



# CHANNEL PROFILE

## Sports Segment

January - March 2024

Go Beyond



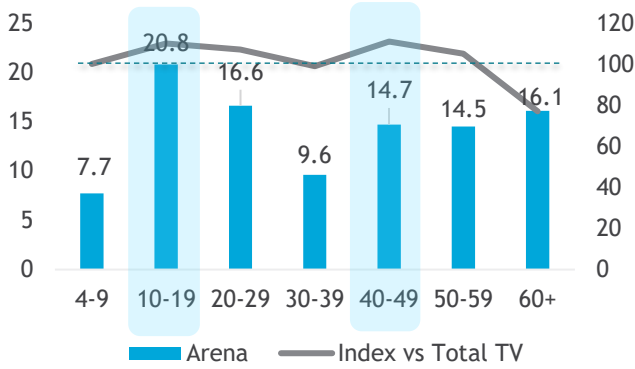
Channel **801 & 802**

The ultimate destination for Malaysian sporting events, as well as showcasing Malaysian athletes competing at the pinnacle stage of world sports, and the latest information on sports in the country. The channel of Malaysian sports, for Malaysia.

**Monthly Reach**  
(Ave. Past 3 Months)

**5.9 Mil**

### AGE



Skewed aged 10-19 [Index: 110], 40-49 [Index: 111]

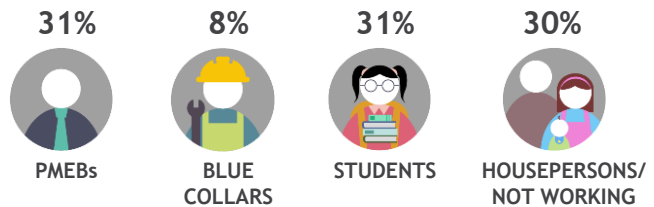
### MONTHLY HOUSEHOLD INCOME



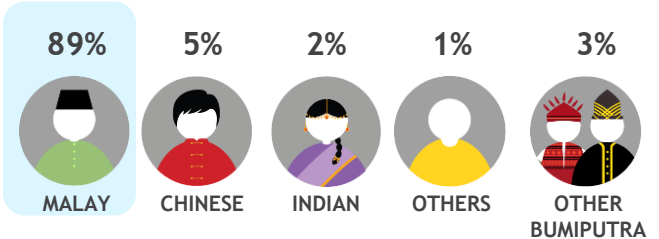
### GENDER



### OCCUPATION



### ETHNIC



Skewed Malay [Index: 137]

Source: Kantar Media DTAM, Total Individual (Universe: 15,292K), Jan-Mar 2024



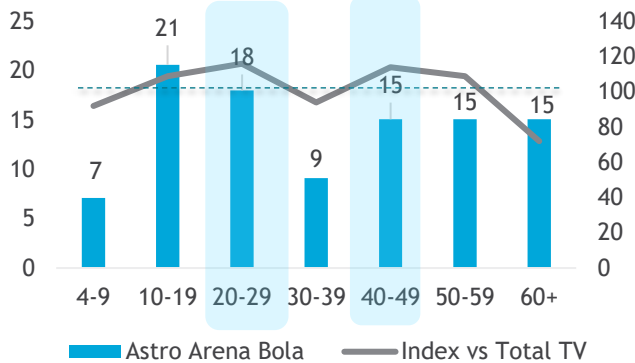
Channel **803 & 804**

The ultimate destination for Malaysian football, from the Liga Super, Piala Malaysia, Piala FA and many more. Catch all the live and repeat matches via this dedicated channel.

**Monthly Reach**  
(Ave. Past 3 Months)

**3.8 Mil**

### AGE



**Skewed aged 20-29 [Index: 116], 40-49 [Index: 114]**

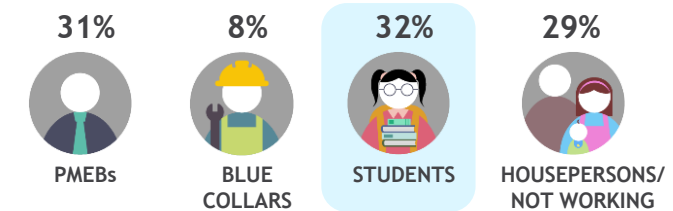
### MONTHLY HOUSEHOLD INCOME



### GENDER

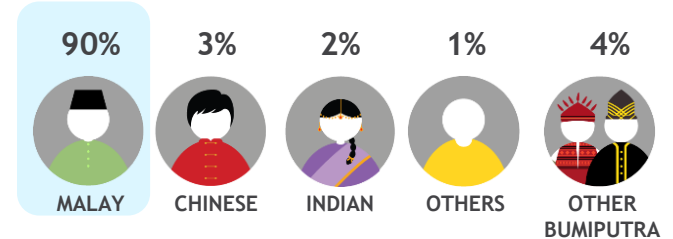


### OCCUPATION



**Skewed Students [Index: 112]**

### ETHNIC



**Skewed Malay [Index: 139]**

Source: Kantar Media DTAM, Total Individual (Universe: 15,292K), Jan-Mar 2024



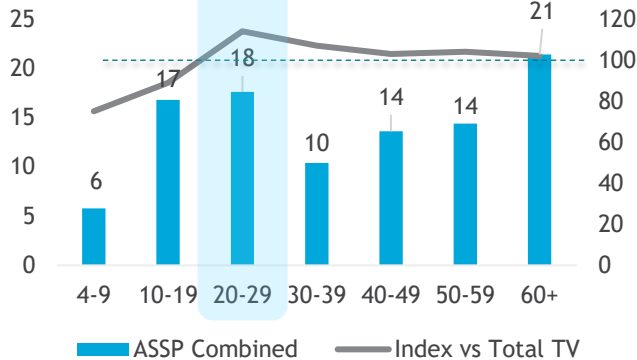
Channel **811, 812, 813 & 814**

Showcases a variety of sporting events, selected to appeal to the Malaysian viewing audience which includes Premier League, UEFA Europa League, European Qualifiers, FIFA Events, Tennis ATP 500's & 250's Series, Diving, NBA/WNBA games, Badminton BWF Premier, Superseries and Grand Prix Gold, along with other prestigious international sporting events as well as highlights, preview and magazine programs

Monthly Reach  
(Ave. Past 3 Months)

**5.8 Mil**

### AGE



Skewed aged 20-29 [Index: 114]

### MONTHLY HOUSEHOLD INCOME

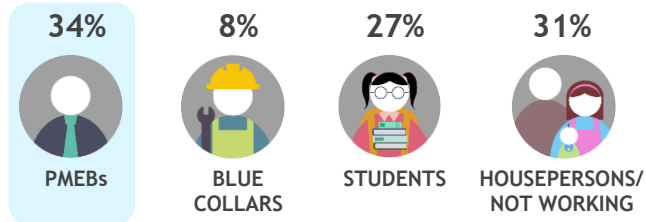


Skewed HHI RM8K - RM10K [Index: 119],  
>RM10K+ [Index: 120]

### GENDER

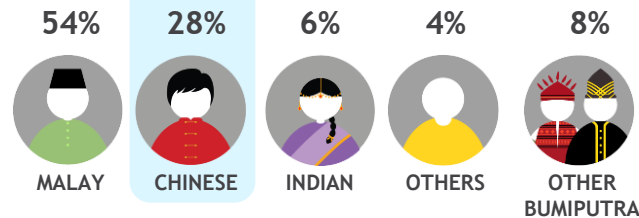


### OCCUPATION



Skewed PMEBs [Index: 117]

### ETHNIC



Skewed Chinese [Index: 183]



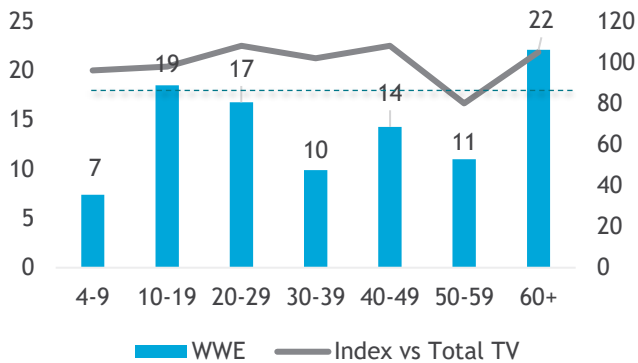
WWE Network, a special 24/7 channel, dedicated for all WWE programs.

WWE Network includes all 12 WWE live Pay-Per-View events like WrestleMania, groundbreaking original series, reality shows, classic shows and documentaries.

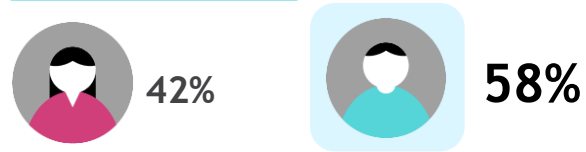
**Monthly Reach**  
(Ave. Past 3 Months)

**259K**

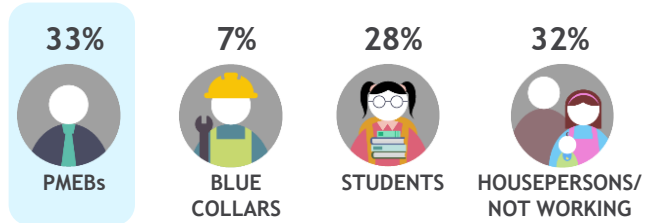
### AGE



### GENDER

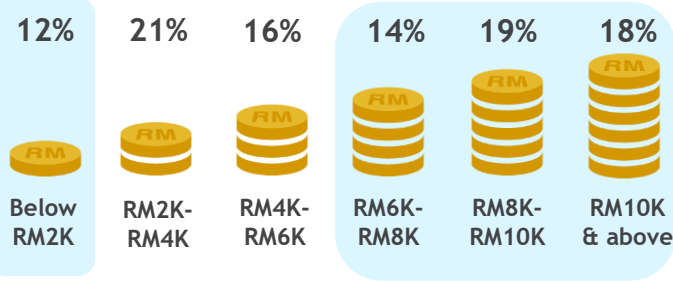


### OCCUPATION



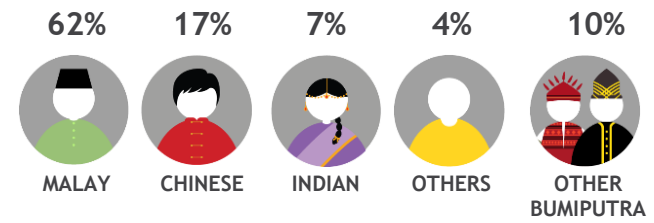
Skewed PMEBs [Index: 110]

### MONTHLY HOUSEHOLD INCOME



Skewed HHI RM6K - RM8K [Index: 155],  
RM8K - RM10K [Index: 169], >RM10K [Index: 118]

### ETHNIC



Source: Kantar Media DTAM, Total Individual (Universe: 15,292K), Jan-Mar 2024



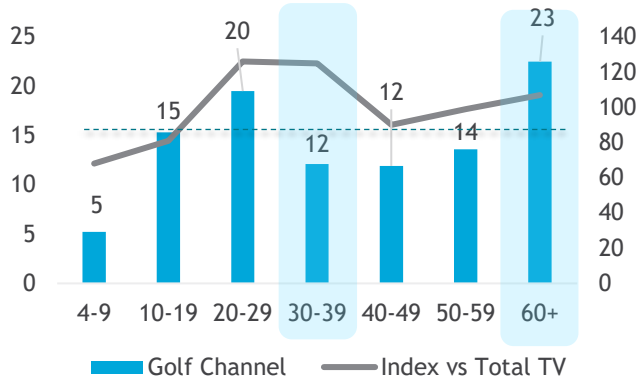
Channel 822

The Golf Channel features more live golf coverage than any other network, in stunning high definition. It covers an extensive blend of golf competition from around the world featuring the Ryder Cup, Presidents Cup, PGA Tour, European Tour, Asian Tour, LPGA Tour as well as news, instructional programs offering viewers an opportunity to improve their game and original productions, such as the popular "Big Break" series.

Monthly Reach  
(Ave. Past 3 Months)

344K

### AGE



Skewed aged 20-26 [Index: 126],  
30-39 [Index: 125]

### MONTHLY HOUSEHOLD INCOME



Skewed HHI RM8K-RM10K [Index: 135],  
RM10K+ [Index: 172]

### GENDER



43%



57%

### OCCUPATION

37%



PMEBs

7%



BLUE  
COLLARS

26%



STUDENTS

30%



HOUSEPERSONS/  
NOT WORKING

Skewed PMEBS [Index: 124]

### ETHNIC

53%



MALAY

31%



CHINESE

2%



INDIAN

5%



OTHERS

9%



OTHER  
BUMIPUTRA

Skewed Chinese [Index: 199]



**Thank you**