



**2000 PRIME TALK**

MARKET SPOTLITE PACKAGE



## About 2000 Prime Talk

- A 30min daily LIVE primetime current affairs programme.
- Offers timely and insightful information which takes place in the 24-hour cycle of the day.
- First-hand coverage on scene footage that ranges from national community & global significant news to social happenings, great bargains of the day, Chinese community issues and etc.



# About 2000 Prime Talk

Reference:





# The Anchors



Irene Sua  
蔡心惠

Darren  
庄文杰

Hui Mei  
萧慧敏

Jiang Han  
颜江瀚

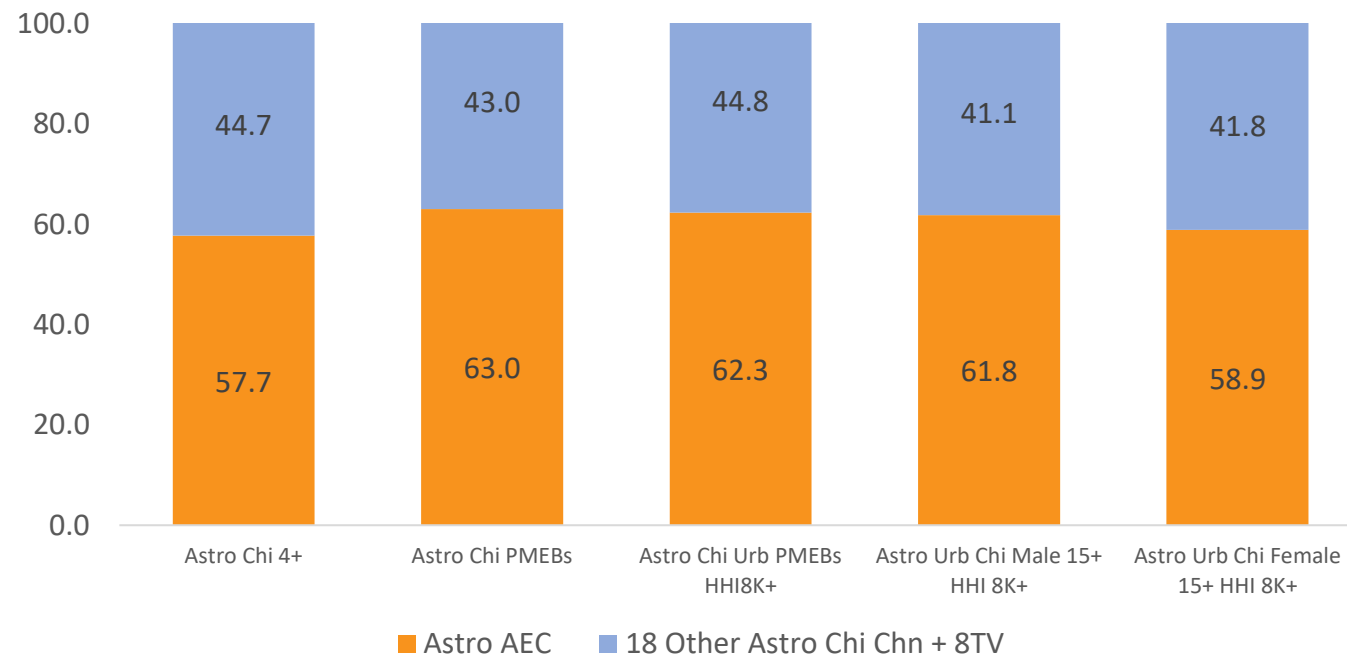
Boey  
梁宝仪

Carol Ong  
王钶嫒



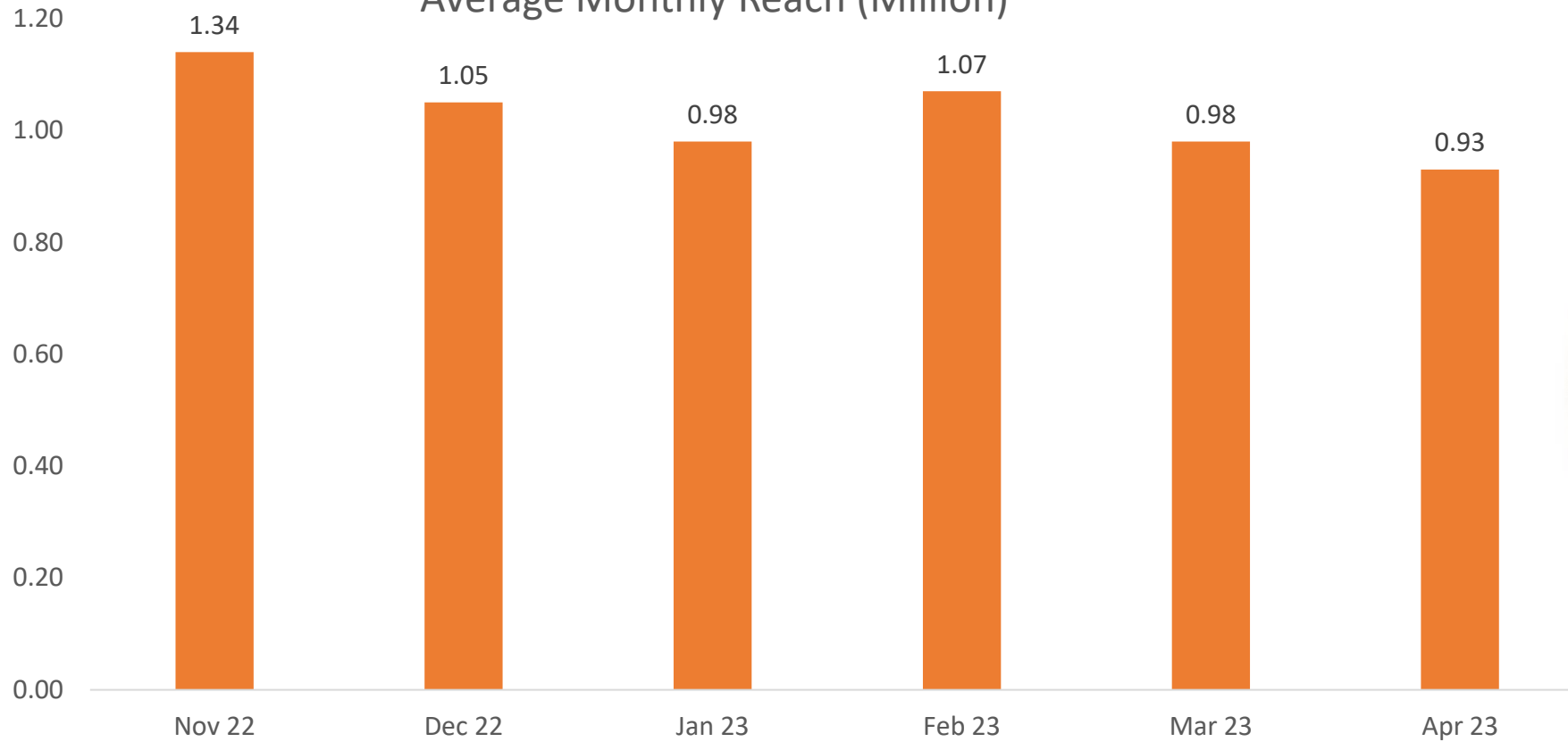
# Dominates Viewing Share (8:00pm- 8:30pm) Across Affluent Chinese Target

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





## 2000 Prime Talk Average Monthly Reach (Million)



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



## MARKET SPOTLITE 市场热报

A brand new 1-minute client oriented, news formatted, informative capsule catering to your brand's needs

# THE CONCEPT

- It's a **1-minute informative video** which features the presentation of a product, service, or launching event of advertiser.
- An **advertorial capsule** which is presented in a layout familiar from actual Prime Talk programme – **news formatted**.
- Content approach is soft-selling, with client's brand integrated subtly into the capsules in a tasteful manner (\* without brand mention)

Reference:





# THE CONTENT



**3 SEC  
SEGMENT BUMPER**

+



**55 SEC  
CLIENT'S PRODUCT  
FEATURE**

+



**2 SEC  
ASTRO AEC LOGO**

## Content Format

- Format: Video Capsule
- Duration: 1 minute (fixed duration)
- Language: Mandarin

## Content Treatment

- A shorter version of existing advertorial feature story
- Vibrant, fast-paced
- The product message is presented with voice over and relevant interview sound bite of client's representative
- Visual of product is visible in the video with subtle product mention in text form on the lower thirds



# 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.).
- 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>

**THANK YOU**