

BEST OF CHINESE DRAMA PACKAGE



Unite Audiences with Blockbuster Chinese Dramas

A great story captivates and sparks conversation. Immerse your brand in the daily lives and talks of highly engaged drama lovers with premium content from Malaysia, Hong Kong, China, Singapore, and Taiwan across 7 dedicated channels.

Package Cost

RM 52,800

(15 sec)

15sec x 128 spots ROI: 11

Total Value RM 582,780

Night Time Prime Placement as high as

83%

Cost per Spot as low as

RM 413 (15 sec)

Potential Reach

1mil Chinese Age 15+

Terms and conditions

- All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
- Each package is designated for ONE (1) product/brand only. No sharing of product/brand is allowed.
- All spots must be booked under ONE (1) media order.
- The above package is non-cancellable and non-transferable.
- A 100% surcharge will be imposed upon any cancellation.
- All TVC spots are scheduled at Astro's discretion and are subject to airtime availability.
- Subject to blackout period of 22 Jan 2025 – 4 Feb 2025 on Chinese Channels.
- Astro reserves the right to block certain dates and/or special programming (e.g. Festive, Key Signature Programme, etc.).
- 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.
- All package entitlements must be fully utilised within three (3) months from the date of the first broadcast of the advertiser's advertisement material or within the TX period, whichever applies. This is subject to an extension granted by Astro, at its sole discretion.
- Astro reserves the right to amend any of the above pricing categories and/or its time belts from time to time.
- The above package is subject to the general terms and conditions for the provision of airtime, which can be found at www.astromedia.com.my

Best of Chinese Drama Package

| CHANNEL | TIMEBELT | CATEGORY | NO OF SPOT | 15SEC RATE | TOTAL VALUE |
|-------------------|--|----------|------------|------------|-------------|
| Astro AEC | Every Mon - Thu, 7pm - 8pm | x9 | 8 | 5,940 | 47,520 |
| | Every Mon - Fri, 8:30pm - 9:30pm | x9 | 8 | 5,940 | 47,520 |
| | Every Sun, 9:30pm - 10:30pm (Astro Originals wef 28 Jul) | x9 | 4 | 5,940 | 23,760 |
| Astro AOD | Every Mon - Fri, 8:30pm - 9:30pm | x13 | 3 | 8,580 | 25,740 |
| | Every Mon - Fri, 9:30pm - 10:30pm | x13 | 3 | 8,580 | 25,740 |
| Astro Hua Hee Dai | Every Mon - Fri, 3pm - 4pm | x6 | 6 | 3,960 | 23,760 |
| | Every Mon - Fri, 4pm - 6:30pm | x6 | 8 | 3,960 | 31,680 |
| | Every Mon - Fri, 6:30pm - 7:30pm | x8 | 6 | 5,280 | 31,680 |
| | Every Mon - Fri, 8:35pm - 11pm | x8 | 8 | 5,280 | 42,240 |
| Astro QJ | Every Mon - Sun, 7pm - 8pm | x6 | 12 | 3,960 | 47,520 |
| | Every Mon - Thu, 8:30pm - 9:30pm | x6 | 12 | 3,960 | 47,520 |
| iQIYI HD | Every Mon - Fri, 6pm - 8pm | x6 | 12 | 3,960 | 47,520 |
| | Every Mon - Fri, 10pm - 12am | x6 | 12 | 3,960 | 47,520 |
| TVB Classic | Every Mon - Sun, 12pm - 12am | x5 | 7 | 3,300 | 23,100 |
| | Others | x3 | 8 | 1,980 | 15,840 |
| TVB Jade | Every Mon - Fri & Sun, 8pm - 8:30pm | x6 | 3 | 3,960 | 11,880 |
| | Every Mon - Fri, 8:30pm - 9:30pm | x8 | 4 | 5,280 | 21,120 |
| | Every Mon - Fri, 9:30pm - 10:30pm | x8 | 4 | 5,280 | 21,120 |
| Total | | | 128 | | 582,780 |
| Package Cost (RM) | | | | | 52,800 |
| ROI | | | | | 11.0 |

| DURATION (SEC) | 10s | 15s | 20s | 25s | 30s | 40s | 45s | 50s | 60s |
|---|--------|--------|--------|--------|--------|---------|---------|---------|---------|
| Package Cost (RM) <i>128 spots per package</i> | 40,000 | 52,800 | 64,000 | 72,000 | 80,000 | 104,000 | 120,000 | 136,000 | 160,000 |

Special Top Up Offer

Enjoy a special rate for News Spot Buy Package with every purchase of Best of Chinese Drama Package. Limited airtime available.

| CHANNEL | TIMEBELT | CATEGORY | NO OF SPOT | 15SEC RATE | TOTAL VALUE |
|--------------------------|---------------------------------|----------|------------|------------|-------------|
| Astro AEC | Every Mon - Sun, 8pm - 8:30pm | x13 | 8 | 8,580 | 68,640 |
| | Every Mon - Sun, 10:30pm - 11pm | x13 | 8 | 8,580 | 68,640 |
| Phoenix Chinese Channel | All | x2.5 | 16 | 1,650 | 26,400 |
| Phoenix InfoNews Channel | All | x2.5 | 16 | 1,650 | 26,400 |
| Total | | | 48 | | 190,080 |
| Package Cost (RM) | | | | | 21,780 |
| ROI | | | | | 8.7 |

| DURATION (SEC) | 10s | 15s | 20s | 25s | 30s | 40s | 45s | 50s | 60s |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Package Cost (RM) <i>48 spots per package</i> | 16,500 | 21,780 | 26,400 | 29,700 | 33,000 | 42,900 | 49,500 | 56,100 | 66,000 |