



CHANNEL PROFILE

Malay Segment

January - March 2024

Go Beyond



Channel 104

Home of Malay signature entertainment that offers a variety of local programs ranging from reality shows to fun game shows to drama series.

Key Signature Programmes: *Gegar Vaganza, The Hardest Singing Show, Astro Originals, MeleTOP, Megadrama belt, and many more*

Monthly Reach
(Ave. Past 3 Months)
7.0 Mil

Source: Kantar Media DTAM, Total Individual (Universe: 15,262K), Jan-Mar 2024

Gender

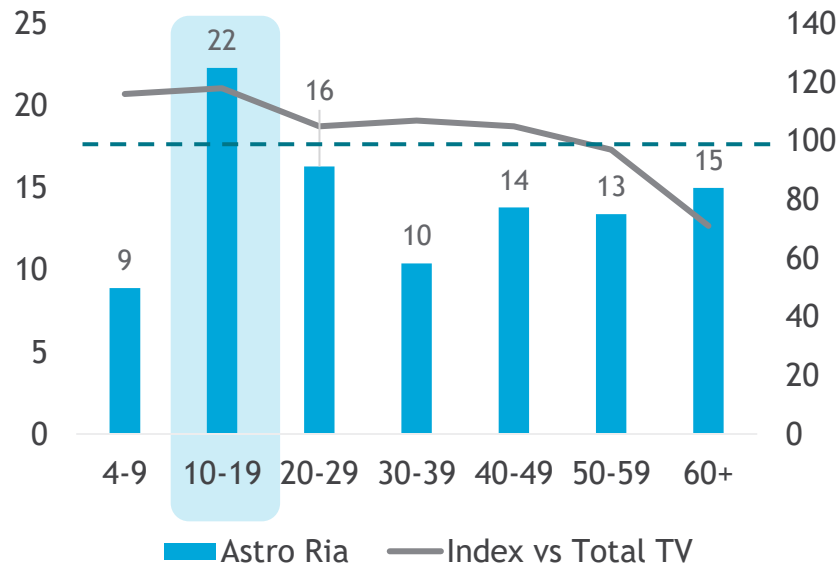


FEMALE
52%



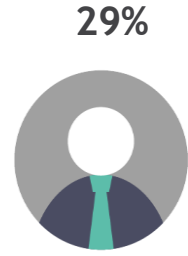
MALE
48%

Age



Skewed Aged 10-19 [Index: 118]

Occupation



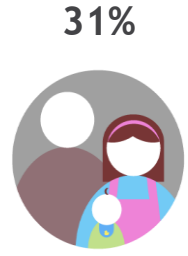
29%
PMEBs



7%
BLUE COLLARS



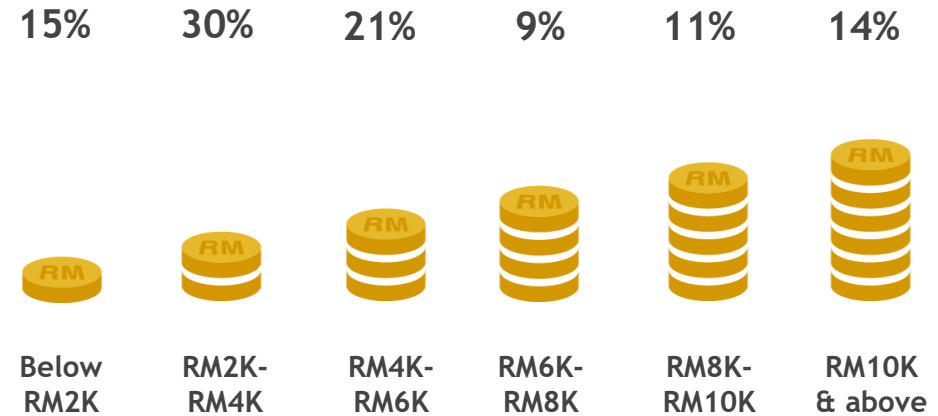
33%
STUDENTS



31%
HOUSEPERSONS/
NOT WORKING

Skewed Students [Index: 116]

Monthly Household Income





Channel 105

General entertainment channel that offers a variety of local programmes from dramas, documentaries and classic movies in HD quality.

Monthly Reach (Ave. Past 3 Months) 5.9 Mil

Source: Kantar Media DTAM, Total Individual (Universe: 15,262K), Jan-Mar 2024

Gender

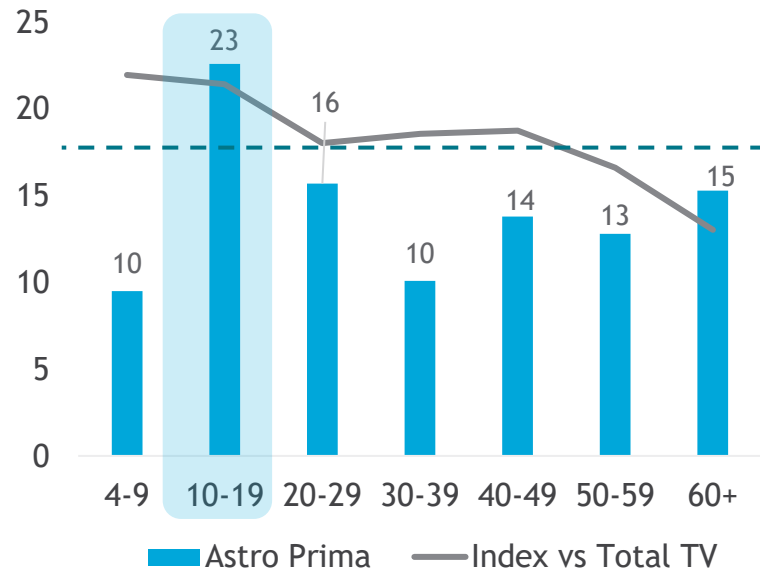


FEMALE 52%



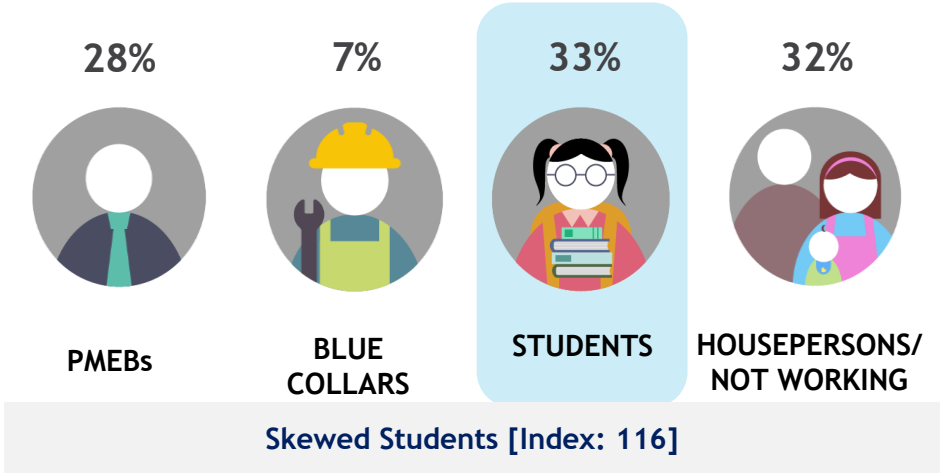
MALE 48%

Age

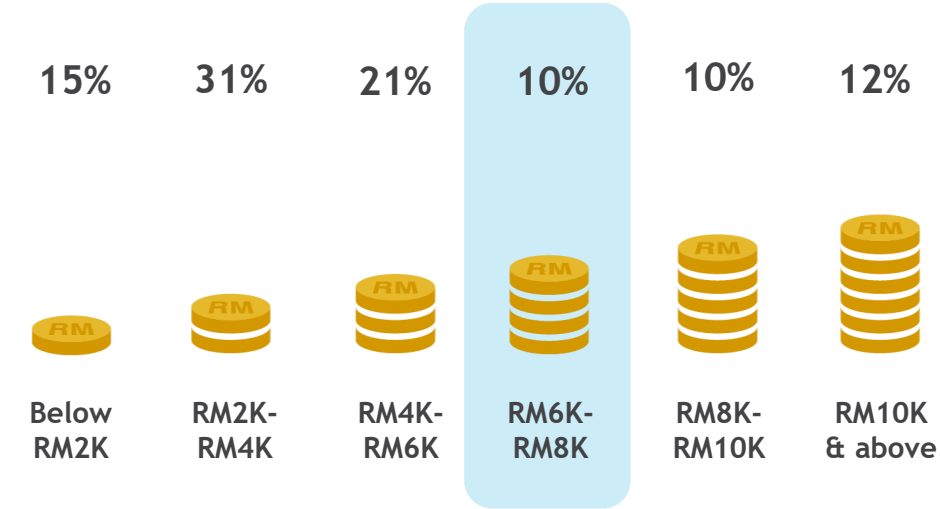


Skewed Aged 10-19 [Index: 120]

Occupation



Monthly Household Income





Channel 107

Stress Free, No Tension Channel - Unwind after a long day with Warna. Sit down & relax while watching the hilarious antics of local comedians as well as a colorful selection of international comedies.

Key Signature Programmes: Sepatu Reunion, The Masked Singer Malaysia

Monthly Reach (Ave. Past 3 Months)

5.6 Mil

Source: Kantar Media DTAM, Total Individual (Universe: 15,262K), Jan-Mar 2024

Gender

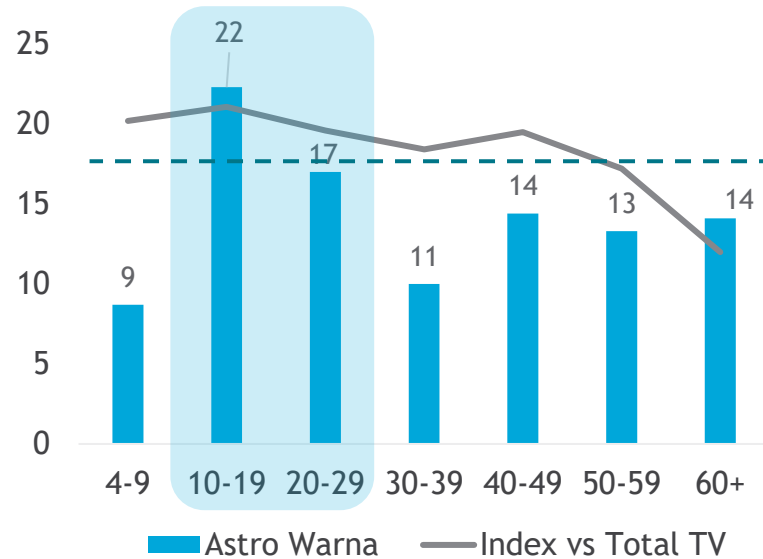


FEMALE 51%



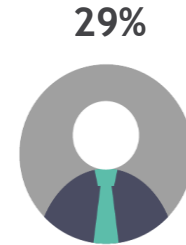
MALE 49%

Age



Skewed Aged 10-19 [Index: 118], 20-29 [Index: 110]

Occupation



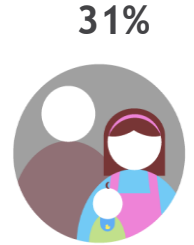
29%
PMEBs



7%
BLUE COLLARS



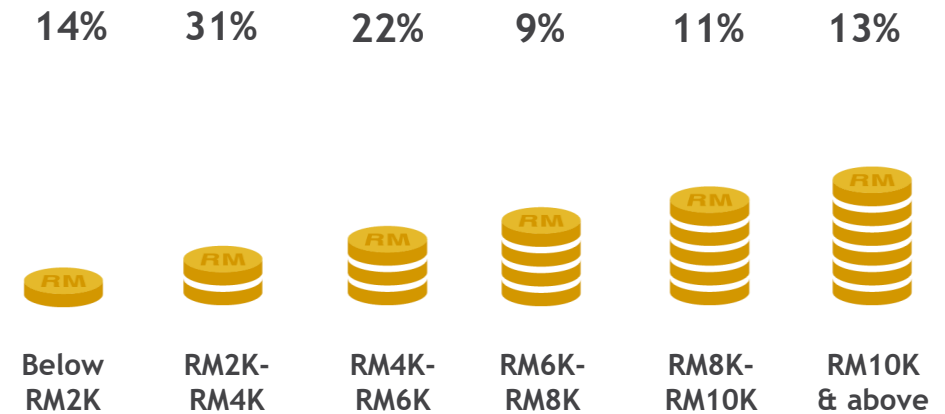
33%
STUDENTS



31%
HOUSEPERSONS/
NOT WORKING

Skewed Students [Index: 116]

Monthly Household Income





Channel 108

Malaysian movie channel featuring local and international blockbuster films as well as exclusive telemovies directed by local directors.

Monthly Reach (Ave. Past 3 Months) 5.1 Mil

Source: Kantar Media DTAM, Total Individual (Universe: 15,262K), Jan-Mar 2024

Gender

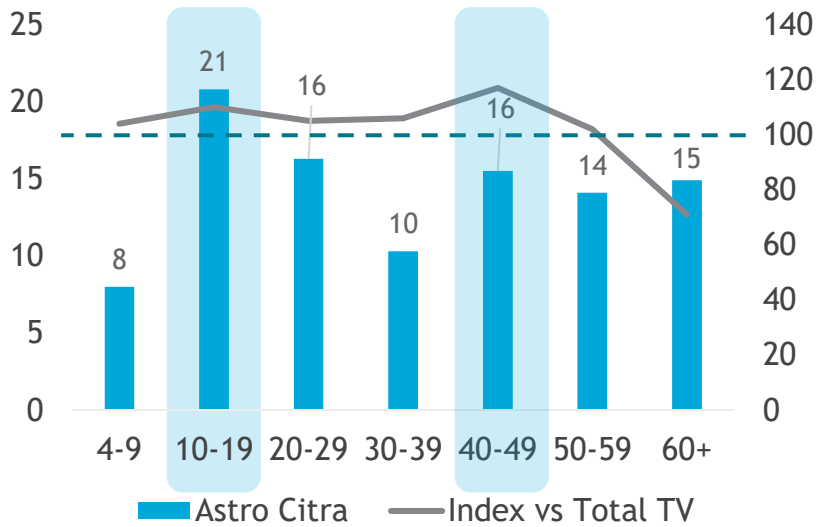


FEMALE 47%



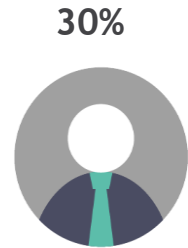
MALE 53%

Age



Skewed Aged 10-19 (Index: 110) & 40-49 [Index: 117]

Occupation



30% PMEBS



8% BLUE COLLARS

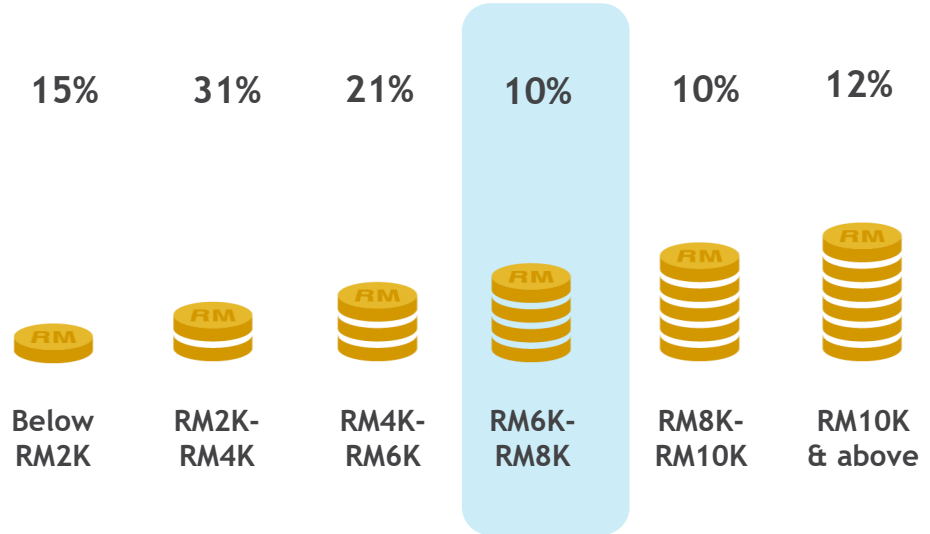


31% STUDENTS



31% HOUSEPERSONS/ NOT WORKING

Monthly Household Income



Skewed HHI RM 6K - RM 8K [Index: 113]



Channel 106

Muslim Lifestyle Channel - The progressive lifestyle channel for Muslims that contains Islamic based educational, entertainment and documentary styled programs.

Monthly Reach (Ave. Past 3 Months) **5.0 Mil**

Source: Kantar Media DTAM, Total Individual (Universe: 15,262K), Jan-Mar 2024

Gender

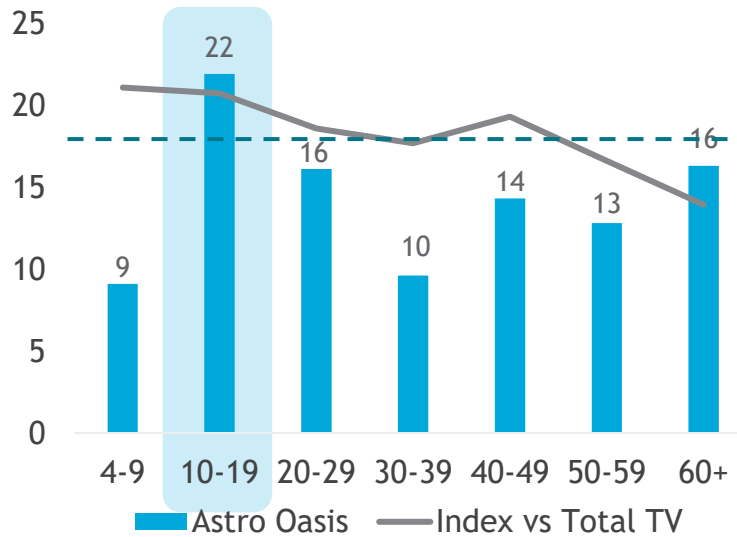


FEMALE **53%**



MALE **47%**

Age



Skewed Aged 10-19 [Index: 116]

Occupation

29%



PMEBs

6%



BLUE COLLARS

32%



STUDENTS

33%



HOUSEPERSONS/ NOT WORKING

Skewed Students [Index: 114]

Monthly Household Income

14%



Below RM2K

30%



RM2K-RM4K

20%



RM4K-RM6K

9%



RM6K-RM8K

12%



RM8K-RM10K

15%



RM10K & above



Channel 113

Entirely dedicated for dangdut (Indonesian music-based) lovers, showing a rich of variety shows that will indulge dangdut lovers with lots of entertaining content.

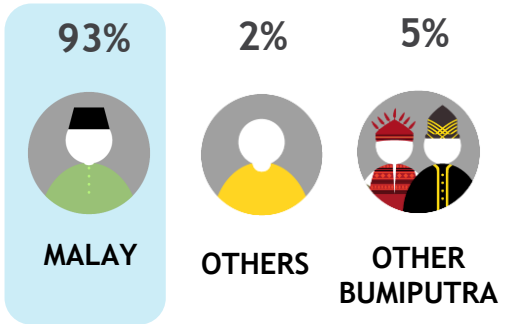
Monthly Reach (Ave. Past 3 Months) 758K

Source: Kantar Media DTAM, Total Individual (Universe: 15,262K), Jan-Mar 2024

Gender

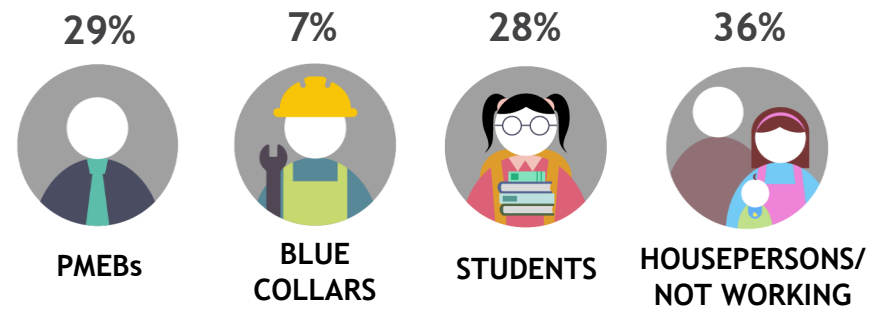


Ethnic

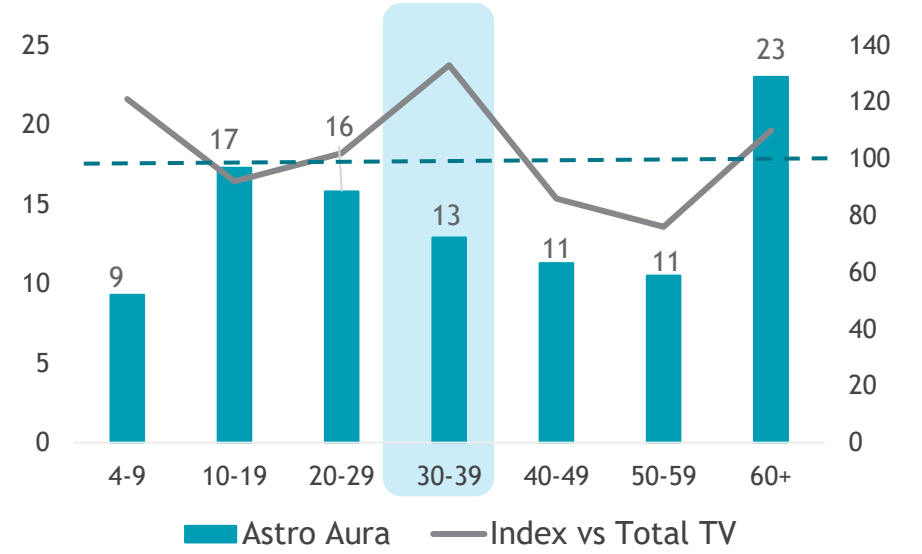


Skewed Malay [Index: 142]

Occupation



Age



Skewed Aged 30-39 [Index: 133]

Monthly Household Income



Skewed HHI RM 8K - RM 10K [Index: 134]



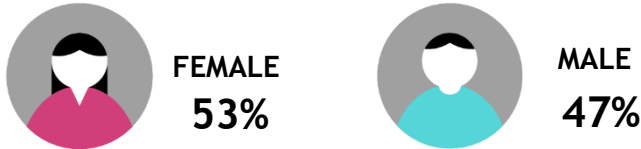
Channel 112

Showcases a variety of programs brought from Indonesia, including drama shows, animation, telemovies, and reality shows that suits for the entertainment for the whole family.

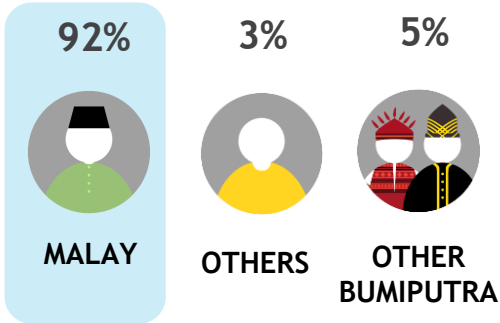
Monthly Reach (Ave. Past 3 Months) 1.1 Mil

Source: Kantar Media DTAM, Total Individual (Universe: 15,262K), Jan-Mar 2024

Gender

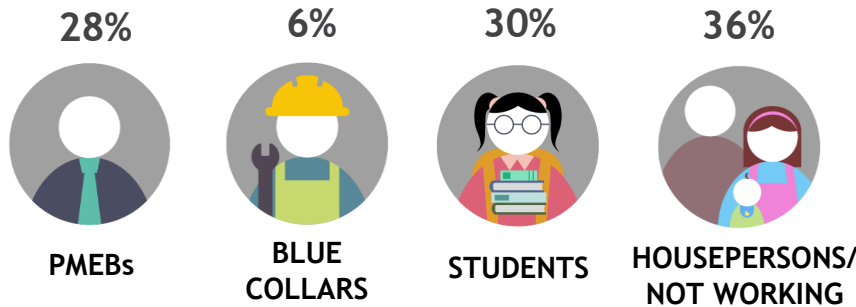


Ethnic

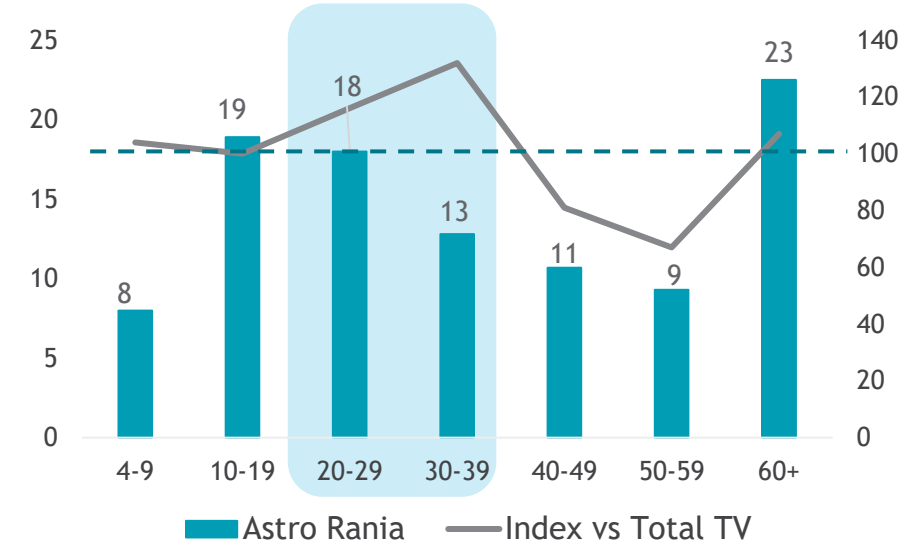


Skewed Malay [Index: 142]

Occupation

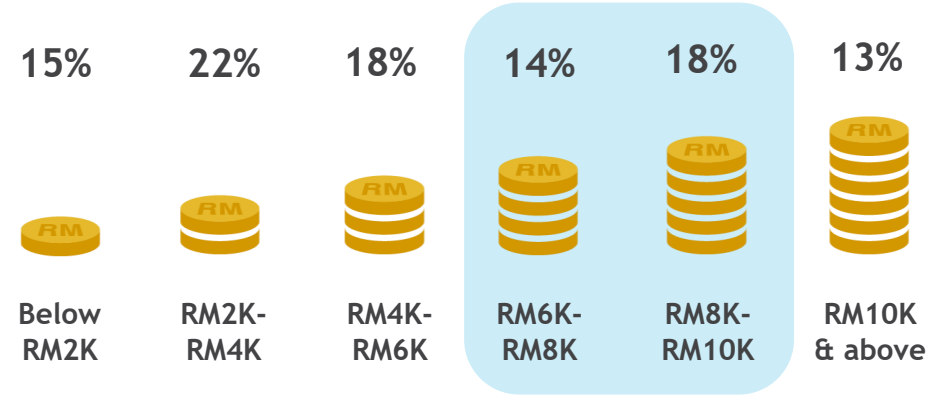


Age



Skewed Aged 20-29 [Index: 116] & 30-39 [Index: 132]

Monthly Household Income



Skewed HHI RM 6K - RM 8K [Index: 159], RM 8K - RM 10K [Index: 155]



Channel 410

The best local and regional premium stories and the new home of Astro Originals series.

Monthly Reach (Ave. Past 3 Months) 2.2 Mil

Source: Kantar Media DTAM, Total Individual (Universe: 15,262K), Jan-Mar 2024

Gender



FEMALE 52%



MALE 48%

Ethnic

81% MALAY

3% CHINESE

3% INDIAN

3% OTHERS

10% OTHER BUMIPUTRA

Skewed Malay [Index: 125]

Occupation

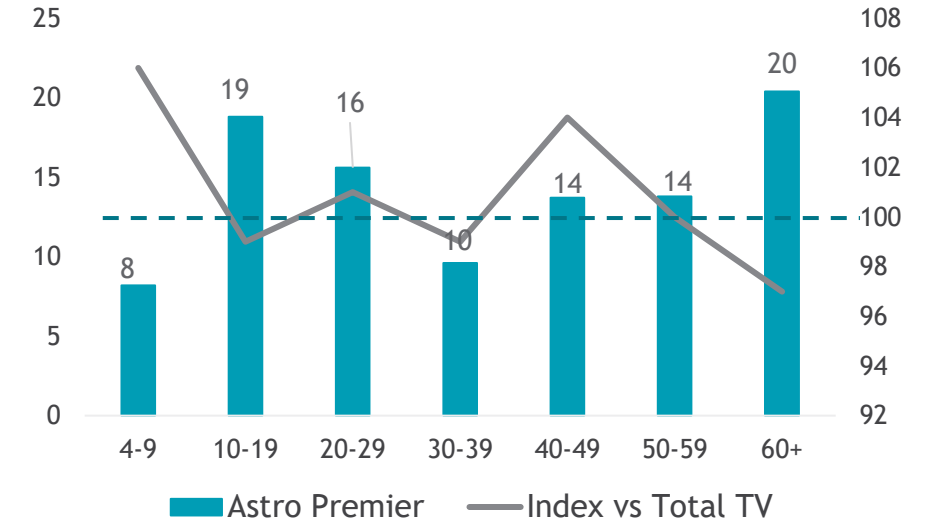
29% PMEBs

7% BLUE COLLARS

29% STUDENTS

35% HOUSEPERSONS/ NOT WORKING

Age



Monthly Household Income



Skewed HHI RM 6K - RM 8K [Index: 113], RM 8K - RM 10K [Index: 111]



Channel 404

There is no horror quite like Asian horror, where the creepiest, slimiest, oiliest and scariest crawl out of your imagination to come to horrific life on screen.

If fear and terror rock your world, then BOO is your heavenly hell. Non-stop shivers in scarily clear HD.

Monthly Reach
(Ave. Past 3 Months)

1.4 Mil

Source: Kantar Media DTAM, Total Individual
(Universe: 15,262K), Jan-Mar 2024

Gender



FEMALE
48%



MALE
52%

Ethnic

73%



MALAY

7%



CHINESE

4%



INDIAN

2%



OTHERS

14%



OTHER
BUMIPUTRA

Skewed Malay [Index: 113]

Occupation

31%



PMEBs

8%



BLUE
COLLARS

31%



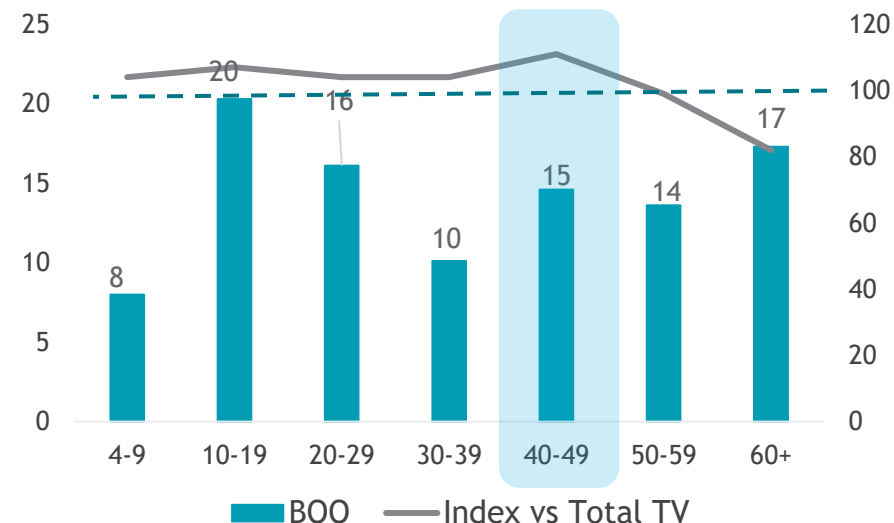
STUDENTS

30%



HOUSEPERSONS/
NOT WORKING

Age



Skewed Aged 40-49 [Index: 111]

Monthly Household Income

13%



Below
RM2K

28%



RM2K-
RM4K

21%



RM4K-
RM6K

10%



RM6K-
RM8K

13%



RM8K-
RM10K

15%



RM10K
& above

Skewed HHI RM 6K - RM 8K [Index: 113],
RM 8K - RM 10K [Index: 119]

astro

Thank you