



和你关心
每一天

每晚 8 点 直播



2000 PRIME TALK

01

TOP PROGRAMME

Astro AEC News content has been constantly capturing **massive viewership** in the channel for years

02

GREAT NEWS ANCHORS

Our anchors bringing the news to live by delivering the local news and discuss socioeconomic matters with a more **emotive approach**

BEYOND TV NEWS

03

STRONG SOCIAL MEDIA

We're delivering news beyond TV screen, the programmes are reaching out to social platforms with more than **ONE million of followers**

04

RELIABLE NEWS SOURCE

Do you know that TV news is **one of the most trusted source** of info? Creating a level of credibility not only for viewers but also for advertisers

ABOUT US

2000 PRIME TALK



A 30min daily LIVE primetime current affairs programme that offers timely and insightful information that happened during the day.

First hand, on the scene footages that ranges from national community and global significant news to social happenings, great bargain of the day, Chinese community issues, etc.

THE ANCHORS

2000 PRIME TALK



Irene Sua
蔡心惠

Darren
庄文杰

Hui Mei
萧慧敏

Jiang Han
颜江瀚

Boey
梁宝仪

Carol Ong
王钶嫒

TX DETAILS

2000 PRIME TALK



Date: Every Mon – Sun
Time: 08.00 – 08.30pm
Channel: Astro AEC
Language: Mandarin



WHO'S
WATCHING
US?

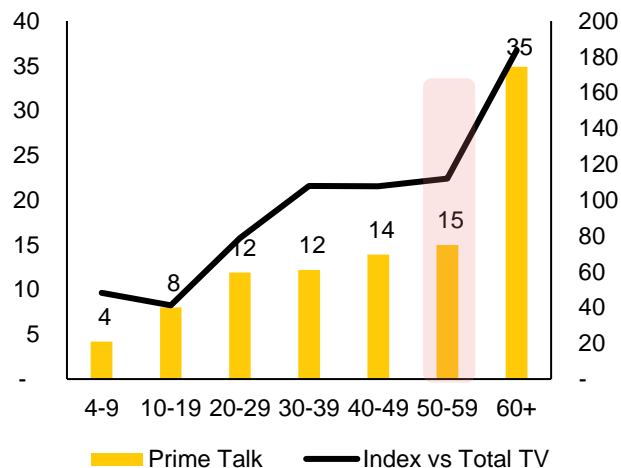
2000 PRIME TALK



FEMALE
53%



MALE
47%

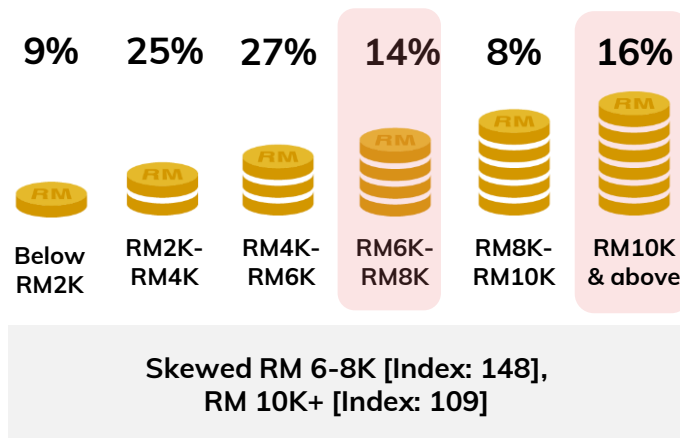
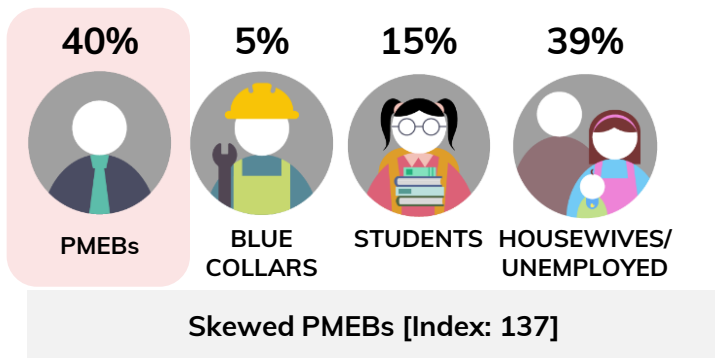


Skewed aged 50-59 [Index: 112]

Source: Kantar media DTAM (Live + 7)
Universe: Chi 4+ (2.4 Mil) | Jan'23 – May'23

WHO'S
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US?

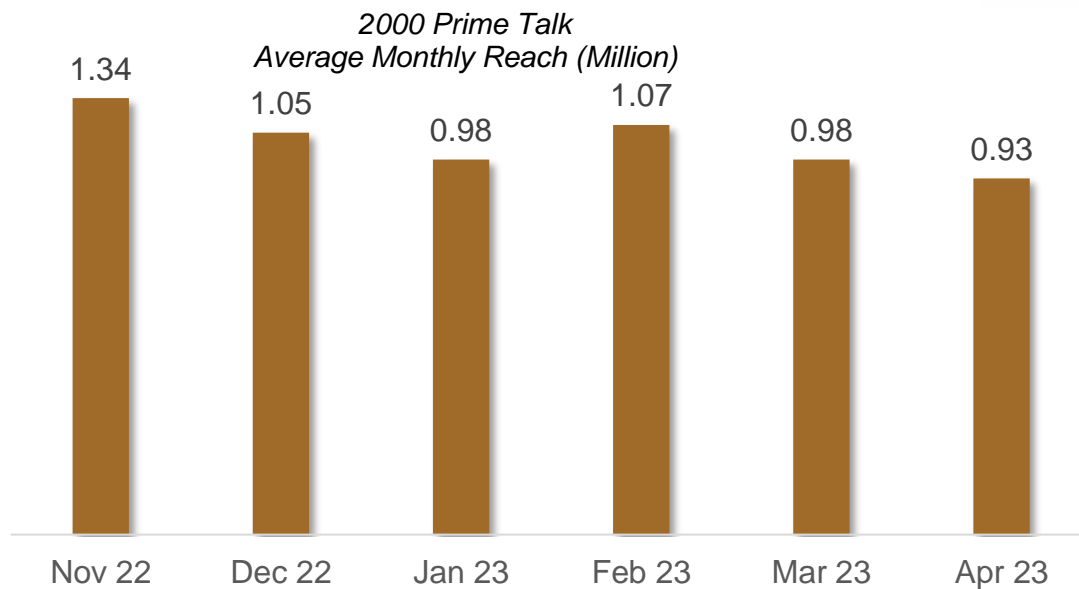
2000 PRIME TALK



Source: Kantar media DTAM (Live + 7)
Universe: Chi 4+ (2.4 Mil) | Jan'23 – May'23

OUR
GROWTH

2000 PRIME TALK



Source: Kantar media DTAM (Live + 7)
Universe: Chi 4+ (2.4 Mil) | Nov 22 – Apr 23, 2000-2030

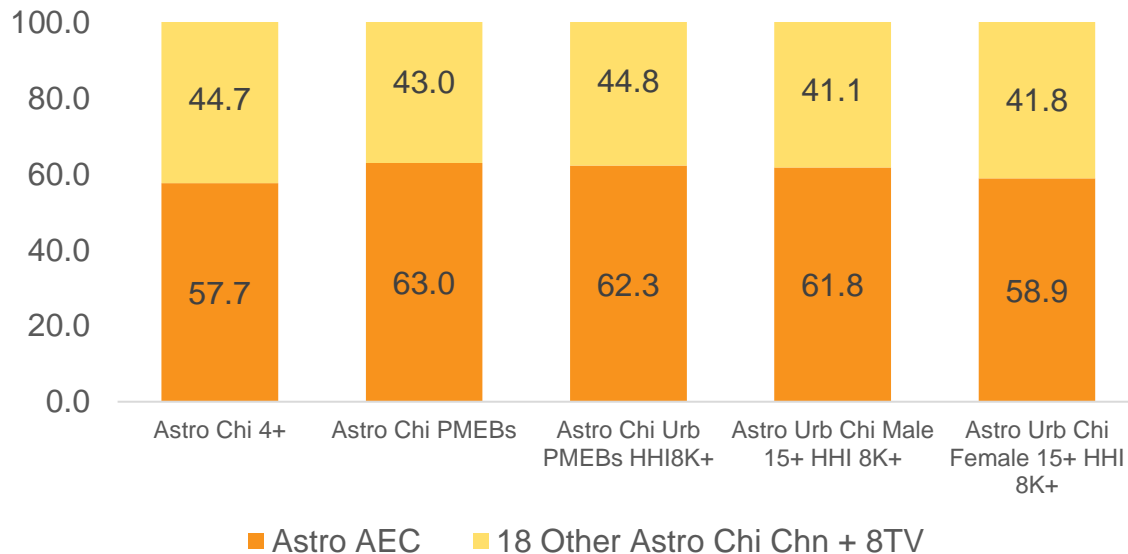
OUR
GROWTH

2000 PRIME TALK

八点
最热报

2000 Prime Talk dominates during
8:00pm – 8:30pm

Viewing
Share %



Source: Kantar media DTAM (Live + 7)
Nov'22 – Apr'23, 2000-2030

SPONSORSHIP OPPORTUNITIES



Opening / Closing: 10sec – Main sponsor/ 5sec – Co sponsor
Charges: LPF application + VO fees



Virtual Set : (exclusive for main sponsor only)
10sec on segment 1



Branded Promo aka Creative Promo:

Main: 20 + 10 sec tag on
Co: 25 + 5 sec tag on
Lower third: 10sec

新聞報報看



TERMS & CONDITIONS

- All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
- The above package is only applicable for one (1) product or brand per advertiser.
- All spots must be booked under one (1) media order.
- Each tournament package must be utilised within 2 months from the date of first broadcast of the advertiser's advertisement material, subject to an extension granted by Astro, in its sole discretion.
- The above package is non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.
- All TVC spots are scheduled at Astro's discretion and subject to airtime availability.
- Astro reserves the right to block certain dates and/or special programming (e.g. Festive, Key Signature Programme etc.).
- Each tournament can be booked separately two (2) months before the start date or collectively two (2) months before the start date of the first tournament.
- The creative concepts contained in this document 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.
- Digital entitlements are subject to change. In particular, if no campaign goes live within three (3) months from the date of signing off the media booking, Astro reserves the absolute right to revise the digital entitlement and/or pricing in accordance with the prevailing rate. We will notify you of any such changes, if applicable, in the updated schedule.
- This agreement is private and confidential, and no content herein shall be divulged to parties other than the intended agency and client.
- Astro reserves the right to amend any of the above pricing categories and/or its time belts from time to time.
- The above package is subject to the general terms and conditions for the provision of airtime, which can be found at <https://www.quake.com.my/advertising-terms-and-conditions>



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