



**CHANNEL PROFILE
JANUARY - MARCH 2024**

KOREAN SEGMENT

Go Beyond

Channel **392 (HD)**

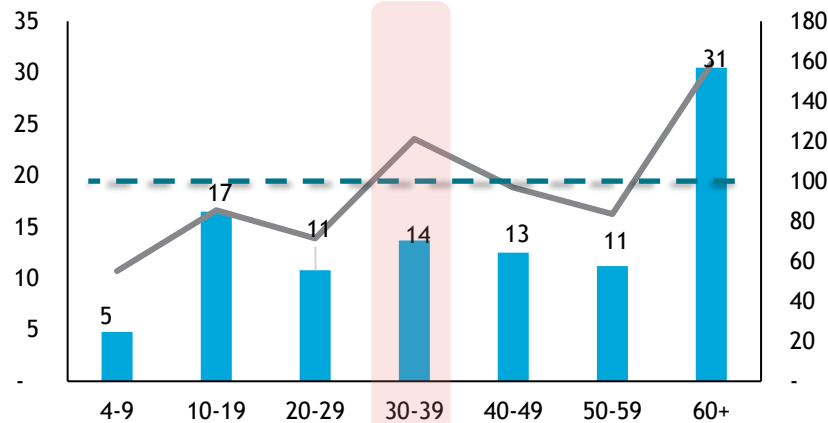
A 24-hour general entertainment channel broadcasted in Korean, with English subtitles for 80% of the programmes, Chinese (15%) and Bahasa Malaysia (Over 5%). The programming line-up of this channel include News and Magazine Shows, which provide the latest Korean and International news; Cultural and Documentary programmes, latest Drama series produced by KBS, Music and Variety Shows, featuring some of the most popular singers and artists from Korea.

Monthly Reach
(Ave. Past 3 Months)

1.4 Mil

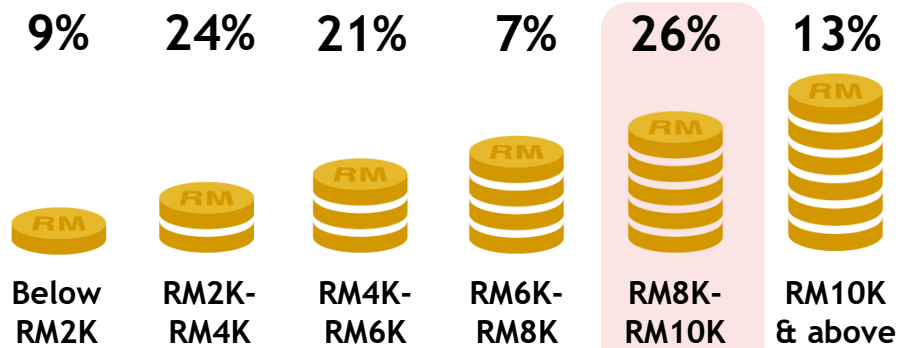
Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Mar 2024
Index is against Total TV Universe.

AGE



Skewed aged 30-39 [Index: 121]

MONTHLY HOUSEHOLD INCOME



Skewed RM8K-10K [Index: 271]

GENDER



FEMALE
57%



MALE
43%

OCCUPATION



34%
PMEBs



3%
BLUE COLLARS



23%
STUDENTS



41%
HOUSEPERSONS/ NOT WORKING

Skewed PMEBs [Index: 116],
Houseperson / Not Working [Index: 117]

ETHNIC



62%
MALAY



29%
CHINESE



4%
OTHERS



6%
OTHER BUMIPUTRA



Channel 393

Anchored by first-run and exclusive mega-hit Korean drama series that appeal to anyone who loves Korean drama and entertainment that features hot Korean celebrities.

Key Signature Programmes: Running Man, Law of the Jungle, Ppali-Ppali Drama belt.

Monthly Reach (Ave. Past 3 Months)

2.0 Mil

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Mar 2024
Index is against Total TV Universe.

Gender



FEMALE
57%



MALE
43%

Ethnic

77%



MALAY

15%



CHINESE

1%



INDIAN

1%



OTHERS

6%



OTHER BUMIPUTRA

Skewed Malay [Index: 118]

Occupation

29%



PMEBs

5%



BLUE COLLARS

30%



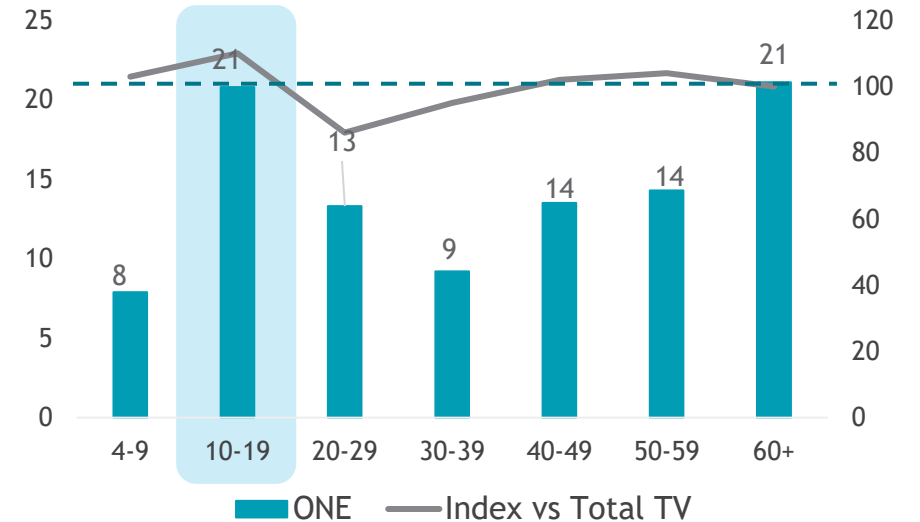
STUDENTS

36%



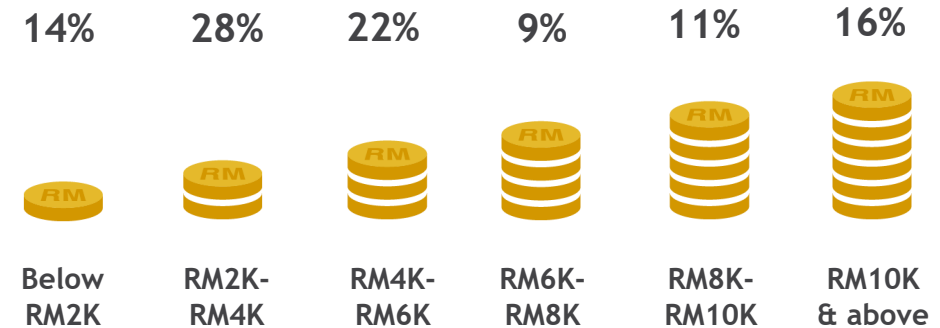
HOUSEPERSONS/
NOT WORKING

Age



Skewed Aged 10-19 [Index: 110]

Monthly Household Income





Channel 395

Provides the best Korean general entertainment through express shows, hit dramas, world class music shows (i.e., MAMA), lifestyle programs and star-studded original productions for Asian viewers, it is also the no. 1 pay TV channel in Korea

Monthly Reach
(Ave. Past 3 Months)

1.0 Mil

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Mar 2024
Index is against Total TV Universe.

Gender



FEMALE
57%



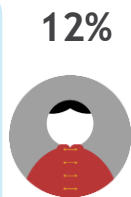
MALE
43%

Ethnic



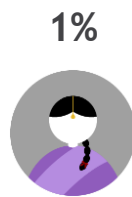
79%

MALAY



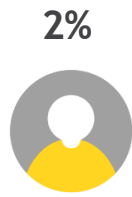
12%

CHINESE



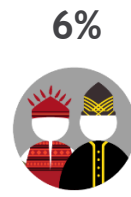
1%

INDIAN



2%

OTHERS



6%

OTHER BUMIPUTRA

Skewed Malay [Index: 122]

Occupation



28%

PMEBs



5%

BLUE COLLARS



30%

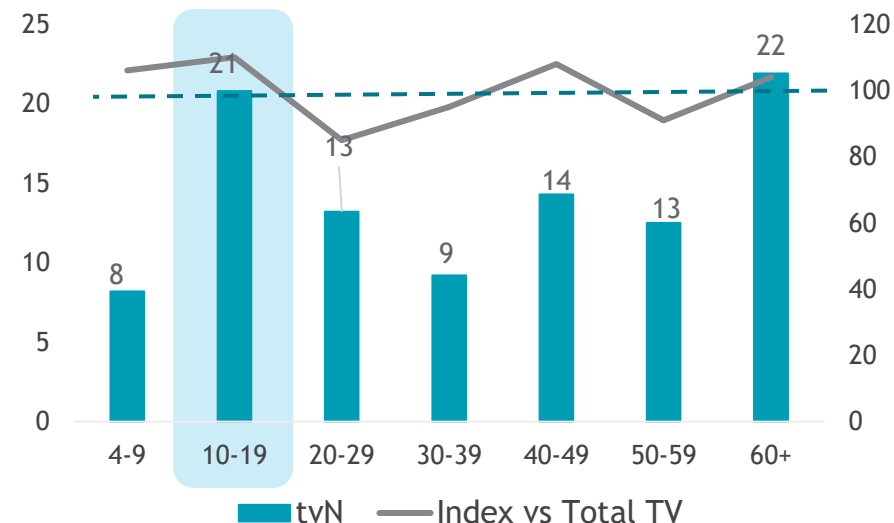
STUDENTS



36%

HOUSEPERSONS/
NOT WORKING

Age



Skewed Aged 10-19 [Index: 110]

Monthly Household Income



Skewed HHI RM 8K - RM 10K [Index: 114],
>RM10K+ [Index: 110]

tvN Movies is a First & Exclusive Korean movie channel that aims at giving an alternative of home cinema to audience with top grossing Korean films and all-time favourite Korean movies in all genres round-the-clock

Monthly Reach
(Ave. Past 3 Months)

2.1 Mil

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Mar 2024
Index is against Total TV Universe.

Gender



FEMALE
46%



MALE
54%

Ethnic

73%



MALAY

9%



CHINESE

2%



INDIAN

3%



OTHERS

13%



OTHER BUMIPUTRA

Skewed Malay [Index: 112]

Occupation

33%



PMEBs

7%



BLUE COLLARS

31%



STUDENTS

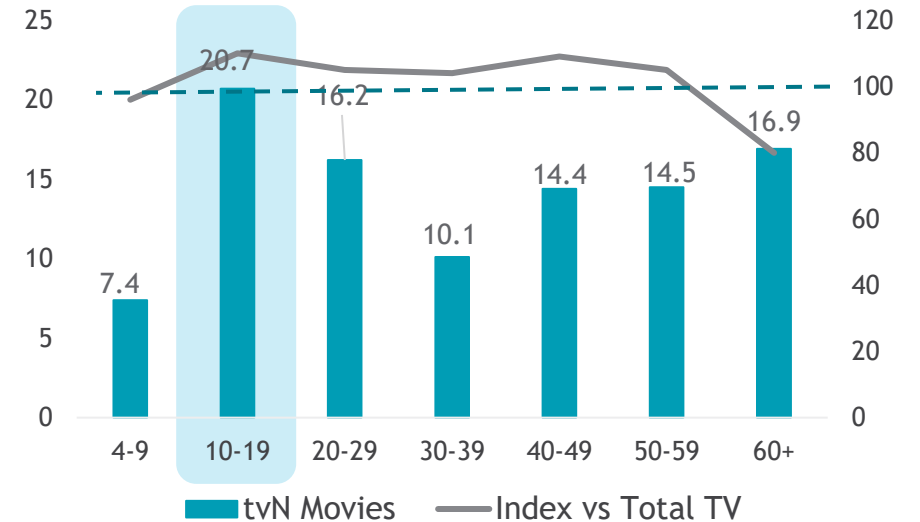
29%



HOUSEPERSONS/
NOT WORKING

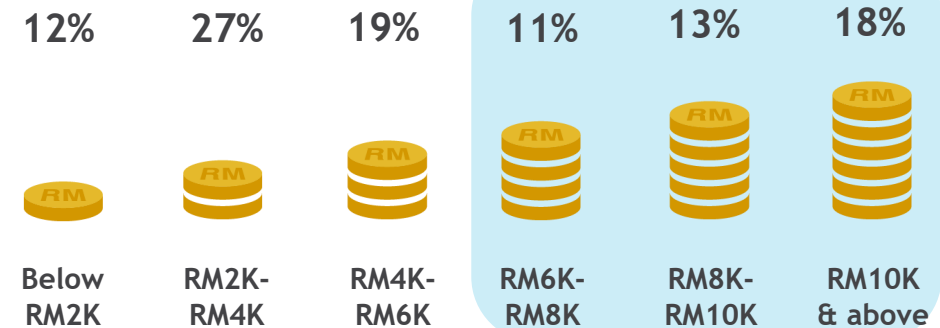
Skewed PMEBS [Index: 111], Students [Index: 111]

Age



Skewed Aged 10-19 [Index: 110]

Monthly Household Income



Skewed HHI RM 6K - RM8K [Index: 118],
RM 8K - RM 10K [Index: 117], >RM10K+ [Index: 119]



THE ULTIMATE
KOREAN ENTERTAINMENT

Channel 396

K-PLUS is the Ultimate Korean Entertainment network bringing together many exclusives and first-run titles in drama series and variety shows, direct from major Korean TV broadcasters to the Asian audience.

Monthly Reach
(Ave. Past 3 Months)

837K

Source: Kantar Media DTAM, Individual
(Total Universe: 15,262K), Jan-Mar 2024
Index is against Total TV Universe.

Gender



FEMALE
58%



MALE
42%

Ethnic

77%



MALAY

15%



CHINESE

1%



INDIAN

1%



OTHERS

6%



OTHER
BUMIPUTRA

Skewed Malay [Index: 118]

Occupation

28%



PMEBs

5%



BLUE
COLLARS

31%



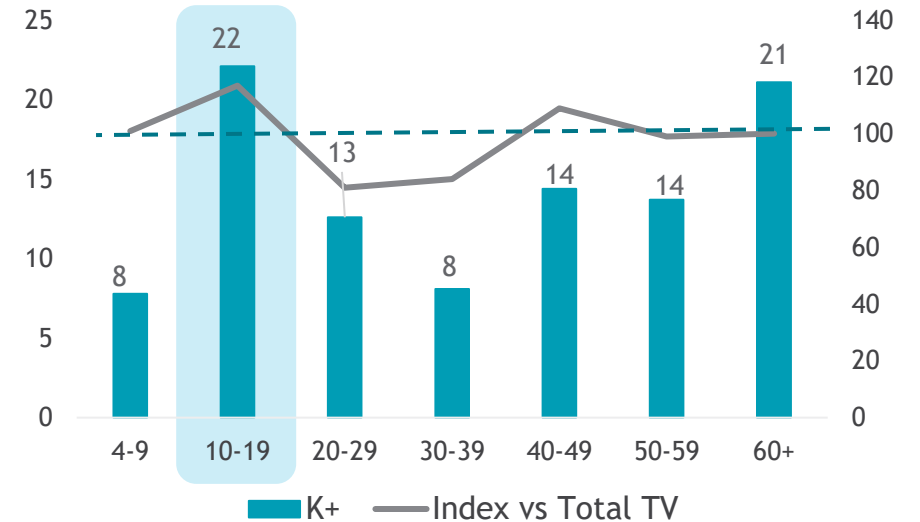
STUDENTS

36%



HOUSEPERSONS/
NOT WORKING

Age



Skewed Aged 10-19 [Index: 117]

Monthly Household Income

14%



Below
RM2K

28%



RM2K-
RM4K

20%



RM4K-
RM6K

9%



RM6K-
RM8K

13%



RM8K-
RM10K

16%



RM10K
& above

Skewed HHI RM 8K - RM 10K [Index: 111]

astro

Thank you