



SPORTS

BMI Booster
Mass
Impact

The Sports Booster for Optimum Reach + Engagement
(Updated on 24 October 2024)



WELCOME TO THE LARGEST HOME OF SPORTS IN MALAYSIA

Sports has always been important to Malaysians. Astro, Malaysia's No.1 sports destination, boasts extensive viewership, especially when our national teams compete and when the biggest global events are aired. With exclusive partnerships, including the Premier League, and our production capabilities, we offer brands a prime platform to engage with audiences that matter most – where sports passion meets advertising impact.

Marrying the worlds of **Entertainment + Sports**

Maximising TV Reach for Malay and
Chinese Audiences



B_{ooster}

Sports ain't for the fans only. Much like athletes optimise their performance, our BMI package is designed to **boost** your TV plans for **mass reach** with **sports power**

M_{ass}

Optimised channel mix and frequency, strategically tailored to **maximise both TV reach and engagement** targeting the **mass** Malay & Chinese audiences

I_{mpact}

Real influential impact driven by loyal sports fanatics, delivering the **best value** for your advertising investment



MALAY



ELEVATING
2 CORE

TARGET AUDIENCE SEGMENTS



CHINESE

REACH &
ENGAGEMENT
with
SPORTS POWER








THE OFFERS

- SPORTS BM <MALAY>
- SPORTS BM <CHINESE>



SPORTS BMI <MALAY>

Boost Mass Malay Reach & GRPs at Lower CPRP with Sports BMI <Malay> from RM23K

Monday – Sunday, 6pm – 12 am	
Sports for Malay	No. of Spots
 astro Arena	57
 astro Arena 2	28
 astro Arena Bola	20
 astro Premier League Formerly ASSP	32
 astro Football Formerly ASSP 4	44
Total	181

SIMULATION/Impact of the Sports BMI on REACH & ENGAGEMENT





Deliverables	Standard Astro MALAY CHANNELS Spot Buy Package (1x Package)	Add on SPORTS BMI <MALAY> Spot Buy Package (1 x Package)	Incremental & Savings
Target Audience	Malay 15+	Malay 15+	
Reach 3+	43%	46.6%	+8.4%
GRPs	516.9	582.2	+12.6%
CPRP (RM)	386.92	383.03	-1%

In this example, by adding the SPORTS BMI <MALAY> to a Malay TV spot buy package, media deliveries +8.4% in Reach 3+, +12.6% in GRPs, and -1% in CPRP.

Duration	15 sec	30 sec	40 sec	60 sec
The Investment (RM)	23,100	35,000	45,500	70,000
No. of Spots	181	181	181	181

SPORTS BMI <CHINESE>

Boost Mass Chinese Reach & GRPs at Lower CPRP with Sports BMI <Chinese> from RM23K

Monday – Sunday, 6pm – 12 am	
Sports for Chinese	No. of Spots
	37
	46
	20
	78
Total	181

SIMULATION/ Impact of the Sports BMI on REACH & ENGAGEMENT

Deliverables	Standard Astro CHINESE CHANNELS Spot Buy Package (1x Package)	Add on SPORTS BMI <CHINESE> Spot Buy Package (1 x Package)	Incremental & Savings
Target Audience	Chinese 15+	Chinese 15+	
Reach 3+	36.1%	43.8%	+21.3%
GRPs	373.3	465	+24.6%
CPRP (RM)	267.88	264.52	-1.3%

In this example, by adding the SPORTS BMI <CHINESE> to a Chinese TV spot buy package, media deliveries +21.3% in Reach 3+, +24.6% in GRPs, and -1.3% in CPRP.

Duration	15 sec	30 sec	40 sec	60 sec
The Investment (RM)	23,100	35,000	45,500	70,000
No. of Spots	181	181	181	181

TERMS AND CONDITIONS

- All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
- All spots must be booked under one (1) media order. Each package is only for ONE product/brand, no sharing of product/brand is allowed.
- Production cost might be imposed (if any).
- The package is valid until 31 Dec 2025, similar benefits will not be guaranteed after this date.
- Each 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.
- All spots to be utilised by 31 Dec 2024. No extension shall be given thereafter on unutilised spots.
- All spots are scheduled at Astro's discretion and are subject to airtime availability.
- Availability of packages is based on first-come, first-served basis.
- The above package is non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.
- 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.
- 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.
- A separate agreement will be entered into between Astro and the advertiser/agency where the package selected includes the broadcast of "TMO" material.
- The above package is subject to the general terms and conditions for the provision of airtime in MBNS's rate card, which can be found at www.astromedia.com.my.

INTERNAL BRIEFING/ REFERENCE

MEGA

High Impact Malay Package

Duration
15 sec

Channels	Category	Timebelt	No. of Spots (per day)	No. of Days	Total Spots
Astro Ria	x13	Mon - Fri, 7pm - 8pm, Sat - Sun, 6pm - 8pm	2	30	60
	x8	Mon - Sun, 12pm - 6pm	5	30	150
	x4.5	Mon - Sun, 10am - 11am	1	30	30
Astro Prima	x7	Mon - Sun, 6pm - 8pm	1	30	30
	x6	Mon - Sun, 12pm - 6pm	6	30	180
	x4	Mon - Sun, 11:30am - 12pm	1	30	30
Astro Warna	x5	Mon - Sun, 11:30am - 8pm	8	30	240
Astro Citra	x6	Mon - Sun, 11:30am - 8pm	8	30	240
TVB Magic	x5	Mon - Sun, 6:30pm - 7:30pm	1	30	30
	x3.5	Mon - Sun, 11:30am - 6:30pm	7	30	210
Astro AWANI	x5	Mon - Sun, 11:30am - 7:45pm	8	30	240
Astro Arena	x5	Mon - Sun, 11:30am - 8pm	8	30	240

Gross Investment
RM200,000

No. of spots
1,680

Total Value
RM6,237,000

ROI
31.2

THE STANDARD BUY: HIGH IMPACT (MALAY) PACKAGE

Target Audience – Malay 15+






- 1+ Reach: 58.6%
- 3+ Reach: 43%
- CPRP: RM 386.92

Source: Kantar DTAM, Malay 15+, Reach 1+ & 3+

IMPROVE REACH & COST EFFICIENCY

WITH SPORT BMI <MALAY> PACKAGE

**RM 23,100 / PACKAGE
(15 SEC - 181 SPOTS)**

				
Monday – Sunday, 6pm – 12 am				
57 spots	28 spots	32 spots	20 spots	44 spots
Total 181 spots (15 sec)				

High Impact (Malay) + Sport BMI <Malay>
(Based on Sport BMI <Malay> Buy 1, Free 1)

**Target Audience –
Malay 15+**

1+ Reach: 64% *(Incremental of +9.2%)*

3+ Reach: 49.2% *(Incremental of +14.4%)*

CPRP: RM 344.40 *(Reduction by -11%)*

STANDARD

Chinese Hou Geng Bao Package

No. of Spots

500

Duration

15_{sec}

Gross Investment

RM100,000

Channels	Category	Timebelt	No. of Spots
Astro AEC	x9	Mon - Sun, 6pm - 12am (excl. 8pm - 8:30pm & 10:30pm - 11pm)	22
	x5	Mon - Sun, 12pm - 6pm	20
	x4	Others (excl. 8pm - 8:30pm & 10:30pm - 11pm)	14
Astro Hua Hee Dai	x8	Mon - Sun, 6pm - 12am	22
	x6	Mon - Sun, 12pm - 6pm	20
	x4.5	Others	14
Astro QJ	x8	Fri - Sun, 8pm - 12am	8
	x6	Mon - Sun, 7pm - 12am (excl. Fri - Sun, 8pm - 12am)	22
	x3.5	Others	18
Celestial Movies	x4.5	Mon - Sun, 6pm - 12am	30
	x4.5	Mon - Sun, 6am - 6pm	26
iQIYI HD	x7	Mon - Sun, 6pm - 12am	30
	x5	Others	18
Astro AOD	x13	Mon - Fri, 8:30pm - 9:30pm	10
	x13	Mon - Fri, 9:30pm - 10:30pm	10
TVB Jade	x8	Mon - Fri, 8:30pm - 10:30pm	14
	x6	Mon - Sun, 6:30pm - 12am (excl. Mon - Fri, 8:30pm - 10:30pm)	14
	x5	Mon - Sun, 1:00pm - 6:30pm	10
	x4	Others	10
TVB Classic	x4	Mon - Sun, 8am - 12pm 6pm - 10pm	26
	x3	Others	18
TVB Xing He	x5	Mon - Fri, 7pm - 12am	14
	x4	Sat & Sun, 8pm - 12am	10
	x3	Others	18
TVB Magic	x6	Mon - Fri, 7:30pm - 10pm Sat, 9pm - 11pm	16
	x5	Mon - Sun, 6:30pm - 12am (excl. Mon - Fri, 7:30pm - 10pm & Sat, 9pm - 11pm)	14
	x3.5	Others	16
Pick any 1 channel CCM, CTI Asia, KBS World, Phoenix Chinese Channel, Phoenix InfoNews, TVBS Asia	x2.5	All Timebelt	36

THE STANDARD BUY: CHINESE HOU GENG BAO PACKAGE

Target Audience – Chinese 15+





- 1+ Reach: 53.2%
- 3+ Reach: 36.1%
- CPRP: RM 267.88

Source: Kantar DTAM, Chinese 15+, Reach 1+ & 3+

IMPROVE REACH & COST EFFICIENCY

WITH SPORT BMI <CHINESE> PACKAGE

**RM 23,100 / PACKAGE
(15 SEC - 181 SPOTS)**

			
Monday – Sunday, 6pm – 12 am			
37 spots	46 spots	20 spots	78 spots
Total 181 spots (15 sec)			

GEMPAK + Sport BMI <Chinese>

(Based on Sport BMI <Chinese> Buy 1, Free 1)

Target Audience – Chinese 15+

1+ Reach: 62.5% (*Incremental of +17.5%*)

3+ Reach: 47.4% (*Incremental of +31.3%*)

CPRP: RM 220.94 (*Reduction by -17.5%*)