



astro
addressable
advertising



The Rise of Addressable Advertising



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.



What Is Addressable Advertising?

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.

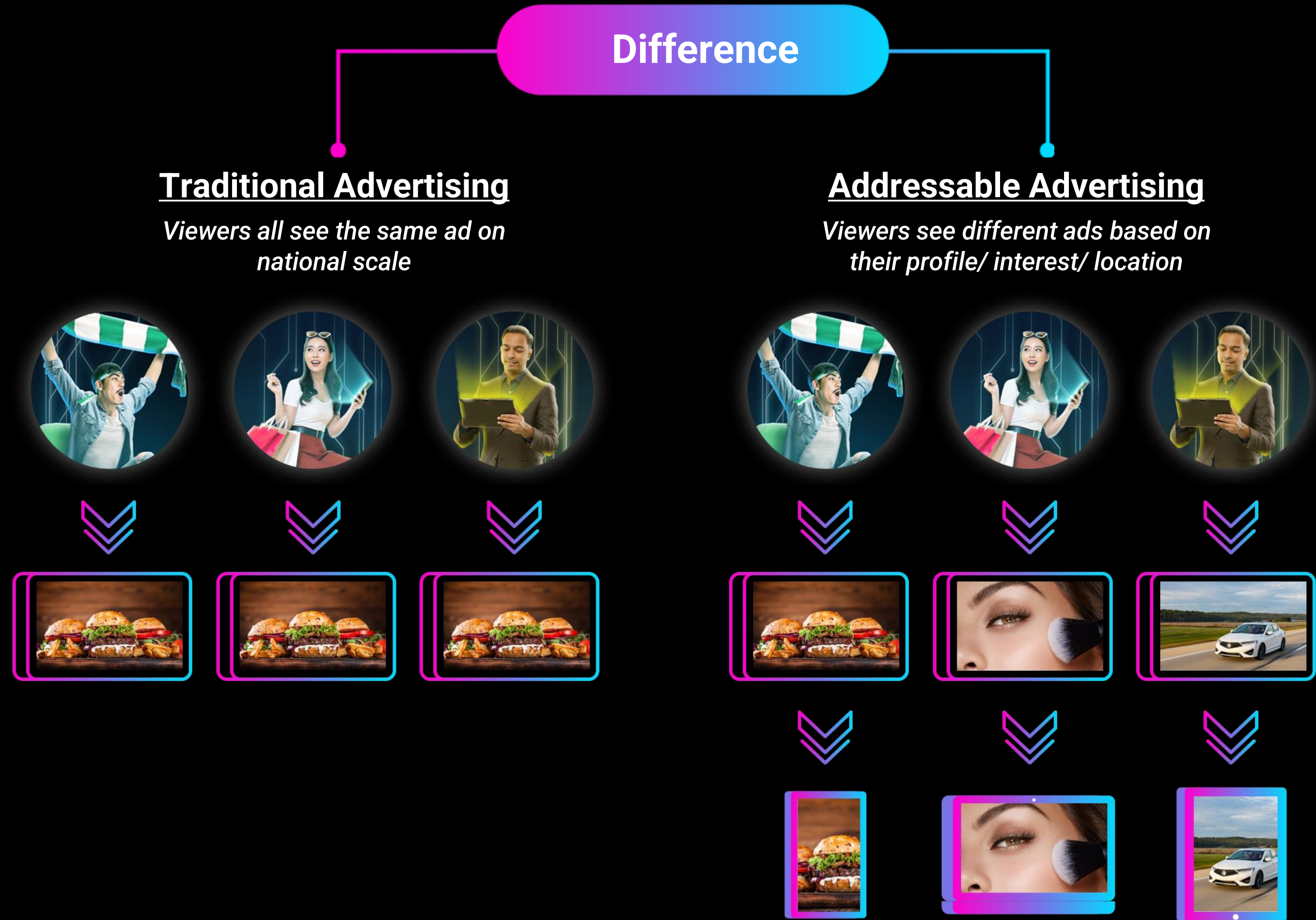
Click to play video

[AAA Launch Video](#)

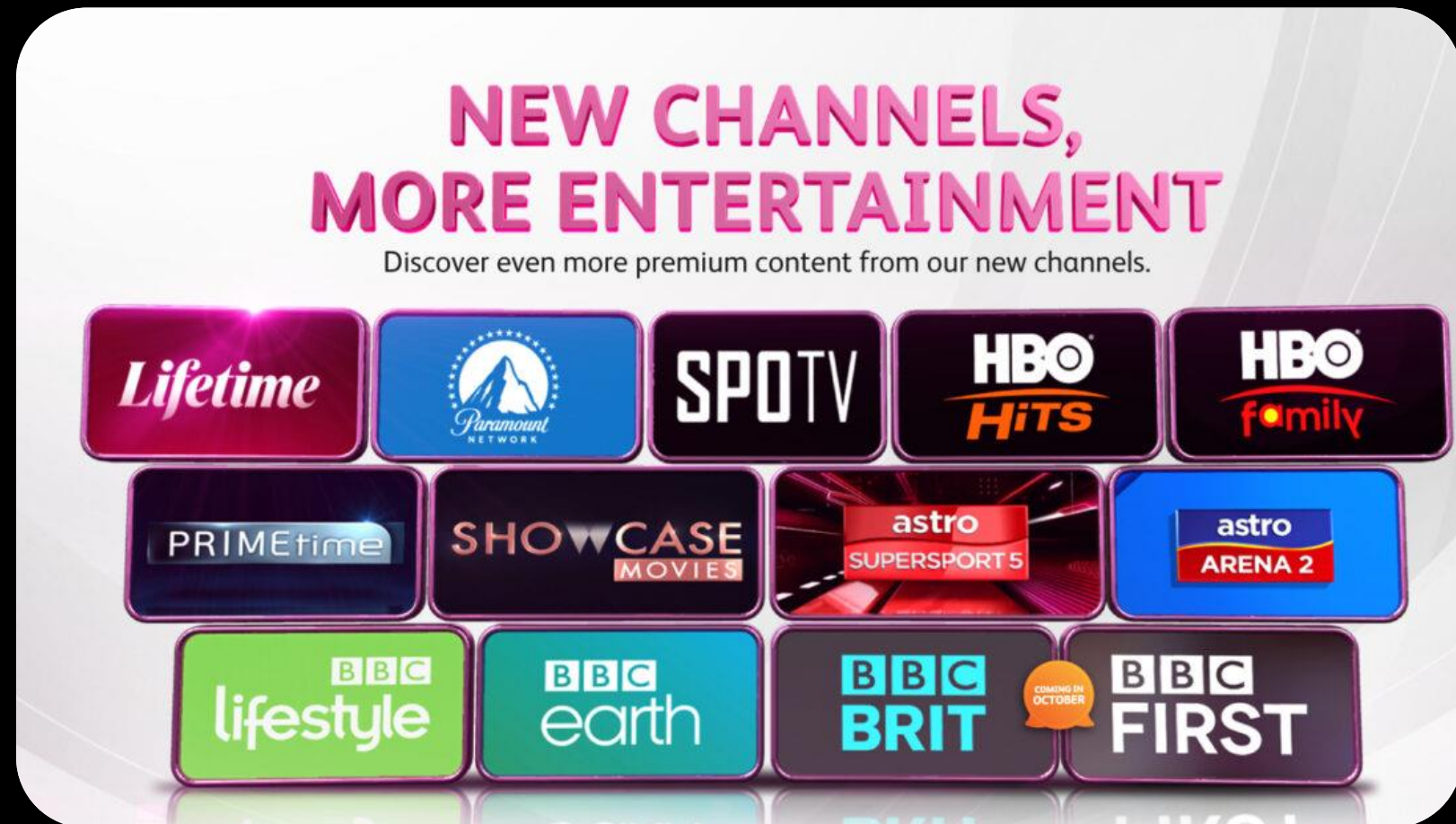
[AAA Intro Video \(Eng\)](#)

[AAA Intro Video \(BM\)](#)

[AAA Intro Video \(Mandarin\)](#)



Key Differences

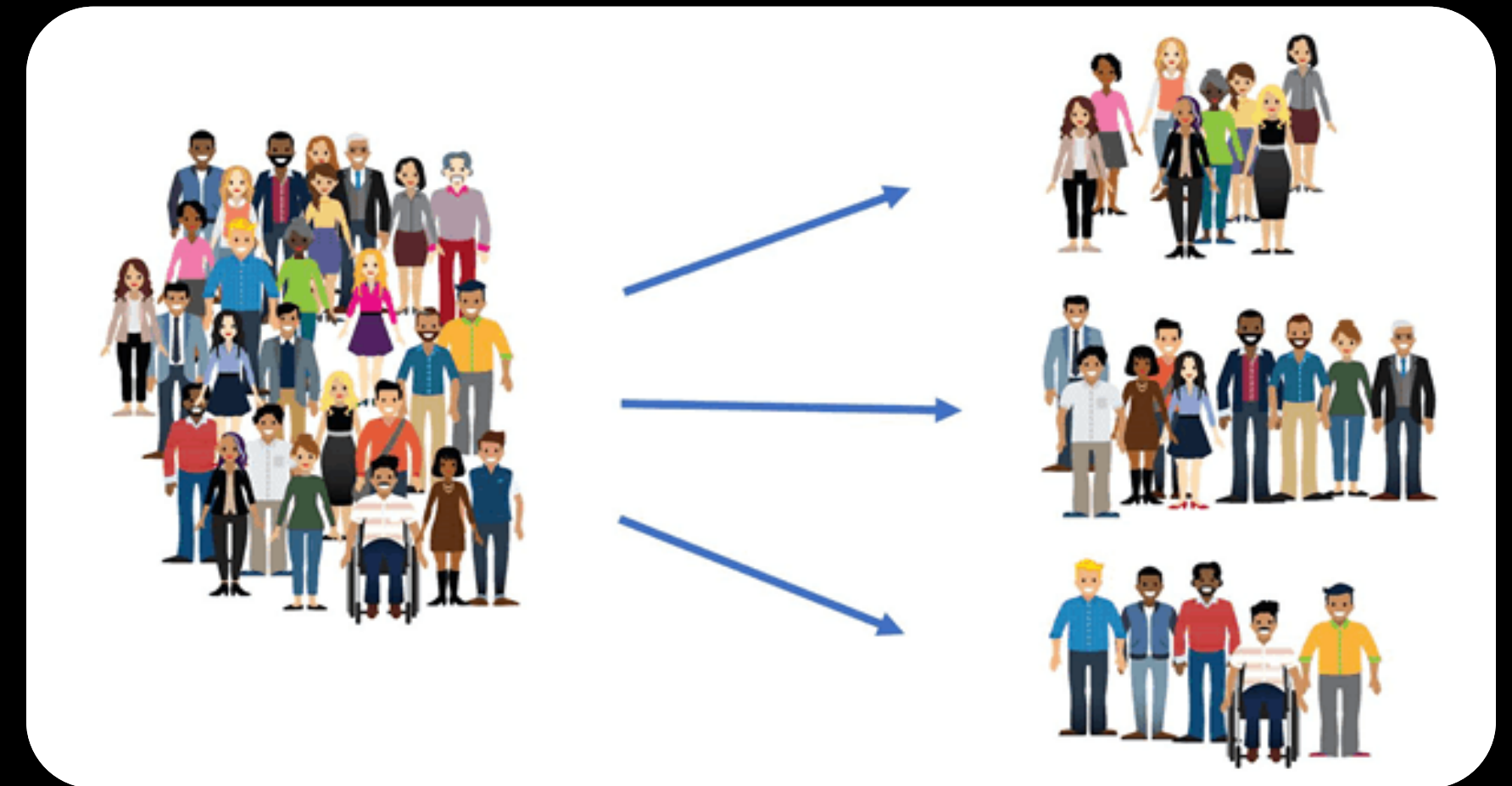


Traditional TV Buying

Channel Viewership | Measurement @ Ratings

Sold on cost per spot

Costs predicated on duration



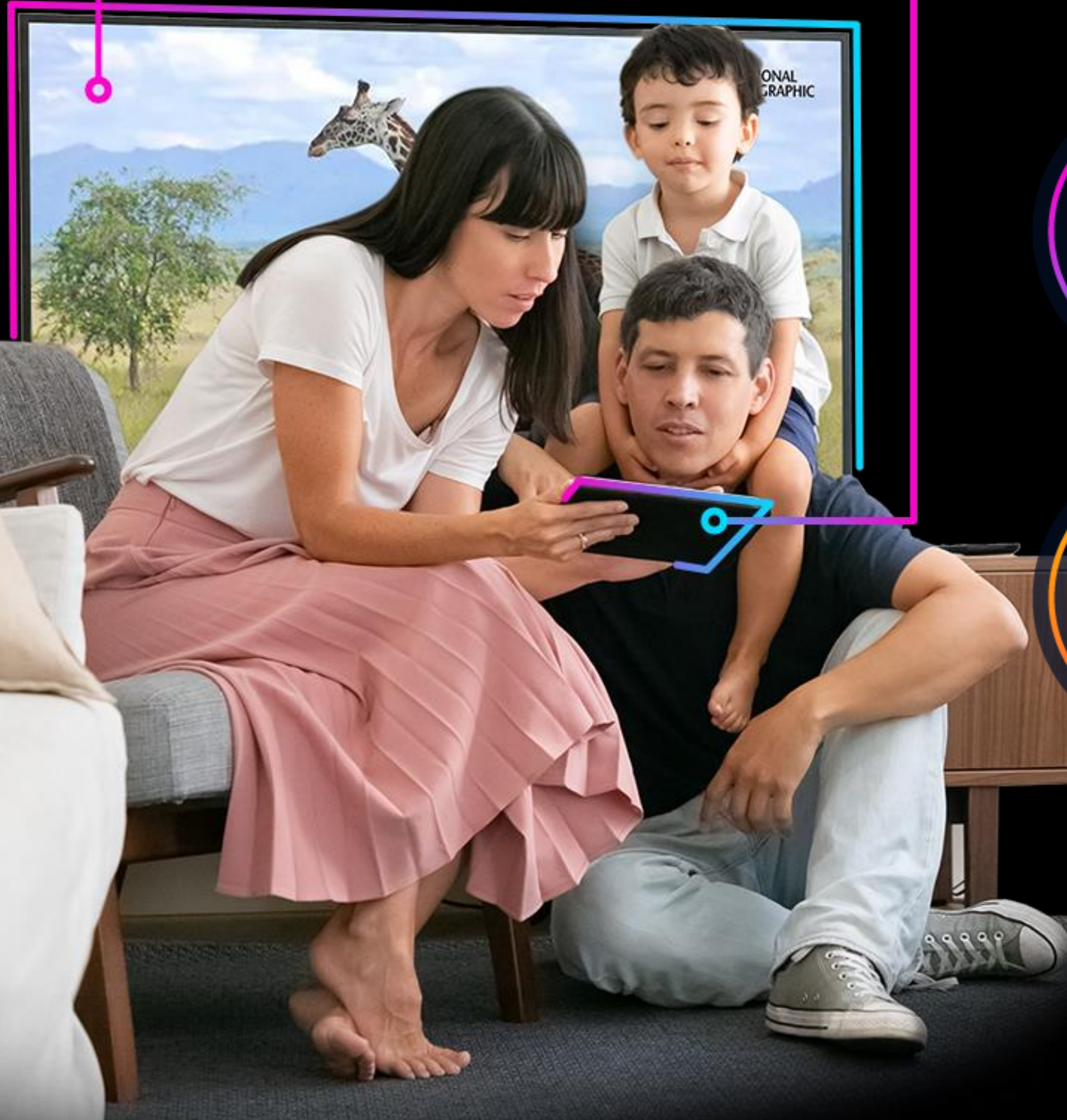
Addressable TV Buying

Audience Segments | Measurement @ Impressions

Sold on **Household** CPM basis

Costs is not predicated on duration but audience scarcity

Absolute Brand Safety & Allow Brands to Focus on Outcomes



**Relevant Advertising
With Brand Safety As A
Key Priority**



**Improve Targeting
Through Audience Data
Expansion**



**Something For Everyone
Big Or Emerging**



**Maximising Efficiency
Pay Only For Impressions
Reached**

Identify & Reach Your Audience With Addressable Advertising

Build ideal audience segment from multiple combinations that best suit your campaign needs.



Race



Income group



Geography



Purchase behavior



Interest



Select Your Stream Type(s)* and Audience Segment(s)* that Best Suit Your Campaign



Video On Demand
RM80 CPM



Linear
RM60 CPM

Rates are applicable to ALL Audience Segments

CATEGORIES

RACE

REGION

ADVANCED SEGMENTS

STARTER SEGMENTS

Malay

Others

Chinese

Indian

Central

Northern

East Malaysia

Southern

East Coast

* Stream type and audience selection are subject to inventory availability

CATEGORIES

ADVANCED SEGMENTS

STARTER SEGMENTS

STATE

Selangor + WP Kuala Lumpur+ WP Putrajaya

Perlis

Negeri Sembilan

Sabah + Labuan

Kedah

Johor

Sarawak

Penang

Kelantan

Perak

Terengganu

Melaka

Pahang

METRO

Market Centres

Non Market Centres

* Stream type and audience selection are subject to inventory availability

CATEGORIES

RACE | REGION

ADVANCED SEGMENTS

STARTER SEGMENTS

Malay | Northern

Chinese | East Coast

Others | Northern

Malay | Southern

Indian | Northern

Others | Southern

Malay | Central

Indian | Southern

Others | East Coast

Malay | East Malaysia

Indian | Central

Malay | East Coast

Indian | East Malaysia

Chinese | Northern

Indian | East Coast

Chinese | Southern

Others | Central

Chinese | Central

Others | East Malaysia

Chinese | East Malaysia

* Stream type and audience selection are subject to inventory availability

CATEGORIES

INCOME GROUP

RACE | INCOME GROUP

ADVANCED SEGMENTS

B40

M40

T20

Malay | B40

Indian | B40

Malay | M40

Indian | M40

Malay | T20

Indian | T20

Chinese | B40

Others | B40

Chinese | M40

Others | M40

Chinese | T20

Others | T20

* Stream type and audience selection are subject to inventory availability

CATEGORIES

**RACE | REGION |
INCOME GROUP**

ADVANCED SEGMENTS

Malay | Northern | B40

Malay | Central | T20

Chinese | East Coast | M40

Malay | Southern | B40

Malay | East M'sia | T20

Chinese | Northern | T20

Malay | Central | B40

Malay | East Coast | T20

Chinese | Southern | T20

Malay | East M'sia | B40

Chinese | Northern | B40

Chinese | Central | T20

Malay | East Coast | B40

Chinese | Southern | B40

Chinese | East M'sia | T20

Malay | Northern | M40

Chinese | Central | B40

Chinese | East Coast | T20

Malay | Southern | M40

Chinese | East M'sia | B40

Indian | Northern | B40

Malay | Central | M40

Chinese | East Coast | B40

Indian | Southern | B40

Malay | East M'sia | M40

Chinese | Northern | M40

Indian | Central | B40

Malay | East Coast | M40

Chinese | Southern | M40

Indian | East M'sia | B40

Malay | Northern | T20

Chinese | Central | M40

Indian | East Coast | B40

Malay | Southern | T20

Chinese | East M'sia | M40

Indian | Northern | M40

* Stream type and audience selection are subject to inventory availability

CATEGORIES

**RACE | REGION |
INCOME GROUP**
(cont'd)

**REGION |
INCOME GROUP**

ADVANCED SEGMENTS

| | | |
|------------------------------|------------------------------|------------------------------|
| Indian Southern M40 | Indian East Coast T20 | Others Central M40 |
| Indian Central M40 | Others Northern B40 | Others East Malaysia M40 |
| Indian East M'sia M40 | Others Southern B40 | Others East Coast M40 |
| Indian East Coast M40 | Others Central B40 | Others Northern T20 |
| Indian Northern T20 | Others East Malaysia B40 | Others Southern T20 |
| Indian Southern T20 | Others East Coast B40 | Others Central T20 |
| Indian Central T20 | Others Northern M40 | Others East Malaysia T20 |
| Indian East Malaysia T20 | Others Southern M40 | Others East Coast T20 |
| Northern B40 | Southern T20 | East Malaysia M40 |
| Northern M40 | Central B40 | East Malaysia T20 |
| Northern T20 | Central M40 | East Coast B40 |
| Southern B40 | Central T20 | East Coast M40 |
| Southern M40 | East Malaysia B40 | East Coast T20 |

* Stream type and audience selection are subject to inventory availability

CATEGORIES

**METRO |
INCOME GROUP**

RACE | ARPU GROUP

ADVANCED SEGMENTS

Market Centres | B40

Market Centres | M40

Market Centres | T20

Non-Market Centres | B40

Non-Market Centres | M40

Non-Market Centres | T20

ADVANCED SEGMENTS

Malay | ARPU more than RM170+

Malay | ARPU more than RM120 - RM170

Malay | ARPU 80 - RM120

Chinese | ARPU more than RM170+

Chinese | ARPU more than RM120 - RM170

Chinese | ARPU 80 - RM120

Indian | ARPU more than RM170+

Indian | ARPU more than RM120 - RM170

Indian | ARPU 80 - RM120

STARTER SEGMENTS

Malay | ARPU below RM80

Chinese | ARPU below RM80

Indian | ARPU below RM80

Others | ARPU more than RM170+

Others | ARPU RM120 - RM170

Others | ARPU RM80- RM120

* Stream type and audience selection are subject to inventory availability

CATEGORIES

CREDIT CARD

E-COMMERCE

CREDIT CARD | INCOME GROUP

E-COMMERCE |
INCOME GROUP

INTEREST

STARTER SEGMENTS

Payment with Credit Card in the last 6 months

Purchase in the last 6 months for all categories in Astro GoShop

Credit Card - Yes | M40
Credit Card - Yes | T20

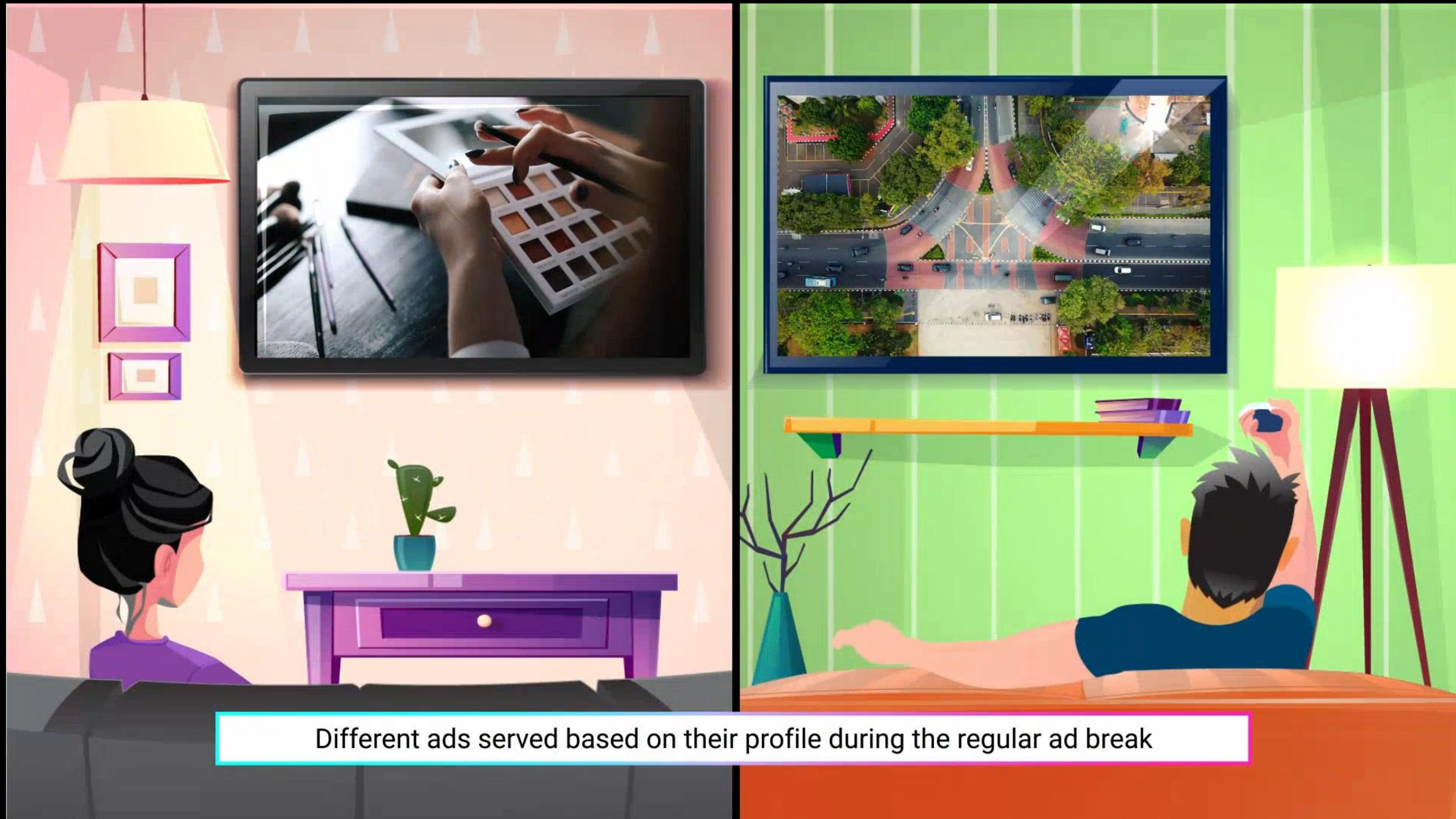
E-commerce - Yes | B40
E-commerce - Yes | M40
E-commerce - Yes | T20

ADVANCED SEGMENTS

| | | | | |
|---------------------|---------------|------------------|--------------|---------|
| Automotive | Entertainment | Golf | Movie | Sports |
| Badminton | Esports | Health Conscious | News | Tennis |
| Business | Fashion | House Proud | Parenting | Travel |
| Drama | Foodie | Islamic | Property | Wedding |
| Early Tech Adopters | Football | Korean | Sepak Takraw | |

* Stream type and audience selection are subject to inventory availability

How Addressable Linear TV works



Different ads served based on their profile during the regular ad break

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

On Linear
TV

71%

TV Viewership Share

144mins

Average Daily Viewing

8.7mil

Average Daily Viewers

VOD

589mil

(jumped 25% YoY)

Total On Demand Shows
Streamed (Feb-Oct'23)

528mins

Average Weekly
Viewing

astro
GO

545k

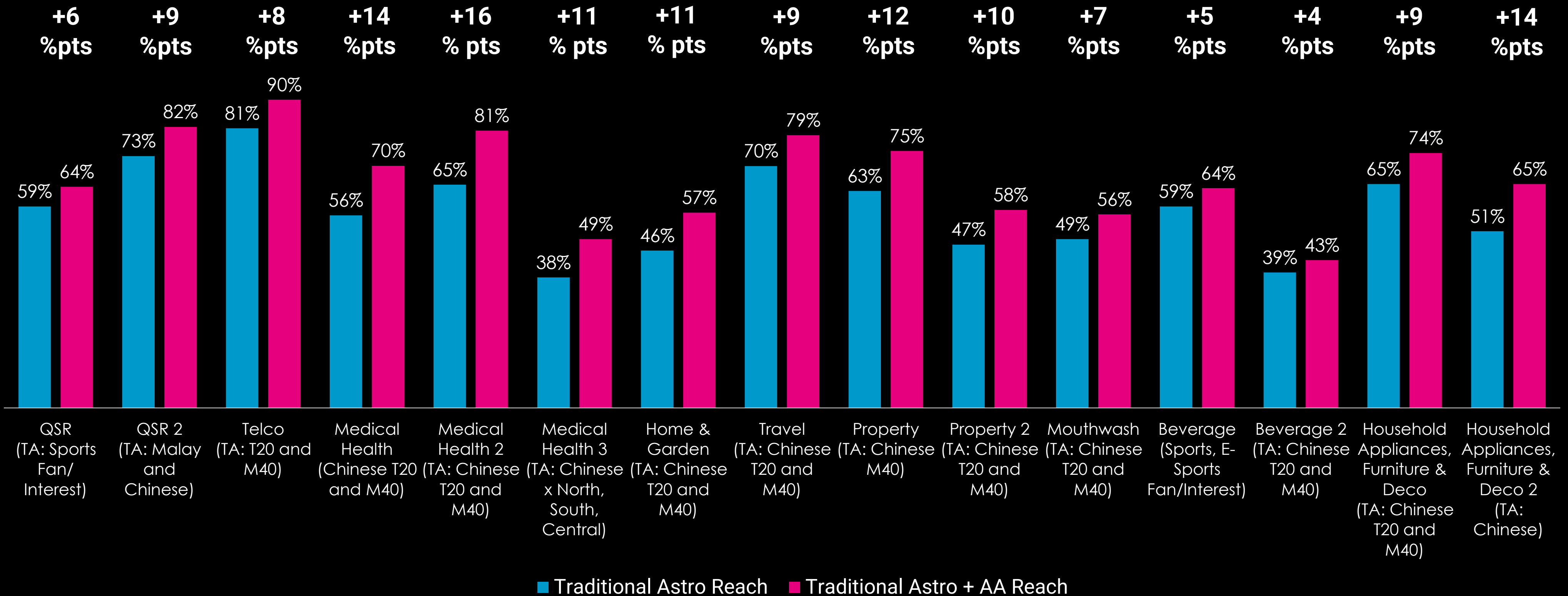
Monthly Active Users

201mins

Average Weekly
Viewing



AA Platform Increases Total Reach by 4 to 16 ppts Incrementally



Source: Internal Kantar x Astro Postbuy. Incremental reach subject to the base traditional buying performance

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

Astro Invites You to Grow Your Brand with the *First Addressable Advertising service in Southeast Asia*

Bringing you the next-level of TV Advertising that merges the best of TV's emotional persuasive power with digital targeting capability, leveraging on first party data to deliver your brand messaging to the most relevant audience on household level, whenever they are watching. All this is made available to you at a competitive rate. .



THE PROPOSED PACKAGE

ASTRO ADDRESSABLE ADVERTISING

| Ad Unit | Targeted Segment | Stream Type | No of HOUSEHOLD Impressions | CPM Rate (RM) | Added Value* (only applicable for investment RM250k & above) | Investment (RM) |
|---|------------------|-------------------------|--|---------------|---|---|
| Addressable Video Ads <i>(Please Select: 6sec /10sec/ 15sec/ 20sec/ 30sec)</i> | Please enter | Astro (Video On Demand) | Please enter after inventory check For e.g: 500,000 | 80.00 | Brand Lift Study | 40,000.00 (Impressions x rate/1,000) |
| | | Astro (Linear) | Please enter after inventory check For e.g: 500,000 | 60.00 | | 30,000.00 (Impressions x rate/1,000) |

Note :

- i) All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
- ii) Stream type and audience selection are subject to inventory availability
- iii) Added Value* – Brand Lift Study is only applicable for investment RM250K & above and is subject to Astro’s final confirmation at point of booking
- iv) Video commercial materials to be submitted via TVCXpress/AdStream with minimum of 5 working days prior to campaign live date.
- v) Campaign duration to be minimum of **[PLEASE ENTER THE DURATION AS PER INVENTORY CHECK WITH THE TEAM]**.
- vi) The above package is subject to the general terms and conditions which can be found at <https://quake.com.my/advertising-terms-and-conditions>

This slide is for client without LPF certs

ASTRO ADDRESSABLE ADVERTISING

| Ad Unit | Targeted Segment | Stream Type | No of HOUSEHOLD Impressions | CPM Rate (RM) | Added Value* (only applicable for investment RM250k & above) | Investment (RM) |
|---|------------------|----------------------------|--|---------------|---|---|
| Addressable Video Ads <i>(Please Select: 6sec /10sec/ 15sec/ 20sec/ 30sec)</i> | Please enter | Astro (Video On Demand) | Please enter after inventory check For e.g: 1,000,000 | 80.00 | Brand Lift Study | 80,000.00 (Impressions x rate/1,000) |

Note :

- i) All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
- ii) Stream type and audience selection are subject to inventory availability
- iii) Added Value* – Brand Lift Study is only applicable for investment RM250K & above and is subject to Astro’s final confirmation at point of booking
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FAQ



1

What is Addressable Advertising?

Addressable Advertising is a form of advertising that *heightens the relevancy of ads*. It enables you to *deliver different ads to different household audiences that are watching content on linear TV across live stream and OTT platforms* such as the Astro Go app & video on demand.

2

How does Addressable Advertising work?

Addressable Advertising is customisable. It *leverages on a unique identifier that allows you to target audiences in specific households via their set top boxes or desktop web/mobile app* versions of Astro Go.

3

How does Addressable Advertising differ from programmatic advertising?

Addressable Advertising has the ability to *display different ads to different households while they are watching the same content*. Programmatic advertising on the other hand, simply means the ability to buy ads via a platform according to an automated process.

4

What are the ad formats available for Addressable Advertising?

Our ad inventories are available for *In-Stream Videos that are in the exact duration of 6s, 10s, 15s, 20s and 30s*. Ad formats will be expanded in the coming phases.

5

Can advertisers book both normal linear TV spots and Addressable Advertising at the same time?

Yes. Addressable Advertising inventory and ad management environment are different. They operate separately from the normal linear TV spots.

6

What are the targeting capabilities on Addressable Advertising?

With Addressable Advertising, you have the advantage of reaching your *high value audiences based on household data that includes location, demographics, affluence, e-commerce, lifestyle interest. Refer to Slide 7 for more info.*

7

How long do we need to get a campaign to go live?

Upon creative readiness, booking and material submission, it will take *3 working days for a campaign to go live.*

8

How do I know if the reporting is accurate?

To ensure the data is robust *we will engage an independent audit of the measurement methodology.*

9

How is Addressable Advertising traded?

Addressable Advertising is *traded on a cost per thousand impression HH (CPM) basis.*

10

What is the advertisement requirement for Addressable Advertising?

To comply with the Perbadanan Kemajuan Filem Nasional Malaysia Act, 1981 and the Communications and Multimedia Act, 1998 (and any amending or superseding Act). To comply with the other laws, by-laws, rules and regulations from time to time in force in Malaysia. To comply with the “Advertising Code for Television and Radio” and any other advertising code or guidelines issued by the Ministry of Information and/ or the Communications and Multimedia Commission or any other authority from time to time and any amendments/revisions thereto or superseding Act.



What is the material deliverable requirement for Addressable Advertising?

The Advertisement Material *shall be submitted by the Client /Advertiser online via the registered vendors providing digital delivery service i.e. TVC Express (M) Sdn Bhd and Adstream Asia On Time (M) Sdn Bhd (or any other registered vendor as may be determined by MBNS).*

FORMAT

Quicktime (QT)

WIDTH X HEIGHT

1920x1080 pixel

ASPECT RATIO

16:09

FRAME RATE

25

BITRATE MODE

CBR

CODEC TYPE

XDCAM HD422 1080i50 (50Mb/s)

DURATION

6s, 10s, 15s, 20s and 30s

FILE SIZE

No file size limit though we recommend it to be 1GB and below.

FILE CONTAINER

.mxf OP1-A (file wrapper) .mxf file extension OR
.mov (file wrapper)

AUDIO DECODER

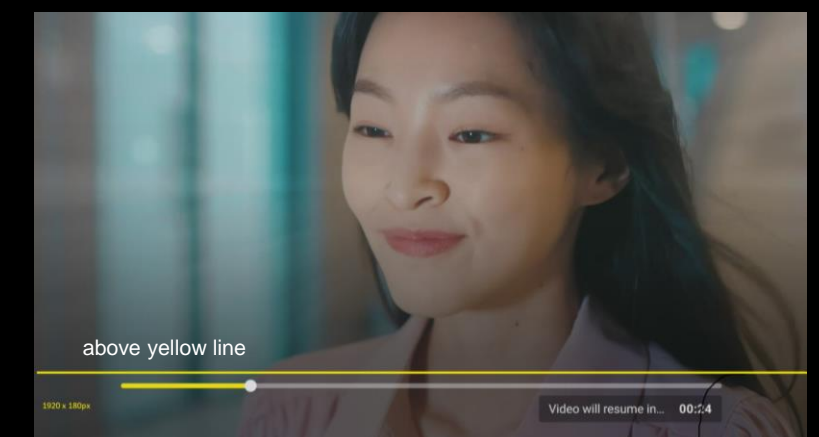
CH.1 & 2: 24-bit, Stereo (L R), 48.000 kHz (1st Lang.)
CH.3 & 4: 20-bit, Dolby E Stream 5.1 (1st Lang.)
CH.5 & 6: 24-bit, Stereo (L R), 48.000 kHz (2nd Lang.)
CH.7 & 8: 20-bit, Dolby E Stream 5.1 (2nd Lang.)

OR

CH.1 & 2: 24-bit, Stereo (L R), 48.000 kHz (1st Lang.)
CH.3 & 4: 24-bit, Stereo (L R), 48.000 kHz (1st Lang.)
CH.5 & 6: 24-bit, Stereo (L R), 48.000 kHz (2nd Lang.)
CH.7 & 8: 24-bit, Stereo (L R), 48.000 kHz (2nd Lang.)

SAFE ZONE

Above 1920(w) x
180(h) pixel for any
subtitles/disclaimers





What is the audience profile and how is the content consumption of Astro Go?

Viewer demographics and content consumption of Astro Go are as follows :



OVERVIEW

| | |
|----------------------|------|
| MAU | 509K |
| ACTIVATED SUBSCRIBER | 925K |



DEMOGRAPHICS

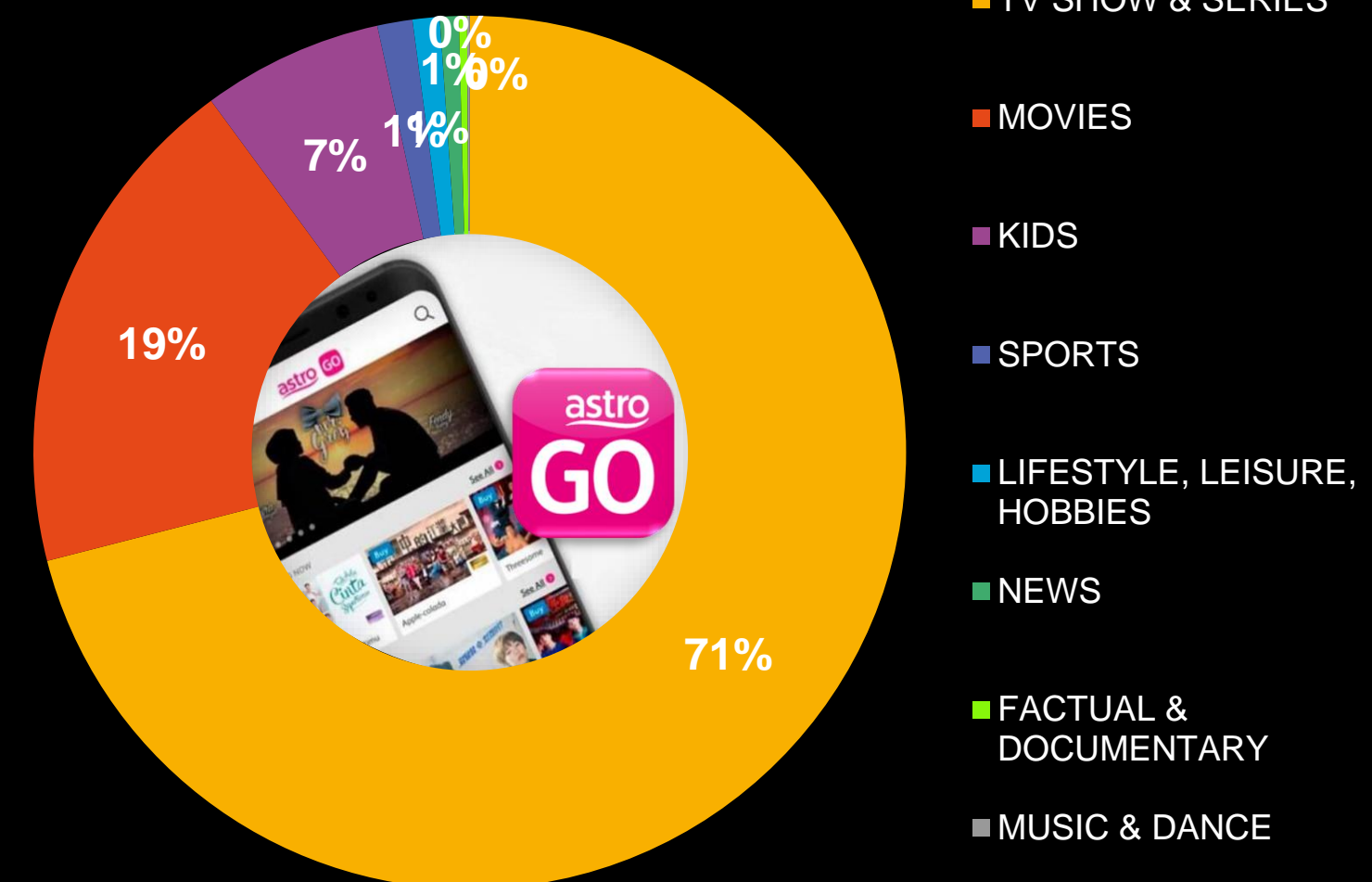
| | | |
|-----------|-------------|-------|
| AGE GROUP | 18-34 | : 16% |
| | 35-49 | : 42% |
| | > 50 | : 42% |
| GENDER | Male | : 59% |
| | Female | : 33% |
| | Undisclosed | : 8% |
| RACE | Malay | : 69% |
| | Chinese | : 13% |
| | Indian | : 13% |



CONTENT CONSUMPTION

| | |
|--------------------------------|----------------------------|
| AVG TIME SPENT PER UNIQUE USER | 465 minutes |
| TOTAL CONTENT VIEW TIME | 234 Mil minutes |
| WEEKDAY & WEEKEND VIEWERSHIP | 77% Weekday 23% Weekend |
| LINEAR VS VOD | 68% LINEAR 32% VOD |

VIEW TIME %

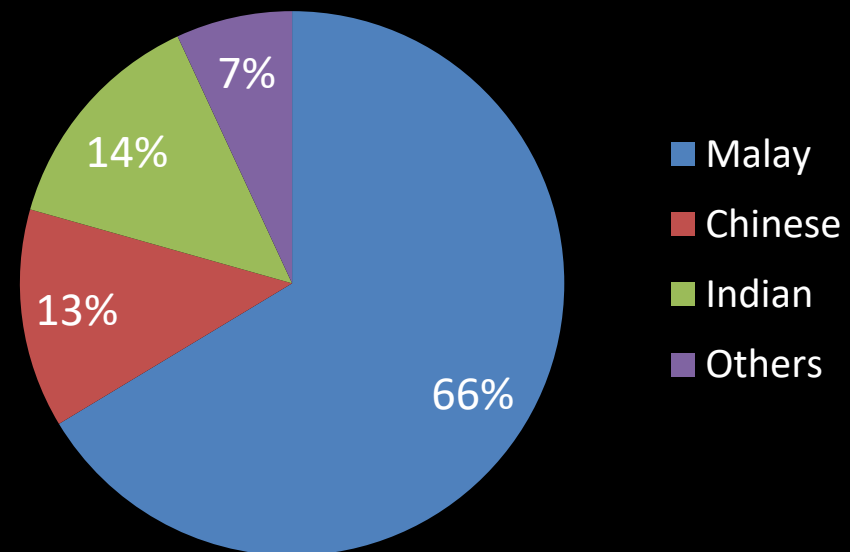




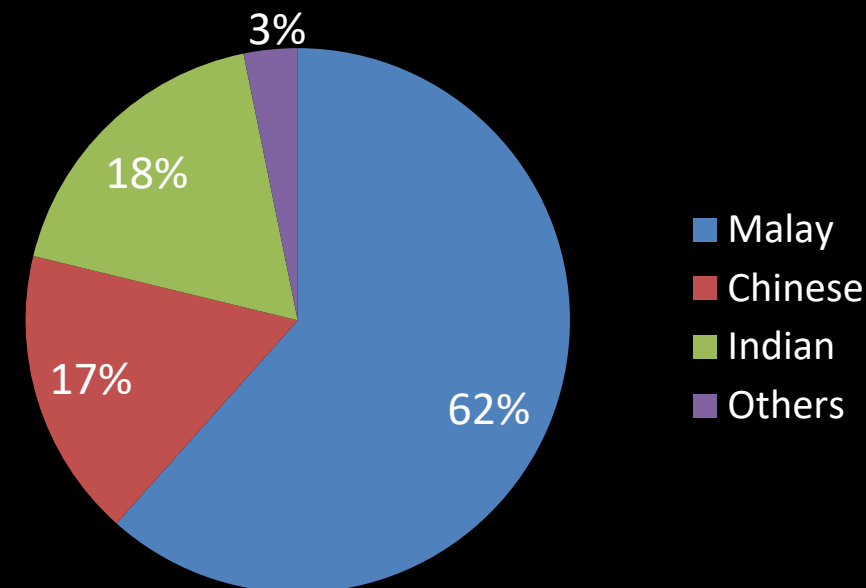
What are the audience profiles for Total Astro vs Connected Homes vs OD viewers ?

Race

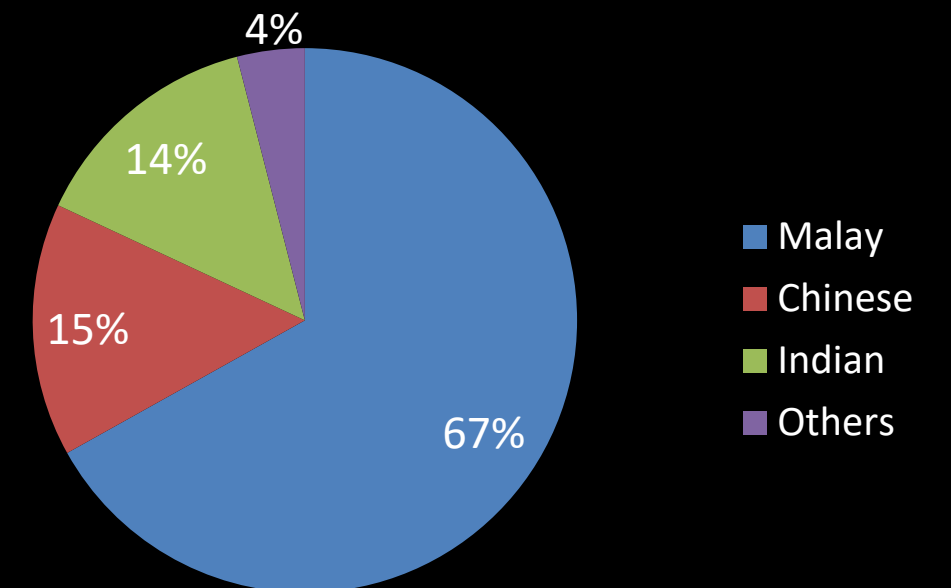
Total Astro



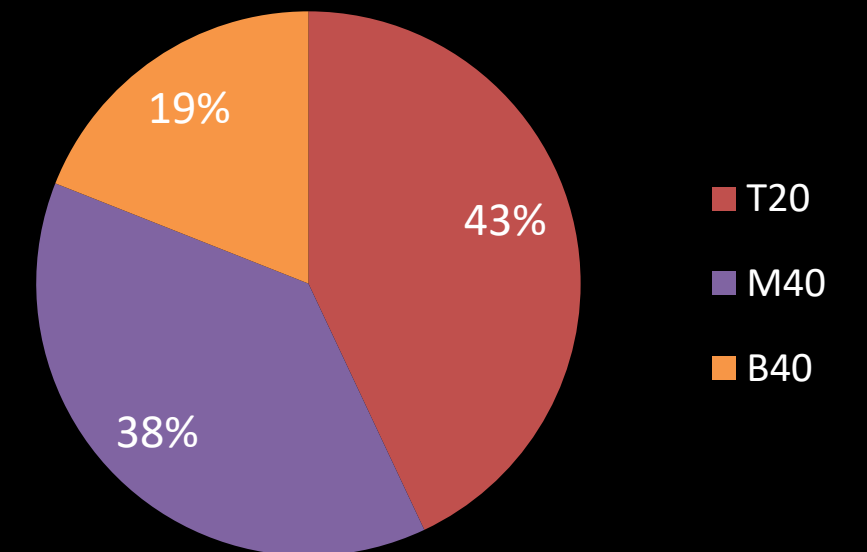
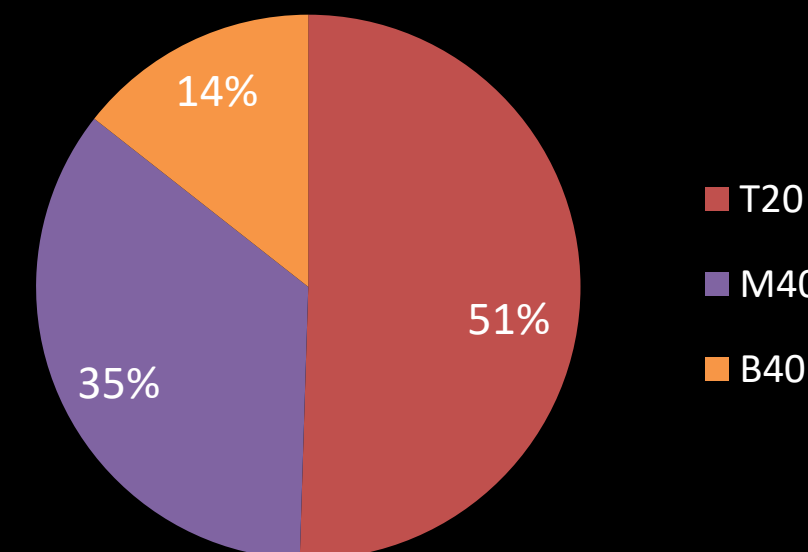
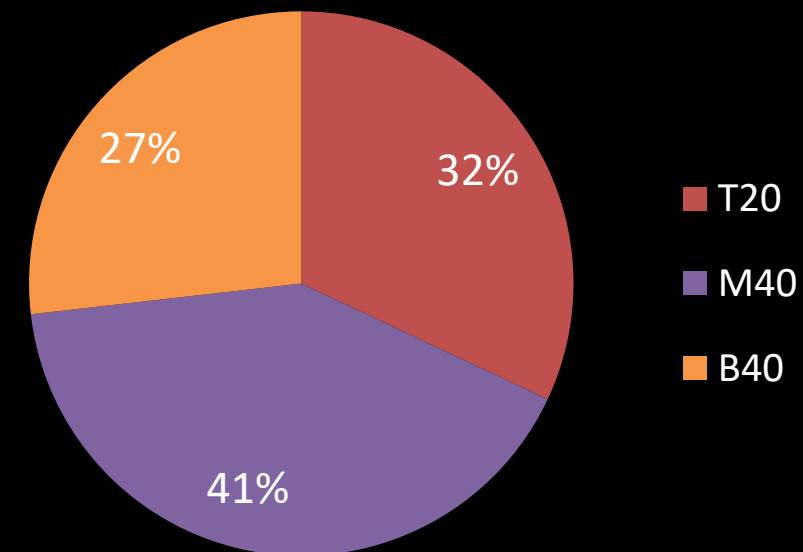
Connected Homes



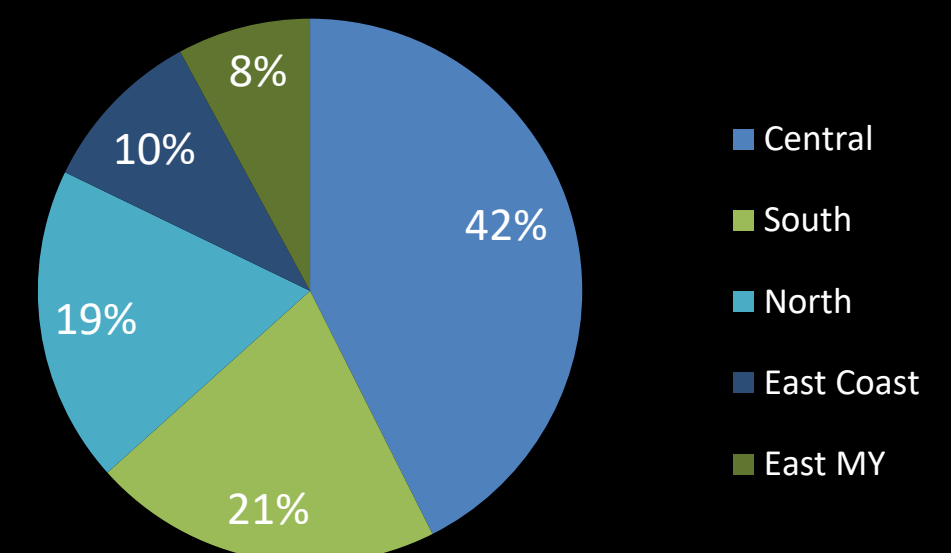
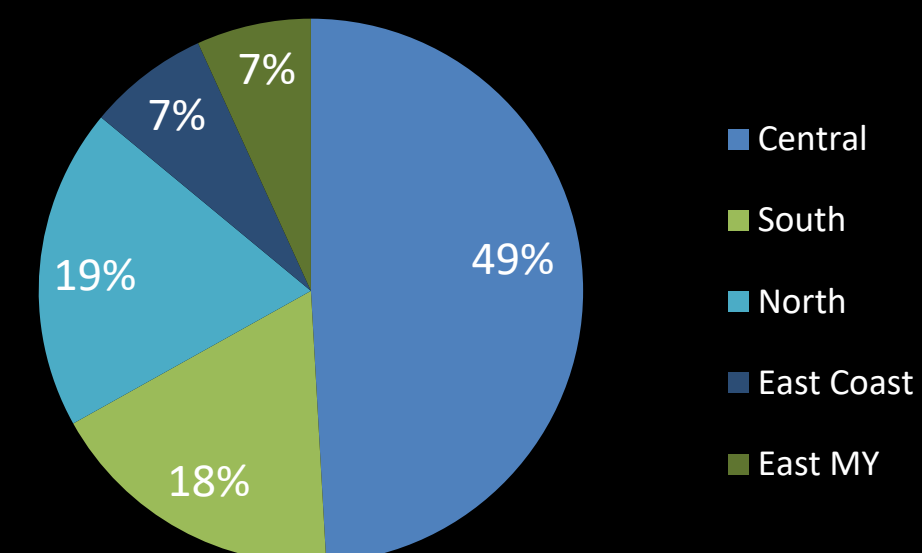
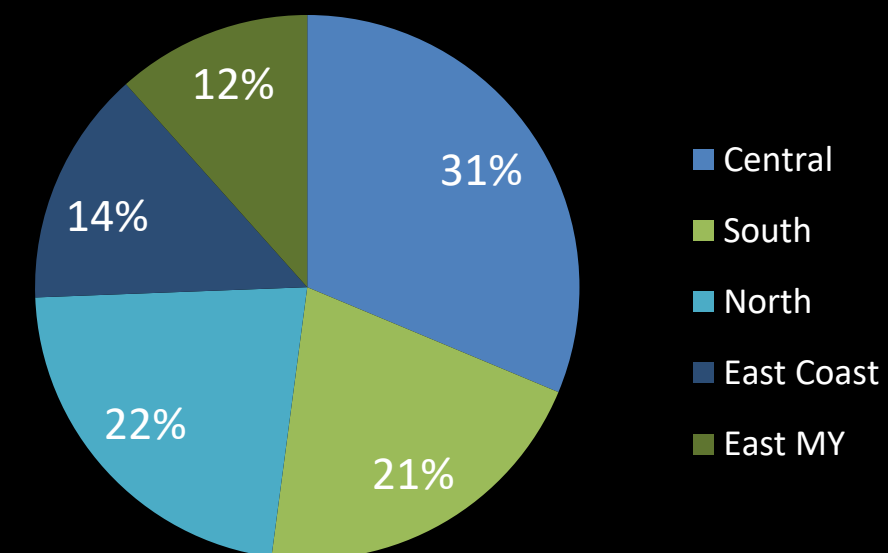
OD Viewers



Income



Region



Source: DTAM, Astro Census Data – Oct 2022



What are the different stream types available for Addressable Advertising?

There are two (2) stream types for Addressable Advertising : Linear and Video on Demand (VOD)

Linear

Linear is the traditional form of viewing where it follows a predetermined broadcasting schedule. Addressable ads are served through a set-top box (STB) to the targeted households, replacing only one (1) 30sec on-air promo (OAP) in every 15-minute window. Non-targeted STBs will not be affected and will continue to display existing OAP line-up.

| Stream Type | Device | Connection | Platform | Ad Insertion |
|-------------|-----------------------------------|-------------------------|----------|--------------|
| Linear | Any set-top box(STB) | Satellite/ Broadband | TV | OAP Break |
| | Astro GO (Mobile App/ Website) | Broadband | OTT | Coming Soon |

Video On Demand(VOD)

VOD allows connected users to stream any video on their own schedule through the connected set-top box (STB) and mobile app/web version of Astro Go. Ad insertion for VOD includes pre-roll and mid-roll formats in the following manner:

- Less than 10mins : No ad insertion
- 10mins – 29mins : Pre-Roll only
- 30mins & above : Pre-Roll & Mid-Roll

| Stream Type | Device | Connection | Platform | Ad Insertion |
|---------------------------|-----------------------------------|--------------------------|----------|---------------------|
| Video on Demand (VOD) | Any set-top box(STB) | Satellite / Broadband | TV | Pre-Roll & Mid-Roll |
| | Astro GO (Mobile App/ Website) | Broadband | OTT | Pre-Roll & Mid-Roll |



In what circumstances a LPF cert is required ?

LPF is mandatory for any commercial on Linear TV. To have a better understanding, please refer to the table below:

| Stream Type | Device | Connection | Platform (TV or OTT) | TVC LPF |
|------------------------|--------------------------------|-----------------------|----------------------|---------|
| Linear | Any set-top box(STB) | Satellite / Broadband | TV | Yes |
| | Astro GO (Mobile App/ Website) | Broadband | OTT | No |
| Video on Demand (VOD) | Any set-top box(STB) | Satellite / Broadband | TV | No |
| | Astro GO (Mobile App/ Website) | Broadband | OTT | No |



How does Astro Addressable Advertising handle targeting when the campaign involves material in different languages?

Targeting will be based on a specific ethnic group; or the language used in each material. To have a better understanding, please refer to the table below:

| Language of Material | Linear | Video on Demand (VOD) |
|----------------------|---|--|
| Malay / English | To be targeted at a specific ethnic group or-Featured on all channels (if ethnic groups are not specified) | To be targeted at a specific ethnic group or-Featured on all content (if ethnic groups are not specified) |
| Chinese | To be targeted at a specific ethnic group (e.g. Chinese) or-Featured on all Chinese channels (if ethnic groups are not specified) | To be targeted at a specific ethnic group (e.g. Chinese) or-Featured on all Chinese content (if ethnic groups are not specified) |
| Tamil | To be targeted at a specific ethnic group (e.g. Indians) or-Featured on all Indian channels (if ethnic groups are not specified) | To be targeted at a specific ethnic group (e.g. Indians) or-Featured on all Indian content (if ethnic groups are not specified) |

Thank You