

COVER SHEET

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SEC Registration Number

A B S C B N H O L D I N G S C O R P O R A T I O N

(Company's Full Name)

4 t h F l o o r , B e n p r e s B u i l d i n g , M e r a
l c o A v e n u e , P a s i g C i t y

(Business Address: No. Street City/Town/Province)

ENRIQUE I. QUIASON

(Contact Person)

631 09 81

(Company Telephone Number)

SEC FORM 17-C

1 2 3 1
Month Day
(Fiscal Year)

(Form Type)

0 5 1 8
Month Day
(Annual Meeting)

(Secondary License Type, If Applicable)

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

_____ LCU

Document ID

_____ ,Cashier

STAMPS

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THE SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17- C

**CURRENT REPORT UNDER SECTION 17
OF THE SECURITIES REGULATION CODE
AND SRC RULE 17 (b) (3) THEREUNDER**

1. **March 11, 2010**
Date of Report (Date of earliest event reported)

2. SEC Registration No. **AS1999-04544**

3. BIR TIN. **203-420-423**

4. **ABS-CBN Holdings Corporation**
Exact name of registrant as specified in its Articles of Incorporation

5. **Metro Manila**
Place of incorporation
Classification Code

6. _____
Industry

7. **4th Floor Benpres Building, Exchange Road cor. Meralco Ave. Pasig City**
Address of principal office

8. **(02) 631-0981**
Registrant's telephone number, including area code

9. **Not Applicable**
Former name or former address, if changed since last report

10. Securities registered pursuant to Sections 4 and 8 of the RSA

Title of Each Class	Number of Philippine Depository Receipts Outstanding
<u>Philippine Depository Shares</u>	<u>271,959,300 PDRs</u>

11. Indicate item numbers reported herein: **Item 9. Other Events**


ABS-CBN Broadcasting Corporation declared this afternoon, March 11, 2010, a cash dividend of P1.11 per share to stockholders of record as of March 31, 2010 and payable on or before April 29, 2010.

As in the past, the record date for PDR holders entitled to receive the cash amount shall also be on March 31, 2010. The cash dividends are expected to be received by ABS-CBN Holdings Corporation on May 4, 2010 and the cash amounts will be distributed to the PDR holders on the next business day, May 5, 2010.

The cash amounts will be determined based on the gross dividends received less the administrative expenses of ABS-CBN Holdings Corporation for 2010.

ABS-CBN HOLDINGS CORPORATION
Registrant

By:


Enrique I. Quiason
Corporate Secretary