

# Astro's Integrated Video Offering

Media Kit | January 2024



# CONTENT

01

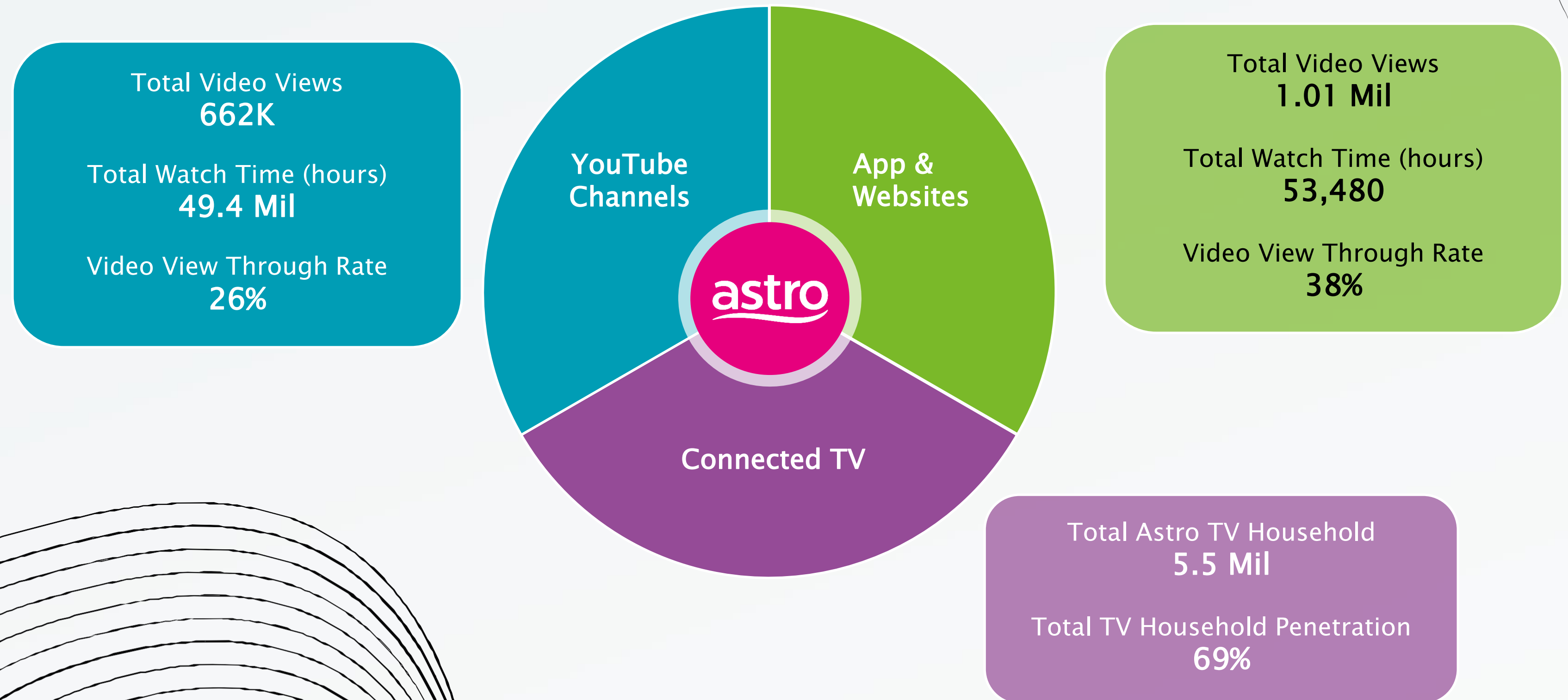
02

Introduction

Ad Formats

# PREMIUM Astro Video Content

## Distribution across platforms driven by our IPs



Source: Dailymotion, Jan-Apr 2023



# Astro Video Universe

Across base of audience in different demographics and interests

## Malay



## Indian



## Chinese



## English



## App



# Top 4 Most Viewed Genre on Astro YouTube Channels

2 Mengantuknya Mumia | Didi & Friends  
Views: 3,528,107

3 Lagu Legenda | Didi & Friends  
Views: 2,549,079

4 Semut Berkawad | Didi & Friends  
Views: 2,110,630

5 Didi & Friend The Movie: Official Trailer Di Pawagam 23 Februari 2023 | Didi & Friends  
Views: 1,990,604

## KIDS



**Kalau Rasa Gembira | Didi & Friends**  
Views: 4,922,204



**AWANI Live 24/7 | Astro AWANI**  
Views: 1,784,429

2 Agong harap Anwar PM terakhir sebelum berangkat 'pulang ke Pahang' | Astro AWANI  
Views: 437,082

3 Sekarang dah jadi kawan, jangan hina dia ... - Shahidan | Astro AWANI  
Views: 250,252

4 多数马来人不满意政府 安华“全民首相”形象起反效果? | 八点最热报 27/02/2023 | Astro 本地圈  
Views: 218,668

5 Macam mana jawab jika YB asyik berdiri? - Azalina | Astro AWANI  
Views: 181,106

## NEWS

2 Astro旺兔GOLD贺岁专辑2023【致今年】Official MVs | Astro 本地圈  
Views: 1,164,127

3 Official Trailer: High Council | Astro Gempak  
Views: 808,509

4 [MV] Sleet & Najwa Latif - Untuk Dia | Astro Gempak  
Views: 620,174

5 真爱好妈 MA, I LOVE YOU - 电影官方预告片 Official Trailer | 2023年1月22日正式上映 Di Pawagam 22 Januari 2023 | Astro Shaw  
Views: 563,943

## ENTERTAINMENT



**Astro旺兔GOLD贺岁专辑2023【旺兔GOLD】Official 4K MV**  
(附15种字幕 | Astro 本地圈)  
Views: 2,346,775



**Argentina 3 (4 - 2) 3 France | World Cup 2022 Highlights | FINAL**  
| #GrabMY | Stadium Astro  
Views: 1,332,888

2 EPL Highlights: Manchester United 2 - 1 Manchester City | Astro SuperSport | Stadium Astro  
Views: 991,390

3 EPL Highlights: Arsenal 3 - 2 Manchester United | Astro SuperSport | Stadium Astro  
Views: 899,107

4 Malaysia 4 - 1 Singapura | Kumpulan B | AFF Mitsubishi Electric Cup 2022 | Astro Arena  
Views: 881,998

5 EPL Highlights: Manchester United 3 - 0 Nottingham Forest | Astro SuperSport | Stadium Astro  
Views: 733,918

## SPORTS



# **PREMIUM** Astro Video Content **TARGETING** Inventories



**SPORTS**

**7.7 million**  
impressions



**ENTERTAIN-  
MENT**

**10 million**  
impressions



**NEWS**

**6.3 million**  
impressions



**KIDS**

**20.5 million**  
impressions



**MALAY**

**30 million**  
impressions



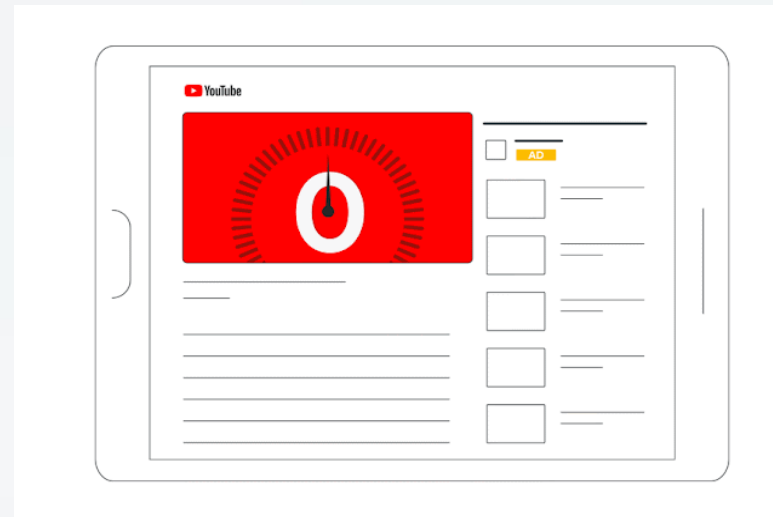
# Ad Formats

- YouTube Ads
- Brand Integration on Astro  
YouTube channels & contents





# YouTube Ads



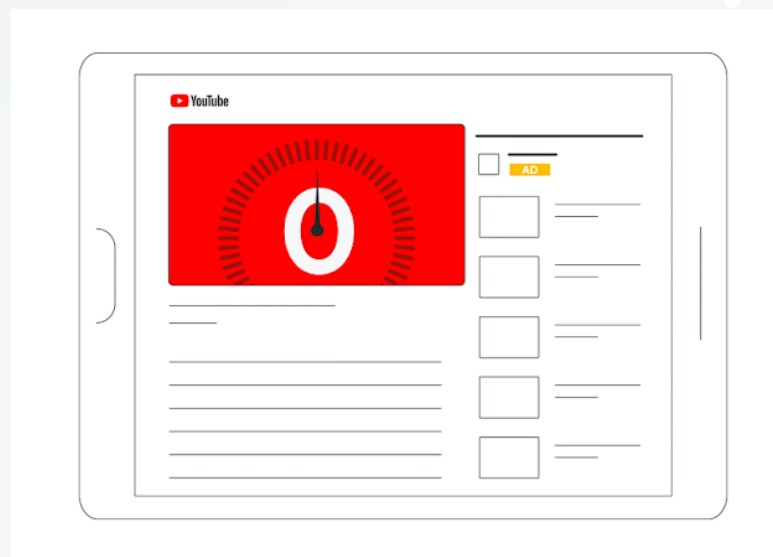
**BITE**



6 sec Bumper Video Ad

Non-skippable

Play before, during, or after another video

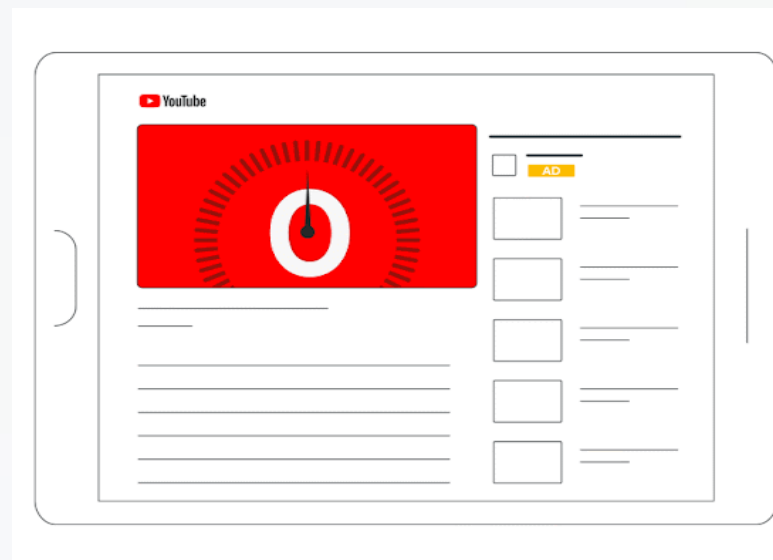


**SNACK**



Non-Skippable Video Ad (Up to 20 sec)

Play before, during, or after another video



**MEAL**



Skippable Video Ad (min. 12 sec up to 6 mins)

“Skip Ad” button appears after 5 sec

Play before or during a video





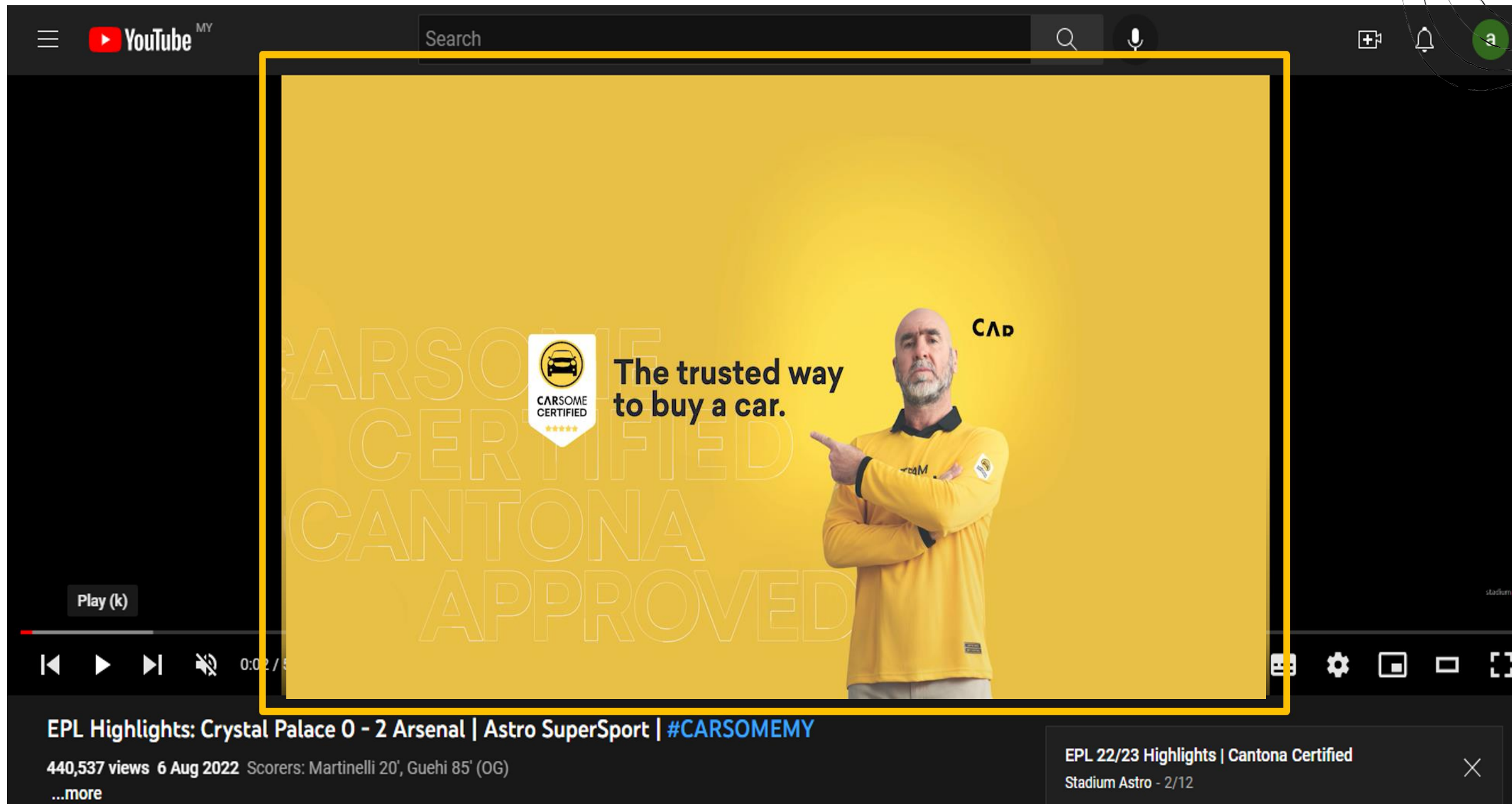
# Brand Integration on Astro YouTube Channels & Contents





# 3 sec Branded Intro

First 3 sec before the actual content starts

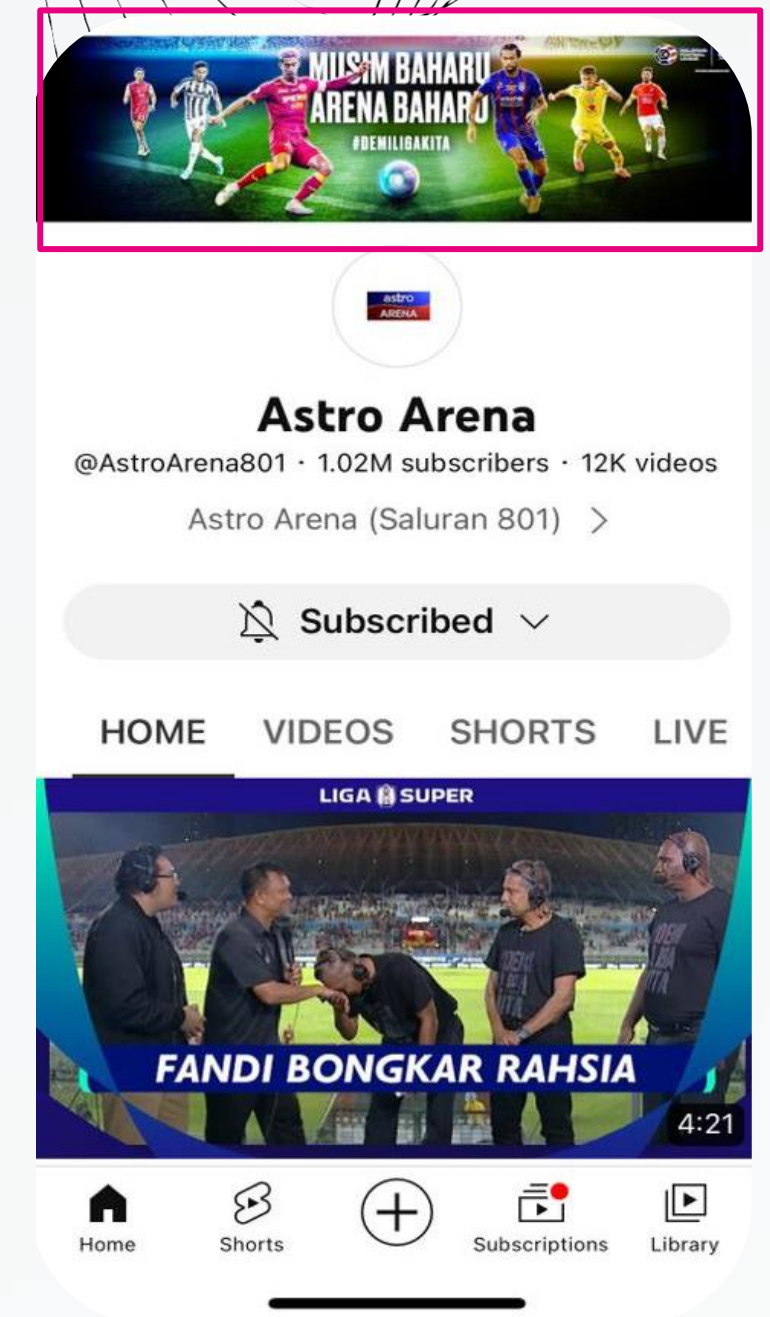
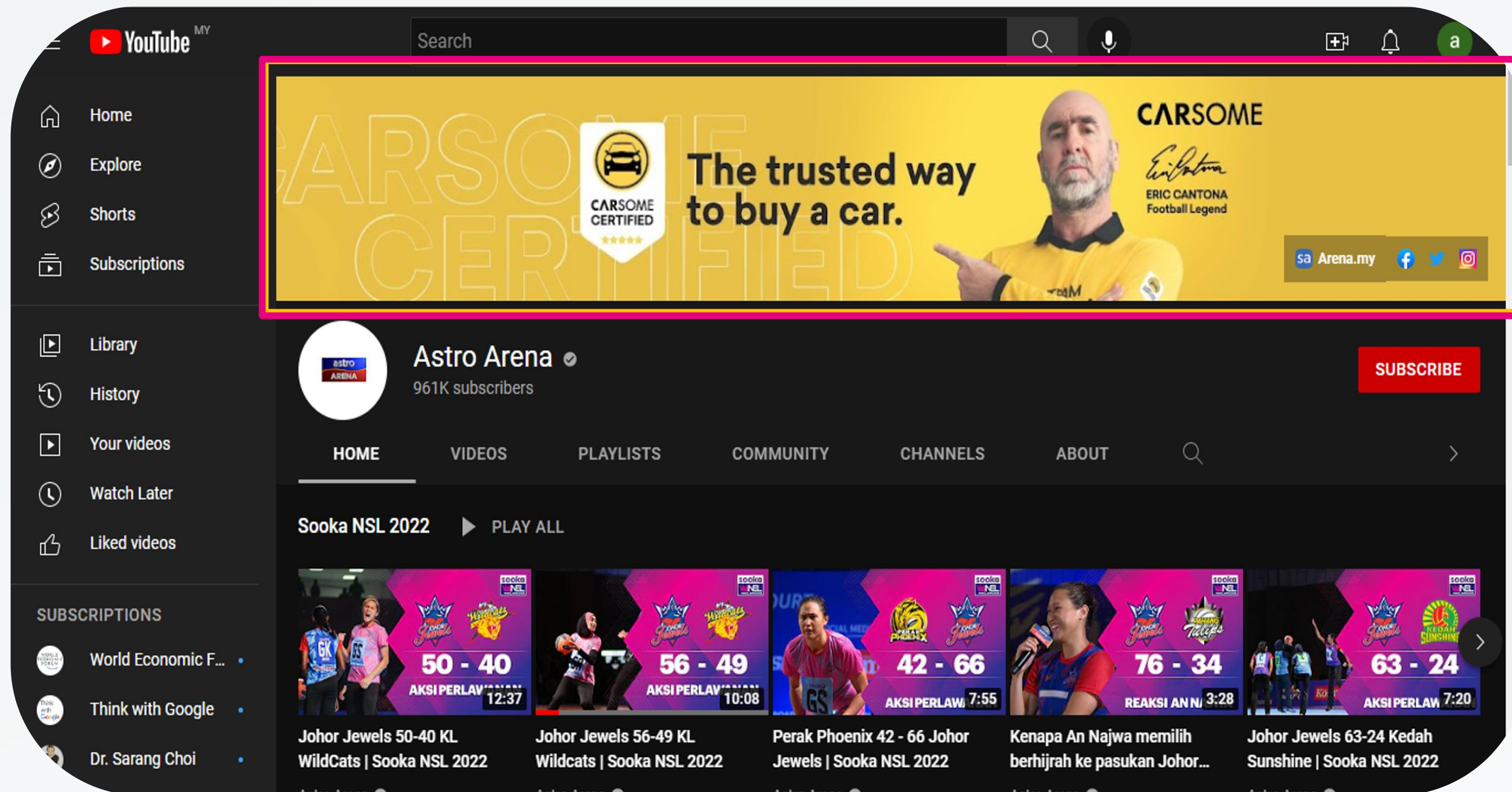


Click to play



# Brand Takeover

## Channel Art





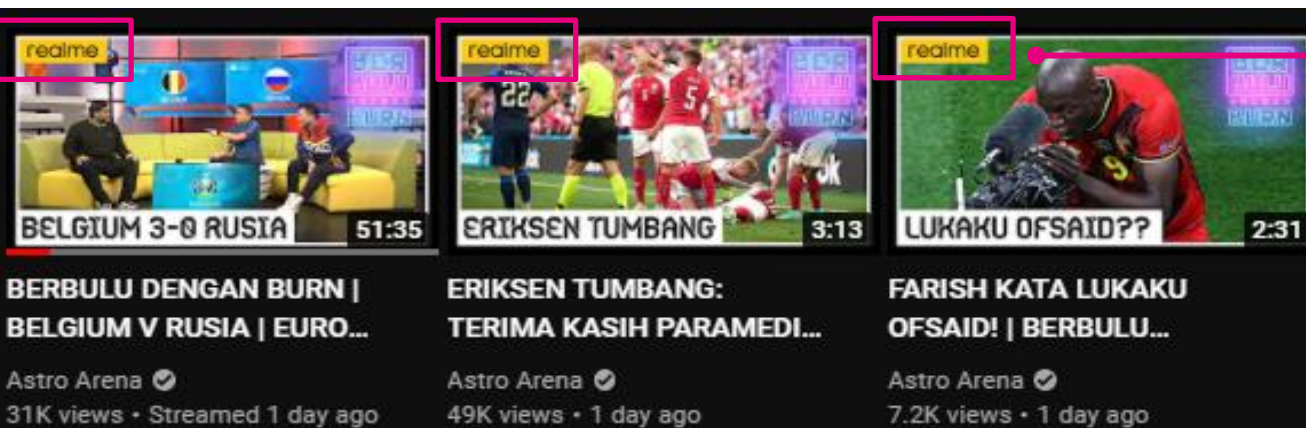
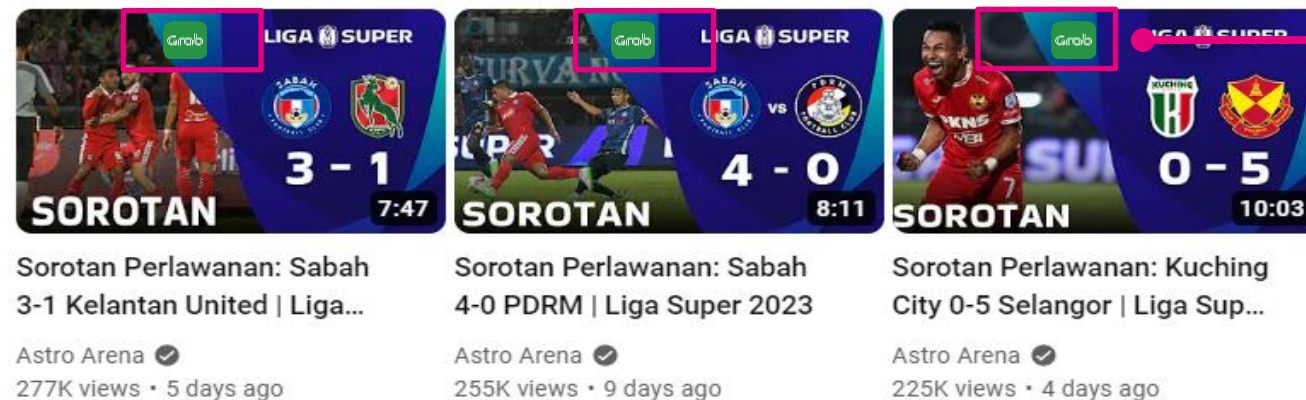
# Branded Video

## Playlist, Title Hashtag, Thumbnails

Diskusi & Analisis | Liga Super 2023 ▶ Play all



Sorotan Perlawanan: Liga Super 2023 ▶ Play all



1

### Playlist

Example: Sorotan Perlawanan: Liga Super 2023 ditaja oleh XYZ Brand

2

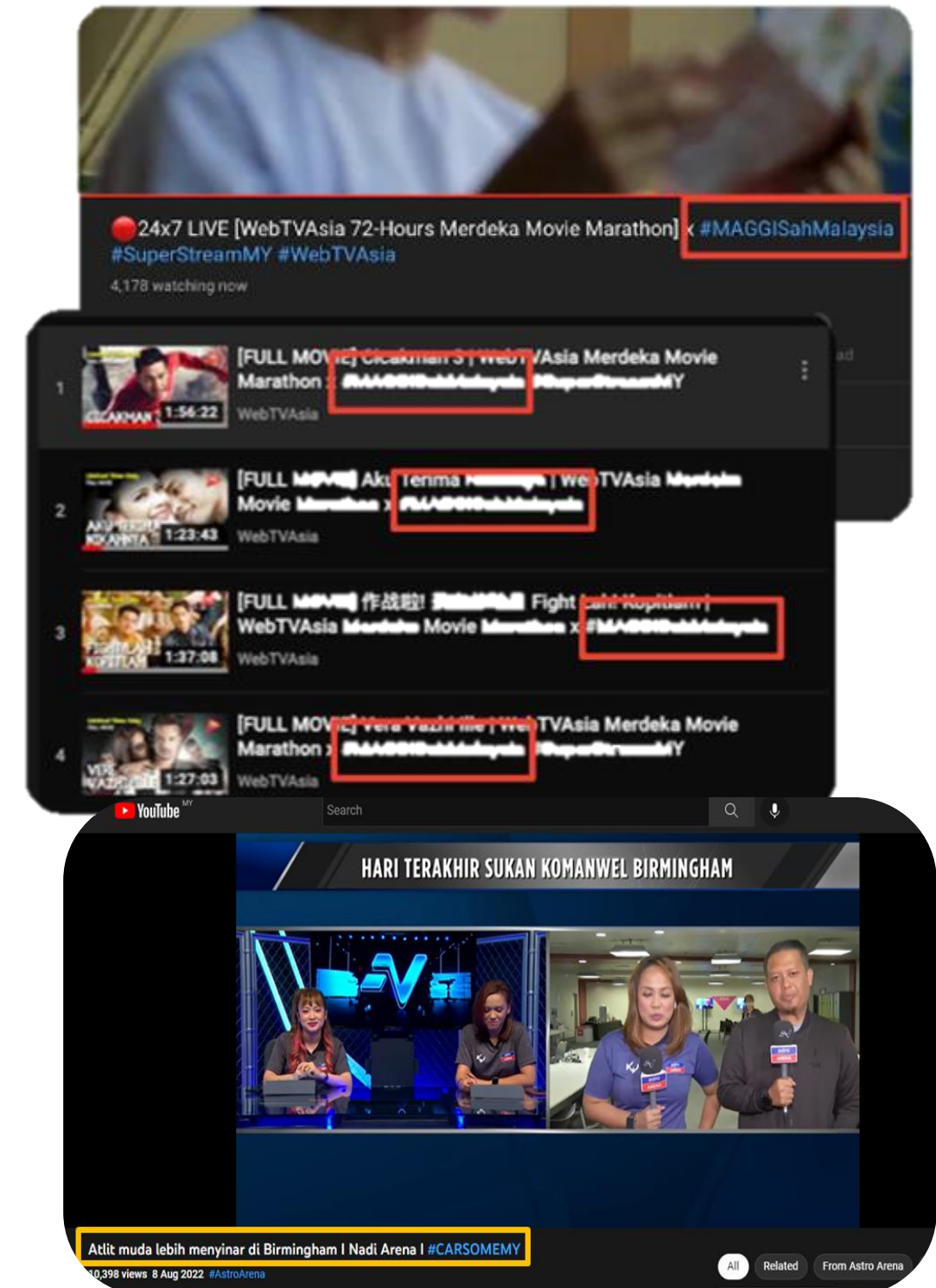
### Thumbnails

Brand logo integration within video

3

### Title Hashtag

Across featured videos And YouTube shorts

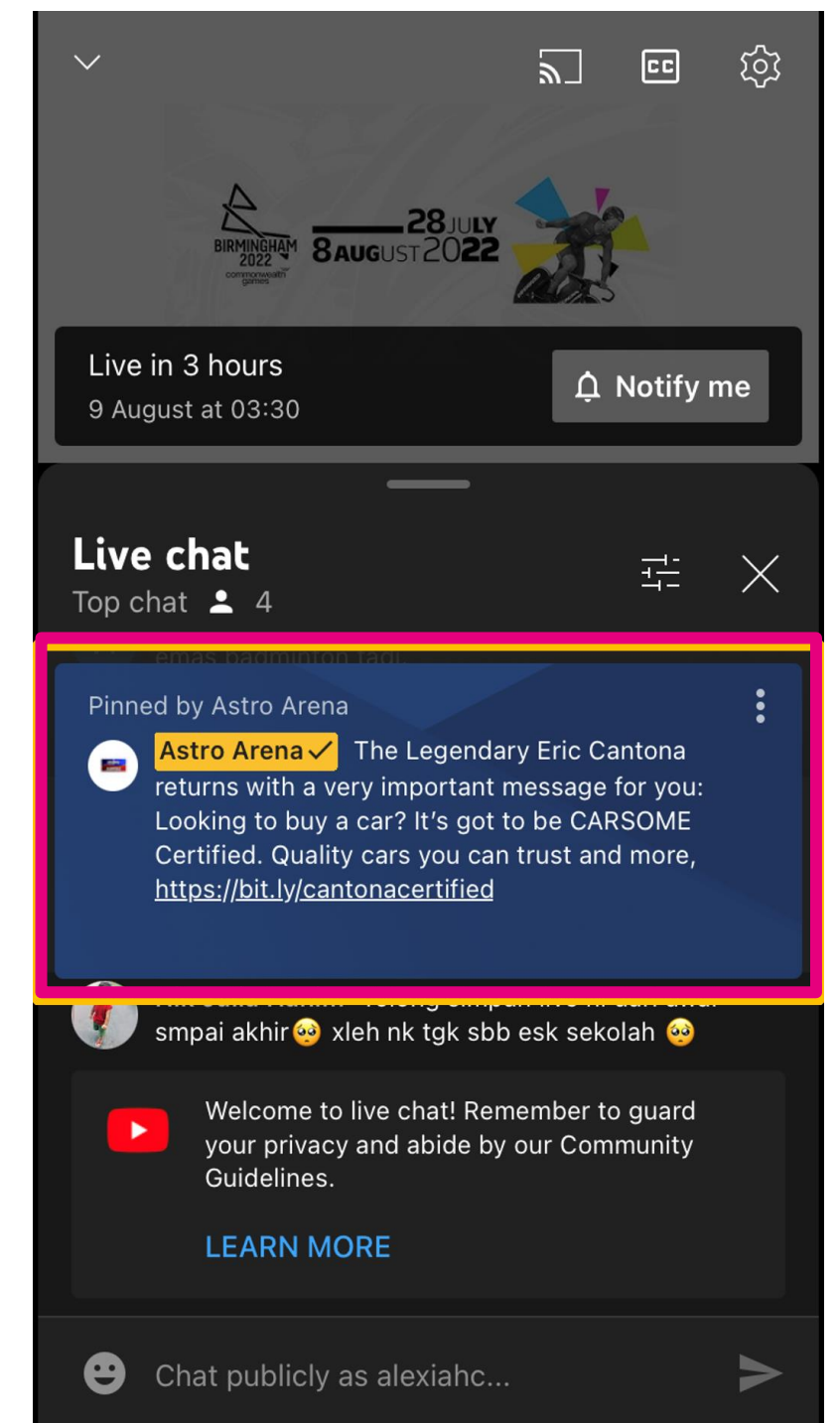
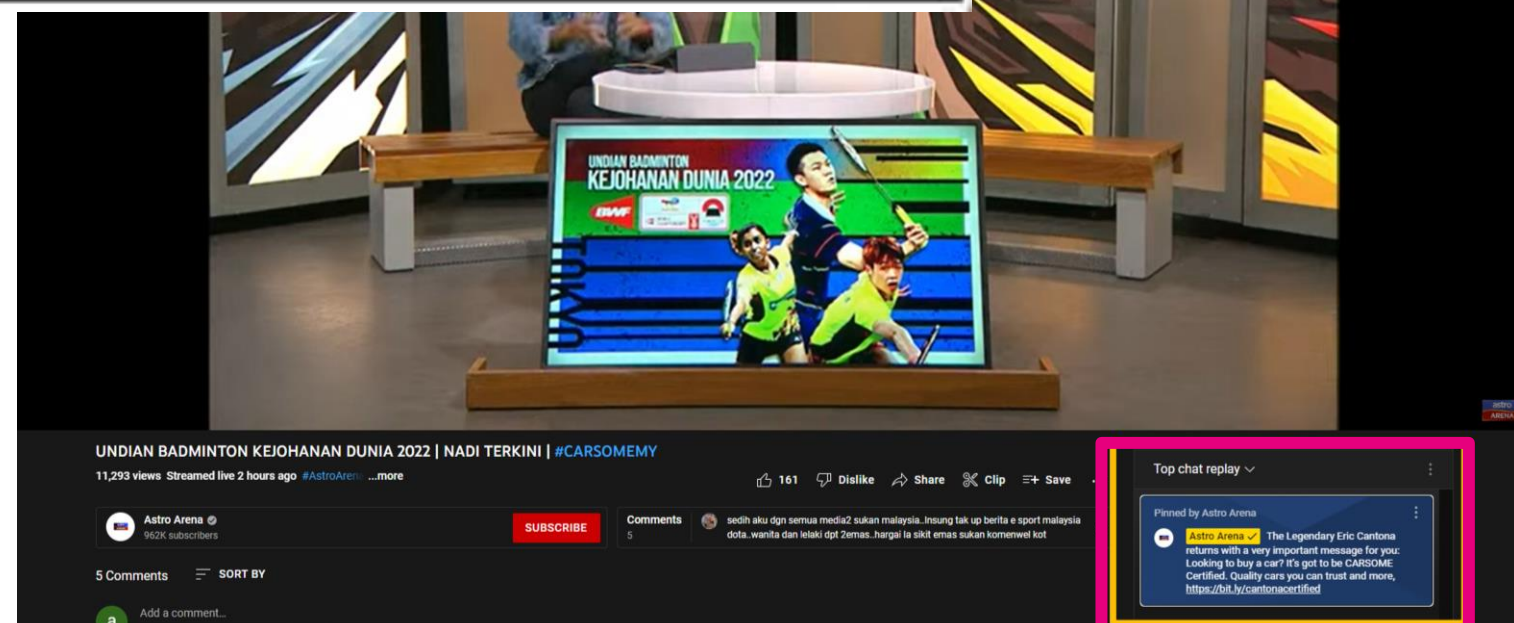
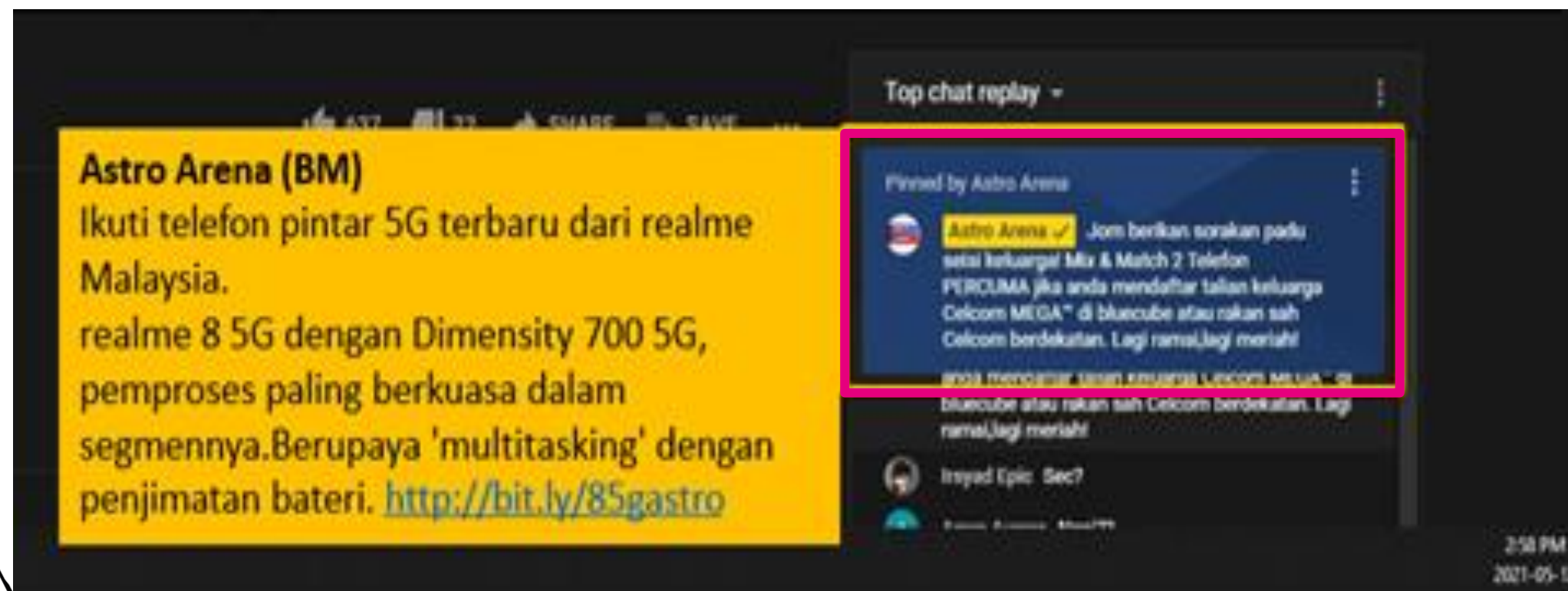




# Branded Pinned Chat Message

## (\*Live Stream)

\* Only when it is available



# FAQ

## **1. What are the key differences between buying through Astro Media Solutions (AMS) vs YouTube directly?**

When you buy through YouTube directly, you cannot specify preferences for specific channels, videos, or networks. However, if you buy through AMS, you can request specific placements, such as having your ads appear on the Stadium Astro EPL video.

## **2. What are the differences in charges between AMS and YouTube?**

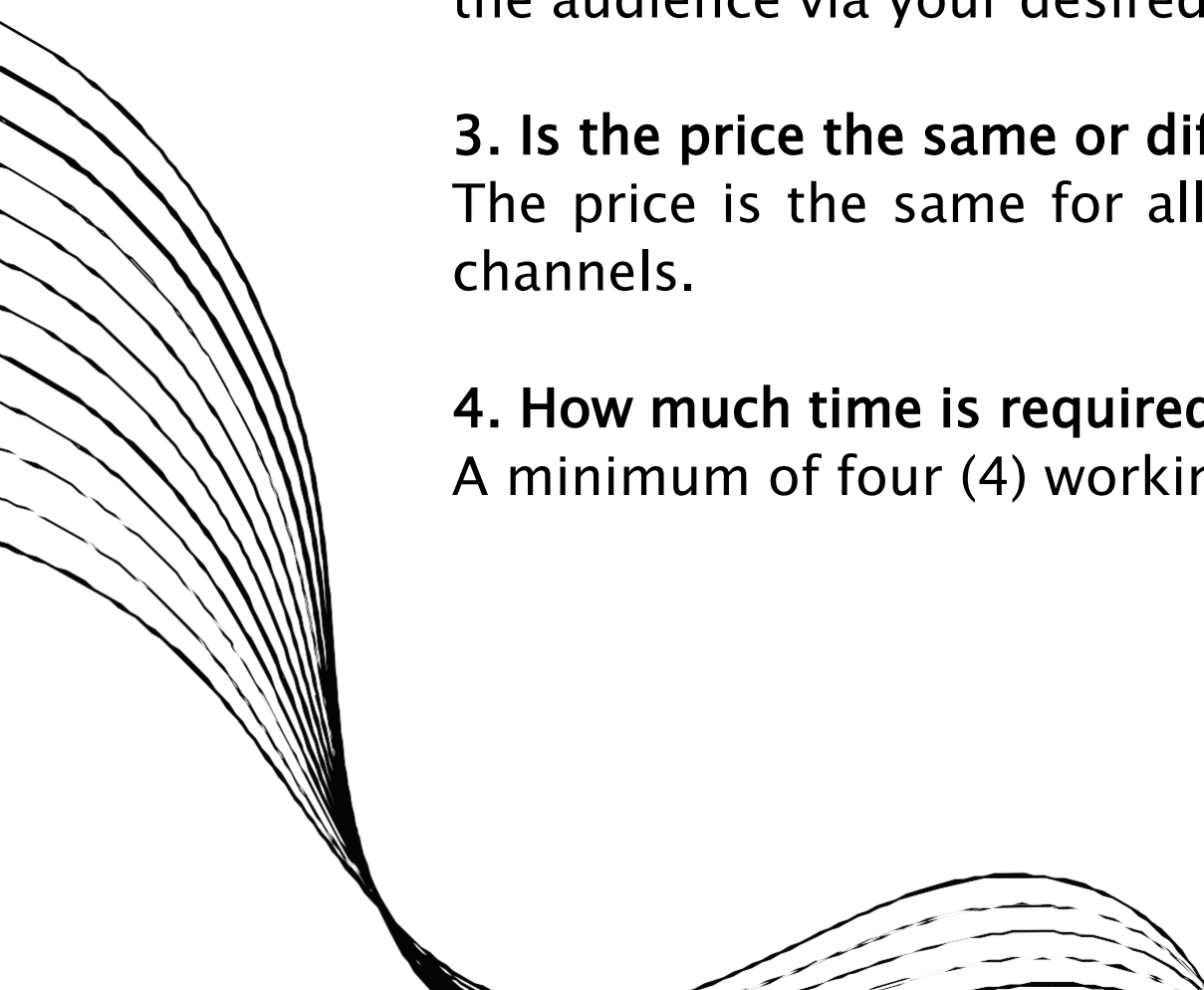
YouTube charges may differ from our charges because they offer programmatic video rates, which can be lower but less granular control over ad placement. That means, buying programmatically with YouTube does not guarantee that the ads will appear specifically on Astro YouTube videos or channels. Our offerings ensure that your ads reach the audience via your desired Astro YouTube videos or channels with branded integration features.

## **3. Is the price the same or different across different YouTube channels under Astro?**

The price is the same for all YouTube channels under Astro. The rate card applies uniformly to all Astro YouTube channels.

## **4. How much time is required for a campaign to go live?**

A minimum of four (4) working days in advance of the campaign's intended live date is required.





# FAQ

## 5. What are the material deliverable requirements for clients?

The advertisement material shall be submitted by the client/advertiser via email.

	Bumper Video Ad	Non-skipable Video Ad	Skippable Video Ad
File Format	MP4		
Dimension (W x H)	480x360v and 480x361v	480x360v	480x361v
File Size	10MB		
Duration	6 secs (Max)	20 secs (Max)	12 secs (Min) – 6 mins (Max)

	Branded Channel Art
File Format	PNG or Working files in Adobe Illustrator or Photoshop
Dimension (W x H)	2560 x 1440 px (Min) Safe central area for text and logos: 1235 x 338 px.
Aspect Ratio (W x H)	16:9
File Size	6MB (Max)

	Branded Video Playlist	Branded Video Title Hashtag
Text	20 characters (Max) Example: Cantona Certified	20 characters (Max) Example: #carsomemy

# FAQ

Cont'd

5. What are the material deliverable requirements for clients?

The advertisement material shall be submitted by the client/advertiser via email.

	Branded Video Thumbnail
File Format	PNG
Dimension (W x H)	300 x 300 px
File Size	1 MB (Max)
Remarks	Brand / campaign logo.

	Branded Pinned Chat Message (Live Stream)
	200 characters (Max)
Text	Example: The Legendary Eric Contana returns with a very important message for you: Looking to buy a car? It's got to be CARSOME Certified. Quality cars you can trust and more, <a href="https://www.carsome.my/">https://www.carsome.my/</a>
Remarks	Appears in Live chat during Live stream only.

	Branded 3 Secs Intro
File Format	Working files in Adobe Illustrator or Photoshop
Dimension (W x H)	2560 x 1440 px (Min)
Aspect Ratio (W x H)	16:9
File Size	6MB (Max)
Remarks	Example: Carsome sample (refer to first 3 secs before the actual content starts), <a href="https://www.youtube.com/watch?v=ojlwlc2hsTg&amp;list=PLORIlcEjczcJuFcm95wjeJ1NEtpqyqFk-&amp;index=65">https://www.youtube.com/watch?v=ojlwlc2hsTg&amp;list=PLORIlcEjczcJuFcm95wjeJ1NEtpqyqFk-&amp;index=65</a>



# Terms and Conditions

- All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
- Package availability is based on first-come, first-served basis.
- Video commercial materials to be submitted via email with minimum of four (4) working days prior to campaign live date.
- For digital materials, all pointers, directions and visuals to be provided by advertiser and is subject to Astro's final approval.
- The delivery of the digital entitlements will be based on the recommended duration. Any changes such as addition targeting/duration adjustment, it will subject to availability of inventories upon campaign booking submission.
- Selection of YouTube channels is subject to availability at time of booking.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- All entitlements to be booked under One media order.
- Astro reserves the right to amend any of the above pricing categories from time to time.
- 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 <https://astromedia.com.my/advertising-terms-conditions/>

*The End*

**THANK YOU**

