

新聞報看



每晚10点30分直播



EVENING EDITION



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

EVENING EDITION

新聞報看

Evening Edition comprehensively integrates & organises updated local and international news headlines reported in major newspaper & magazines from a different perspectives.

It's aired LIVE every night on ASTRO AEC. The news programme is presented in a light hearted, clear and concise manner bite size info for audience to digest daily.



THE ANCHORS

EVENING EDITION

新聞報報看



Tommy Beh 马贵玮
Irene Sua 蔡心惠

Darren 庄文杰
Jiang Han 颜江瀚

Boey 梁宝仪

Carol Ong 王钶嫒

Ng Jaz Kee 黄界棋

EVENING EDITION

新聞報看

Date: Every Mon – Sun
Time: 10.30 – 11.00pm
Channel: Astro AEC
Language: Mandarin



TX DETAILS



WHO'S
WATCHING US?

EVENING EDITION

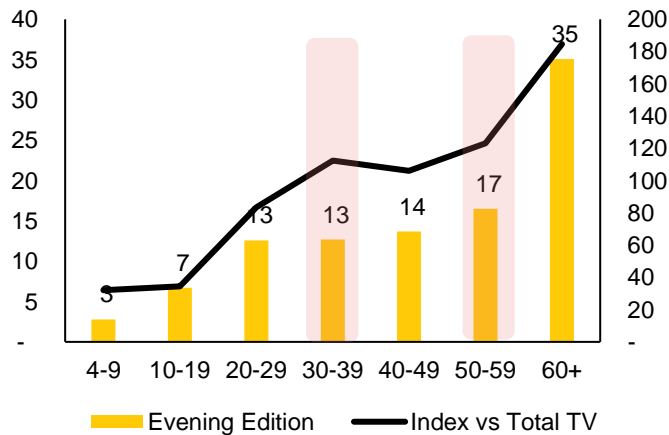
新聞報觀看



FEMALE
54%



MALE
46%

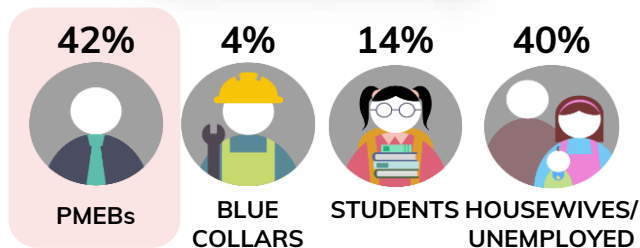


Skewed aged 30-39 [Index: 112],
50-59 [Index: 123]

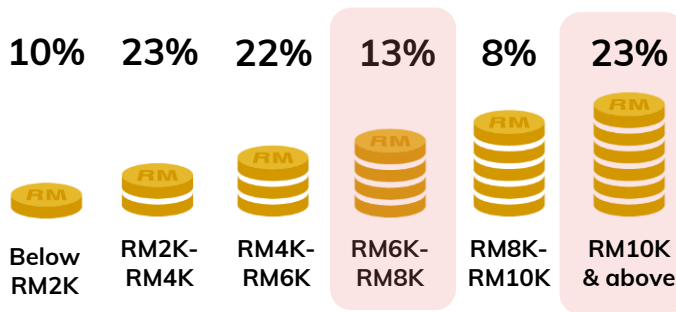
WHO'S
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新聞報觀看



Skewed PMEBS [Index:144]

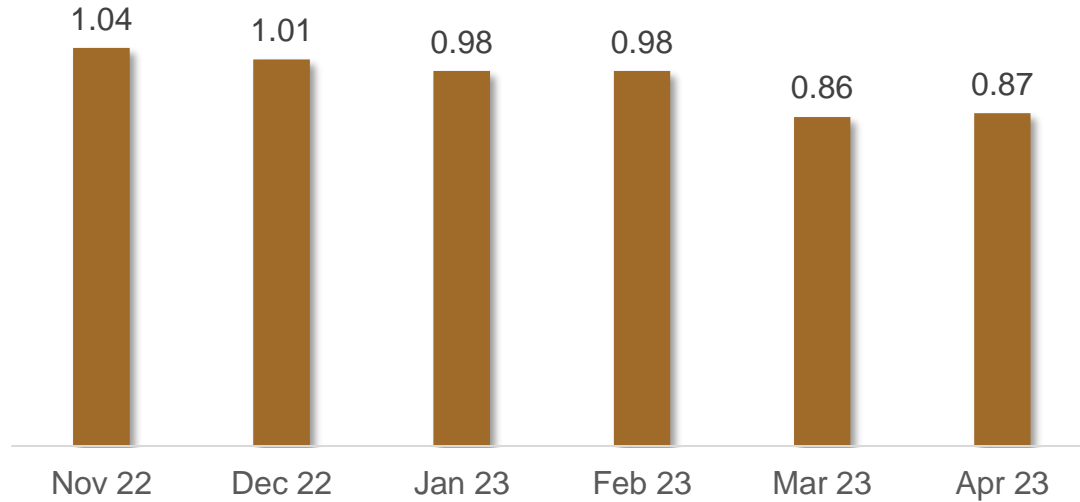


Skewed RM 6-8K [Index: 134],
RM 10K+ [Index: 154]

EVENING EDITION

新聞報觀看

Evening Edition
Average Monthly Reach (Million)



Source: Kantar media DTAM (Live + 7)
Universe: Chi 4+ (2.4 Mil) | Nov 22 – Apr 23, 2230-2300

OUR
GROWTH

新聞報觀看

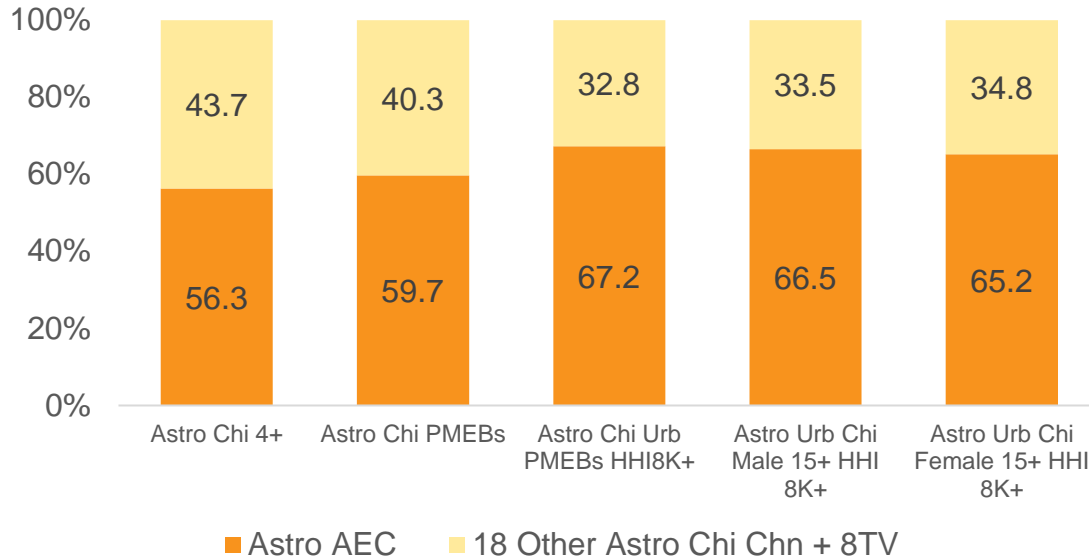
EVENING EDITION

新聞報觀看

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Viewing Share %

Evening Edition dominates during 10:30pm – 11:00pm, especially affluent PMEBS



Source: Kantar media DTAM (Live + 7)
Nov'22 – Apr'23, 2230-2300

OUR GROWTH

SPONSORSHIP OPPORTUNITIES

Segment 1

TVC

Segment 2

TVC

Segment 3



Segment opening: 5 sec for each sponsor
Charges: LPF application + VO fees



Branded Promo aka Creative Promo:
Sponsor: 25 + 5 sec tag on
Lower third: 10sec

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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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