



# CHANNEL PROFILE

## News Segment

January - March 2024

Go Beyond



Channel 501

Malaysia's first 24-hour news & information channel - delivering in-depth analysis and balanced, transparent coverage of news and current affairs.

Malaysia's Most Trusted News Brand

Monthly Reach  
(Ave. Past 3 Months)

2.4 Mil

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

### GENDER

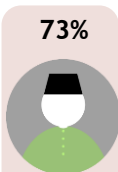


FEMALE  
48%



MALE  
52%

### ETHNIC



73%

MALAY



4%

CHINESE



3%

INDIAN



5%

OTHERS



15%

OTHER BUMIPUTRA

Skewed Malay [Index: 114]  
Others [Index: 250] & Other Bumiputra [Index: 300]

### OCCUPATION



30%

PMEBs



6%

BLUE COLLARS



25%

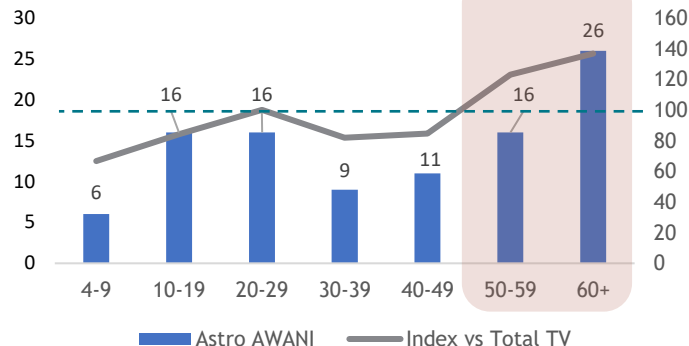
STUDENTS



39%

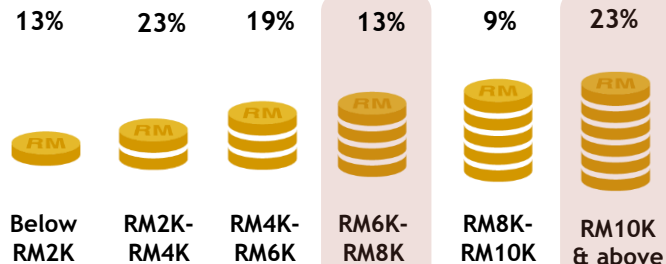
HOUSEPERSONS/  
NOT WORKING

### AGE



Skewed Age 50-59 [Index: 123] & 60+ [Index: 137]

### MONTHLY HOUSEHOLD INCOME



Skewed HHI RM 6K - RM 8K [Index: 144] & RM10K+ [Index: 153]



Channel 513

Al Jazeera English offers international news that places people at the heart of the story, rooted in the belief that everyone has a story worth hearing.

Monthly Reach  
(Ave. Past 3 Months)

542 K

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

### GENDER

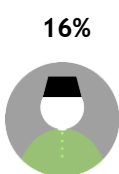


FEMALE  
42%



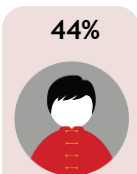
MALE  
58%

### ETHNIC



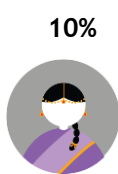
16%

MALAY



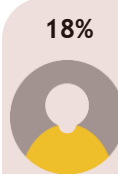
44%

CHINESE



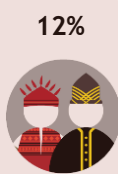
10%

INDIAN



18%

OTHERS

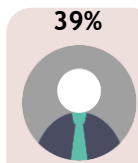


12%

OTHER  
BUMIPUTRA

Skewed Chinese [Index: 275],  
Others [Index: 900] & Other Bumiputra [Index: 240]

### OCCUPATION



39%

PMEBs



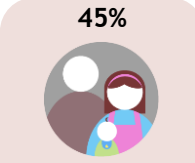
3%

BLUE  
COLLARS



13%

STUDENTS

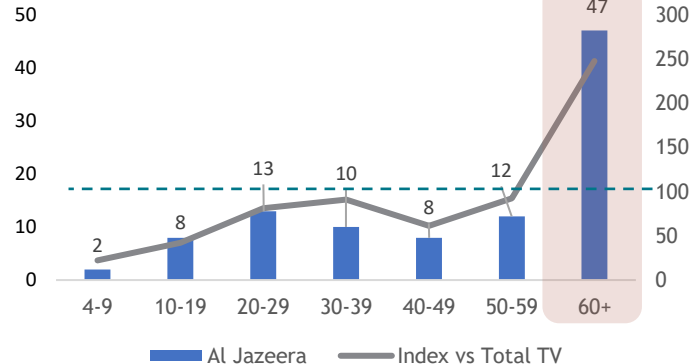


45%

HOUSEPERSONS/  
NOT WORKING

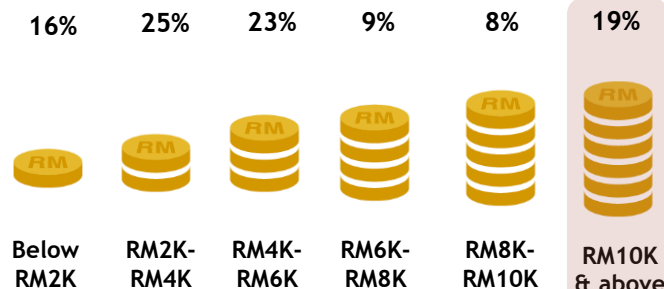
Skewed PMEBS [Index: 134] &  
Housepersons/ Not Working [Index: 129]

### AGE



Skewed Age 60+ [Index: 247]

### MONTHLY HOUSEHOLD INCOME



Skewed HHI RM10K+ [Index: 127]

The leader in global breaking news - From Current Affairs & Debate, Business & Finance, Lifestyle & Technology to Arts & Culture.

Monthly Reach  
(Ave. Past 3 Months)

413 K

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

### GENDER

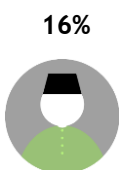


FEMALE  
43%



MALE  
57%

### ETHNIC



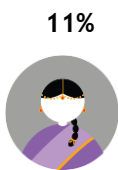
16%

MALAY



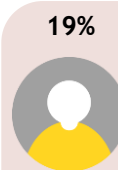
39%

CHINESE



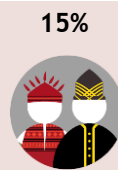
11%

INDIAN



19%

OTHERS



15%

OTHER BUMIPUTRA

Skewed Chinese [Index: 244],  
Others [Index: 950] & Other Bumiputra [Index: 300]

### OCCUPATION



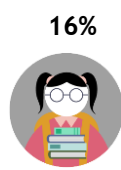
40%

PMEBs



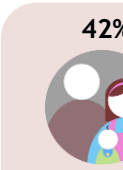
2%

BLUE COLLARS



16%

STUDENTS

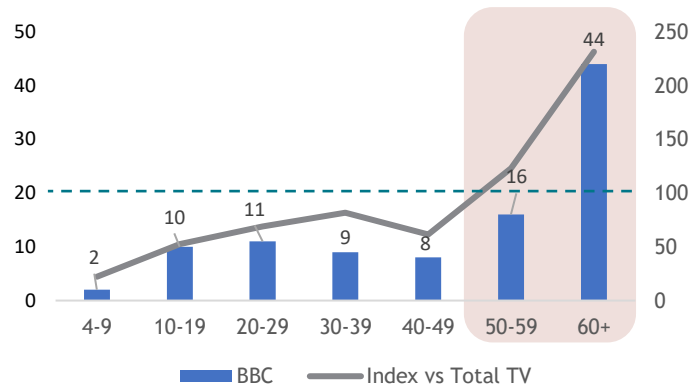


42%

HOUSEPERSONS/  
NOT WORKING

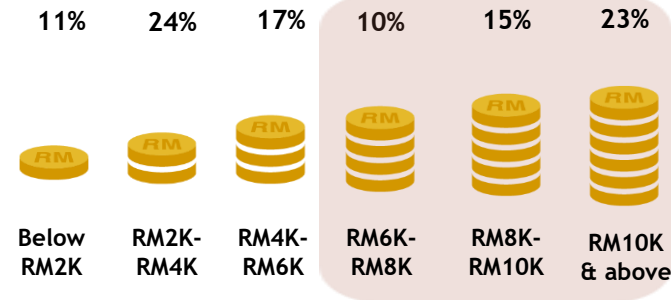
Skewed PMEBS [Index: 138] &  
Housepersons/ Not Working [Index: 120]

### AGE



Skewed Age 50-59 [Index: 123] & 60+ [Index: 232]

### MONTHLY HOUSEHOLD INCOME



Skewed HHI RM 6K - RM 8K [Index: 111],  
RM 8K - RM 10K [Index: 167] and RM 10K+ [Index: 153]

Bloomberg Television, an award winning, multi-platform 24-hour business and financial news network, provides continuous coverage of the people, companies and ideas that move global markets.

Monthly Reach  
(Ave. Past 3 Months)

296 K

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

## GENDER

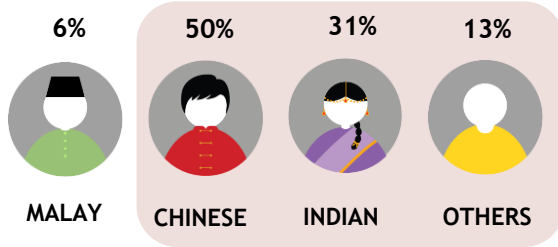


FEMALE  
49%



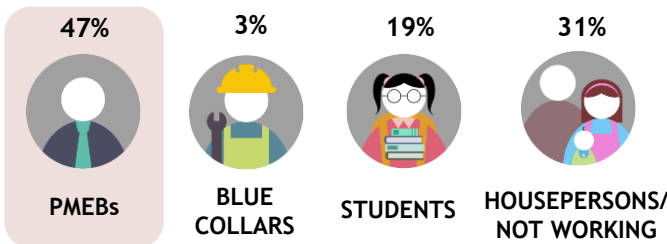
MALE  
51%

## ETHNIC



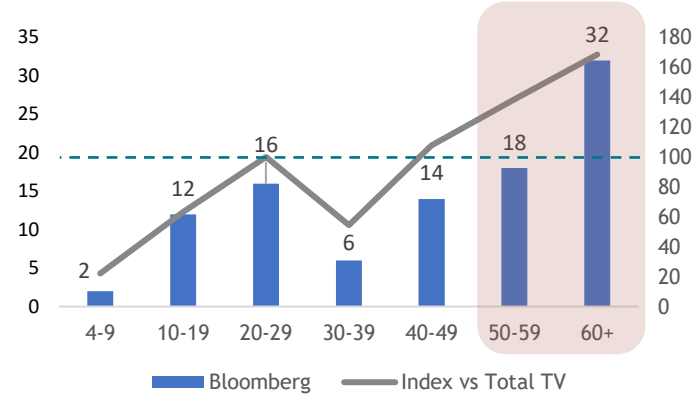
Skewed Chinese [Index: 313], Indian [Index: 238] & Others [Index: 650]

## OCCUPATION



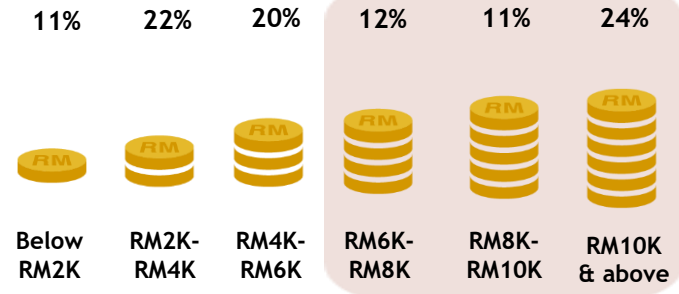
Skewed PMEBS [Index: 162]

## AGE



Skewed Age 50-59 [Index: 138] & 60+ [Index: 168]

## MONTHLY HOUSEHOLD INCOME



Skewed HHI RM 6K- RM 8K [Index: 133],  
RM 8K - RM 10K [Index: 122] & RM 10K+ [Index: 160]



Channel 515

CNA HD is an English language Asian news network positioned to "Understand Asia", reporting on global developments with Asian perspectives.

Based in Singapore, it has correspondents in major Asian cities and key Western ones, including New York, Washington D.C., London and Brussels.

CNA delivers not only the latest news but also diverse content such as business, lifestyle, human stories, current affairs and documentary programming.

Monthly Reach  
(Ave. Past 3 Months)

441 K

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

## GENDER

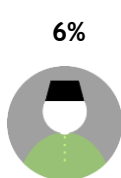


FEMALE  
35%

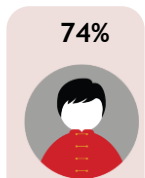


MALE  
65%

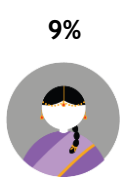
## ETHNIC



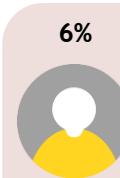
6%  
MALAY



74%  
CHINESE



9%  
INDIAN



6%  
OTHERS



5%  
OTHER BUMIPUTRA

Skewed Chinese [Index: 463],  
Others [Index: 300] & Other Bumiputra [Index: 100]

## OCCUPATION



30%  
PMEBs



1%  
BLUE COLLARS

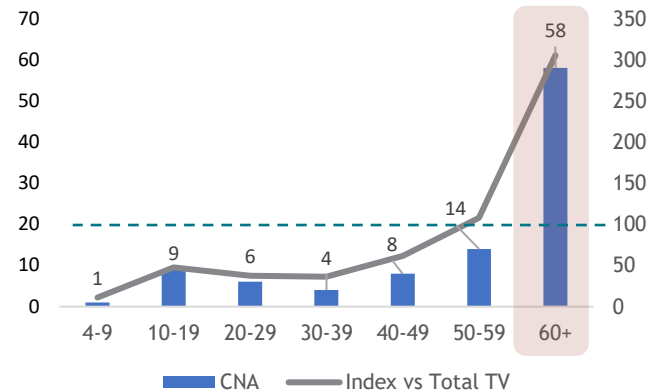


11%  
STUDENTS



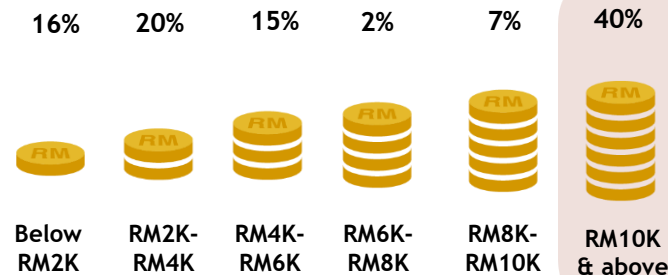
58%  
HOUSEPERSON/  
NOT WORKING

## AGE



Skewed Age 60+ [Index: 305]

## MONTHLY HOUSEHOLD INCOME



Skewed HHI RM10K+ [Index: 267]



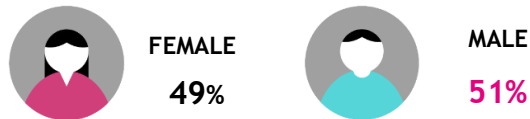
CNBC is the recognized world leader in business news, providing real-time financial market coverage and business information to more than 380 million households worldwide. In Asia Pacific, CNBC is uniquely positioned to speak to viewers from across the region.

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

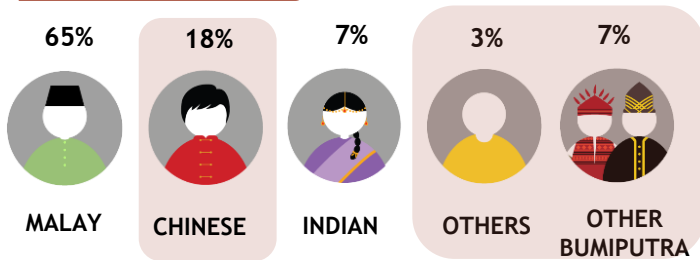
**214 K**

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

### GENDER

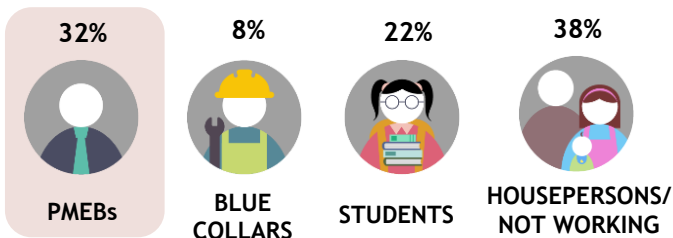


### ETHNIC



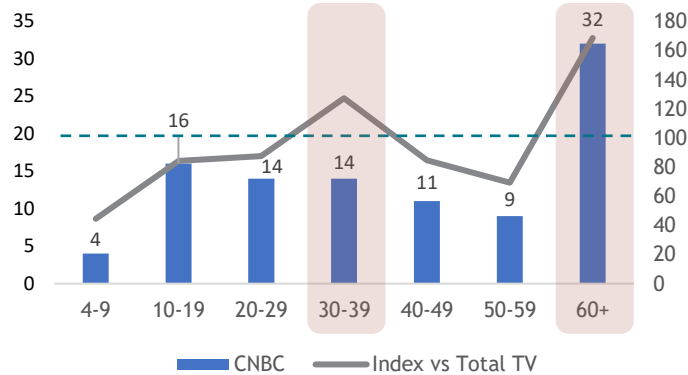
Skewed Chinese [Index: 113],  
Others [Index: 150] & Other Bumiputra [Index: 140]

### OCCUPATION



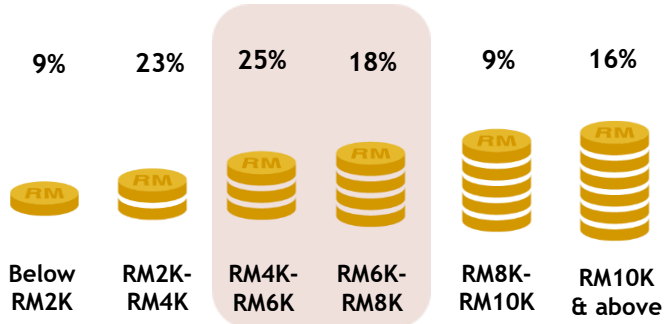
Skewed PMEBS [Index: 110]

### AGE



Skewed Age 30-39 [Index: 127] & 60+ [Index: 168]

### MONTHLY HOUSEHOLD INCOME



Skewed HHI RM 4K - RM 6K [Index: 114] & RM 6K- RM 8K [Index: 200]



Channel 511

CNN delivers the latest breaking news and information on the latest top stories, weather, business, entertainment, politics, and more.

Monthly Reach  
(Ave. Past 3 Months)

512 K

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

### GENDER



FEMALE  
41%



MALE  
59%

### ETHNIC

21%



MALAY

47%



CHINESE

10%



INDIAN

14%



OTHERS

8%



OTHER  
BUMIPUTRA

Skewed Chinese [Index: 294],  
Others [Index: 700] & Other Bumiputra [Index: 160]

### OCCUPATION

43%



PMEBs

2%



BLUE  
COLLARS

15%



STUDENTS

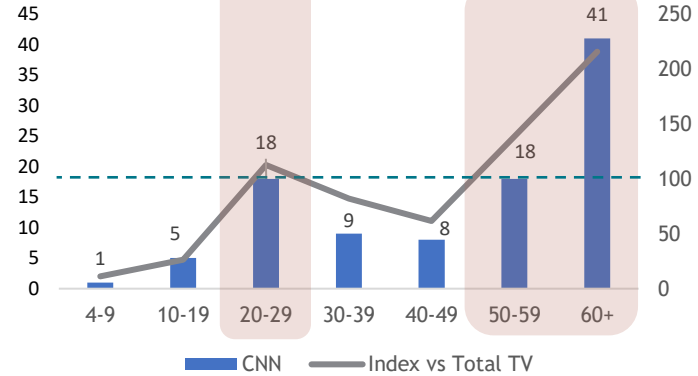
40%



HOUSEPERSON/  
NOT WORKING

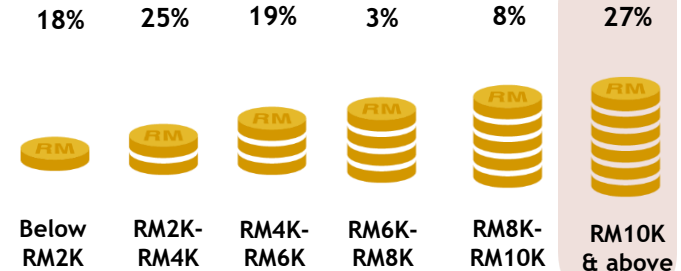
Skewed PMEbs [Index: 148] &  
Housepersons/ Not Working [Index: 114]

### AGE



Skewed Age 20-29 [Index: 113],  
50-59 [Index: 138] & 60+ [Index: 216]

### MONTHLY HOUSEHOLD INCOME



Skewed HHI RM10K+ [Index: 180]





Thank you