



# THE 88 BUNDLE



# WHY THE 88 BUNDLE?

Your dual impact with Astro Addressable Advertising and sooka expands video reach beyond Linear TV to VOD & OTT, hitting urban families, PMEBS and the young.

## AA PACKAGE

**1.43mil** impressions

Platforms: Linear TV & VOD only

Media Investment: RM88,000

**VS**

## 88 BUNDLE PACKAGE

**1.60mil** impressions

Platforms: Linear TV, VOD, **sooka**

Media Investment: RM88,000



**Astro Addressable Advertising bringing the Best of TV and the online world, fused with rich audience data to deliver effective audience targeting in a premium, brand safe environment.**

Addressability TV combines TV's power of persuasion with digital-style targeting and accountability, providing relevant messages to intended audiences.

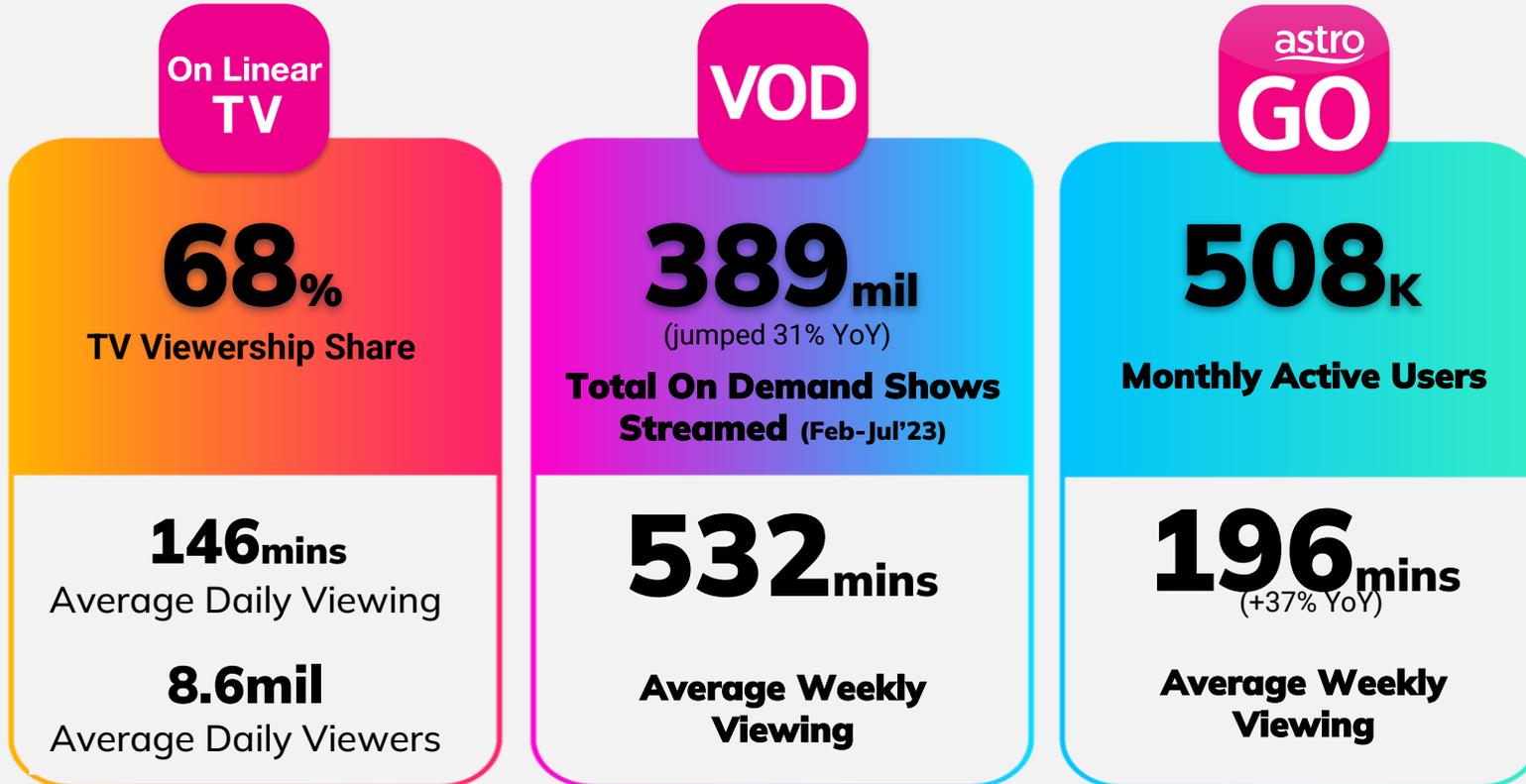
It is targeted advertising messages served directly to households.

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

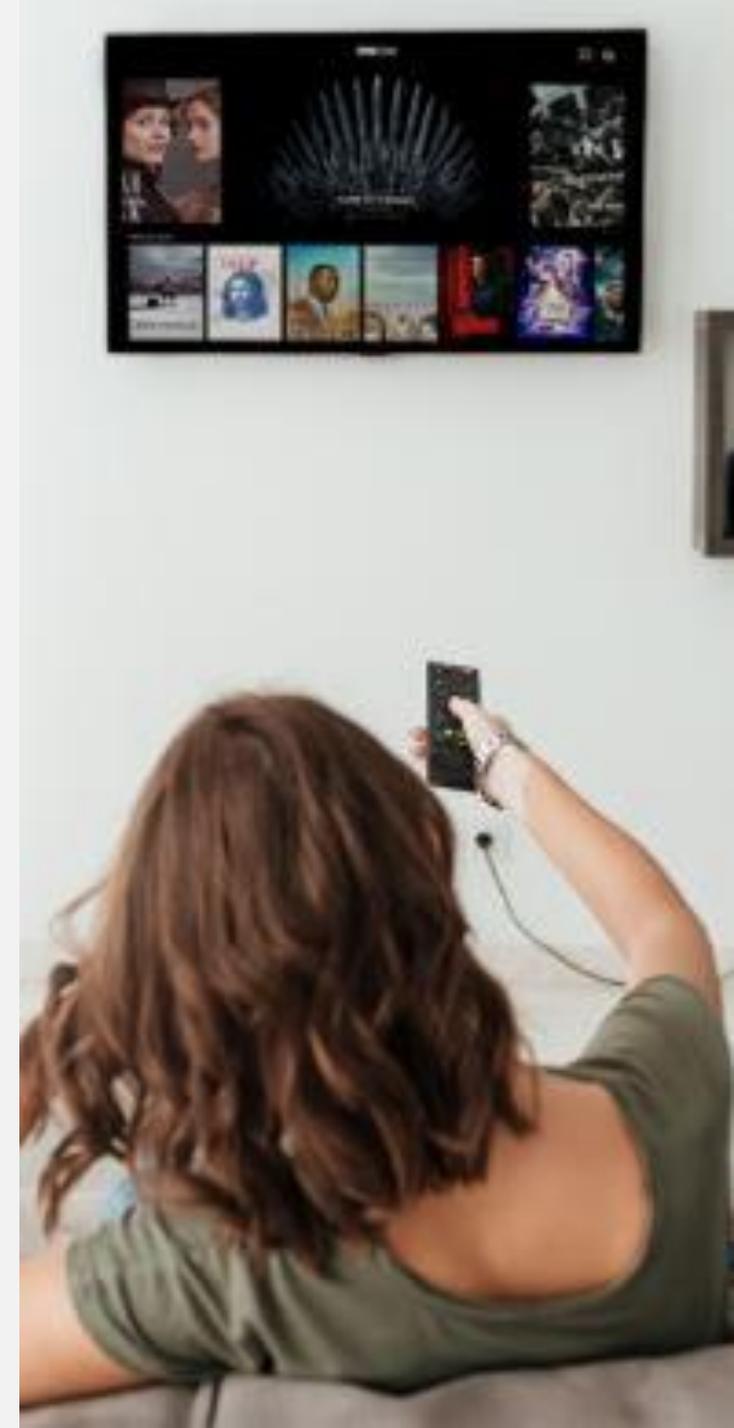




# Addressable Ad Solution on Our **Content** & **Consumer** Based Ecosystem

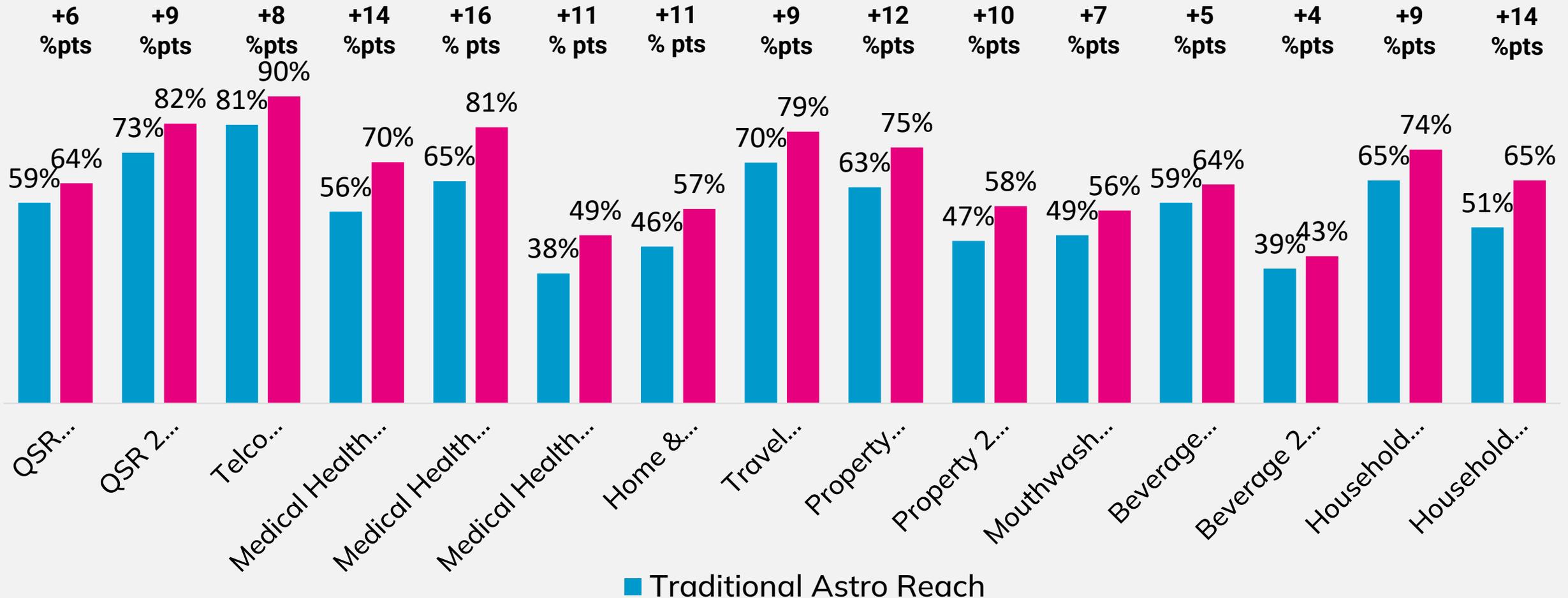


Source: Astro Q2FY24 Results





# AA Platform Increases Total Reach by 4 to 16 ppts Incrementally



# 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



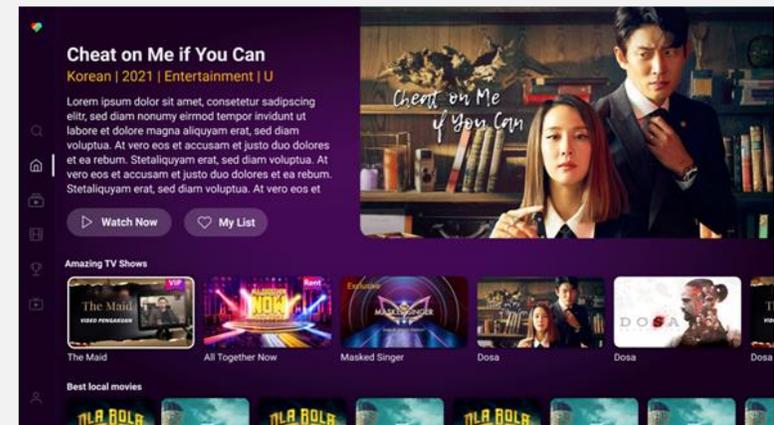
## OUTCOME DRIVEN

Analyse campaign performance against both media and business KPIs



A Millennial focused streaming service which offers:

- ✓ FREE TV Shows and Movies
- ✓ Access to PREMIUM Malaysian dramas and entertainment programmes
- ✓ The BEST Malay entertainment
- ✓ LIVE Global Sports



# sooka CONTENT

**7,500+  
Hours &  
Growing**

Amount of content on sooka

**70%  
FREE**

**30%  
PREMIUM**

Content ratio on sooka

**346,000,000  
Minutes**

Consumed since launch

**LIVE**

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**Video On Demand**

Content differentiation

## Malay Titles

- **Signature content** available right after going live on Astro
- **Deep library** of never before seen content

## Exclusives

- Release of **sooka exclusive** content
- Focus on **local shows** and unique storytelling style

## Big Selection

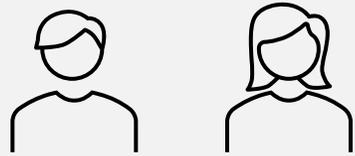
- **Local Chinese and Indian** content.
- **Signature evergreen Korean** content and webtoons
- **Regional content** from ASEAN countries
- **Short form content** by local creators

## Sports

- **Live signature sporting events.**
- **EPL, Tennis, Formula 1, Moto GP, Champions League, BWF & many others**
- **Seasonal events like World Cup and many more.**
- **Exclusive Pay Per View events**
- **Exclusive Capsules**

# sooka AUDIENCE PROFILE

## Gender Ratio\*\*



51%

Male

49%

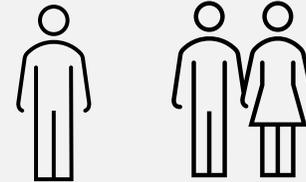
Female

## Home Broadband Ownership\*



60%

## Marital Status\*



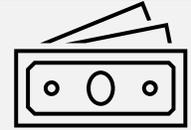
64%

Single

32%

Married

## Income Range\*



<1,000	8%
1,001 – 2,000	7%
2,001 – 4,000	23%
4,001 – 6,000	27%
6,001 – 8,000	12%
8,001 – 10,000	10%
10,001 – 12,000	4%

## Age Range\*\*

18-24	19%
25-34	20%
35-44	20%
45-54	17%
55-64	13%
65+	11%

**sooka's  
Key Users**

## User Distribution\*\*

Kuala Lumpur	35%
Selangor	27%
Johor	11%
Penang	5%
Sarawak	3.6%
Sabah	3.3%
Kedah	3.3%
Perak	2.8%
N. Sembilan	2.4%
Melaka	1.8%
Kelantan	1.4%
Terengganu	1.2%
Pahang	1.1%
Putrajaya	0.5%
Perlis	0.1%
Labuan	0.1%

## Platform Split\*\*

	6%
	38%
	56%

## Urban Rural Split\*



85%  
Urban

15%  
Rural

\*Based on market research done by Project Cassandra, 2020

\*\*Based on sooka January 2022 data

# ADVERTISING FORMAT



Ad Format	Ad Dimension						File Weight	Duration	File Format
	Aspect Ratio	Frame Rate	Bitrate Mode	Codec Type	File Container	Safe Zone			
Stream Type: Linear & VOD	1920x1080 pixel (16:09)	25	CBR	XDCAM HD422 1080i50 (50Mb/s)	.mxf OP1-A (file wrapper) .mxf file extension  <i>OR</i>  .mov (file wrapper)	Above 1920(w) x 180(h) pixel for any subtitles/disclaimers	No file size limit though we recommend it to be 1GB and below.	6s, 10s, 15s, 20s and 30s	Quicktime ( QT)



Ad Format	Ad Dimension		File Weight	Duration	File Format
Platform	Desktop	Mobile & App			
Pre-Roll	640x360 (16:9/4:3)	400x300 (16:9/4:3)	10MB	Up to 30 seconds	MP4, VAST Tag

# THE 88 BUNDLE

Entitlement	Description	Duration	Rate (RM)	Household Impressions	Total Value (RM)
<b>Addressable Advertising</b>					
Stream Type: Linear & VOD	Selected audience segment with 65% of impressions via Astro Linear stream, 35% via Astro VOD stream.	1 month	67	1,100,000	73,700.00
<b>Sooka</b>					
Pre-roll (Skippable)	Mass Targeting Only	1 month	50	500,000	25,000.00
				<b>Total Media Value (RM):</b>	<b>1,600,000</b>
				<b>Media Investment (Gross) (RM):</b>	<b>88,000.00</b>
				<b>Savings (RM):</b>	<b>10,700.00</b>

# Terms & Conditions:

- All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
- All booking to be sent in ONE (1) media order. Each package is only for ONE product product/brand, no sharing of product/brand is allowed.
- The package is valid until 30 Jun 2024, similar benefits will not be guarantee after this date.
- For Addressable Advertising Packages, impression allocation will follow a 35:65 ratio by default, with 35% on VOD and 65% on Linear upon inventory availability of targeted audience segment.
- Video commercial materials to be submitted via TVCXpress/adStream with minimum of 5 working days prior to campaign live date.
- Availability of inventory/ packages is based on first-come, first-served basis.
- Package deliverables are subject to availability upon campaign confirmation. Astro Media Solutions Sdn Bhd reserves the right to convert any deliverables with the same value in the event of limited inventory.
- Packages are non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.
- This document, the recommendations and creative concepts have been developed by Astro. All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole in any form whatsoever.
- This agreement is private and confidential and no content herein shall be divulged to parties other than the intended agency and client.
- The above package is subject to the general terms and conditions for the provision of airtime, which can be found at: [www.astromedia.com.my](http://www.astromedia.com.my)

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**THANK YOU**