astro
addressable
advertising

The Rise of Addressable Advertising

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2021 Will Be A 'Build Year' For Addressable TV

by Tony Rifilato // Thursday, February 18th, 2021 – 12:04 am

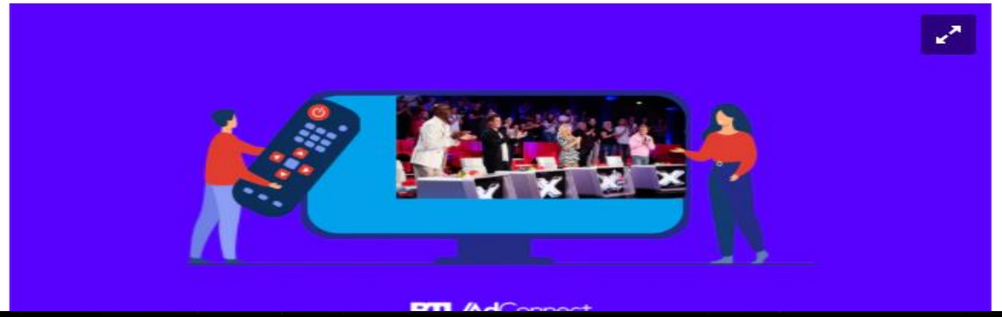
Share:

Much has been made about the shift to streaming over the past year, particularly with the launch of Disney Plus, WarnerMedia's HBO Max, NBCU's Peacock and a slew of other services.

But while streaming may be getting all the buzz, advertisers and

Growth of addressable TV during the pandemic

Promoted from RTL Adconnect By Daniel Bischoff - August 5, 2021



Astro Addressable Advertising delivers Multiscreen Impact, bringing the best of online world and TV's persuasive power, effectively targeting the right audience in a premium, brand safe environment.

" THE BEST OF BOTH WORLDS "

What Is Addressable Advertising?

Addressability Advertising combines digital style targeting and accountability with TV's persuasive power, providing relevant messages to intended audiences across multiscreens.

It is targeted advertising messages served directly to households.

Serves ad messages to the best qualified audience across any screen or device, whenever they're watching.

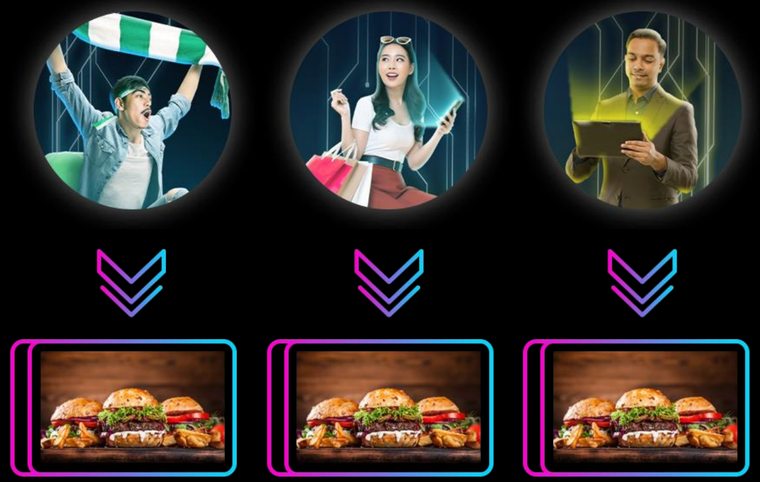
Ctrl+Click to play video

AAA Intro Video

Difference

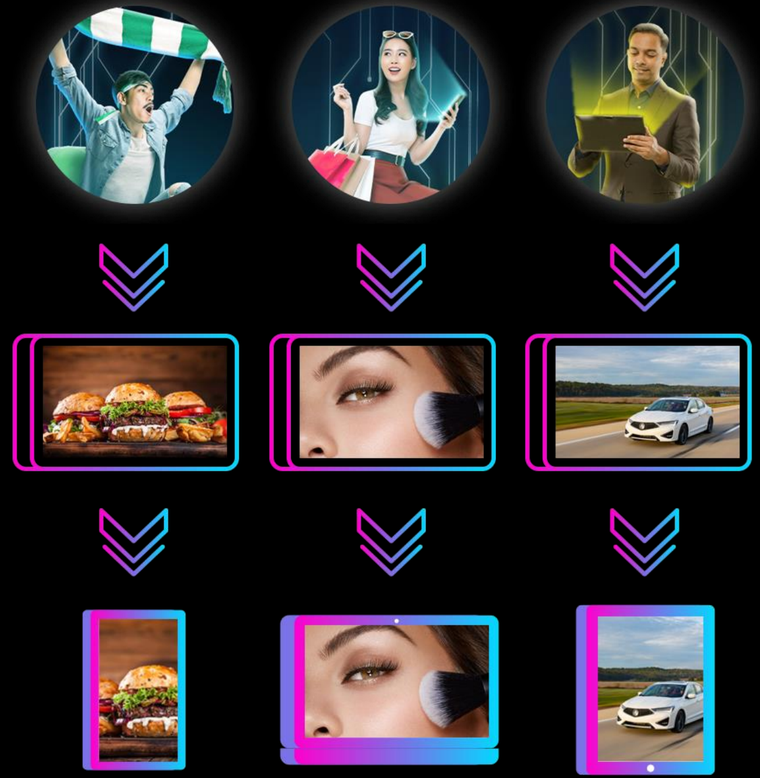
Traditional Advertising

Viewers all see the same ad on national scale

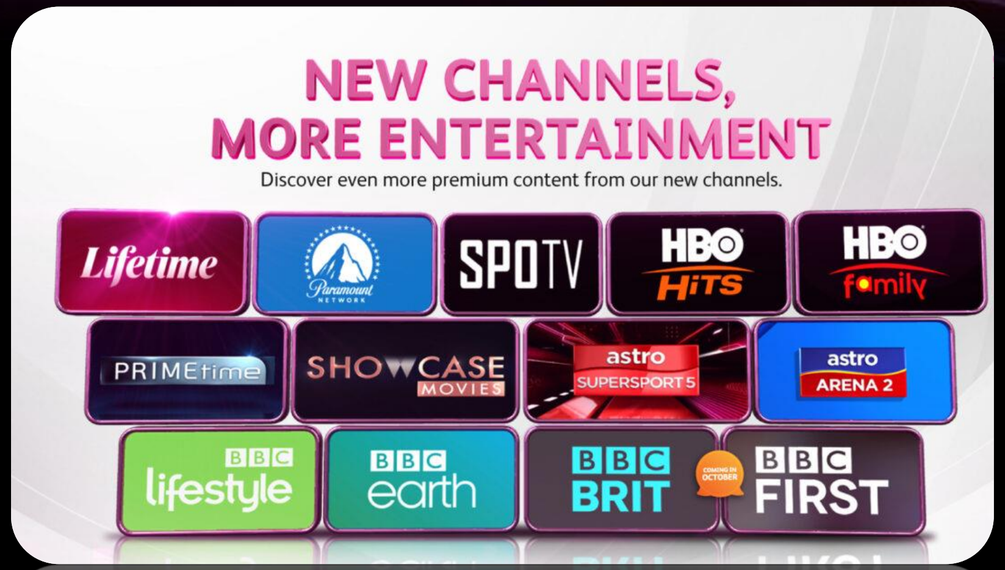


Addressable Advertising

Viewers see different ads based on their profile/ interest/ location



Key Differences

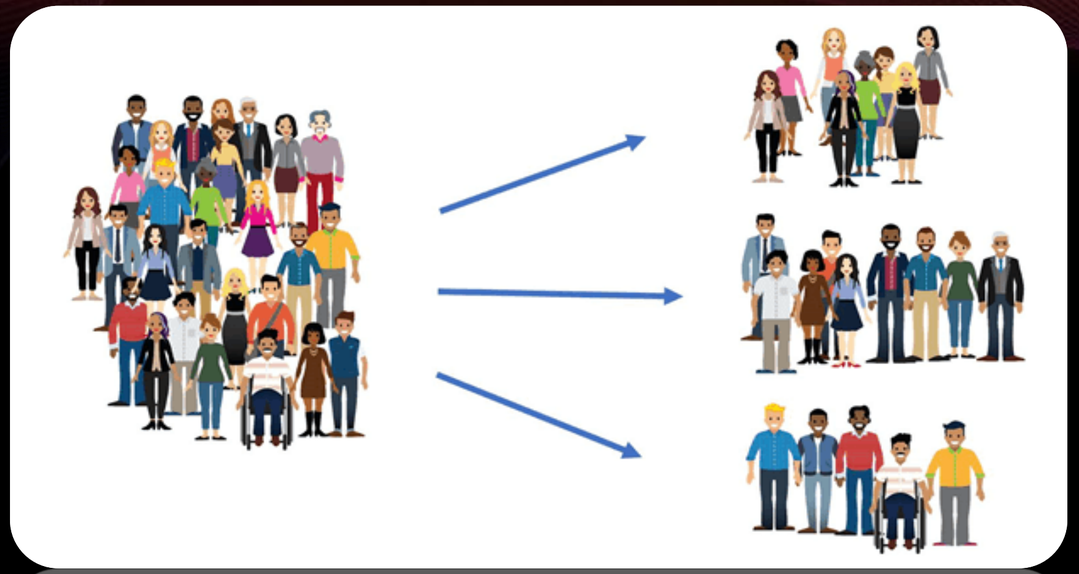


Traditional TV Buying

Channel Viewership | Measurement @ Ratings

Sold on cost per spot

Costs predicated on duration

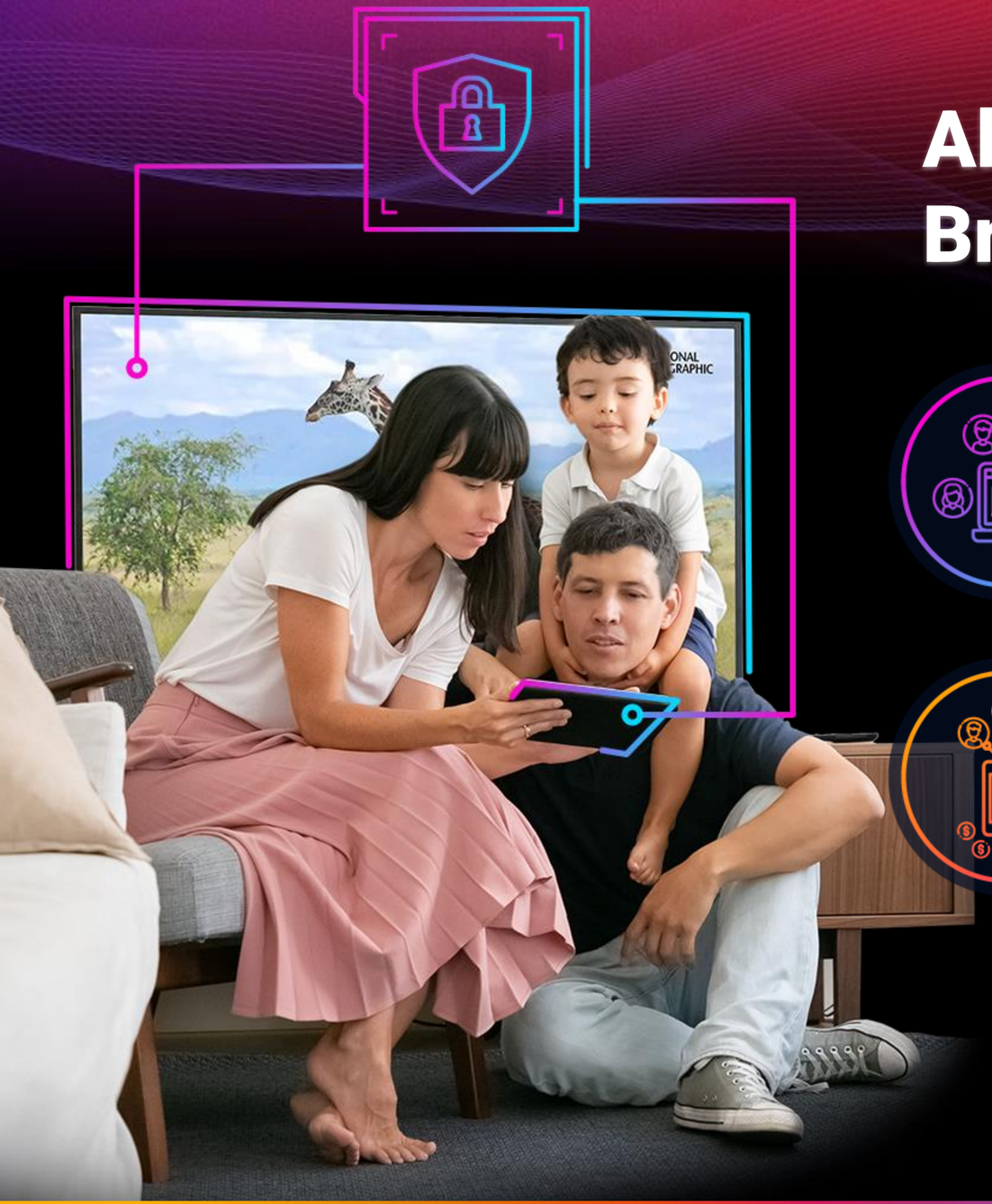


Addressable Advertising

Audience Segments | Measurement @ Impressions

Sold on **Household** CPM basis

Costs is not predicated on duration but audience scarcity



Absolute Brand Safety & Allow Brands to Focus on Outcomes

Relevant Advertising
With Brand Safety As A Key Priority

Improve Targeting
Through Audience Data Expansion

Something For Everyone
Big Or Emerging

Maximising Efficiency
Pay Only For Impressions Reached

Identify & Reach Your Audience With Addressable Advertising

Build ideal audience segment from multiple combinations that best suit your campaign needs.

Race

Income group

Geography

Purchase behaviour

Interest

Select Your Stream Type(s)* and Audience Segment(s)* that Best Suit Your Campaign

Video On Demand
RM80 CPM

Linear
RM60 CPM

Rates are applicable to ALL Audience Segments

CATEGORIES	ADVANCED SEGMENTS	STARTER SEGMENTS
RACE	Malay	Others
	Chinese	
	Indian	
REGION	Central	Northern
	East Malaysia	Southern
		East Coast

* Stream type and audience selection are subject to inventory availability

CATEGORIES	ADVANCED SEGMENTS	STARTER SEGMENTS	
STATE	Selangor + WP Kuala Lumpur+ WP Putrajaya	Perlis	Negeri Sembilan
	Sabah + Labuan	Kedah	Johor
	Sarawak	Penang	Kelantan
		Perak	Terengganu
		Melaka	Pahang
METRO	Market Centres	Non Market Centres	

* Stream type and audience selection are subject to inventory availability

CATEGORIES	ADVANCED SEGMENTS		STARTER SEGMENTS
RACE | REGION	Malay | Northern	Chinese | East Coast	Others | Northern
	Malay | Southern	Indian | Northern	Others | Southern
	Malay | Central	Indian | Southern	Others | East Coast
	Malay | East Malaysia	Indian | Central	
	Malay | East Coast	Indian | East Malaysia	
	Chinese | Northern	Indian | East Coast	
	Chinese | Southern	Others | Central	
	Chinese | Central	Others| East Malaysia	
	Chinese | East Malaysia		

* Stream type and audience selection are subject to inventory availability

CATEGORIES	ADVANCED SEGMENTS	
INCOME GROUP	B40	
	M40	
	T20	
RACE | INCOME GROUP	Malay | B40	Indian | B40
	Malay | M40	Indian | M40
	Malay | T20	Indian | T20
	Chinese | B40	Others | B40
	Chinese | M40	Others | M40
	Chinese | T20	Others | T20

* Stream type and audience selection are subject to inventory availability

CATEGORIES

RACE | REGION | INCOME GROUP

ADVANCED SEGMENTS

Malay | Northern | B40	Malay | Central | T20	Chinese | East Coast | M40
Malay | Southern | B40	Malay | East M'sia | T20	Chinese | Northern | T20
Malay | Central | B40	Malay | East Coast | T20	Chinese | Southern | T20
Malay | East M'sia | B40	Chinese | Northern | B40	Chinese | Central | T20
Malay | East Coast | B40	Chinese | Southern | B40	Chinese | East M'sia | T20
Malay | Northern | M40	Chinese | Central | B40	Chinese | East Coast | T20
Malay | Southern | M40	Chinese | East M'sia | B40	Indian | Northern | B40
Malay | Central | M40	Chinese | East Coast | B40	Indian | Southern | B40
Malay | East M'sia | M40	Chinese | Northern | M40	Indian | Central | B40
Malay | East Coast | M40	Chinese | Southern | M40	Indian | East M'sia | B40
Malay | Northern | T20	Chinese | Central | M40	Indian | East Coast | B40
Malay | Southern | T20	Chinese | East M'sia | M40	Indian | Northern | M40

* Stream type and audience selection are subject to inventory availability

CATEGORIES

ADVANCED SEGMENTS

RACE | REGION | INCOME GROUP (cont'd)

Indian | Southern | M40	Indian | East Coast | T20	Others | Central | M40
Indian | Central | M40	Others | Northern | B40	Others | East Malaysia | M40
Indian | East M'sia | M40	Others | Southern | B40	Others | East Coast | M40
Indian | East Coast | M40	Others | Central | B40	Others | Northern | T20
Indian | Northern | T20	Others | East Malaysia | B40	Others | Southern | T20
Indian | Southern | T20	Others | East Coast | B40	Others | Central | T20
Indian | Central | T20	Others | Northern | M40	Others | East Malaysia | T20
Indian | East Malaysia | T20	Others | Southern | M40	Others | East Coast | T20

REGION | INCOME GROUP

Northern | B40	Southern | T20	East Malaysia | M40
Northern | M40	Central | B40	East Malaysia | T20
Northern | T20	Central | M40	East Coast | B40
Southern | B40	Central | T20	East Coast | M40
Southern | M40	East Malaysia | B40	East Coast | T20

* Stream type and audience selection are subject to inventory availability

CATEGORIES

METRO | INCOME GROUP

RACE | ARPU GROUP

ADVANCED SEGMENTS

Market Centres | B40	Non-Market Centres | B40
Market Centres | M40	Non-Market Centres | M40
Market Centres | T20	Non-Market Centres | T20

ADVANCED SEGMENTS

- Malay | ARPU more than RM170+
- Malay | ARPU more than RM120 - RM170
- Malay | ARPU 80 - RM120
- Chinese | ARPU more than RM170+
- Chinese | ARPU more than RM120 - RM170
- Chinese | ARPU 80 - RM120
- Indian | ARPU more than RM170+
- Indian | ARPU more than RM120 - RM170
- Indian | ARPU 80 - RM120

STARTER SEGMENTS

- Malay | ARPU below RM80
- Chinese | ARPU below RM80
- Indian | ARPU below RM80
- Others | ARPU more than RM170+
- Others | ARPU RM120 - RM170
- Others | ARPU RM80- RM120

* Stream type and audience selection are subject to inventory availability

CATEGORIES

CREDIT CARD

CREDIT CARD | INCOME GROUP

INTEREST

STARTER SEGMENTS

Payment with Credit Card in the last 6 months

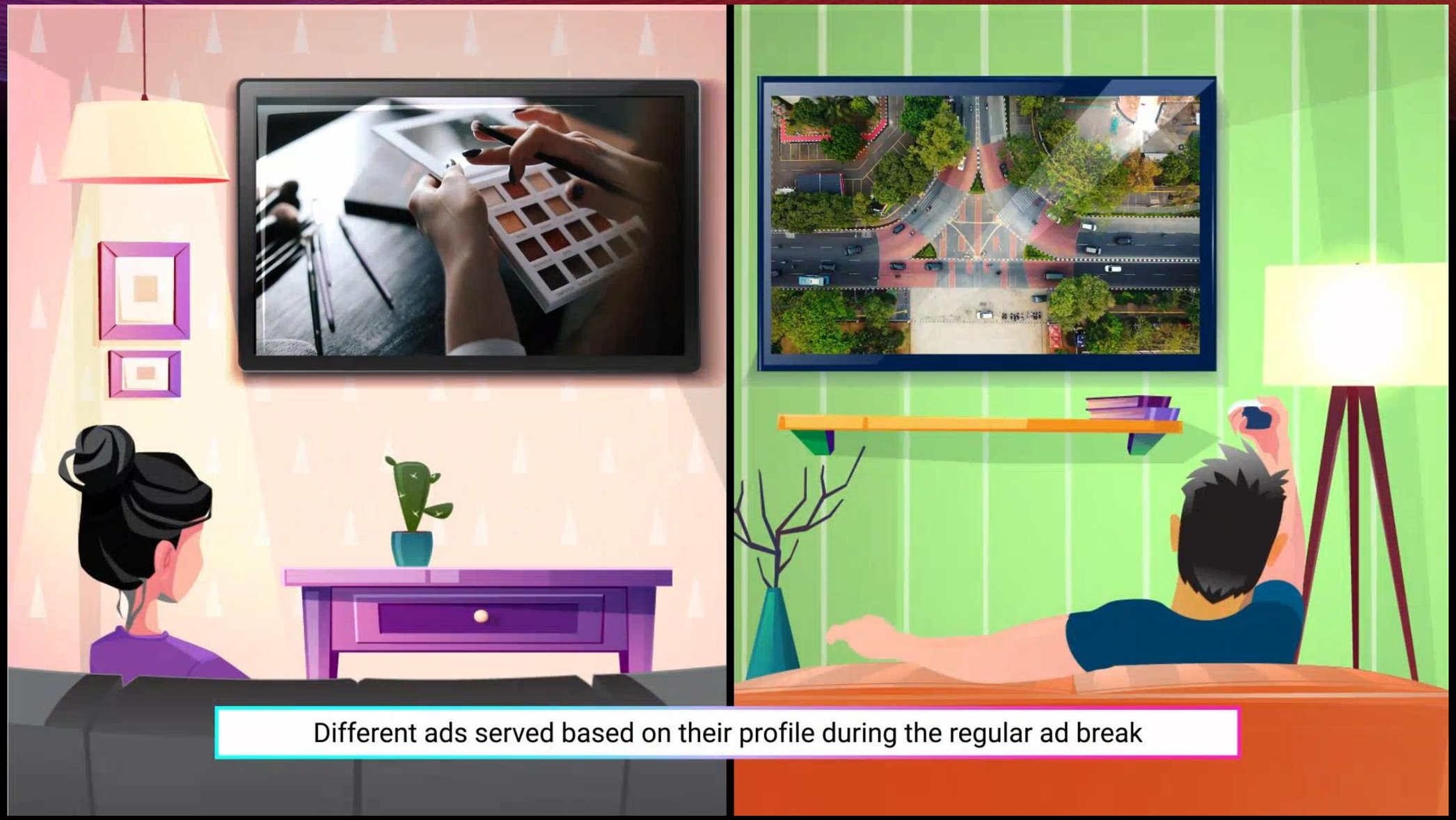
Credit Card - Yes | M40
Credit Card - Yes | T20

ADVANCED SEGMENTS

Automotive	Entertainment	Health Conscious	News	Tennis
Badminton	Fashion	House Proud	Parenting	Travel
Business	Foodie	Islamic	Property	Wedding
Drama	Football	Korean	Sepak Takraw	
Early Tech Adopters	Golf	Movie	Sports	

* Stream type and audience selection are subject to inventory availability

How Addressable Linear TV works



Different ads served based on their profile during the regular ad break

Addressable Ad Solution on Our Content & Consumer Based Ecosystem

On Linear TV

70%
TV Viewership Share

143mins
Average Daily Viewing

8.0mil
Average Daily Viewers

VOD

8.5bil
(jumped 9% YoY)

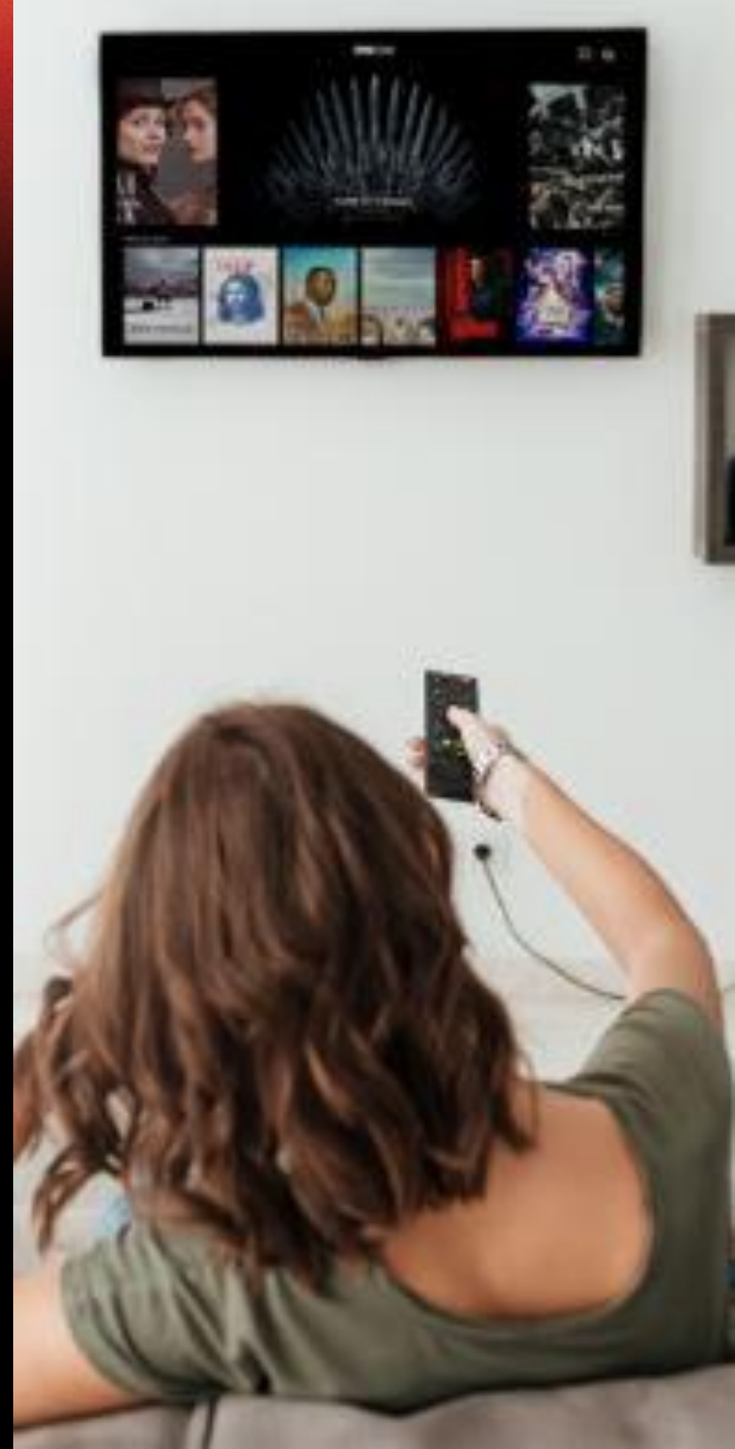
(Total Minutes Streamed Feb-Jul 2024)

1,413mins
Average Monthly Viewing

astro GO

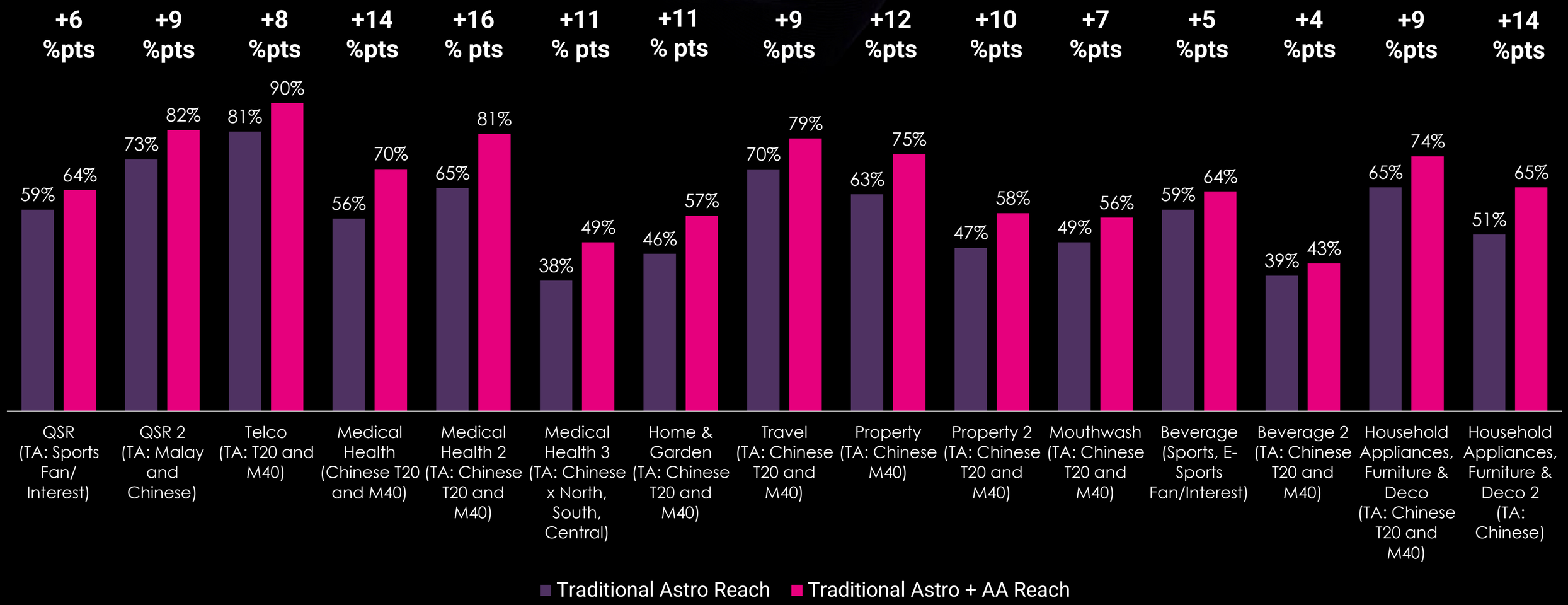
514K
Monthly Active Users

184mins
Average Weekly Viewing



Source: Astro Q2FY25 Results

AA Platform Increases Total Reach by 4 to 16 ppts Incrementally



Source: Internal Kantar x Astro Postbuy. Incremental reach subject to the base traditional buying performance

The Power Of Our Addressable Solutions

FIRST PARTY DATA @ REAL AUDIENCES

Link first party data across the marketing ecosystem in a unified automated platform for addressable targeting

HIGH VALUE AUDIENCE & NATIONAL SCALE

Access to high value audience spanning Linear TV, OTT and CTV audience segments

UNIFIED VIEW @ HOLISTIC ANALYSIS

A unified view of households to identify audiences across channels and devices

OUTCOME DRIVEN

Analyse campaign performance against both media and business KPIs

Astro Invites You to Grow Your Brand with the

First Addressable Advertising service in Southeast Asia

Bringing you the next-level of Audience Advertising that merges the best of digital targeting capability with TV’s emotional persuasive power, leveraging on first party data to deliver your brand messaging to the most relevant audience on household level, whenever they are watching on any screen. All this is made available to you at a competitive rate. .

FAQ

1

What is Addressable Advertising?

Addressable Advertising is a form of advertising that ***heightens the relevancy of ads.*** It enables you to ***deliver different ads to different household audiences that are watching content on linear TV across live stream and OTT platforms*** such as the Astro Go app & video on demand.

2

How does Addressable Advertising work?

Addressable Advertising is customisable. It ***leverages on a unique identifier that allows you to target audiences in specific households via their set top boxes or desktop web/mobile app*** versions of Astro Go.

3

How does Addressable Advertising differ from programmatic advertising?

Addressable Advertising has the ability to ***display different ads to different households while they are watching the same content.*** Programmatic advertising on the other hand, simply means the ability to buy ads via a platform according to an automated process.

4

What are the ad formats available for Addressable Advertising?

Our ad inventories are available for ***In-Stream Videos that are in the exact duration of 6s, 10s, 15s, 20s and 30s.*** Ad formats will be expanded in the coming phases.

5

Can advertisers book both normal linear TV spots and Addressable Advertising at the same time?

Yes. Addressable Advertising inventory and ad management environment are different. They operate separately from the normal linear TV spots.

6

What are the targeting capabilities on Addressable Advertising?

With Addressable Advertising, you have the advantage of reaching your ***high value audiences based on household data that includes location, demographics, affluence, e-commerce, lifestyle interest. Refer to Slide 7 for more info.***

7

How long do we need to get a campaign to go live?

Upon creative readiness, booking and material submission, it will take ***3 working days for a campaign to go live.***

8

How do I know if the reporting is accurate?

To ensure the data is robust ***we will engage an independent audit of the measurement methodology.***

9

How is Addressable Advertising traded?

Addressable Advertising is ***traded on a cost per thousand impression HH (CPM) basis.***

10

What is the advertisement requirement for Addressable Advertising?

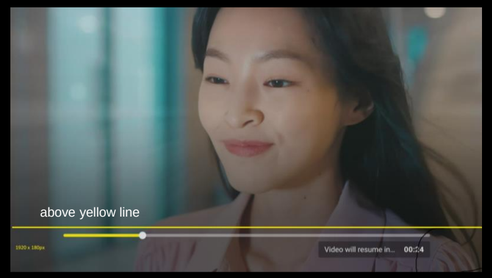
To comply with the Perbadanan Kemajuan Filem Nasional Malaysia Act, 1981 and the Communications and Multimedia Act, 1998 (and any amending or superseding Act). To comply with the other laws, by-laws, rules and regulations from time to time in force in Malaysia. To comply with the “Advertising Code for Television and Radio” and any other advertising code or guidelines issued by the Ministry of Information and/ or the Communications and Multimedia Commission or any other authority from time to time and any amendments/revisions thereto or superseding Act.

What is the material deliverable requirement for Addressable Advertising?

The Advertisement Material ***shall be submitted by the Client /Advertiser online via the registered vendors providing digital delivery service i.e. TVC Express (M) Sdn Bhd and Adstream Asia On Time (M) Sdn Bhd (or any other registered vendor as may be determined by MBNS).***

FORMAT	Quicktime (QT)
WIDTH X HEIGHT	1920x1080 pixel
ASPECT RATIO	16:09
FRAME RATE	25
BITRATE MODE	CBR
CODEC TYPE	XDCAM HD422 1080i50 (50Mb/s)
DURATION	6s, 10s, 15s, 20s and 30s
FILE SIZE	No file size limit though we recommend it to be 1GB and below.

FILE CONTAINER	.mxf OP1-A (file wrapper) .mxf file extension OR .mov (file wrapper)
AUDIO DECODER	CH.1 & 2: 24-bit, Stereo (L R), 48.000 kHz (1st Lang.) CH.3 & 4: 20-bit, Dolby E Stream 5.1 (1st Lang.) CH.5 & 6: 24-bit, Stereo (L R), 48.000 kHz (2nd Lang.) CH.7 & 8: 20-bit, Dolby E Stream 5.1 (2nd Lang.) OR CH.1 & 2: 24-bit, Stereo (L R), 48.000 kHz (1st Lang.) CH.3 & 4: 24-bit, Stereo (L R), 48.000 kHz (1st Lang.) CH.5 & 6: 24-bit, Stereo (L R), 48.000 kHz (2nd Lang.) CH.7 & 8: 24-bit, Stereo (L R), 48.000 kHz (2nd Lang.)
SAFE ZONE	Above 1920(w) x 180(h) pixel for any subtitles/disclaimers



12

What is the audience profile and how is the content consumption of Astro Go?

Viewer demographics and content consumption of Astro Go are as follows :

OVERVIEW

MAU	553K
ACTIVATED SUBSCRIBER	925K

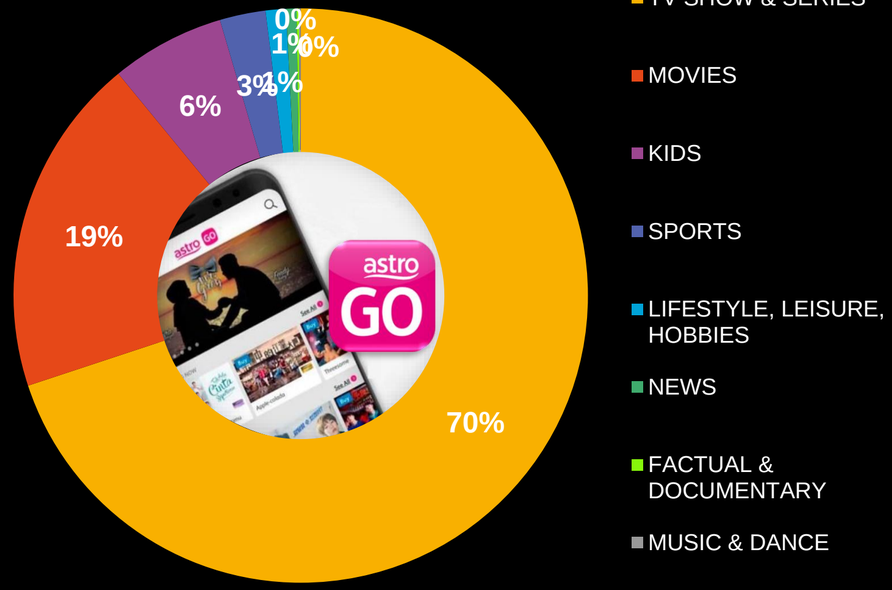
DEMOGRAPHICS

AGE GROUP	18-34 : 15% 35-49 : 41% > 50 : 44%
GENDER	Male : 57% Female : 35% Undisclosed : 7%
RACE	Malay : 66% Chinese : 14% Indian : 12%

CONTENT CONSUMPTON

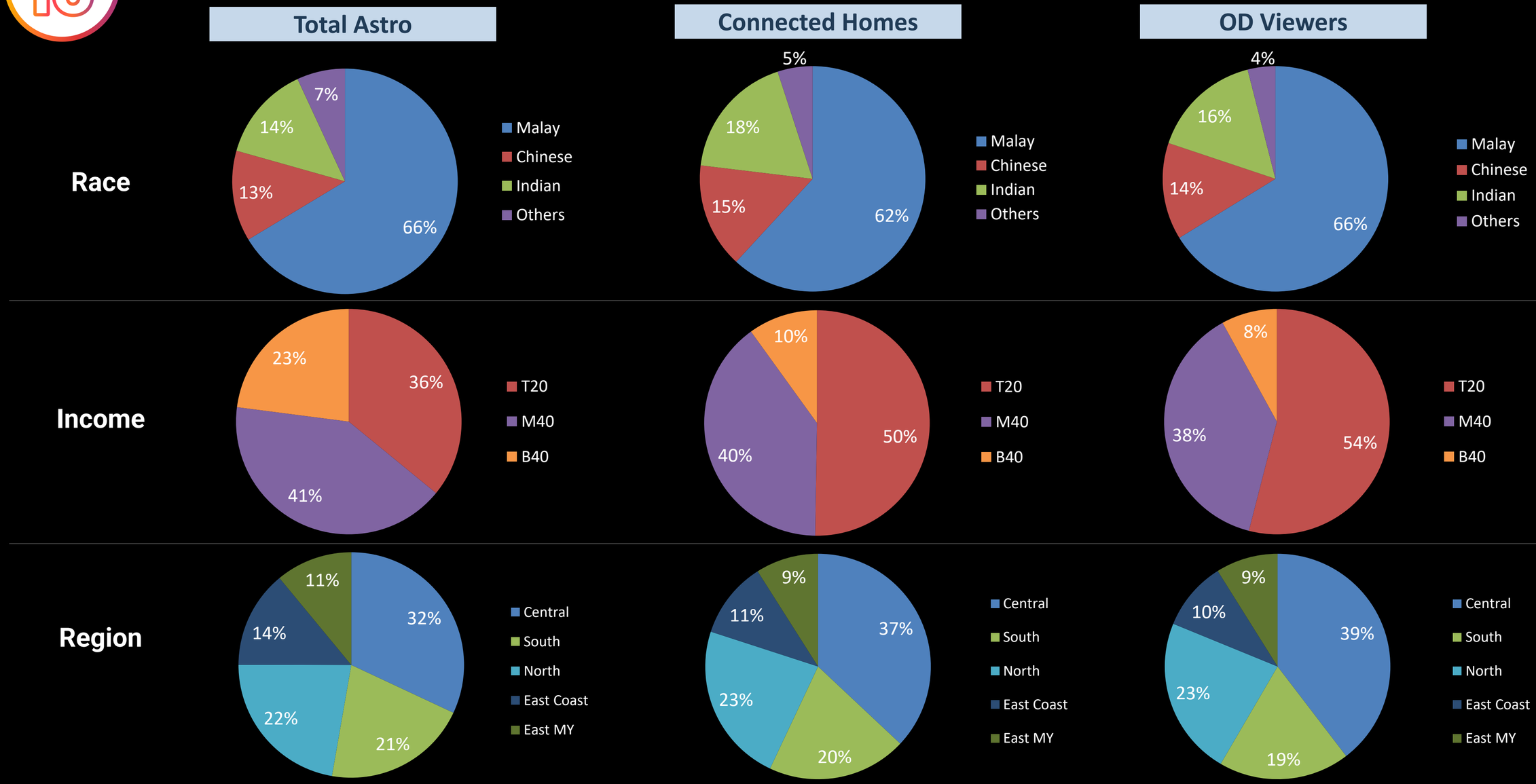
AVG TIME SPENT PER UNIQUE USER	476 minutes
TOTAL CONTENT VIEW TIME	202 Mil minutes
WEEKDAY & WEEKEND VIEWERSHIP	57% Weekday 43% Weekend
LINEAR VS VOD	68% LINEAR 32% VOD

VIEW TIME %



Stats as of Sep 2024

13 What are the audience profiles for Total Astro vs Connected Homes vs OD viewers ?



Source: Astro Census Data – Jan 2024

14

What are the different stream types available for Addressable Advertising?

There are two (2) stream types for Addressable Advertising : Linear and Video on Demand (VOD)

Linear

Linear is the traditional form of viewing where it follows a predetermined broadcasting schedule. Addressable ads are served through a set-top box (STB) to the targeted households, replacing only one (1) 30sec on-air promo (OAP) in every 15-minute window. Non-targeted STBs will not be affected and will continue to display existing OAP line-up.

Stream Type	Device	Connection	Platform	Ad Insertion
Linear	Any set-top box(STB)	Satellite/ Broadband	TV	OAP Break
	Astro GO (Mobile App/ Website)	Broadband	OTT	Coming Soon (Q4 2024)

Video On Demand(VOD)

VOD allows connected users to stream any video on their own schedule through the connected set-top box (STB) and mobile app/web version of Astro Go. Ad insertion for VOD includes pre-roll and mid-roll formats in the following manner:

- Less than 10mins : No ad insertion
- 10mins – 29mins : Pre-Roll only
- 30mins & above : Pre-Roll & Mid-Roll

Stream Type	Device	Connection	Platform	Ad Insertion
Video on Demand (VOD)	Any set-top box(STB)	Satellite / Broadband	TV	Pre-Roll & Mid-Roll
	Astro GO (Mobile App/ Website)	Broadband	OTT	Pre-Roll & Mid-Roll

15

In what circumstances a LPF cert is required ?

LPF is mandatory for any commercial on Linear TV. To have a better understanding, please refer to the table below:

Stream Type	Device	Connection	Platform (TV or OTT)	TVC LPF
Linear	Any set-top box(STB)	Satellite / Broadband	TV	**Yes**
	Astro GO (Mobile App/ Website)	Broadband	OTT	No
Video on Demand (VOD)	Any set-top box(STB)	Satellite / Broadband	TV	No
	Astro GO (Mobile App/ Website)	Broadband	OTT	No

16

How does Astro Addressable Advertising handle targeting when the campaign involves material in different languages?

Targeting will be based on a specific ethnic group; or the language used in each material. To have a better understanding, please refer to the table below:

Language of Material	Linear	Video on Demand (VOD)
Malay / English	To be targeted at a specific ethnic group or- Featured on all channels (if ethnic groups are not specified)	To be targeted at a specific ethnic group or- Featured on all content (if ethnic groups are not specified)
Chinese	To be targeted at a specific ethnic group (e.g. Chinese) or- Featured on all Chinese channels (if ethnic groups are not specified)	To be targeted at a specific ethnic group (e.g. Chinese) or- Featured on all Chinese content (if ethnic groups are not specified)
Tamil	To be targeted at a specific ethnic group (e.g. Indians) or- Featured on all Indian channels (if ethnic groups are not specified)	To be targeted at a specific ethnic group (e.g. Indians) or- Featured on all Indian content (if ethnic groups are not specified)

How often will Addressable Ads be served across targeted household ?

Generally, the Addressable ads will be served to the targeted household on a daily basis as long as they’re consuming our content through set-top box or Astro Go.

Are all Astro channels available for Addressable Advertising ?

Selected channels are enabled for Addressable Advertising, with the list expanding as we progress. You may reach out to your servicing partner to understand the details of the channel listing.

Can Addressable Advertising targeting on specific content ?

No, AA is an Audience First approach. However, should there be specific requirements or advertiser mandatories, Addressable Advertising can be confined to the selected channels, content & time belts. (exclusion process).

Thank You

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