CIGNALSUPER.COM

Cignal TV sets goal to double app registrations within 12 months

PANGILINAN-LED Cignal TV, Inc. aims to add one million new users within 12 months through its new all-in-one app bundling multiple streaming services.

"As an aggregate, we have reached a million registrations across all our apps," Cignal TV President and Chief Executive Officer Jane Jimenez-Basas said last week, noting the company hopes to double its current registrations within the next year.

On Friday, Cignal TV announced its partnership with India's Tata Play to formally launch its OTT aggregator application, "Cignal Super," which integrates at least eight streaming services into a single platform.

The app offers access to MAX, VIU, Lionsgate Play, Hallmark+, Curiosity Stream, Fuse+, Pilipinas Live, and Cignal Play.

"Cignal Super solves the consumer's need for simpler and easier access to the most diverse and widest range of local and international content. Instead of maintaining multiple subscriptions, we offer access to multiple streaming services all in one app," she said.

Cignal Super currently offers two plans: P799 per month for access to all streaming platforms, and P499 per month for a curated selection.

Ms. Jimenez-Basas said Cignal TV plans to add more partner streaming services within the year.

"We are talking to a lot. Some are easier to talk to than others. There are a lot who are interested but have technology limitations," she said, adding the platform could add two more streaming services by yearend.

MediaQuest Holdings, Inc., chaired by Manuel V. Pangilinan, is the holding company of Cignal TV.

Hastings Holdings, Inc., a unit of PLDT Beneficial Trust Fund subsidiary MediaQuest, has a majority stake in *BusinessWorld* through the Philippine Star Group, which it controls. **— Ashley Erika O. Jose**

Filinvest Hospitality Corp. keeps 5-year goal to add 2,000 rooms

GOTIANUN-LED FILINVEST Hospitality Corp. (FHC) is expanding its hotel portfolio, with one property expected to open by yearend and another project set to begin construction, as it maintains its goal of adding nearly 2,000 new hotel rooms over the next five years.

FHC Senior Vice-President Francis Nathaniel C. Gotianun said the company is scheduled to open the 256-room Grafik Hotel Collection Baguio by the end of the year.

"We're looking for intrepid new travelers to try out our hotel, and hopefully, we'll bring something new and exciting to the Baguio scene," he told reporters on the sidelines of a forum last week.

Mr. Gotianun added that FHC is scheduled to break ground on the over-300-room Crimson Clark Hotel in Pampanga within the year.

Amid these expansion initiatives, Mr. Gotianun said the company is maintaining its goal of opening approximately 2,000 new rooms by 2029. The target was initially announced in 2024.

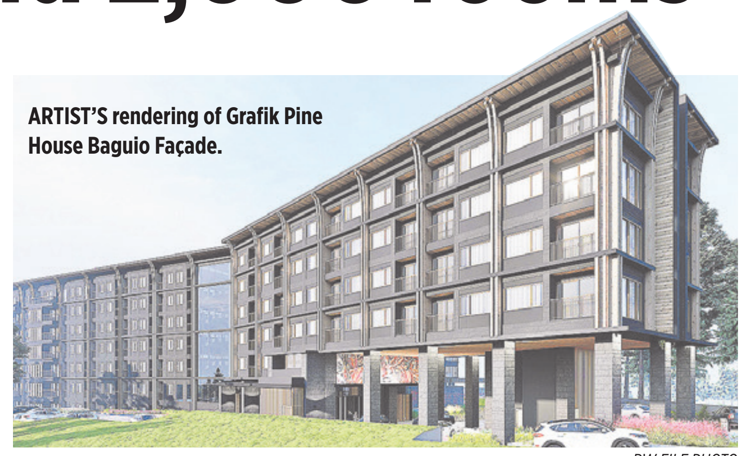
"We're still on track to do that. We have properties in Bohol. We have a little bit more land also in Boracay. We have land in Dumaguete and in Dauin also," he said.

"We're all aligned already and then we'll be bringing them to market at the right time," he added.

FHC currently operates seven hotels with a total of 1,800 rooms under brands such as Crimson, Quest, and Timberland Highlands.

The company also operates two 18-hole golf courses located in Filinvest Mimosa Plus Leisure City in Clark, Pampanga.

Mr. Gotianun said the company's portfolio recorded a blended occupancy rate of around 75%, led by its properties in Mactan, Alabang, and Mimosa.



ARTIST'S rendering of Grafik Pine House Baguio Façade.

BW FILE PHOTO

He added that FHC is undertaking renovations across its existing properties, including Crimson Mactan, Quest Hotels, and Mimosa Leisure Estate, to enhance guest experience.

"Crimson Mactan has a whole set of new restaurants. We're going to be launching our new rooms there by the end of this year," he said.

"We've also been doing a lot of work at Mimosa Leisure Estate... Then we've continued to renovate the Quest Hotel there as well. We have quite a few things going on," he added.

FHC posted a 21% year-on-year increase in first-quarter revenue to P1.2 billion, driven by higher occupancy and average room rates, alongside improved contributions from its food and beverage segment. **— Revin Mikhael D. Ochave**

DMCI Homes plans two project launches this year

DMCI PROJECT Developers, Inc. (DMCI Homes) is planning to launch two projects this year as it expands its portfolio.

"Most probably two launches this year, to be launched maybe by the fourth quarter," DMCI Homes President Alfredo R. Austria said in a media briefing.

This is fewer than its previous target of four launches as DMCI Homes, the property arm of Consunji-led DMCI Holdings, Inc., continues to manage its inventory.

Mr. Austria said the first project is a premium medium-rise development in Baguio City. The land for this project is owned by Consunji-led private holding company Dacon Corp.

"It will be a five- to six-story building, medium rise, but low density. It is in a very prime location, suited for a premium market," he said. "It is within Baguio City, near the country club," he added.

The second project is a planned vertical development in Metro Manila. It will offer smaller-sized units priced from P3.5 million to P4.5 million, targeting couples, students, and small families.

Mr. Austria said DMCI Homes still has many projects in the pipeline but has yet to finalize their launch schedules.

"We want to manage our inventory. But the other side of the coin is we also want to give continuity of work to our workers. We just have to balance it out," he said.

Meanwhile, Mr. Austria said the launch of the Moriyama Nature Park leisure development in Laguna might be postponed depending on the issuance of necessary permits. The project was initially scheduled for launch later this year.

"We're trying to finish the planning and design permits before the end of the year. But I don't know if we would finish it because we might have some redesign in the project. I can't say if we can make this year," he said. **— Revin Mikhael D. Ochave**

SM Supermalls empowers MSMEs' future through inclusive resilience

For SM Supermalls, resilience remains an essential pillar in its pursuit of sustainability. Without safe, secure, and prepared communities, the vision of sustainable development becomes difficult to achieve. This is why the company believes that promoting resilience is not only a matter of operational readiness but a responsibility to the communities and businesses that form the backbone of the economy.

At the heart of this commitment are micro, small, and medium enterprises (MSMEs). These businesses are often the most vulnerable to disruptions brought about by natural and man-made hazards. Yet, they represent a critical force in the national economy — generating jobs, driving local commerce, and sustaining livelihoods. Recognizing their importance, SM Supermalls has made it a priority to help cultivate an MSME sector that is resilient.

Across its network, close to 70% of SM Supermalls' tenants are currently MSMEs. These businesses operate under unique lessee contracts that acknowledge their specific needs and challenges. To support them, SM not only provides space but also promotes an environment that values preparedness and long-term continuity.

SM Supermalls' most notable resilience initiative for its MSME tenants is a dedicated Business Continuity Planning (BCP) program launched in 2024. This capacity-building initiative enables businesses to develop tailored Business Continuity Plans and implement adaptive measures to reduce the impact of disruptions.

SM's tenants are each provided with free access to 5GB of remote digital storage where they can securely store critical business documents such as their BCPs, permits, registrations, and insurance policies, among others. In the event of a disaster, access to these documents becomes seamless, allowing faster processing of insurance claims and a quicker return to operations.

To further scale its impact, SM Supermalls established a public-private partnership with the Department of Trade and Industry (DTI), formalized through a Memorandum of Agreement in 2024. Together with ARISE Philippines, a United Nations Office for Disaster Risk Reduction (UNDRR)-affiliated private sector alliance for disaster resilience, the partnership aims to ensure that 6,000 MSMEs have robust BCPs by the end of 2027.

This collaboration is led by DTI Regional Operations Group Undersecretary Blesila Lantayona and Bureau of Small Medium Enterprise Development (BSMED) Director Emma Asusano, alongside SM Supermalls' Corporate Resilience Department. The shared goal is clear: to safeguard MSMEs nationwide through proactive preparedness.

One key feature of the initiative is the SM-DTI Calamity Recovery (CARE) Booth, activated during times of calamity. Located in malls with communities impacted by disasters, the booth serves as an accessible touchpoint for MSMEs needing post-disaster support — providing a practical and timely response mechanism that bridges the gap between public resources and private needs.

Additionally, SM Supermalls regularly hosts scheduled BCP workshops for MSMEs in collaboration with DTI. These workshops are conducted in centralized SM locations across various regions and are open to both SM tenants and DTI-assisted MSMEs. During these sessions, business owners are introduced to the various risks posed by different types of disasters and are guided step-by-step in developing their own BCPs. These plans are tailored to the unique nature and geographical location of their operations, and the sessions extend to the BCP testing and validation phase to ensure practical application and effectiveness.

The participants are given one month to finalize their BCPs, which must be approved by their business management and submitted to DTI. Since the program's launch in September 2024, over 1,500 MSMEs have already undergone training, with more scheduled in the months ahead.

"Resilience is not built overnight, and requires education, commitment, and collaboration across different sectors. Knowing this, SM Supermalls continues to invest in long-term resilience not just for its business, but for the broader ecosystem of MSMEs it supports," said SM Supermalls President Steven Tan. "In doing so, we are reinforcing the fundamental truth that sustainable progress is only possible when communities and businesses are prepared to face the challenges of tomorrow."

Micro, small, and medium enterprise (MSME) tenants and Department of Trade and Industry (DTI)-supported entrepreneurs gear up for resilience through SM Supermalls' nationwide Business Continuity Plan (BCP) workshops.

SM Supermalls champions resilience as a shared responsibility, empowering communities and micro, small, and medium enterprise (MSME) tenants nationwide.

Business continuity subject matter experts guide micro, small, and medium enterprises (MSMEs) in crafting their own Business Continuity Plans (BCPs) for their company.

Beyond providing retail spaces, SM Supermalls promotes micro, small, and medium enterprise (MSME) resilience through emergency drills and dedicated Business Continuity Planning (BCP) initiatives.

The Department of Trade and Industry (DTI) - Bureau of Small Medium Enterprise Development and SM Supermalls representatives join together in disaster risk resilience awareness and business continuity for micro, small and medium enterprises.