

# 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)  
Oct 5, 2023
2. SEC Identification Number  
22401
3. BIR Tax Identification No.  
000-491-007
4. Exact name of issuer as specified in its charter  
PRIME MEDIA HOLDINGS, INC.
5. Province, country or other jurisdiction of incorporation  
Metro Manila, Philippines
6. Industry Classification Code(SEC Use Only)  
[REDACTED]
7. Address of principal office  
16TH FLOOR BDO TOWERS VALERO (FORMERLY CITIBANK TOWER), 8741 PASEO DE ROXAS MAKATI CITY  
Postal Code  
1227
8. Issuer's telephone number, including area code  
(632) 8831-4479
9. Former name or former address, if changed since last report  
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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	700,298,616
PREFERRED	14,366,260

11. Indicate the item numbers reported herein  
Item 9 Other Events

*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.*

# Prime Media Holdings, Inc. PRIM

## 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

Update on Joint Venture with ABS-CBN Corporation

### Background/Description of the Disclosure

At the forefront of innovation and excellence for public service, stand TeleRadyo Serbisyo and DWPM Radyo 630, through the collaboration of Prime Media Holdings Inc. and ABS-CBN Corporation in a joint venture, Media Serbisyo Production Corp.

Since the launch on June 30th and in just a period of 90 days, they have undertaken an impressive journey, operating seven (7) days a week, setting a new standard in Philippine broadcasting. Esteemed broadcast icon Noli De Castro leads the pack thru his programs "Kabayan and Teleradyo Serbisyo Balita". "Gising Pilipinas," hosted by Alvin Elchico and Doris Bigornia, guides Filipinos through their mornings with news and insights. "Tatak: Serbisyo," hosted by Bernadette Sembrano and Winnie Cordero, inspires bayanihan among the audience while "Ang Tinig Nyo," by Karla Estrada, empowers Filipinos.

Teleradyo Serbisyo, available on cable TV, is already starting to make a mark in the whole Philippines and in Metro Manila in particular, based on Kantar TV Audience Measurement (TAM) with ratings steadily going up within the third quarter of 2023.

Importantly, TeleRadyo Serbisyo and DWPM Radyo 630 News Exchange partnership with nearly 30 regional radio stations nationwide revolutionizes news connectivity from Luzon to Mindanao and supported by cable subscriptions and various partnerships, have gained the trust of both public and corporate sectors, paving the way for future growth.

MSPC President Marah Capuyan anticipates a forthcoming milestone, including a shift to 24/7 operations and extending their reach to platforms such as YouTube and other social media networks. TeleRadyo Serbisyo and DWPM Radyo 630 will continue to redefine public service broadcasting with an unwavering commitment to the entire Philippines and Filipinos worldwide.

### Other Relevant Information

None.

### Filed on behalf by:

<b>Name</b>	Diane Madelyn Ching
<b>Designation</b>	Corporate Secretary

## **Update on Joint Venture with ABS-CBN Corporation**

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### **For Inquiries, Please Contact:**

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