

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATION CODE AND SRC RULE 17.2(c) THEREUNDER

1. Date of Report (Date of earliest event reported)
Aug 1, 2020
2. SEC Identification Number
1803
3. BIR Tax Identification No.
000406761000
4. Exact name of issuer as specified in its charter
ABS-CBN Corporation
5. Province, country or other jurisdiction of incorporation
Metro Manila
6. Industry Classification Code(SEC Use Only)
7. Address of principal office
ABS-CBN Broadcast Center, Sgt. Esguerra Avenue corner Mother Ignacia Street,
Quezon City, Philippines
Postal Code
1103
8. Issuer's telephone number, including area code
(632)34152272
9. Former name or former address, if changed since last report
Not Applicable
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
Common Shares	861,971,968

11. Indicate the item numbers reported herein
Item 9

The Exchange does not warrant and holds no responsibility for the veracity of the facts and representations contained in all corporate disclosures, including financial reports. All data contained herein are prepared and submitted by the disclosing party to the Exchange, and are disseminated solely for purposes of information. Any questions on the data contained herein should be addressed directly to the Corporate Information Officer of the disclosing party.



ABS-CBN

ABS-CBN Corporation

ABS

PSE Disclosure Form 4-31 - Press Release
References: SRC Rule 17 (SEC Form 17-C)
Section 4.4 of the Revised Disclosure Rules

Subject of the Disclosure

ABS-CBN MAKES DIGITAL PIVOT, OFFERS MORE ONLINE STREAMING

Background/Description of the Disclosure

From broadcast to livestreaming, ABS-CBN is pivoting to meet the Filipino audiences' growing demand for content online with the launch of "Kapamilya Online Live."

ABS-CBN gives birth to a new viewing experience of its programs on digital as it launches Kapamilya Online Live to provide livestreaming of its new and well-loved shows on ABS-CBN Entertainment's YouTube and Facebook pages starting Saturday (August 1).

Other Relevant Information

Please see attached Press Statements.

Filed on behalf by:

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PRESS RELEASE

31 JULY 2020

FOR IMMEDIATE RELEASE

A new journey begins for the country's largest entertainment company
ABS-CBN MAKES DIGITAL PIVOT, OFFERS MORE ONLINE STREAMING

From broadcast to livestreaming, ABS-CBN is pivoting to meet the Filipino audiences' growing demand for content online with the launch of "Kapamilya Online Live."

Three months after going off the air and a month after being denied of a new franchise to broadcast, ABS-CBN is bringing more of its content to the digital space by streaming its new and well-loved programs on its Facebook and YouTube accounts, which have over 50 million followers and subscribers combined.

Available in the Philippines via ABS-CBN Entertainment's Facebook and YouTube accounts, Kapamilya Online Live will livestream new episodes of "FPJ's Ang Probinsyano," "It's Showtime," "ASAP Natin 'To," "Love Thy Woman," "A Soldier's Heart," "Magandang Buhay," "Paano Kita Mapasasalamatan," and "Iba Yan."

This marks another milestone in ABS-CBN's digital transformation that began in recent years as audiences continued to consume more and more content online. The company also operates the streaming service iWant, which boasts of the largest library of Filipino content and with over 11 million subscribers.

ABS-CBN chief operating officer for Broadcast Cory Vidanes said the launch of Kapamilya Online Live demonstrates the company's commitment to remain in the service of the Filipino regardless of the situation.

"By livestreaming our shows on our Facebook and YouTube accounts for free without any subscription fees, we hope to be able to reach more Filipinos and stay true to our promise to continue to serve Filipinos in whatever way we can," Vidanes said.

Viewers in the Philippines now have a new option to view the programs of ABS-CBN, which launched the Kapamilya Channel on cable and satellite TV nationwide last June.

Meanwhile, with its own strong subscriber base, ABS-CBN News will continue to house news programs "TV Patrol" and "The World Tonight" on its Facebook page with 20 million followers, and YouTube channel with 9.83 million subscribers.

With Kapamilya Online Live, ABS-CBN is poised to make an impact on the media landscape again, similar to what it did in broadcasting. Founded over six decades ago, ABS-CBN pioneered television in the country and was also first to respond to the government's mandate to shift to digital TV broadcast with the launch of the ABS-CBN TVplus in 2015.

ABS-CBN recently disclosed that it would focus on businesses that do not require a legislative franchise, including digital channels, cable, international licensing and distribution, and production of content for various streaming services.



ABS-CBN

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PRESS RELEASE

31 JULY 2020

FOR IMMEDIATE RELEASE

Link to promo plug: <https://youtu.be/ApHjgrdhRtU>

ABS-CBN GOES FULL BLAST ON DIGITAL, LAUNCHES KAPAMILYA ONLINE LIVE ON YOUTUBE AND FACEBOOK

ABS-CBN gives birth to a new viewing experience of its programs on digital as it launches Kapamilya Online Live to provide livestreaming of its new and well-loved shows on ABS-CBN Entertainment's YouTube and Facebook pages starting Saturday (August 1).

Offered for free and without any subscription fee, Kapamilya Online Live will livestream a mix of current shows and classic Kapamilya programs throughout the day as ABS-CBN strengthens its digital presence to reach more Filipinos. It will also allow viewers to catch the latest episodes of their favorite shows as it will be available on-demand in the next 24 hours.

On YouTube, Kapamilya Online Live will stream continuously throughout the day from as early as 7:40 AM until 10 PM. On Facebook, on the other hand, viewers can catch their favorite shows on regular timeslots with scheduled breaks between timeblocks. Livestreaming of shows on both platforms will be available exclusively in the Philippines.

"Kapamilya Online Live is the newest home of ABS-CBN's well-loved shows that Filipinos miss watching on TV. Our bond with our Kapamilya is unbreakable, and we will continue finding ways to be with them and provide entertainment to Filipinos despite the non-renewal of our broadcast franchise," said Cory Vidanes, ABS-CBN's chief operating officer of broadcast.

The weekday slate will begin with "Magandang Buhay," "Magpahanggang Wakas," and "MMK" in the morning block, and continue with "It's Showtime," "Love Thy Woman," and "The General's Daughter" in the afternoon.

On primetime, Kapamilya Online Live will initially stream in its first three weeks "FPJ's Ang Probinsyano" episodes that were previously aired on Kapamilya Channel on cable and satellite TV before new episodes come out in the fourth week. Viewers will also be able to watch "100 Days to Heaven," "Forevermore," "Los Bastardos," and "A Soldier's Heart" for the rest of the night.

On Saturdays, the morning lineup will feature "Halik" and "It's Showtime," followed "Wansapanataym Presents" and "I Feel U" in the afternoon, and Judy Ann Santos-Agoncillo's "Paano Kita Mapasasalamatan" and "It's Showtime sa Primetime" in the evening.

Kapamilya Online Live's Sunday programming, meanwhile, will include "Pangako Sa 'Yo," "ASAP Natin 'To," and "Ipaglaban Mo" in the morning and Angel Locsin's "Iba 'Yan" and "Be Careful With My Heart" in the evening.

During "TV Patrol" and "The World Tonight," meanwhile, viewers will be redirected from Kapamilya Online Live to ABS-CBN News' YouTube channel and Facebook page.

All members of the family will surely enjoy tuning in to Kapamilya Online Live with its programming mix of Kapamilya classics and current shows, and livestreaming of currently airing shows.

Catch the livestream of your favorite Kapamilya shows, old and new, on Kapamilya Live Online and subscribe to ABS-CBN Entertainment's YouTube channel (www.youtube.com/abscbnentertainment) and Facebook page (www.facebook.com/ABSCBNnetwork). For the complete programming schedule, visit kapamilyaonlinelive.com.

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ABS-CBN, mas pinalakas sa digital!
KAPAMILYA ONLINE LIVE SA YOUTUBE AT FACEBOOK, AARANGKADA NA

Magbabago na ang mundo ng panonood ng Kapamilya shows sa paglulunsad ng ABS-CBN ng Kapamilya Online Live para mapanood ang mga paboritong programa nito sa YouTube at Facebook page ng ABS-CBN Entertainment simula ngayong Sabado (Agosto 1).

Bukod sa libre at walang subscription fee na kailangang bayaran, mae-enjoy din ang panonood sa Kapamilya Online Live dahil parehong classic Kapamilya shows at bagong episodes ng mga palabas ang ipapalabas nito. Makakahabol din ang mga nananabik ng pinakahuling episodes dahil gagawing available ang mga ito sa susunod na 24 oras pagkatapos nilang ipalabas nang live.

Sa YouTube, tuloy-tuloy ang panonood sa Kapamilya Online Live simula 7:40 AM hanggang 10 PM. Sa Facebook, may regular na timeslot ang lahat ng programa at may break sa pagitan ng timeblocks. Eklusibo namang mapapanood ang parehong livestreaming sa Pilipinas.

"Ang Kapamilya Online Live ang pinakabagong tahanan ng mga palabas na na-miss at minahal ng mga Pilipino. Isa lamang ito sa mga paraang ginawa ng ABS-CBN para patuloy na makasama ang mga Pilipino at makapaghatid ng entertainment sa kabila ng pagtanggap sa application ng aming prangkisa," sabi ni Cory Vidanes, chief operating officer of broadcast ng ABS-CBN.

Mula Lunes hanggang Biyernes, simulan ang araw kasama ang "Magandang Buhay," "Magpahanggang Wakas," at "MMK." Pagdating ng tanghalian hanggang hapon, masusubaybayan ang "It's Showtime," "Love Thy Woman," at "The General's Daughter."

Ipapalabas naman sa unang tatlong linggo ng Kapamilya Online Live ang episodes ng "FPJ's Ang Probinsyano" na umere sa Kapamilya Channel sa cable at satellite TV bago ang bagong episodes sa ikaapat na linggo. Mapapanood din sa gabi ang "100 Days to Heaven," "Forevermore," "Los Bastardos," at "A Soldier's Heart."

Tuwing Sabado, buong umagang mapapanood ang "Halik" na susundan ng "It's Showtime," "Wansapanataym Presents" at "I Feel U" sa hapon, at "Paano Kita Mapasasalamatan" at "It's Showtime sa Primetime" naman sa gabi.

Pagdating ng Linggo, bubuksan ng "Pangako Sa 'Yo" ang araw kasunod ang "ASAP Natin 'To" at "Ipaglaban Mo" sa morning block, at "Iba 'Yan" at "Be Careful With My Heart" sa primetime.

Sa oras naman ng "TV Patrol" at "The World Tonight," ihahatid ang mga manonood mula Kapamilya Online Live patungo sa YouTube channel at Facebook page ng ABS-CBN News.

Tiyak na mae-enjoy ng lahat ng miyembro ng pamilya ang panonood sa Kapamilya Online Live dahil sa saktong timpla nito ng classic Kapamilya shows at livestreaming ng mga palabas na kasalukuyang umeere.

Tumuloy na sa bagong tahanan ng ABS-CBN shows na Kapamilya Live Online at mag-subscribe na sa ABS-CBN Entertainment YouTube channel (www.youtube.com/abscbnentertainment) at Facebook page (www.facebook.com/ABSCBNnetwork). Para makakuha ng updates at makita ang schedule ng mga programa, pumunta lang sa kapamilyaonlinelive.com.