



# CHANNEL PROFILE JANUARY - JUNE 2024

## CHINESE SEGMENT

Go Beyond



Channel 306 (HD)

Astro AEC is a Chinese General Entertainment channel that offers a variety of top programmes from Asian countries and as a localised tv channel that showcases a full ranged of heart touching programmes that inspire the viewers with real life stories of Malaysians.

### GENDER

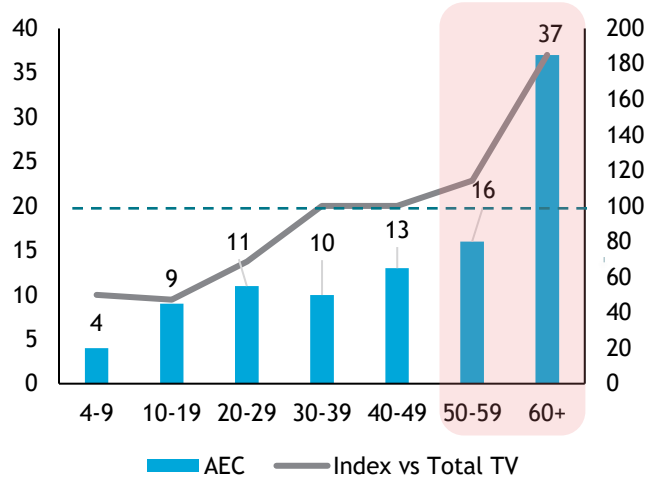


FEMALE  
53%



MALE  
47%

### AGE



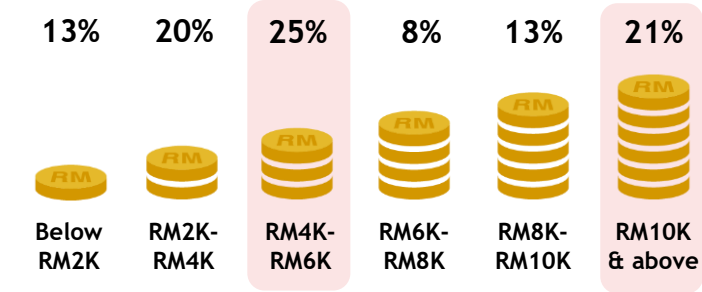
Skewed aged 50-59 [Index: 114],  
60+ [Index: 185]

### OCCUPATION



Skewed PMEBS [Index: 127],  
Housepersons/ Not Working [Index: 120]

### MONTHLY HOUSEHOLD INCOME



Skewed RM4K-6K [Index: 126],  
RM10K+ [Index: 133]

Monthly Reach  
(Ave. Past 6 Months)  
**1.7 Mil**

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



Channel 333 (HD)

Astro Hua Hee Dai HD brings you the best Taiwan Hokkien shows including drama series, variety shows, travel, music, movies, arts, interviews, gourmet cooking shows, feature documentary and much more.

Monthly Reach  
(Ave. Past 6 Months)

920 K

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

### GENDER

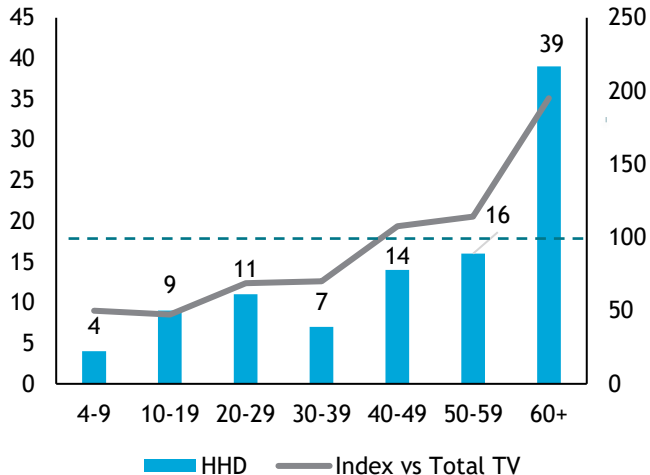


FEMALE  
56%



MALE  
44%

### AGE



### OCCUPATION

32%



PMEBs

6%



BLUE  
COLLARS

16%



STUDENTS

46%



HOUSEPERSONS/  
NOT WORKING

### MONTHLY HOUSEHOLD INCOME

12%



Below  
RM2K

24%



RM2K-  
RM4K

27%



RM4K-  
RM6K

9%



RM6K-  
RM8K

8%



RM8K-  
RM10K

20%



RM10K  
& above

Skewed RM4K-6K [Index: 137],  
RM10K+ [Index: 133]



Channel 308 (HD)

Follow China entertainment's latest trends on Astro Quan Jia HD - featuring the hottest variety shows, hit drama series & food documentaries, express from China.

Monthly Reach (Ave. Past 6 Months)  
999 K

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

### GENDER

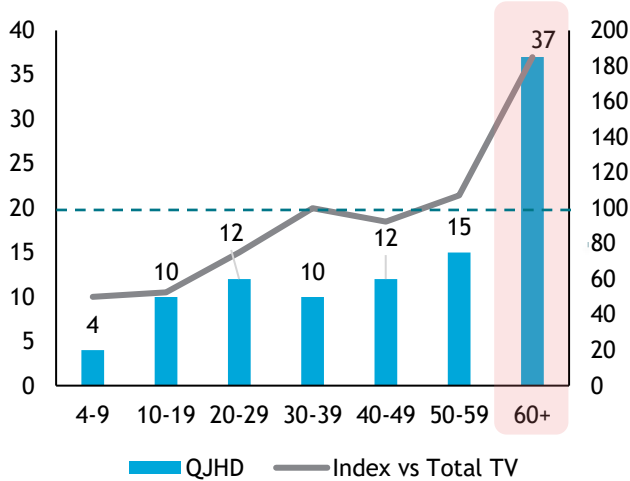


FEMALE  
54%



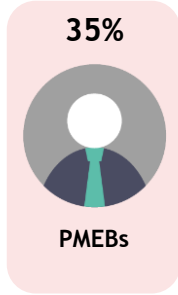
MALE  
46%

### AGE



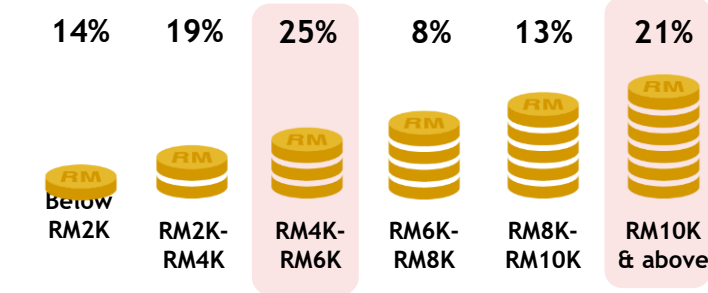
Skewed aged 60+ [Index: 185]

### OCCUPATION



Skewed PMEBS [Index: 117],  
Housepersons / Not Working [Index: 123]

### MONTHLY HOUSEHOLD INCOME



Skewed RM4K-6K [Index: 126],  
RM10K+ [Index: 133]



天映頻道

CELESTIAL MOVIES

Channel 309 (HD)

CELESTIAL MOVIES offers the latest blockbuster movies from Hong Kong, China and Taiwan and other hit Asian films exclusively, 24 hours a day, in high definition. It also brings you fascinating behind-the-scenes programs and the latest entertainment news

Monthly Reach  
(Ave. Past 6 Months)

1.4 Mil

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

### GENDER

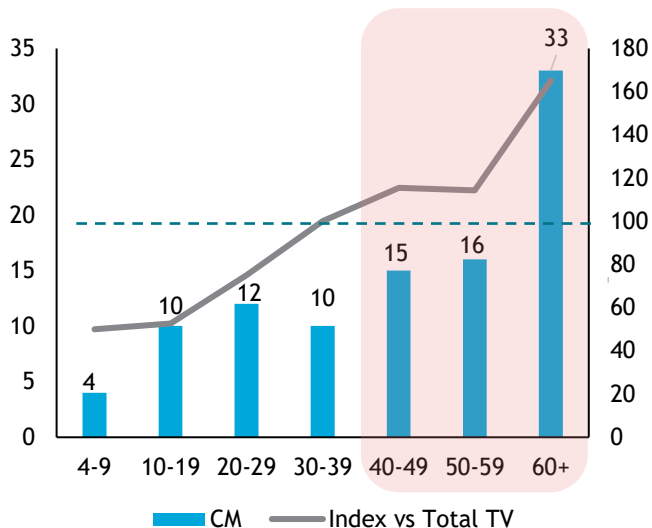


FEMALE  
47%



MALE  
53%

### AGE



Skewed aged 40-49 [Index: 115],  
50-59 [Index: 114] & 60+ [Index: 165],

### OCCUPATION

39%



PMEBs

6%



BLUE  
COLLARS

17%



STUDENTS

38%



HOUSEPERSONS/  
NOT WORKING

Skewed PMEBS [Index: 130]

### MONTHLY HOUSEHOLD INCOME

15%



Below  
RM2K

20%



RM2K-  
RM4K

20%



RM4K-  
RM6K

9%



RM6K-  
RM8K

14%



RM8K-  
RM10K

22%



RM10K  
& above

Skewed RM8K-10K [Index: 118] &  
RM10K+ [Index: 133]

Celestial Classic Movies is a 24-hour pay-TV movie channel screening Chinese classic movie masterpieces from the renowned Shaw Brothers library and other film libraries. All Shaw Brothers movies are digitally restored to bring viewers sound and picture quality matching the original cinematic prints.

**Monthly Reach**  
(Ave. Past 6 Months)

**967 Mil**

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

**GENDER**

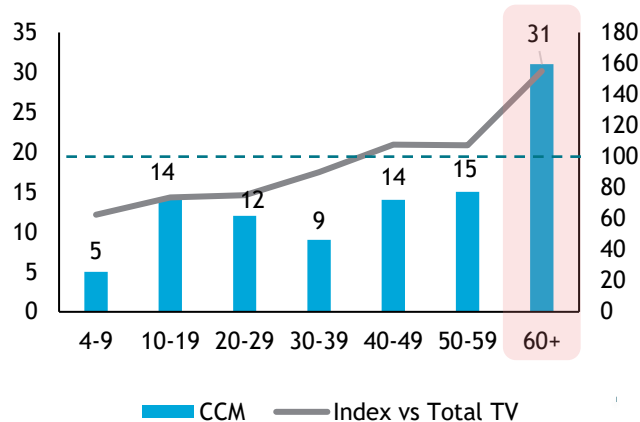


**FEMALE**  
47%



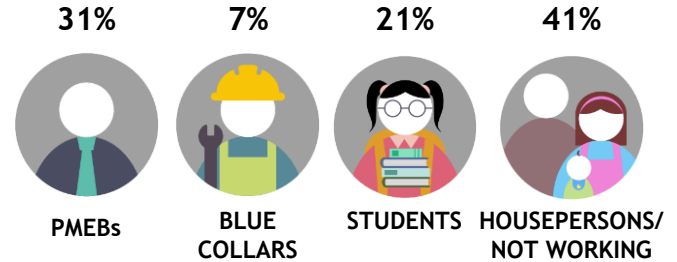
**MALE**  
53%

**AGE**

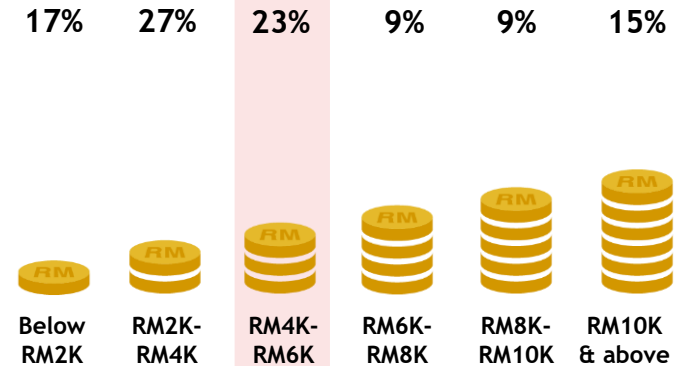


**Skewed aged 60+ [Index: 155]**

**OCCUPATION**



**MONTHLY HOUSEHOLD INCOME**



**Skewed RM4K-6K [Index: 116]**



CTI Asia  
Channel **316 (HD)**

CTI Asia is a satellite cable channel operated by Chung T'ien Television in Taiwan, but only broadcasts abroad. It is available in Southeast Asia, Australia, New Zealand and North America. Featuring the best of Chinese entertainment from one of the top-rated channels in Taiwan.

Monthly Reach  
(Ave. Past 6 Months)

**765 K**

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

### GENDER

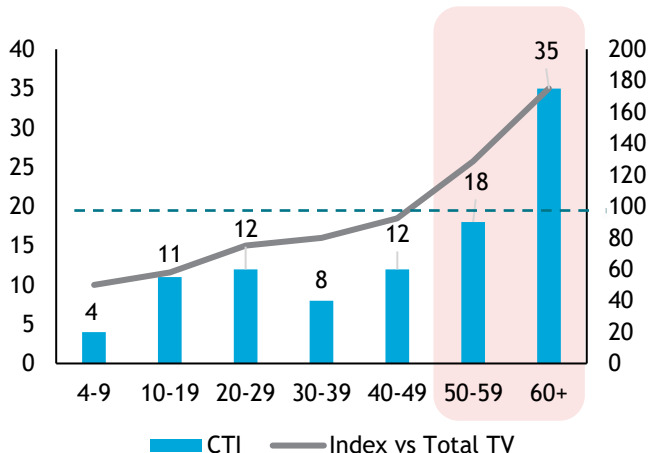


FEMALE  
55%



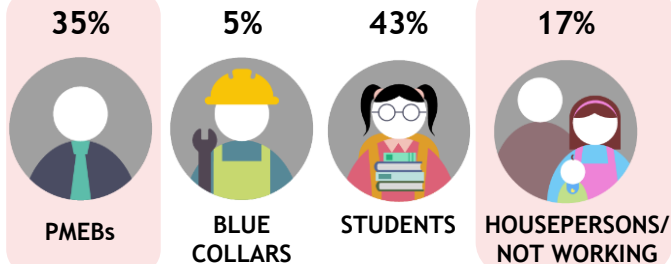
MALE  
45%

### AGE



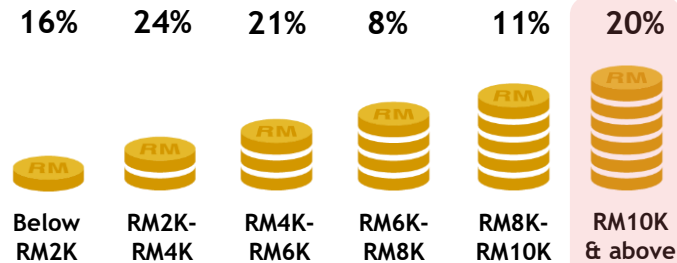
Skewed aged 50-59 [Index: 129],  
60+ [Index: 175]

### OCCUPATION



Skewed PMEBS [Index: 117],  
Housepersons / Not Working [Index: 123]

### MONTHLY HOUSEHOLD INCOME



Skewed RM10K+ [Index: 127]



鳳凰衛視

Phoenix Chinese Channel  
Channel **325 (HD)**

Phoenix Chinese Channel is a Hong Kong-based Mandarin and Cantonese-language Phoenix that features a mix of programmes, ranging from political and economic news and current affairs through talk shows, film and music reviews to movies, and mini series in both Chinese and foreign origins. Phoenix is one of the few private broadcasters permitted to broadcast in mainland China.

Monthly Reach  
(Ave. Past 6 Months)

**563 K**

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

## GENDER

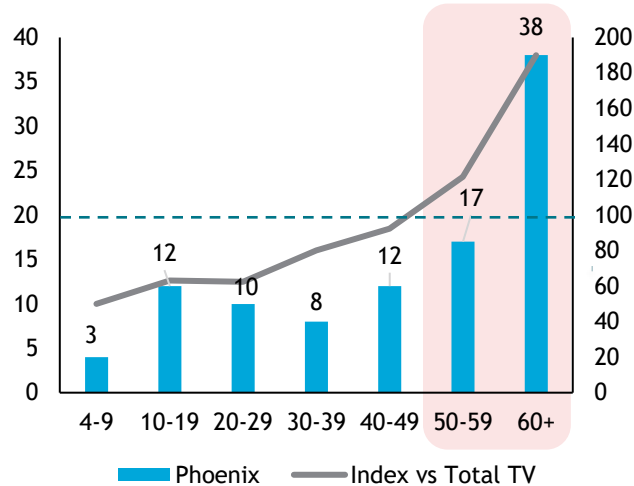


FEMALE  
55%



MALE  
45%

## AGE



Skewed aged 50-59 [Index: 121] &  
60+ [Index: 190]

## OCCUPATION

34%



PMEBs

5%



BLUE  
COLLARS

18%



STUDENTS

43%



HOUSEPERSONS/  
NOT WORKING

Skewed PMEBS [Index: 113],  
Housepersons/ Not Working [Index: 123]

## MONTHLY HOUSEHOLD INCOME

12%



Below  
RM2K

25%



RM2K-  
RM4K

23%



RM4K-  
RM6K

7%



RM6K-  
RM8K

11%



RM8K-  
RM10K

22%



RM10K  
& above

Skewed RM4K-6K [Index: 116] &  
RM10K+ [Index: 140]





Phoenix InfoNews Channel  
Channel **326 (HD)**

Phoenix InfoNews Channel is the only 24-hour channel to report news and information across the Greater China region, covering Mainland China, Macau, Taiwan and Hong Kong. With their unique perspective, be ready for immediate and first-hand financial news coverage, neutral and objective analysis as to meet the desire of Chinese-speaking world for info on global economic issues.

**Monthly Reach  
(Ave. Past 6 Months)**

**524 K**

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

### GENDER

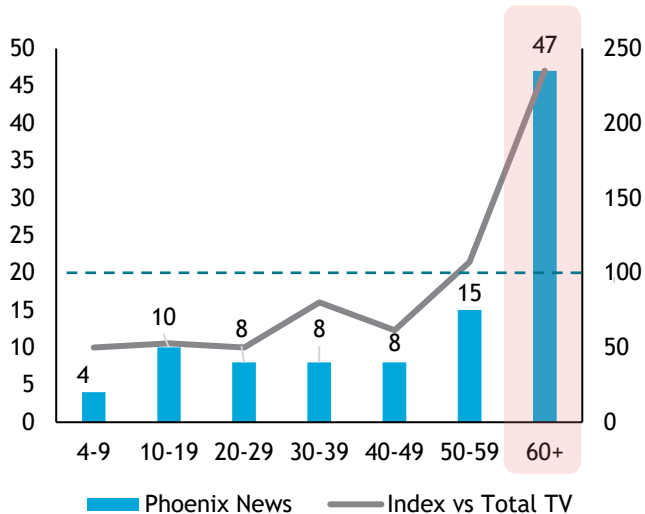


**FEMALE**  
43%



**MALE**  
57%

### AGE



**Skewed aged 60+ [Index: 235]**

### OCCUPATION

30%



PMEBs

6%



BLUE  
COLLARS

15%



STUDENTS

49%



HOUSEPERSONS/  
NOT WORKING

### MONTHLY HOUSEHOLD INCOME

14%



Below  
RM2K

21%



RM2K-  
RM4K

23%



RM4K-  
RM6K

10%



RM6K-  
RM8K

11%



RM8K-  
RM10K

21%



RM10K  
& above

**Skewed RM4K-6K [Index: 116] &  
RM10K+ [Index: 133]**

# iQIYI 爱奇艺

## Channel 300 (HD)

iQIYI HD is the world's first exclusive iQIYI TV Channel showcase. It features iQIYI's extensive quality range of original content, from smash hit dramas to variety shows & movies.

### Monthly Reach (Ave. Past 6 Months)

941 K

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

### GENDER

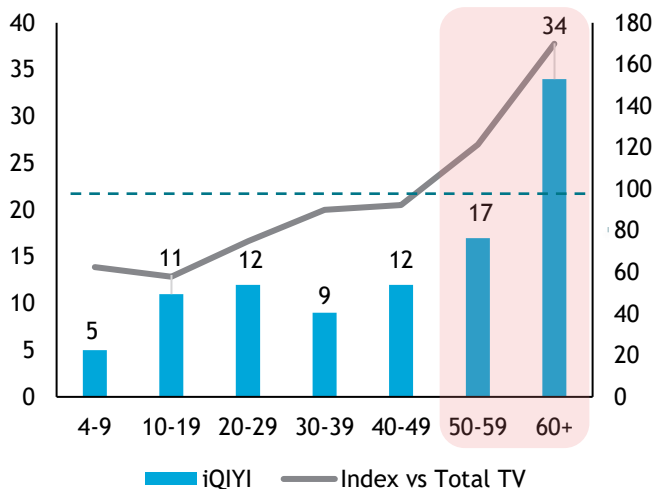


FEMALE  
54%



MALE  
46%

### AGE



Skewed aged 50-59 [Index: 122] & 60+ [Index: 170]

### OCCUPATION

34%



PMEBs

7%



BLUE COLLARS

18%



STUDENTS

41%



HOUSEPERSONS/  
NOT WORKING

Skewed PMEBS [Index: 113],  
Housepersons/ Not Working [Index: 117]

### MONTHLY HOUSEHOLD INCOME

16%



Below  
RM2K

22%



RM2K-  
RM4K

26%



RM4K-  
RM6K

6%



RM6K-  
RM8K

12%



RM8K-  
RM10K

18%



RM10K  
& above

Skewed RM4K-6K [Index: 126] & RM10K+ [Index: 113]



TVB Jade

Channel 310 (HD)

TVB Jade provides 24-hour Cantonese entertainment content including primetime drama and sitcom simulcast with Hong Kong, as well as news and current affairs programs in Cantonese from Hong Kong. It also offers local produced content with TVB & local artistes.

Monthly Reach  
(Ave. Past 6 Months)

1 Mil

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

### GENDER



FEMALE  
54%



MALE  
46%

### OCCUPATION

37%



PMEBs

5%



BLUE  
COLLARS

16%



STUDENTS

42%



HOUSEPERSONS/  
NOT WORKING

Skewed PMEBS [Index: 113],  
Housepersons/ Not Working [Index: 117]

### MONTHLY HOUSEHOLD INCOME

15%



Below  
RM2K

18%



RM2K-  
RM4K

22%



RM4K-  
RM6K

9%



RM6K-  
RM8K

15%



RM8K-  
RM10K

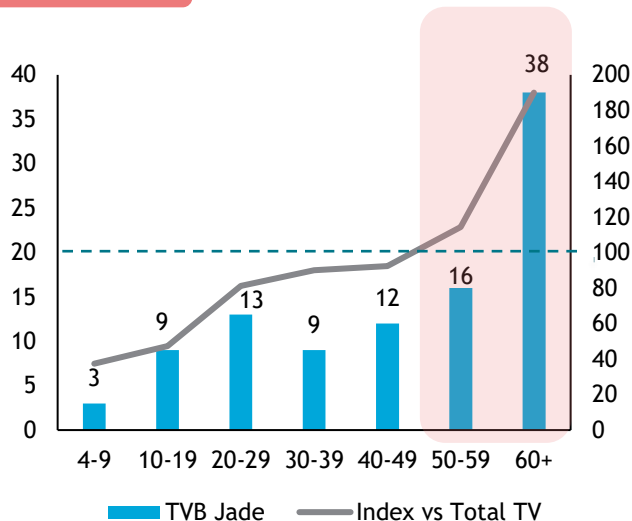
21%



RM10K  
& above

Skewed RM4K-RM6K [Index: 111],  
RM8K-10K [Index: 127] & RM10K+ [Index: 127]

### AGE



Skewed aged 50-59 [Index: 114] &  
60+ [Index: 190]



Channel **311**

Simulcast with Hong Kong's TVB, the Malaysian audiences can enjoy first-run TVB dramas in HD anytime. Catch-up channels are available for each drama series after the premiere.

Monthly Reach  
(Ave. Past 6 Months)

**1.1 Mil**

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

### GENDER

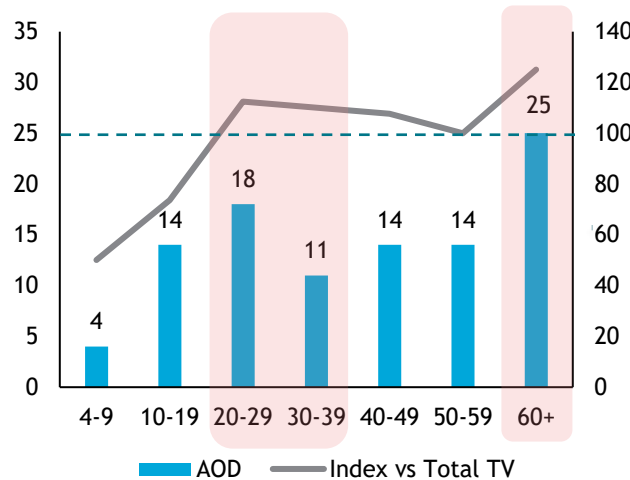


**FEMALE**  
56%



**MALE**  
44%

### AGE



**Skewed aged 20-29 [Index: 161],  
30-39 [Index:110] & 60+ [Index: 125]**

### OCCUPATION

40%



**PMEBs**

5%



**BLUE  
COLLARS**

22%



**STUDENTS**

33%



**HOUSEPERSONS/  
NOT WORKING**

**Skewed PMEBS [Index: 133]**

### MONTHLY HOUSEHOLD INCOME

15%



**Below  
RM2K**

22%



**RM2K-  
RM4K**

20%



**RM4K-  
RM6K**

9%



**RM6K-  
RM8K**

13%



**RM8K-  
RM10K**

21%



**RM10K  
& above**

**Skewed RM10K+ [Index: 133]**



TVB Classic

Channel 305 (HD)

All Time Favourite TVB Series.  
TVB Classic Channel presents a collection of the most memorable and highly rated dramas from the 70s, 80s & 90s.

Monthly Reach  
(Ave. Past 6 Months)

919 K

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

### GENDER

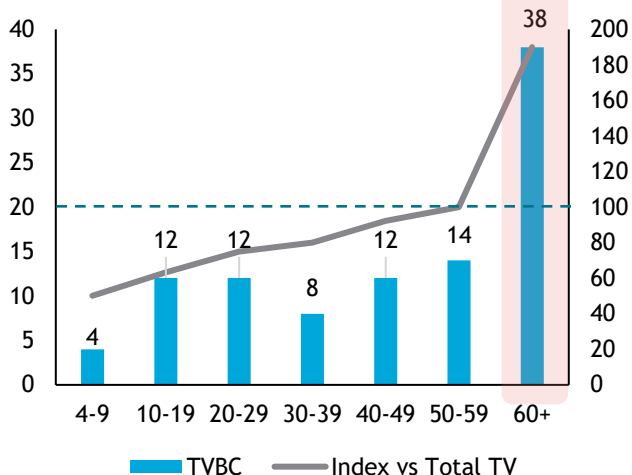


FEMALE  
58%



MALE  
42%

### AGE



Skewed aged 60+ [Index: 190]

### OCCUPATION

32%



PMEBs

5%



BLUE  
COLLARS

18%



STUDENTS

45%



HOUSEPERSONS/  
NOT WORKING

### MONTHLY HOUSEHOLD INCOME

17%



Below  
RM2K

20%



RM2K-  
RM4K

22%



RM4K-  
RM6K

8%



RM6K-  
RM8K

13%



RM8K-  
RM10K

20%



RM10K  
& above

Skewed RM4K-RM6K [Index: 111] &  
RM10K+ [Index: 127]



TVB Xing He

Channel 319 (HD)

A 24-hour Chinese Drama Channel features classic dramas from TVB Hong Kong in dual language Mandarin and Cantonese.

Monthly Reach  
(Ave. Past 6 Months)

583 K

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

### GENDER

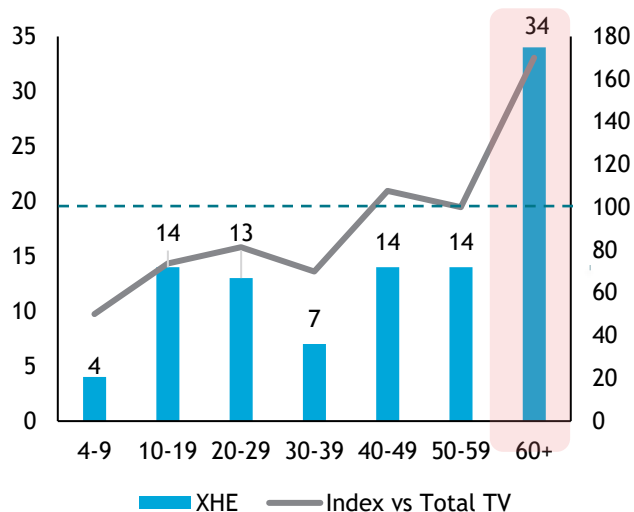


FEMALE  
58%



MALE  
42%

### AGE



Skewed aged 60+ [Index: 170]

### OCCUPATION

34%



PMEBs

4%



BLUE  
COLLARS

22%



STUDENTS

40%



HOUSEPERSONS/  
NOT WORKING

Skewed PMEBS [Index: 113],  
Housepersons/ Not Working [Index: 114]

### MONTHLY HOUSEHOLD INCOME

18%



Below  
RM2K

26%



RM2K-  
RM4K

16%



RM4K-  
RM6K

9%



RM6K-  
RM8K

13%



RM8K-  
RM10K

18%



RM10K  
& above

Skewed RM10K+ [Index: 113]



TVBS Asia

Channel 320 (HD)

Bringing you the best selection of the most popular programme from Taiwan. Including live daily news, dramas, game and variety shows, concerts and cooking shows.

Monthly Reach  
(Ave. Past 6 Months)

562 K

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

### GENDER

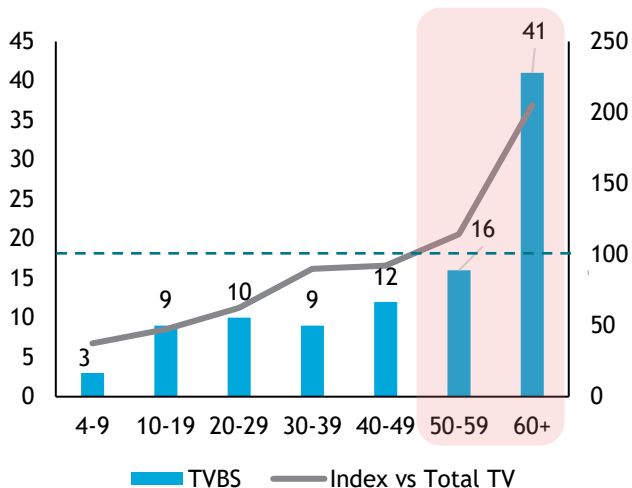


FEMALE  
54%



MALE  
46%

### AGE



Skewed aged 50-59 [Index: 114],  
& 60+ [Index: 205]

### OCCUPATION

35%



PMEBs

4%



BLUE  
COLLARS

14%



STUDENTS

47%



HOUSEPERSONS/  
NOT WORKING

Skewed PMEBS [Index: 117],  
Housepersons/ Not Working [Index: 134]

### MONTHLY HOUSEHOLD INCOME

20%



Below  
RM2K

15%



RM2K-  
RM4K

23%



RM4K-  
RM6K

6%



RM6K-  
RM8K

14%



RM8K-  
RM10K

22%



RM10K  
& above

Skewed RM4K-RM6K [Index: 116],  
RM8K-10K [Index: 118] & RM10K+ [Index: 140]



**Thank you**