash Assets to Owners*, becomes effective for annual periods beginning on or after July 1, 2009, with early application permitted. It provides guidance on how to account for noncash distributions to owners. The interpretation clarifies when to recognize a liability, how to measure it and the associated assets, and when to derecognize the asset and liability. The Group does not expect this interpretation to have an impact on its consolidated financial statements as it has not made noncash distributions to shareholders in the past.

Amendments to Standards

- PAS 39, *Financial Instruments: Recognition and Measurement - Eligible Hedged Items*, becomes effective for annual periods beginning on or after July 1, 2009. It addresses the designation of a one-sided risk in a hedged item, and the designation of inflation as hedged risk or portion in particular situations. It clarifies that an entity is permitted to designate a portion of the fair value changes or cash flow variability of a financial instrument as a hedged item. The Group has concluded that the amendment will have no impact on its financial position or performance as it has not entered into any such hedges.
- PFRS 2, *Share-based Payment - Group Cash-settled Share-based Payment Transactions*, becomes effective for annual periods beginning on or after January 1, 2010. It clarifies the scope and the accounting for group cash-settled share-based payment transactions. The Group has concluded that the amendment will have no impact on its financial position or performance as it has not entered into such share-based payment set-up.

Improvements to PFRS (2009)

The omnibus amendments to PFRS issued in 2009 were issued primarily with a view to removing inconsistencies and clarifying wordings. The amendments are effective for annual periods beginning on or after January 1, 2010, except when otherwise stated. The Group has not adopted the following improvements and anticipates that the changes will have no material effect on its consolidated financial statements:

- PFRS 2, *Share-based Payment*, clarifies that the contribution of a business on formation of a joint venture and combinations under common control are not within the scope of PFRS 2 even though they are out of scope of PFRS 3, *Business Combinations* (Revised). The amendment is effective for annual periods on or after July 1, 2009.
- PAS 38, *Intangible Assets*, clarifies that if an intangible asset acquired in a business combination is identifiable only with another intangible asset, the acquirer may recognize the group of intangible assets as a single asset provided that the individual assets have similar useful lives. It also clarifies that the valuation techniques presented for determining the fair value of intangible assets acquired in

a business combination that are not traded in active markets are only examples and are not restrictive on the methods that can be used. The amendment is effective for annual periods beginning on or after July 1, 2009.

- Philippine Interpretation IFRIC 9, *Reassessment of Embedded Derivatives*, clarifies that it does not apply to possible reassessment at the date of acquisition of embedded derivatives in contracts acquired in a business combination between entities or businesses under common control or the formation of joint venture. The amendment is effective for annual periods beginning on or after July 1, 2009.
- Philippine Interpretation IFRIC 16, *Hedge of a Net Investment in a Foreign Operation*, states that, in a hedge of a net investment in a foreign operation, qualifying hedging instruments may be held by any entity or entities within the group, including the foreign operation itself, as long as the designation, documentation and effectiveness requirements of PAS 39 that relate to a net investment hedge are satisfied. The amendment is effective for annual periods beginning on or after July 1, 2009.
- PFRS 5, *Noncurrent Assets Held for Sale and Discontinued Operations*, clarifies that the disclosures required in respect of noncurrent assets and disposal groups classified as held for sale or discontinued operations are only those set out in PFRS 5. The disclosure requirements of other PFRS only apply if specifically required for such noncurrent assets or discontinued operations.
- PFRS 8, *Operating Segments*, clarifies that segment assets and liabilities need only be reported when those assets and liabilities are included in measures that are used by the chief operating decision maker.
- PAS 1, *Presentation of Financial Statements*, clarifies that the terms that could result, at anytime, in its settlement by the issuance of equity instruments at the option of the counterparty do not affect its classification.
- PAS 7, *Statement of Cash Flows*, explicitly states that only expenditure that results in recognizing an asset can be classified as a cash flow from investing activities.
- PAS 17, *Leases*, removes the specific guidance on classifying land as a lease. Prior to the amendment, leases of land were classified as operating leases. The amendment now requires that leases of land are classified as either 'finance' or 'operating' in accordance with the general principles of PAS 17. The amendments will be applied retrospectively.
- PAS 36, *Impairment of Assets*, clarifies that the largest unit permitted for allocating goodwill acquired in a business combination is the operating segment, as defined in PFRS 8, *Operating Segments*, before aggregation for reporting purposes.
- PAS 39, *Financial Instruments: Recognition and Measurement*, clarifies the following:
 - i. that a prepayment option is considered closely related to the host contract when the exercise price of a prepayment option reimburses the lender up to the approximate present value of lost interest for the remaining term of the host contract.
 - ii. that the scope exemption for contracts between an acquirer and a vendor in a business combination to buy or sell an acquiree at a future date applies only to binding forward contracts, and not derivative contracts where further actions by either party are still to be taken.
 - iii. that gains or losses on cash flow hedges of a forecast transaction that subsequently results in the recognition of a financial instrument or on cash flow hedges of recognized financial instruments should be reclassified in the period that the hedged forecast cash flows affect profit or loss.

New Interpretation Effective in 2012

- Philippine Interpretation IFRIC 15, *Agreements for the Construction of Real Estate*, becomes effective for annual periods beginning on or after January 1, 2012 and covers accounting for revenue and associated expenses by entities that undertake the construction of real estate directly or through subcontractors. The Interpretation requires that revenue on construction of real estate be recognized only upon completion, except when such contract qualifies as construction contract to be accounted for under PAS 11, *Construction Contracts*, or involves rendering of services in which case revenue is recognized based on stage of completion. Contracts involving provision of services with the construction materials and where the risks and reward of ownership are transferred to the buyer on a continuous basis will also be accounted for based on stage of completion. The interpretation will not have an impact on the consolidated financial statements because the Group does not have such activity.

3. Seasonality or Cyclicity of Interim Operations

The Company's operations are not generally affected by any seasonality or cyclicity.

4. Nature and Amount of Changes in Estimates

2009 figures were restated to conform to the current period's presentation.

5. Repayments of Debt

The Company has no long-term debt in both periods presented.

6. Dividends Paid

On March 25, 2010, the BOD approved the Parent Company's declaration and distribution of ₱0.45 per share cash dividends totaling ₱2,187.1 million to all stockholders of record as of April 14, 2010.

On April 2, 2009, the BOD approved the Parent Company's declaration and distribution of ₱0.35 per share cash dividends totaling ₱1,701.1 million to all stockholders of record as of April 21, 2009.

On May 21, 2008, the BOD approved the Parent Company's declaration and distribution of ₱0.25 per share cash dividends totaling to ₱1,214.2 million to all stockholders of record as of June 11, 2008.

On July 2, 2007 and March 19, 2007, the BOD approved the Parent Company's declaration and distribution of ₱0.54 per share cash dividends totaling to ₱2,500.0 million to all stockholders of record as of declaration dates.

On May 10, 2007, the SEC approved the application of the Parent Company, filed on April 27, 2007, to increase its authorized capital stock from ₱5,000.0 million to ₱6,500.0 million, divided into 5,000 million common shares with par value of ₱1.00 each and 7,500 million preferred shares with par value of ₱0.20 each. The increase in authorized capital stock of ₱1,500.0 million consists of 1,500 million common shares.

25% of the approved increased in authorized capital stock on May 10, 2007 has been subscribed and was fully paid for by means of stock dividends equivalent to the aggregate amount of ₱375.0 million

declared out of the retained earnings of the Corporation as of December 31, 2006 payable to all stockholders of record of the Corporation.

7. EPS Computation

The computation of basic EPS follows:

| | 6M-2010 | 6M-2009 |
|--|-----------------------|----------------|
| Net income (a) | ₱1,688,621,427 | ₱1,360,984,765 |
| Less attributable to preferred shareholders | 521,123,929 | 420,031,358 |
| Net income attributable to common shareholders (b) | ₱1,167,497,498 | ₱940,953,407 |
| Common shares issued at the beginning of year | 3,620,297,000 | 3,364,692,000 |
| Treasury shares (see Note 17) | - | (3,645,000) |
| Underlying shares on acquired PDRs (see Note 17) | - | (750,000) |
| Weighted average number of common shares for basic EPS (c) | 3,360,297,000 | 3,360,297,000 |
| Basic EPS (b/c) | ₱0.347 | ₱0.280 |

The computation of diluted EPS follows:

| | 6M-2010 | 6M-2009 |
|--|-----------------------|----------------|
| Net income (a) | ₱1,688,621,427 | ₱1,360,984,765 |
| Weighted average number of common shares | 3,360,297,000 | 3,360,297,000 |
| Effect of dilution - assumed conversion of preferred shares | 1,500,000,000 | 1,500,000,000 |
| Reacquired preferred shares | (98,563) | (98,563) |
| Weighted average number of common shares adjusted for the effect of dilution (d) | 4,860,198,437 | 4,860,198,437 |
| Diluted EPS (a/d) | ₱0.347 | ₱0.280 |

As mentioned in Note 6, the SEC approved the increase in the Parent Company's authorized capital stock from ₱2,000 million to ₱5,000 million on February 17, 2006.

As further mentioned in Note 6, the SEC likewise approved the increase in the Parent Company's authorized capital stock from ₱5,000 million to ₱6,500 million on May 10, 2007.

8. Material Events

- A. Any known trends, demands, commitments, events or uncertainties that will have a material impact on the issuer's liquidity.

As of June 30, 2010, there are no known trends, demands, commitments, events or uncertainties that will have a material impact on the issuer's liquidity.

- B. Any material commitments for capital expenditures, the general purpose of such commitments and the expected sources of funds for such expenditures.

The 2010 Capital Expenditure budget of the parent company amounts to ₱717.0 million. This will be partly financed by remaining proceeds from IPO listing and the balance from internally-generated funds.

- C. Any known trends, events or uncertainties that have had or that are reasonably expected to have a material favorable or unfavorable impact on net sales/revenues/income from continuing operations.

The Group's results of operations depend largely on the ability to sell airtime for advertising. The company's business may be affected by the general condition of the economy of the Philippines.

- D. Any events that will trigger direct or contingent financial obligation that is material to the company, including any default or acceleration or an obligation.

As of June 30, 2010, there are no events which may trigger a direct or contingent financial obligation that is material to the Company.

- E. Any significant elements of income or loss that did not arise from the issuer's continuing operations.

As of June 30, 2010, there are no significant elements of income or loss that did not arise from the issuer's continuing operations.

- F. Any seasonal aspects that had a material effect on the financial condition or results of operations.

There are no seasonal aspects that had a material effect on the financial condition or results of operations.

- G. Any material events that were unusual because of their nature, size or incidents affecting assets, liabilities, equity, net income, or cash flows.

There are no material events that were unusual because of their nature, size or incidents affecting assets, liabilities, equity, net income, or cash flows.

- H. Any material events subsequent to the end of the interim period that that have not been reflected in the financial statements for the interim period.

There are no material events, subsequent to the end of the interim period that have not been reflected in the financial statements for the interim period.

9. Segment Reporting

Segment information is prepared on the following basis:

Business Segments

For management purposes, the Group has determined three reportable segments that are organized and managed separately according to nature of business - the television and radio operation, international subscriptions and other businesses. These operating segments are monitored and strategic decisions are made on the basis of segment operating results.

The television and radio segment is principally the Group's television and radio broadcasting activities which generates revenue from sale of national and regional advertising time. The Group considers this the major business segment, accounting for the bulk of the Group's gross revenue, net income, assets and liabilities.

International subscription primarily involves subscription arrangements with international cable companies. Other businesses include movie production, consumer products and other services.

Management monitors the operating results of its business units separately for the purpose of making decisions about resource allocation and performance assessment. Segment performance is evaluated based on operating profit or loss and is measured consistently with operating profit or loss in the consolidated financial statements. On a consolidated basis, the Group's performance is evaluated based on consolidated net income for the year. Net income for the year is measured consistent with consolidated net income in the consolidated financial statements.

Geographical Segments

The Group operates in two major geographical segments. In the Philippines, its home country, the Group is involved in television operations. In the United States and in other locations (which include Middle East, Europe, Australia, Canada and Japan), wherein the Group ties up with cable providers to bring television programming outside the Philippines.

Inter-segment Transactions

Segment revenue, segment expenses and segment results include transfers among business segments and among geographical segments. The transfers are accounted for at competitive market prices charged to unrelated customers for similar services. Such transfers are eliminated upon consolidation.

Business Segment Data

The following table presents revenue and expense information and certain asset and liability information regarding business segments for the three-month periods ended June 30, 2010 and June 30, 2009.

| | Television and Radio Airtime | | International | | Other Businesses | | Eliminations | | Consolidations | |
|---|------------------------------|-----------------------|--------------------|--------------------|--------------------|---------------------|----------------------|----------------------|-----------------------|-----------------------|
| | 6M-2010 | 6M-2009 | 6M-2010 | 6M-2009 | 6M-2010 | 6M-2009 | 6M-2010 | 6M-2009 | 6M-2010 | 6M-2009 |
| REVENUES | | | | | | | | | | |
| External sales | 7,001,935,671 | 5,798,282,079 | 462,322,421 | 414,750,997 | 100,517,403 | 122,414,088 | - | - | 7,564,775,495 | 6,335,447,164 |
| Inter-segment sales | - | - | - | - | 285,087,242 | 210,980,347 | (285,087,242) | (210,980,347) | - | - |
| | 7,001,935,671 | 5,798,282,079 | 462,322,421 | 414,750,997 | 385,604,645 | 333,394,435 | (285,087,242) | (210,980,347) | 7,564,775,495 | 6,335,447,164 |
| NET INCOME | | | | | | | | | | |
| Segment results | 756,725,671 | 615,683,666 | 265,800,653 | 233,914,529 | (7,916,387) | (33,762,591) | - | - | 1,014,609,937 | 815,835,604 |
| Interest expense and other financing charges | (2,720,653) | (6,089,051) | - | - | (59,177) | (18,838) | - | - | (2,779,830) | (6,107,889) |
| Foreign exchange gain (loss) | 6,470,329 | (5,956,574) | 2,049 | 1,073,000 | 8,343 | (581,438) | - | - | 6,480,721 | (5,465,012) |
| Interest income from bank deposits and short-term investments | 43,117,539 | 35,706,755 | - | - | 528,600 | 609,998 | - | - | 43,646,139 | 36,316,753 |
| Equity in net earnings of associates and joint ventures | - | - | - | - | 5,560,836 | 1,238,467 | - | - | 5,560,836 | 1,238,467 |
| Other income (expenses) | 4,403,577 | 19,391,250 | - | - | (578,627) | 1,491,881 | - | - | 4,465,519 | 20,883,131 |
| Income tax | 606,852,775 | 494,052,038 | - | - | 9,285,330 | 4,231,673 | - | - | 616,138,105 | 498,283,711 |
| | 1,415,989,807 | 1,152,788,084 | 265,802,702 | 234,987,529 | 6,828,918 | (26,790,847) | - | - | 1,688,621,427 | 1,360,984,765 |
| ASSETS AND LIABILITIES | | | | | | | | | | |
| Assets | | | | | | | | | | |
| Segment assets | 12,119,077,030 | 11,134,808,989 | 555,216,184 | 542,280,375 | 633,750,875 | 488,766,608 | (443,688,656) | (297,845,604) | 12,864,355,433 | 11,868,010,368 |
| Investment in associates - at equity | 598,586,636 | 633,149,750 | - | - | 80,935,988 | 83,459,443 | (278,418,751) | (309,854,976) | 401,103,873 | 406,754,217 |
| Deferred tax assets | - | - | - | - | 43,424,734 | 39,867,271 | - | - | 43,424,734 | 39,867,271 |
| | 12,717,663,666 | 11,767,958,739 | 555,216,184 | 542,280,375 | 758,111,597 | 612,093,322 | (722,107,407) | (607,700,580) | 13,308,884,040 | 12,314,631,856 |
| Liabilities | | | | | | | | | | |
| Segment liabilities | 2,731,568,480 | 2,720,676,080 | 11,881,048 | 10,189,967 | 800,481,919 | 689,065,580 | (785,505,881) | (670,951,033) | 2,758,425,566 | 2,748,980,594 |
| Deferred tax liabilities | 168,806,513 | 169,255,508 | - | - | - | - | - | - | 168,806,513 | 169,255,508 |
| | 2,900,374,993 | 2,889,931,588 | 11,881,048 | 10,189,967 | 800,481,919 | 689,065,580 | (785,505,881) | (670,951,033) | 2,927,232,079 | 2,918,236,102 |

Geographical Segment Data

The following table presents revenue information regarding geographical segments for the three-month periods ended June 30, 2010 and June 30, 2009.

| | Local | | International | | Eliminations | | Consolidated | | | |
|---------------------|----------------------|----------------------|--------------------|--------------------|--------------------|--------------------|----------------------|----------------------|----------------------|----------------------|
| | 6M-2010 | 6M-2009 | 6M-2010 | 6M-2009 | 6M-2010 | 6M-2009 | 6M-2010 | 6M-2009 | | |
| REVENUES | | | | | | | | | | |
| External sales | 7,001,935,671 | 5,798,282,079 | 100,517,403 | 122,414,088 | 462,322,421 | 414,750,997 | - | - | 7,564,775,495 | 6,335,447,164 |
| Inter-segment sales | - | - | 285,087,242 | 210,980,347 | - | - | (285,087,242) | (210,980,347) | - | - |
| | 7,001,935,671 | 5,798,282,079 | 385,604,645 | 333,394,435 | 462,322,421 | 414,750,997 | (285,087,242) | (210,980,347) | 7,564,775,495 | 6,335,447,164 |

10. Changes in Composition of Issuer

There are no changes in the composition of the Issuer since the last balance sheet date.

11. Changes in Contingent Assets or Liabilities

As of June 30, 2010, the Group has no contingent assets or liabilities.

12. Material Contingencies

There are no contingent liabilities, events or transactions that will materially affect the Company's financial position and results of operations.

13. SFAS 16 / IAS 16, Property, Plant and Equipment

See Exhibit 1.

14. SFAS 24 / IAS 24, Related Party Disclosures

| | Country of Incorporation | Percentage of Ownership |
|--|-----------------------------|----------------------------|
| Entertainment Business: | | |
| Citynet Network Marketing and Productions, Inc. | Philippines | 100 |
| GMA Network Films, Inc. | - do - | 100 |
| GMA New Media, Inc. (GNMI) | - do - | 100 |
| GMA Worldwide (Philippines), Inc. | - do - | 100 |
| RGMA Network Marketing & Productions, Inc. | - do - | 100 |
| Scenarios, Inc. | - do - | 100 |
| Script2010, Inc. | - do - | 100 |
| Advertising Business: | | |
| Alta Productions Group, Inc. (Alta) | - do - | 100 |
| GMA Marketing & Productions, Inc. (GMPI) | - do - | 100 |
| Others: | | |
| MediaMerge Corporation * | - do - | 100 |
| Ninja Graphics, Inc. (Ninja) ** | - do - | 51 |

*Indirectly owned through GNMI; formerly Digital Kitchen, Inc.

**Indirectly owned through Alta; ceased commercial operations in 2001

The ownership interests in associates and joint ventures accounted for under the equity method consist of the following as of June 30:

| | Percentage of Ownership | | Country of Incorporation |
|--|-------------------------|------|--------------------------|
| | 2010 | 2009 | |
| Associates: | | | |
| Real Estate - | | | |
| Mont-Aire Realty and Development Corporation (Mont-Aire) | 49.0 | 49.0 | Philippines |
| Advertising Business - | | | |
| RGMA Network, Inc. (RGMA) | 49.0 | 49.0 | - do - |
| Joint ventures: | | | |
| Internet Publishing: | | | |
| INQ7 Interactive, Inc. (INQ7) | 50.0 | 50.0 | - do - |
| Philippine Entertainment Portal, Inc. (PEP) | 50.0 | 50.0 | - do - |
| Casual Online Interactive Games - | | | |
| X-Play Online Games Inc. (X-Play) | 50.0 | 50.0 | - do - |

Transactions with related parties are as follows:

| Related Party | Nature of Transaction | Year | Transactions During the Year | Advances to Associates and Joint Ventures (see Note 15) | Trade Receivables | Trade Payables |
|--|--|------|------------------------------|---|-------------------|----------------|
| INQ7, GMA Kapuso Foundation, Inc. (GMA Foundation) | Grant of non-interest-bearing advances | 2010 | ₱11,567,888 | ₱2,610,287 | ₱959,376 | ₱- |
| | | 2009 | - | 2,610,287 | 1,481,804 | - |
| RGMA | Marketing commission expense | 2010 | 91,650,021 | 59,402,328 | 42,875,559 | - |
| | | 2009 | 61,189,663 | 58,281,531 | 46,181,818 | - |
| Mont-Aire | Debt to equity conversion, grant of noninterest-bearing advances | 2010 | - | 84,475,370 | - | - |
| | | 2009 | - | 84,475,370 | - | - |
| Image One | Collection remittance | 2010 | - | - | - | 987,028 |
| | | 2009 | - | - | - | 987,028 |
| Belo, Gozon, Elma Law (BGE Law), FLG Management and Development Corporation (FLG), San Mateo Management Corporation (San Mateo), 3LM Koblenz Mgt Corp (3LM Koblenz) and Majent Management and Development Corporation (Majent) | Legal and retainers' fees and others | 2010 | 2,399,850 | - | - | - |
| | | 2009 | 3,343,200 | - | - | - |

GMA Foundation

Some of the trustees of GMA Foundation are also the stockholders of the Parent Company.

RGMA

RGMA became an associate of the Parent Company in 2007. In previous years, the Parent Company and RGMA have certain common stockholders. The advances made by the Parent Company to RGMA were intended for future capital subscription.

Mont-Aire

Mont-Aire became an associate of the Parent Company in 2006. The advances made by the Parent Company to Mont-Aire in previous years were intended for future capital subscription.

Image One

GMPI has an existing agreement with Image One whereby GMPI shall be the sole and exclusive contractor for the marketing and sale of advertising spots of Image One's electronic outdoor and indoor billboards. In consideration for the said services, GMPI receives from Image One a marketing fee based on a certain percentage of Image One's annual collection.

On January 31, 2007, the agreement of GMPI with Image One was terminated.

BGE Law

BGE Law is the legal counsel of the Group. The Parent Company's Chairman of the Board is a principal partner of BGE Law.

FLG, San Mateo, 3LM Koblenz, Majent

These companies are owned or partly owned by some officers of the Parent Company and GMPI. GMPI employs the services of these related parties in sourcing and hiring competent and capable personnel and in conducting studies to improve GMPI's capability in providing efficient services to clients.

The compensation of key management personnel of the Group, by benefit type, follows:

| | 6M-2010 | 6M-2009 |
|--|---------------------|--------------|
| Salaries and other short-term benefits | ₱120,352,387 | ₱120,432,757 |
| Pension benefits | 18,681,124 | 18,775,866 |
| | ₱139,033,511 | ₱139,208,623 |

15. **SFAS 28 / IAS 28, Accounting for Investments in Associates**

The Group's investments in associates are accounted for under the equity method. An associate is an entity in which the Group has significant influence and which is neither a subsidiary nor a joint venture of the Group. The investments in associates are carried in the unaudited interim consolidated balance sheets at cost plus post-acquisition changes in the Group's share in the net assets of the associates, less any impairment in value. The unaudited interim consolidated statements of income include the Group's share in the results of operations of the associates. Unrealized gains arising from transactions with associates are eliminated to the extent of the Group's interest in the associates, against the investments in the associates. Unrealized losses are eliminated similarly but only to the extent that there is no evidence of impairment of the asset transferred.

The carrying values of investments accounted for under the equity method and the related advances are as follows:

| | June 30, 2010 | | |
|-----------------|----------------------|---------------------|---------------------|
| | Investments | Advances | Total |
| Associates: | | | |
| RGMA | ₱183,608,917 | ₱59,402,328 | ₱243,011,245 |
| Mont-Aire | 38,350,619 | 84,475,370 | 122,825,989 |
| Joint ventures: | | | |
| INQ7 | – | 2,610,287 | 2,610,287 |
| X-Play | 32,656,352 | – | 32,656,352 |
| | ₱254,615,888 | ₱146,487,985 | ₱401,103,873 |

| | December 31, 2009 | | |
|-----------------|---------------------|---------------------|---------------------|
| | Investments | Advances | Total |
| Associates: | | | |
| RGMA | P175,474,885 | P59,281,531 | P234,756,416 |
| Mont-Aire | 38,350,619 | 84,475,370 | 122,825,989 |
| Joint ventures: | | | |
| INQ7 | – | 2,610,287 | 2,610,287 |
| X-Play | 34,134,918 | – | 34,134,918 |
| | P247,960,422 | P146,367,188 | P394,327,610 |

16. Long-term Receivable from a Related Party

As of June 30, 2010, the Group has no long-term receivable from a related party.

17. Equity

The composition of capital stock as of June 30, 2010 and December 31, 2009 follows:

| | Number of Preferred Shares | | Number of Common Shares | |
|---|----------------------------|---------------|-------------------------|---------------|
| | 2010 | 2009 | 2010 | 2009 |
| Authorized - P0.20 par value per preferred share/P1.00 par value per common share | 7,500,000,000 | 7,500,000,000 | 5,000,000,000 | 5,000,000,000 |
| Subscribed and issued at beginning of year | 7,500,000,000 | 7,500,000,000 | 3,364,692,000 | 3,364,692,000 |
| Subscribed and issued at end of year | 7,500,000,000 | 7,500,000,000 | 3,364,692,000 | 3,364,692,000 |

On April 26, 2007, the BOD and stockholders approved the increase in the Parent Company's authorized capital stock from P5,000 million to P6,500 million, divided into 5,000 million common shares with P1.00 par value and 7,500 million preferred shares with P0.20 par value. On the same date, the BOD and stockholders approved the declaration of stock dividends amounting to P375 million representing 375 million common shares to all stockholders of record as of April 25, 2007. The stock dividends will be taken from the increase in authorized capital stock. The increase in the Parent Company's authorized capital stock was approved by the SEC on May 10, 2007.

The preferred shares are of equal rank, preference and priority and are identical in all respect regardless of series. Preferred shares are participating at the rate of one fifth (1/5th) of the dividend paid to common shares, which rate is adjusted proportionately by the Parent Company's BOD consequent to any stock split or stock dividend declaration affecting the common shares and preferred shares. Preferred shares are convertible at the option of the shareholders at the rate of five (5) preferred shares to one (1) common share, based on par value.

Preferred shares enjoy priority over common shares in the distribution of assets of the Parent Company in the event of dissolution and liquidation, at such rates, terms and conditions as the BOD may determine. Each preferred share is entitled to one vote and shall have the same voting rights as the common shares.

The Parent Company's BOD may specify other terms and conditions, qualifications, restrictions and privileges of the preferred shares or series/classes thereof, insofar as such terms, conditions, qualifications, restrictions and privileges are not inconsistent with the articles of incorporation and any applicable law or regulation.

IPO

The BOD of the PSE, in its regular meeting on June 27, 2007, approved the Parent Company's application to list its common shares with the PSE. On July 16, 2007, the SEC declared the Parent Company's Registration Statement in respect of the IPO effective and issued the "Certificate of Permit to Offer Securities for Sale" in respect of the offer shares.

On July 30, 2007, the Parent Company completed its IPO of 91,346,000 common shares, at an offer price of ₱8.50 a share, from its authorized and unissued capital stock by way of a primary offer (the Domestic Share Offer). In addition, 822,115,000 Philippine Deposit Receipts (PDRs), at an issue price of ₱8.50 per PDR, were issued by GMA Holdings, Inc. (GHI), an affiliate. Of the PDRs issued by GHI, 91,346,000 PDRs covered 91,346,000 common shares of the Parent Company (the Primary PDR Offer) and 730,769,000 PDRs covered 730,769,000 common shares of certain shareholders of the Parent Company (the Secondary PDR Offer).

The total gross proceeds from the Domestic Share Offer and Primary PDR Offer amounted to ₱1,552.9 million while the total gross proceeds for the Secondary PDR Offer amounted to ₱6,211.5 million. The Parent Company did not receive any proceeds from the Secondary PDR Offer. The net proceeds from the Domestic Share Offer and Primary PDR Offer were intended to be used primarily for improvements to existing facilities, investments in capacity expansion and general corporate purposes. Direct costs incurred relative to the IPO amounting to ₱135.0 million were charged against the corresponding additional paid in capital arising therefrom.

ESOP

On April 26, 2007, the Parent Company's BOD and shareholders approved the Parent Company's ESOP. The Parent Company allocated a maximum of 57.0 million shares from its unissued common shares to be made available to its regular employees, talents and consultants under the terms of the ESOP. The purpose of the ESOP is to allow regular employees of the Group, as well as qualified Filipino consultants and talents, to be part owners of the Parent Company and to share in its profits by giving them the opportunity to own common shares.

Under the terms of the ESOP, regular employees with at least three years of service with the Group are allowed to subscribe to a maximum number of shares equivalent to six times of their gross monthly salary at the offer price. Employees with less than three years of service are allowed to subscribe to a maximum of three times their gross monthly salary at the offer price during listing. The shares to be subscribed by the employees, however, cannot be less than the minimum number of shares set by the Parent Company. In the event that the total number of shares applied for by all the employees exceeded the number of shares made available under the ESOP, the number of shares applied for by each employee will be reduced proportionately.

At least 25% of the subscription had to be paid while the balance will be payable over maximum period of one and a half years in 36 equal semi-monthly installments through payroll deductions, without interest. In the case of talents and consultants, the number of shares allotted shall be determined by the Parent Company.

The ESOP is administered by a board of administrators consisting of five members who are appointed by the Parent Company's BOD. The board of administrators oversees the implementation of the ESOP and decides on any matters which may arise regarding its implementation. The Parent Company's Executive Committee has the authority to modify the terms of the ESOP as it may deem necessary or beneficial for the Parent Company.

The ESOP was fully subscribed and was fully paid in February 2009.

Treasury Stock and Underlying Shares of Acquired PDRs

In 2008, the Parent Company reacquired common shares and preferred shares totaling 1,000,000 and 492,816, respectively, at acquisition cost of ₱7.8 million.

In 2007, the Parent Company reacquired 2,645,000 common shares at acquisition cost of ₱20.7 million and likewise acquired 750,000 PDRs at acquisition cost of ₱5.8 million.

18. Revenue

This account consists of:

| | 6M-2010 | 6M-2009 |
|------------------------------|-----------------------|----------------|
| Television and radio airtime | ₱7,001,935,671 | ₱5,798,282,079 |
| Production and others | 562,839,824 | 537,165,085 |
| | ₱7,564,775,495 | ₱6,335,447,164 |

19. Production Costs

This account consists of:

| | 6M-2010 | 6M-2009 |
|-------------------------------------|-----------------------|----------------|
| Talent fees | ₱1,098,746,480 | ₱860,564,780 |
| Rental and outside services | 360,029,931 | 266,420,743 |
| Tapes, sets and production supplies | 306,684,952 | 171,719,290 |
| Program rights usage | 238,084,439 | 229,143,983 |
| Depreciation | 107,080,689 | 96,095,852 |
| Transportation and communication | 91,246,906 | 35,664,710 |
| Facilities and others | 142,582,153 | 247,109,282 |
| | ₱2,344,455,550 | ₱1,906,718,640 |

20. General and Administrative Expenses

This account consists of:

| | 6M-2010 | 6M-2009 |
|-------------------------------|-----------------------|----------------|
| Personnel costs | ₱796,741,560 | ₱695,929,121 |
| Outside services | 283,665,830 | 222,967,063 |
| Facilities costs | 209,965,130 | 167,259,624 |
| Depreciation and amortization | 174,239,912 | 186,686,713 |
| Taxes and licenses | 97,827,786 | 97,006,120 |
| Others | 226,014,608 | 222,206,838 |
| | ₱1,788,454,826 | ₱1,592,055,479 |

21. Other Income

This account consists of the following income (expenses):

| | 6M-2010 | 6M-2009 |
|--|--------------------|--------------------|
| Foreign exchange gain (loss) - net | (P6,480,721) | P5,465,011 |
| Gain on sale of property and equipment | 7,717,863 | 2,972,301 |
| Rental | 3,411,504 | 670,344 |
| Dividends | 44,454 | 17,941 |
| Others | 6,753,140 | 6,292,523 |
| | P11,446,240 | P15,418,120 |

22. Financial Risk Management Objectives and Policies

The Group's principal financial instruments include nonderivative instruments such as cash and cash equivalents, short-term investments, guarantee and other deposits, short-term loans and obligations for program rights. The main purposes of these financial instruments include raising financing for the Group's operations and managing identified financial risks. The Group has various other financial assets and liabilities such as trade receivables and trade payables, which arise directly from its operations. The main risks arising from the use of financial instruments are liquidity risk, foreign exchange risk, interest rate risk and credit risk.

The Board of Directors reviews and approves the Group's objectives and policies.

Liquidity Risk. The Group is exposed to the possibility that adverse changes in the business environment and/or its operations would result to substantially higher working capital requirements and the subsequent difficulty in financing additional working capital.

The Group manages liquidity risk by maintaining a pool of credit lines from financial institutions that exceeds expected financing requirements for working capital. The Group likewise regularly evaluates other financing instruments and arrangements to broaden the Group's range of financing sources.

The following table summarizes the maturity profile of the Group's financial liabilities based on contractual undiscounted payments as of June 30, 2010:

| | On Demand | Less than 3 Months | 3 to 12 Months | Total |
|---|---------------------|-----------------------|---------------------|-----------------------|
| Trade payables and other current liabilities | P493,428,947 | P444,983,196 | P389,578,912 | P1,327,991,055 |
| Obligations for program rights | – | 35,589,221 | 29,434,945 | 65,024,166 |
| Dividends payable | 4,975,538 | – | – | 4,975,538 |
| | P498,404,485 | P480,572,417 | P419,013,857 | P1,397,990,759 |

* Excluding payable to government agencies amounting to P729.0 million as of June 30, 2010, the amount of which is not considered a financial liability.

Foreign Exchange Risk. The Group's exposure to foreign exchange risk results from its business transactions denominated in foreign currencies. It is the Group's policy to ensure that capabilities exist for active but conservative management of its foreign exchange risk.

The Group's foreign currency-denominated monetary assets and liabilities amounted to P421.2 million (US\$9.1 million) and P90.5 million (US\$2.0 million), respectively, as of June 30, 2010 and P213.4 million (US\$4.5 million) and P122.7 million (US\$2.6 million), respectively, as of December 31, 2009.

In translating the foreign currency-denominated monetary assets and liabilities into peso amounts, the exchange rates used were ₱46.37 to US\$1.00 and ₱46.20 to US\$1.00, the Philippine peso to U.S. dollar exchange rates as of June 30, 2010 and December 31, 2009, respectively.

The following table demonstrates the sensitivity to a reasonably possible change in US\$ exchange rate, with all other variables held constant, of the Group's income before income tax from balance sheet date up to next reporting date (due to changes in the fair value of monetary assets and liabilities). There is no impact on the Group's equity other than those already affecting profit or loss.

| Increase (Decrease) in ₱ to US\$ rate | Effect on Income Before Income Tax |
|---------------------------------------|------------------------------------|
| ₱0.50 | (₱4,558,108) |
| (0.50) | 4,558,108 |

The increase in ₱ to US\$ rate means stronger peso against the U.S. dollar while a decrease in ₱ to US\$ means stronger U.S. dollar against the peso.

Interest Rate Risk. The Group's exposure to changes in interest rates is minimal as the Group has no long-term obligations.

The Group's policy is to manage its interest cost using a mix of fixed and variable rate debts.

The following table demonstrates the sensitivity to a reasonably possible change in interest rates, with all other variables held constant, of the Group's income before income tax from balance sheet date up to next reporting date. There is no impact on the Group's equity other than those already affecting profit or loss.

| Increase (Decrease) in Basis Points | Effect on Income Before Income Tax |
|-------------------------------------|------------------------------------|
| 50 | ₱12,383,033 |
| (50) | (12,383,033) |

Credit Risk. Credit risk, or the risk of counterparties defaulting, is controlled by the application of credit approvals, limits and monitoring procedures. It is the Group's policy to enter into transactions with a diversity of creditworthy parties to mitigate any significant concentration of credit risk. The Group ensures that sales of products and services are made to customers with appropriate credit history. The Group has an internal mechanism to monitor the granting of credit and management of credit exposures. The Group has made provisions, where necessary, for potential losses on credits extended.

| | Neither Past Due Nor Impaired | Past Due But Not Impaired | Total |
|-------------------------------|----------------------------------|------------------------------|-----------------------|
| Cash and cash equivalents* | ₱2,452,688,377 | ₱– | ₱2,452,688,377 |
| Short-term investments | 20,105,920 | – | 20,105,920 |
| Trade and other receivables** | 2,732,320,242 | 1,693,465,408 | 4,425,785,650 |
| Guarantee and other deposits | 17,599,985 | – | 17,599,985 |
| AFS financial assets | 104,906,848 | – | 104,906,848 |
| | <u>₱5,327,621,372</u> | <u>₱1,693,465,408</u> | <u>₱7,021,086,780</u> |

* Excluding cash on hand amounting to ₱3.6 million as of June 30, 2010.

** Excluding advances to suppliers amounting to ₱87.9 million as of June 30, 2010.

The Group's past due trade receivables include those that are past due but are still collectible. These past due trade receivables are assessed by the management of the Group as good and collectible.

The Group's exposure to credit risk arises from default of the counterparty with a maximum exposure equal to the carrying amount of these instruments.

Counterparties to financial instruments consist of a large number of prime financial institutions. The Group does not expect any counterparty to default in its obligations, given the high credit ratings. The Group has no significant concentration of credit risk with any counterparty.

Capital Management

The primary objective of the Group's capital management is to ensure that it maintains a strong credit rating and healthy capital ratios in order to support its business and maximize shareholder value.

The Group manages its capital structure and makes adjustments to it, in the light of changes in economic conditions. To maintain or adjust the capital structure, the Group may adjust the dividend payment to shareholders, pay-off existing debts, return capital to shareholders or issue new shares.

No changes were made in the objectives, policies or processes for June 30, 2010 and December 31, 2009.

The Group monitors its capital gearing by measuring the ratio of interest-bearing debt to total stockholders' equity. Interest-bearing debt includes all short-term and long-term debt. The Group's total equity as of June 30, 2010 and December 31, 2009 amounted to ₱10,381.7 million and ₱10,880.1 million, respectively.

23. Financial Assets and Liabilities

The table below presents the carrying values and fair values of the Group's financial instruments by category and by class as of June 30, 2010 and December 31, 2009, respectively:

| | 2010 | | 2009 | |
|--|-----------------------|-----------------------|----------------|----------------|
| | Carrying Value | Fair Value | Carrying Value | Fair Value |
| Financial Assets | | | | |
| Loans and receivables: | | | | |
| Cash and cash equivalents | ₱2,456,256,952 | ₱2,456,256,952 | ₱2,200,193,818 | ₱2,200,193,818 |
| Short-term investments | 20,105,920 | 20,105,920 | 23,460,312 | 23,460,312 |
| Trade and other receivables - net | 4,513,714,908 | 4,513,714,908 | 5,310,223,152 | 5,310,223,152 |
| Guarantee and other deposits (included under "Other noncurrent assets" account in the consolidated balance sheets) | 17,599,985 | 17,599,985 | 15,311,853 | 14,833,451 |
| | 7,007,677,765 | 7,007,677,765 | 7,549,189,135 | 7,548,710,733 |
| AFS financial assets | 104,906,848 | 104,906,848 | 104,906,848 | 104,906,848 |
| | ₱7,112,584,613 | ₱7,112,584,613 | ₱7,654,095,983 | ₱7,653,617,581 |
| Financial Liabilities | | | | |
| Other financial liabilities: | | | | |
| Trade payables and other current liabilities* | ₱1,327,991,055 | ₱1,327,991,055 | ₱1,178,110,208 | ₱1,178,110,208 |
| Obligations for program rights | 65,024,166 | 65,024,166 | 61,475,710 | 61,475,710 |
| Dividends payable | 4,975,538 | 4,975,538 | 3,367,963 | 3,367,963 |
| | ₱1,397,990,759 | ₱1,397,990,759 | ₱1,242,953,881 | ₱1,242,953,881 |

* Excluding payable to government agencies amounting to ₱729.0 million and ₱783.2 million as of June 30, 2010 and December 31, 2009, respectively, the amounts of which are not considered financial liabilities.

The following methods and assumptions are used to estimate the fair value of each class of financial instruments:

Cash and Cash Equivalents, Short-term Investments and Trade and Other Receivables. The carrying values of cash and cash equivalents, short-term investments and trade and other receivables approximate fair values primarily due to the relatively short-term maturity of these financial instruments.

Guarantee and Other Deposits. The fair value of guarantee and other deposits is based on the present value of the future discounted cash flows. Discount rates used range from 4.57% to 4.95% in 2010 and 4.42% to 4.81% in 2009.

AFS Financial Assets. These are investments in quoted and unquoted shares of stock. The fair value of quoted shares is based on quoted market prices. In the absence of a reliable basis in determining fair values of unquoted shares, the investments are carried at cost, net of impairment in value.

Notes Payable. The carrying value of notes payable that are re-priced every 3 months approximates fair value because of the recent and regular re-pricing based on current market rates. The fair value of notes payable with fixed interest rate is determined by discounting the future cash flows using the prevailing rate as of reporting date.

Trade Payables and Other Current Liabilities and Obligations for Program Rights. The carrying values of trade payables and other current liabilities and obligations for program rights approximate fair values due to the relatively short-term maturity of these financial instruments.

Fair Value of Hierarchy

The Group uses the following hierarchy for determining and disclosing the fair value of financial instruments by valuation technique:

- a. quoted prices (unadjusted) in active markets for identical assets or liabilities (Level 1);
- b. inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly (i.e., as prices) or indirectly (i.e., derived from prices) (Level 2); and
- c. inputs for the asset or liability that are not based on observable market data (unobservable inputs) (Level 3).

The financial instruments carried at fair value only pertain to the Group's AFS financial assets, which consist of quoted equity securities. As of June 30, 2010 and December 31, 2009, these securities are categorized under Level 1 of the fair value hierarchy. The Group has no financial instruments categorized under Level 2 and Level 3. There were no transfers between Level 1 and Level 2 fair value measurements and no transfer into and out of Level 3 fair value measurements.

24. Causes for Material Changes in the Financial Statements

Balance Sheet (June 30, 2010 vs. December 31, 2009)

- Cash and cash equivalents increased by 10% to ₱2,456.3 million due to net cash generated from normal operating activities exceeding net cash used for financing and investing activities.
- Trade and other receivables decreased by 17% to ₱20.1 million as collections for the first semester outpaced net sales.
- Program rights dropped by 13% to ₱565.7 million due to higher usage vis-à-vis rate of acquisition.
- Obligation for program rights increased by 5% to ₱65.0 million as total acquisitions on account exceeded payments.

- Income tax payable decreased by 9% to P372.2 million, while retained earnings decreased 14% to P2,162.0 million, aligned with income tax and cash dividends paid during the second quarter of the year.

25. Other Notes to 2nd Quarter 2010 Operations and Financials

The key performance indicators that the Company monitors are the following:

| | 6M-2010 | 6M-2009 |
|-------------------------|-----------------------|----------------|
| Gross revenues | P7,564,775,495 | P6,335,447,164 |
| Gross airtime revenues | 7,001,935,671 | 5,798,282,079 |
| Cash operating expenses | 3,613,505,338 | 2,986,847,570 |
| EBITDA | 2,783,298,261 | 2,340,986,161 |
| Net income before tax | 2,304,759,532 | 1,859,268,476 |
| Net income after tax | 1,688,621,427 | 1,360,984,765 |

| | June 30, 2010 | December 31, 2009 |
|-------------------|----------------------|-------------------|
| Current ratio | 3.24x | 3.52x |
| Return on assets | 25% | 20% |
| Return on equity | 33% | 26% |
| EBITDA margin | 37% | 36% |
| Net income margin | 22% | 20% |

SIGNATURE

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on behalf by the undersigned thereunto duly authorized.

Issuer: **GMA NETWORK, INC.**

By:



FELIPE S. YALONG
TREASURER, SVP & CHIEF FINANCE OFFICER



RONALDO P. MASTRILLI
VP - FINANCE

Date: August 16, 2010

GMA NETWORK, INC. AND SUBSIDIARIES
ROLLFORWARD OF PROPERTY AND EQUIPMENT CONSOLIDATED
JUNE 30, 2010

EXHIBIT 1

| | DECEMBER 31, 2009 | ADDITIONS | DISPOSALS | RECLASSIFICATIONS | JUNE 30, 2010 |
|--|--------------------------|----------------------|----------------------|--------------------------|------------------------|
| Cost | | | | | |
| Buidings and leasehold improvements | P2,640,110,537 | P23,616,335 | (P4,800,342) | (P16,728,473) | P2,642,198,057 |
| Broadcast equipment | 4,052,769,124 | 193,241,165 | (24,290,163) | (31,908,975) | 4,189,811,151 |
| Communication and mechanical equipment | 576,372,201 | 29,529,207 | (8,678,298) | (2,969,158) | 594,253,952 |
| Transportation equipment | 336,544,464 | 60,330,403 | (59,790,477) | (11,746,651) | 325,337,739 |
| Furniture, fixtures and equipment | 153,720,112 | 2,106,201 | (729,600) | (539,346) | 154,557,367 |
| | <u>7,759,516,438</u> | <u>308,823,311</u> | <u>(98,288,880)</u> | <u>(63,892,603)</u> | <u>7,906,158,266</u> |
| Accumulated Depreciation and Amortization | | | | | |
| Buidings and leasehold improvements | (856,089,394) | (64,100,014) | 921,476 | - | (919,267,932) |
| Broadcast equipment | (3,175,013,821) | (133,408,992) | 24,094,791 | - | (3,284,328,022) |
| Communication and mechanical equipment | (417,191,279) | (34,387,334) | 4,987,629 | - | (446,590,984) |
| Transportation equipment | (204,385,626) | (33,090,491) | 51,497,722 | - | (185,978,395) |
| Furniture, fixtures and equipment | (118,243,299) | (5,476,178) | 296,347 | - | (123,423,130) |
| | <u>(4,770,923,419)</u> | <u>(270,463,009)</u> | <u>81,797,965</u> | <u>-</u> | <u>(4,959,588,463)</u> |
| Equipment for installation | 32,528,097 | 19,347,083 | - | 34,285,667 | 86,160,847 |
| Construction in progress | 2,915,025 | 24,699,021 | - | - | 27,614,046 |
| | <u>35,443,122</u> | <u>44,046,104</u> | <u>-</u> | <u>34,285,667</u> | <u>113,774,893</u> |
| Net Book Value | P3,024,036,141 | P82,406,406 | (P16,490,915) | (P29,606,936) | P3,060,344,696 |

GMA NETWORK, INC. AND SUBSIDIARIES
AGING OF ACCOUNTS RECEIVABLE
JUNE 30, 2010
(Amounts in Php Millions)

EXHIBIT 2

| | Total | Not yet due | Current | 31-180 days | 181 days to 1 year | Over 1 year |
|--|----------------------|--------------------|----------------|--------------------|-------------------------------|--------------------|
| Trade Receivables | | | | | | |
| Trade receivables | P4,554 | P2,160 | P572 | P996 | P511 | P315 |
| Allowance for doubtful accounts | (208) | | | | | |
| Trade receivables - net | <u>4,344</u> | | | | | |
| Nontrade Receivables | | | | | | |
| Advances to talents and employees | 78 | | | | | |
| Advances to suppliers and others | 88 | | | | | |
| Interest receivable | 4 | | | | | |
| | <u>170</u> | | | | | |
| Trade and Other Receivables - Net | <u>P4,514</u> | | | | | |