



CHANNEL PROFILE JANUARY - JUNE 2024

ENGLISH SEGMENT

Go Beyond



animal planet

Channel **556**

Offering intrigue, adventure, humour and relationships, Animal Planet is the world's only brand that immerses viewers in emotional, engaging and passionate content devoted to animals.

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

803K

GENDER

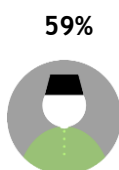


FEMALE
48%



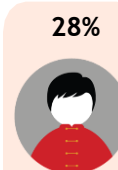
MALE
52%

ETHNIC



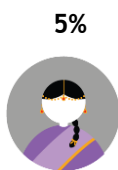
59%

MALAY



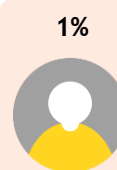
28%

CHINESE



5%

INDIAN



1%

OTHERS



7%

**OTHER
BUMIPUTRA**

Skewed Chinese [Index: 181] and Others [Index: 115]

OCCUPATION



33%

PMEBs



7%

**BLUE
COLLARS**



27%

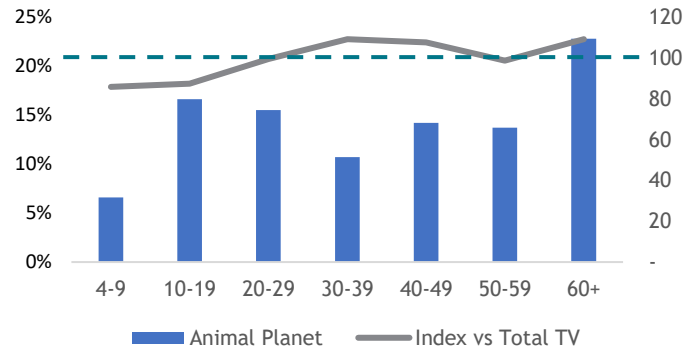
STUDENTS



33%

**HOUSEPERSONS/
NOT WORKING**

AGE



Animal Planet Index vs Total TV

MONTHLY HOUSEHOLD INCOME



Skewed RM10K & above [Index: 137]



Channel **709**

The Asian Food Network gives the Asian perspective and champions Asian heritage and culture. A wide spectrum of content genres, though primarily food-based, and includes programs featuring celebrity chefs. Other content range include travelogues, reality, current affairs and variety.

Monthly Reach
(Ave. Past 6 Months)

1.8 Mil

GENDER

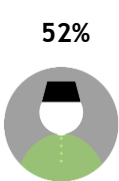


FEMALE
55%



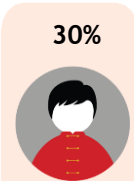
MALE
45%

ETHNIC



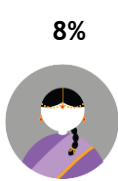
52%

MALAY



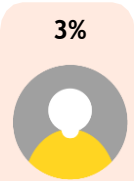
30%

CHINESE



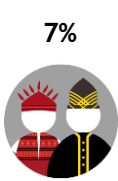
8%

INDIAN



3%

OTHERS



7%

OTHER BUMIPUTRA

Skewed Chinese [Index: 196] and Others [Index: 238]

OCCUPATION



32%

PMEBs



6%

BLUE COLLARS



26%

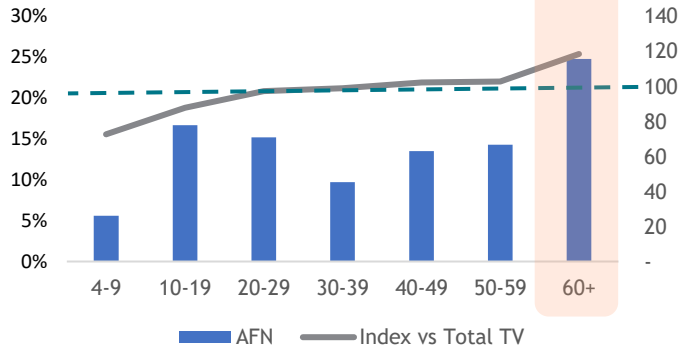
STUDENTS



36%

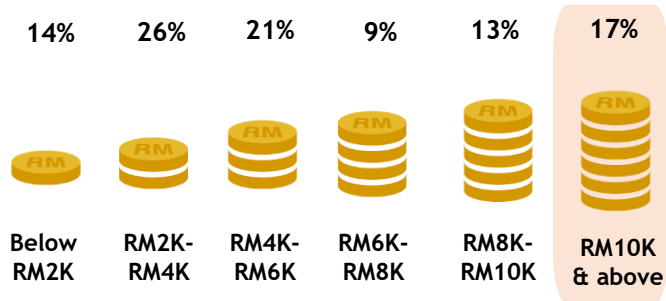
**HOUSEPERSONS/
NOT WORKING**

AGE



Skewed aged 60+ [Index: 119]

MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 118]

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



Channel 701

AXN features exclusive top-rated drama series, blockbuster features, reality programs and groundbreaking original productions. The channel appeals to a discerning audience seeking content that is smart, intriguing and unexpected, and all delivered close to U.S telecasts. From SEAL Team and MacGyver to The Amazing Race Asia and Asia's Got Talent. AXN is defined not by a genre, but by an attitude that truly redefines action

Monthly Reach
(Ave. Past 6 Months)

2.8 Mil

GENDER



FEMALE
51%



MALE
49%

ETHNIC



82%

MALAY



7%

CHINESE



4%

INDIAN



2%

OTHERS



5%

OTHER
BUMIPUTRA

Skewed Malay [Index: 125] and Others [Index :138]

OCCUPATION



32%

PMEBs



6%

BLUE
COLLARS



30%

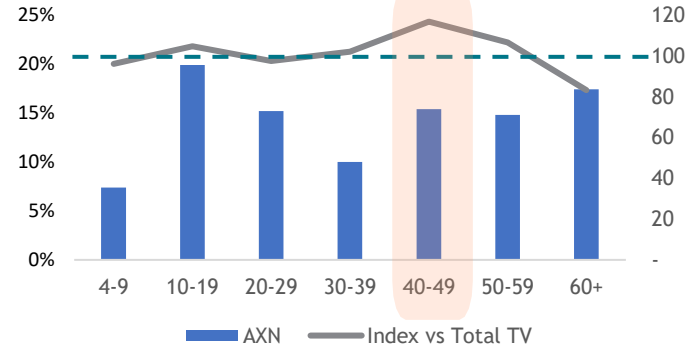
STUDENTS



32%

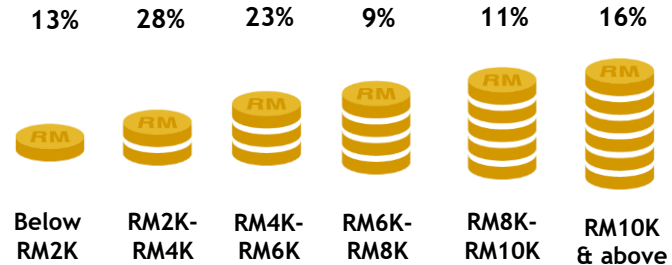
HOUSEPERSONS/
NOT WORKING

AGE



Skewed aged 40-49 [Index: 117]

MONTHLY HOUSEHOLD INCOME



Below
RM2K

RM2K-
RM4K

RM4K-
RM6K

RM6K-
RM8K

RM8K-
RM10K

RM10K
& above



Channel **554**

BBC Earth showcases the work of the world's foremost factual film-makers and it seeks to take audiences on a thrilling journey of discovery. From the smallest creature under the microscope to the limitless expanses of space, BBC Earth brings viewers face-to-face with heart-pounding action, mind-blowing ideas and the wonder of being human.

Monthly Reach
(Ave. Past 6 Months)
1.1 Mil

GENDER



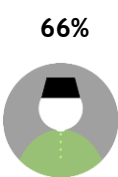
FEMALE
46%



MALE
54%

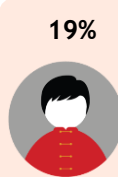
[Index: 111]

ETHNIC



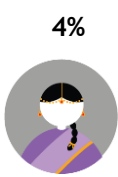
66%

MALAY



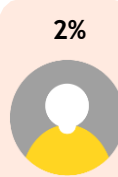
19%

CHINESE



4%

INDIAN



2%

OTHERS

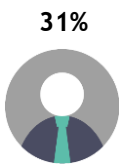


9%

OTHER BUMIPUTRA

Skewed Chinese [Index: 125] and Others [Index: 177]

OCCUPATION



31%

PMEBs



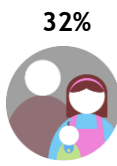
7%

BLUE COLLARS



30%

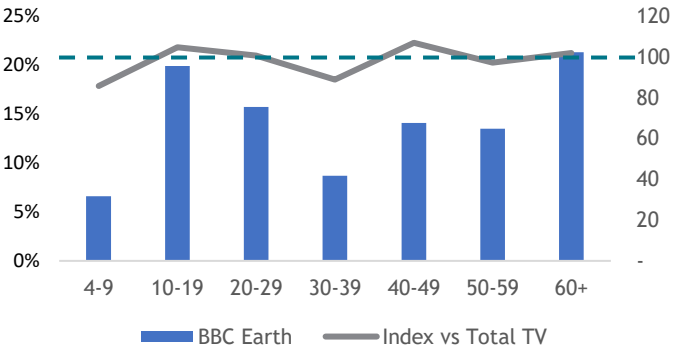
STUDENTS



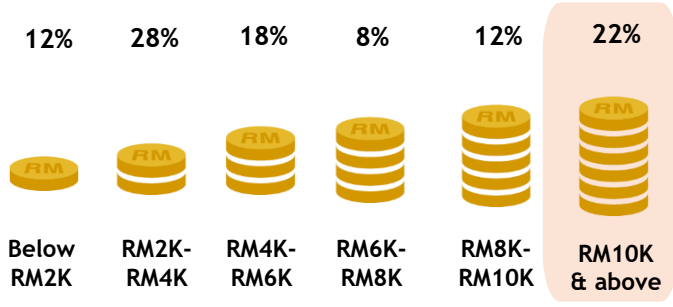
32%

HOUSEPERSONS/ NOT WORKING

AGE



MONTHLY HOUSEHOLD INCOME



Skewed RM10K & above [Index: 141]

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



Channel **717**

BBC Lifestyle showcases real human stories transforming and revamping homes, invigorating cooking and helping to become healthier, happier and get the best out of life.

Monthly Reach
(Ave. Past 6 Months)

330K

GENDER



FEMALE
53%



MALE
47%

ETHNIC



64%

MALAY



21%

CHINESE



5%

INDIAN



4%

OTHERS



6%

OTHER
BUMIPUTRA

Skewed Chinese [Index: 134] and Others [Index: 315]

OCCUPATION



33%

PMEBs



5%

BLUE
COLLARS



27%

STUDENTS

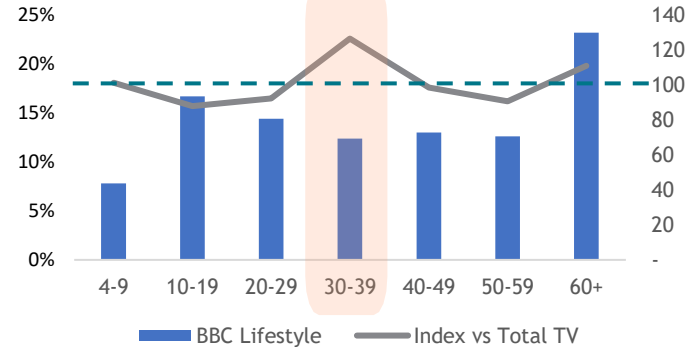


35%

HOUSEPERSONS/
NOT WORKING

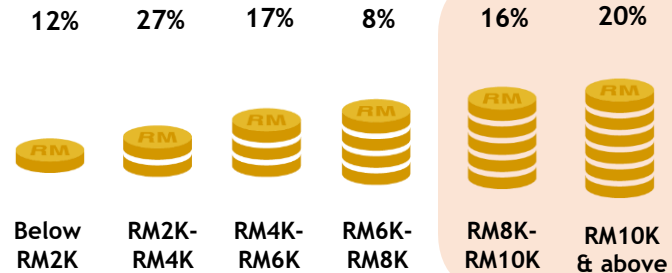
Skewed PMEBS [Index: 111]

AGE



Skewed aged 30-39 [Index: 127]

MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 149]
and RM10K & above [Index: 130]

CRIME+ INVESTIGATION

Channel 714

Crime + Investigation, where true crime pulls us into a fascinating world. Here, the smallest detail can be an explosive clue and the world's best detectives match wits with master criminals. Viewers join in, track the investigation, solve the puzzle, and gain insights into the criminal mind. In the end, as the last piece falls into place, we know that justice is served.

Monthly Reach
(Ave. Past 6 Months)

568K

GENDER



FEMALE
51%



MALE
49%

ETHNIC

76%



MALAY

10%



CHINESE

4%



INDIAN

2%



OTHERS

8%



OTHER BUMIPUTRA

Skewed Malay [Index: 116] and Others [Index :146]

OCCUPATION

35%



PMEBs

5%



BLUE COLLARS

29%



STUDENTS

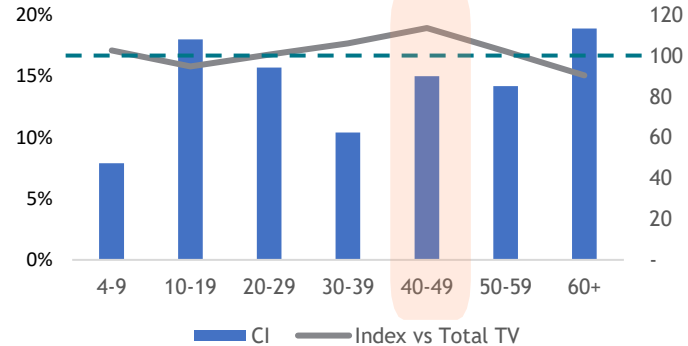
31%



HOUSEPERSONS/
NOT WORKING

Skewed PMEBS [Index: 118]

AGE



Skewed aged 40-49 [Index: 114]

MONTHLY HOUSEHOLD INCOME

12%



Below
RM2K

29%



RM2K-
RM4K

17%



RM4K-
RM6K

8%



RM6K-
RM8K

16%



RM8K-
RM10K

18%



RM10K
& above

Skewed RM8K-RM10K [Index: 142]
and RM10K & above [Index: 117]



Channel 553

Discovery Asia is a global high-definition television network which showcases untamed nature, and diverse cultures that bring viewers on an in-depth journey of Asia at its best and most wondrous. From wildlife and conservation, to human interest stories, change makers and skyscrapers, Discovery Asia lets viewers in, one country at a time.

Monthly Reach
(Ave. Past 6 Months)

1.1 Mil

GENDER



FEMALE
46%



MALE
54%

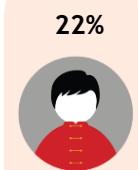
[Index: 112]

ETHNIC



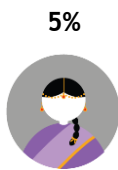
61%

MALAY



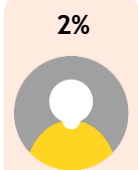
22%

CHINESE



5%

INDIAN



2%

OTHERS



10%

OTHER
BUMIPUTRA

Skewed Chinese [Index: 143] and Others [Index: 146]

OCCUPATION



31%

PMEBs



7%

BLUE
COLLARS



29%

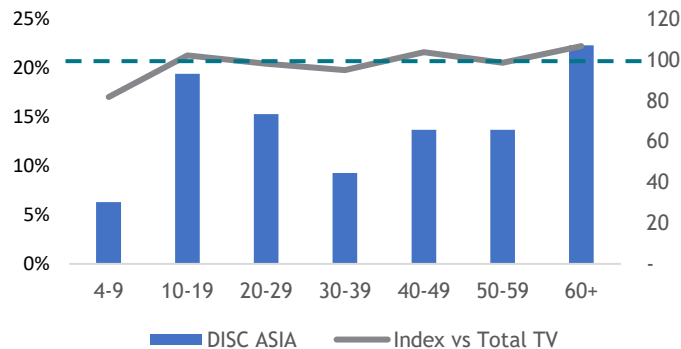
STUDENTS



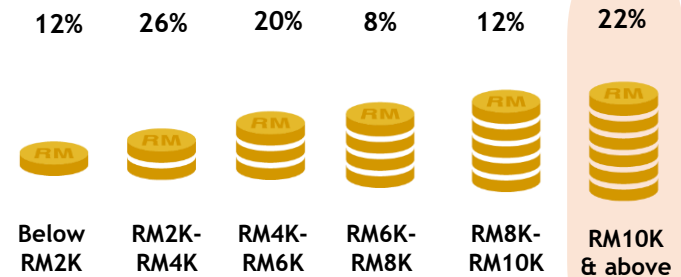
33%

HOUSEPERSONS/
NOT WORKING

AGE



MONTHLY HOUSEHOLD INCOME



Skewed RM10K & above [Index: 142]

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



Channel 552

Discovery Channel provides an extraordinary variety of engaging stories that immerse people in our amazing world, while enlightening them with knowledge and new ideas. The channel offers high-quality non-fiction entertainment from blue-chip nature, science and technology, ancient and contemporary history, adventure, and cultural and topical documentaries.

Monthly Reach
(Ave. Past 6 Months)

1.0 Mil

GENDER



FEMALE
45%



MALE
55%

[Index: 113]

ETHNIC

71%



MALAY

12%



CHINESE

3%



INDIAN

3%



OTHERS

11%



OTHER
BUMIPUTRA

Skewed Others [Index: 185]

OCCUPATION

31%



PMEBs

7%



BLUE
COLLARS

30%



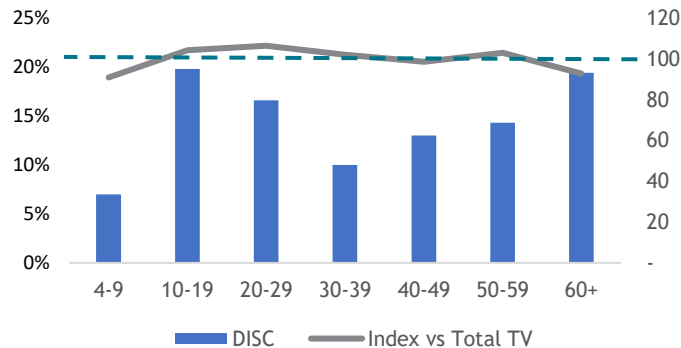
STUDENTS

32%

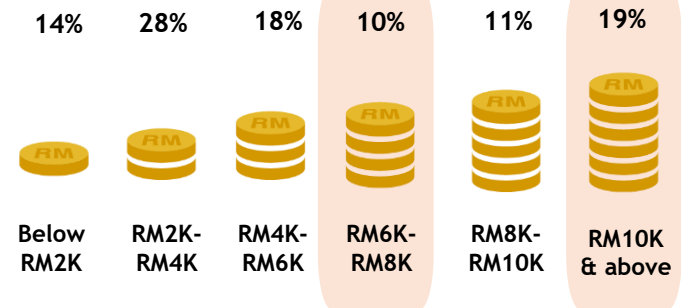


HOUSEPERSONS/
NOT WORKING

AGE



MONTHLY HOUSEHOLD INCOME



Skewed RM6K-RM8K [Index: 112]
and RM10K & above [Index: 124]



Channel 716

DMAX is the definitive factual entertainment destination for young men who live life to the absolute fullest. From cars and combat, to extreme antics and enterprise, the channel is designed for the infotainment junkie's insatiable appetite for smarts, wit and adrenalin. DMAX offers its viewers the opportunity to step out of their daily lives and go on a wild adventure - no matter what their passions are - turbo-charged rides, the great outdoors, technology, or treasure-hunting.

Monthly Reach
(Ave. Past 6 Months)

473K

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

GENDER



FEMALE
45%



MALE
55%

[Index: 113]

ETHNIC

77%



MALAY

8%



CHINESE

3%



INDIAN

1%



OTHERS

11%



OTHER BUMIPUTRA

Skewed Malay [Index: 118]

OCCUPATION

32%



PMEBs

7%



BLUE COLLARS

32%



STUDENTS

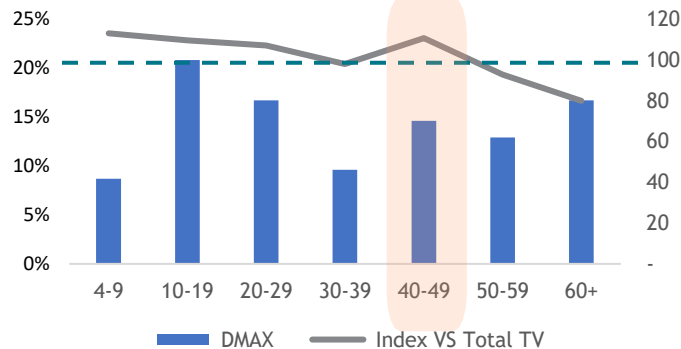
29%



HOUSEPERSONS/
NOT WORKING

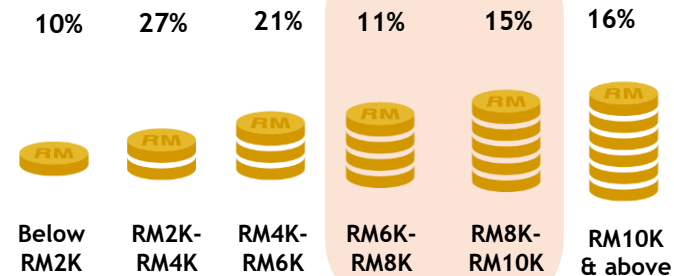
Skewed Students [Index: 111]

AGE



Skewed aged 40-49 [Index: 111]

MONTHLY HOUSEHOLD INCOME



Skewed RM6K-RM8K [Index: 119],
and RM8-RM10K [Index: 140]

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



Channel 708

Food Network offers original production cooking shows by world-renown celebrity chefs and lifestyle competition programmes which are compelling and relevant to Asian cultures.

Monthly Reach
(Ave. Past 6 Months)

1.4 Mil

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

GENDER

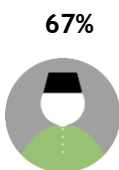


FEMALE
53%



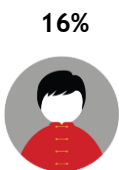
MALE
47%

ETHNIC



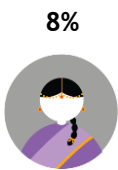
67%

MALAY



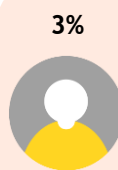
16%

CHINESE



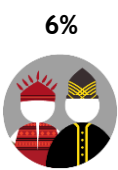
8%

INDIAN



3%

OTHERS



6%

OTHER
BUMIPUTRA

Skewed Others [Index: 200]

OCCUPATION



32%

PMEBs



6%

BLUE
COLLARS



28%

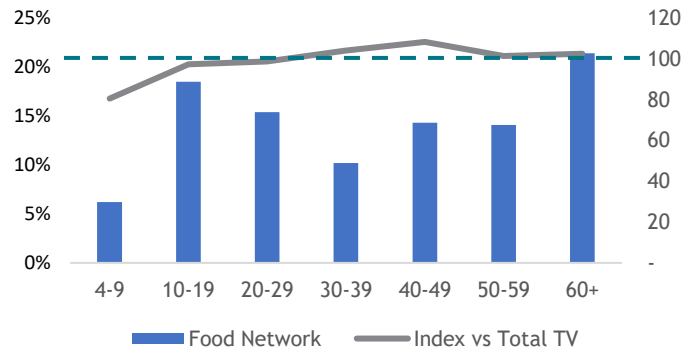
STUDENTS



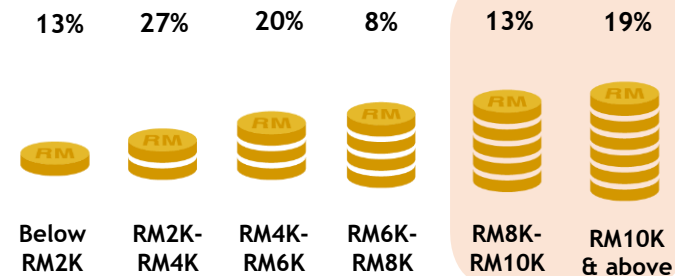
34%

HOUSEPERSONS/
NOT WORKING

AGE



MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 118]
and RM10K & above [Index: 125]



Channel 551

Global Trekker is a new multi-genre factual entertainment brand that has been specially and carefully curated with the aim to broaden one's mind, open your heart and inspire your soul. It's the daily one-stop brand to originals, first and exclusive content that nurtures curiosity and opens you to a world of new discoveries.

Monthly Reach
(Ave. Past 6 Months)

830K

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

GENDER

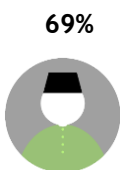


FEMALE
52%



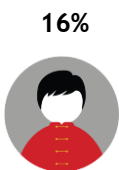
MALE
48%

ETHNIC



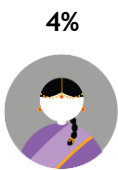
69%

MALAY



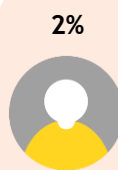
16%

CHINESE



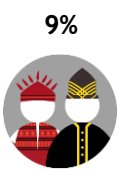
4%

INDIAN



2%

OTHERS



9%

OTHER
BUMIPUTRA

Skewed Others [Index: 154]

OCCUPATION



30%

PMEBs



7%

BLUE
COLLARS



29%

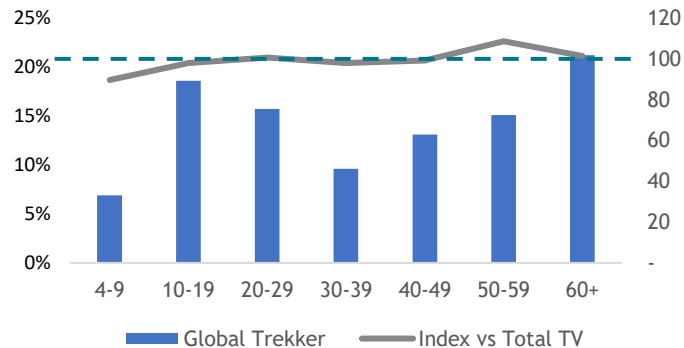
STUDENTS



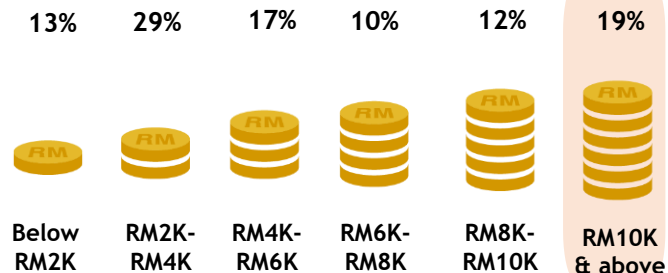
34%

HOUSEPERSONS/
NOT WORKING

AGE



MONTHLY HOUSEHOLD INCOME



Skewed RM10K & above [Index: 123]



Channel 715

Leading home and lifestyle entertainment brand HGTV is the first regional channel dedicated exclusively to the growing home and lifestyle category in Asia. HGTV is one of the world's leading producers of lifestyle content.

Monthly Reach
(Ave. Past 6 Months)

891K

GENDER



FEMALE
51%



MALE
49%

ETHNIC



79%

MALAY



10%

CHINESE



3%

INDIAN



3%

OTHERS



5%

OTHER
BUMIPUTRA

Skewed Malay [Index: 120] and Others [Index: 169]

OCCUPATION



32%

PMEBs



6%

BLUE
COLLARS



29%

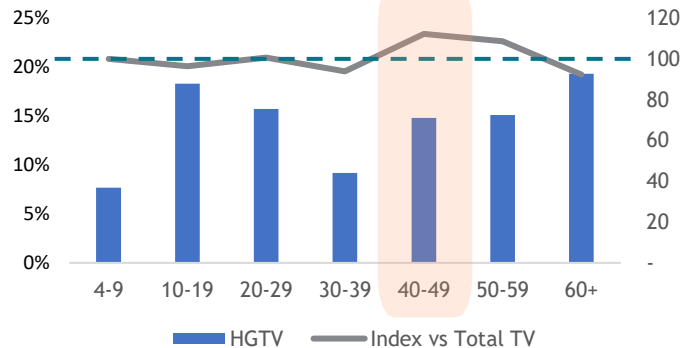
STUDENTS



33%

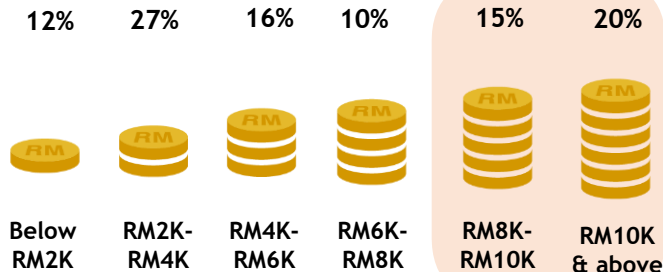
HOUSEPERSONS/
NOT WORKING

AGE



Skewed aged 40-49 [Index: 112]

MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index :136]
and RM10K & above [Index: 131]



Channel 555

HISTORY is more than facts, dates and people - it is the experience. It is the choices people made, facing the same dilemmas we face today. HISTORY is yesterday, today, and tomorrow. Every day, HISTORY is being made.

Monthly Reach
(Ave. Past 6 Months)

1.2 Mil

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

GENDER



FEMALE
45%



MALE
55%

[Index: 113]

ETHNIC

67%



MALAY

15%



CHINESE

4%



INDIAN

3%



OTHERS

11%



OTHER
BUMIPUTRA

Skewed Others [Index: 246]

OCCUPATION

32%



PMEBs

6%



BLUE
COLLARS

30%



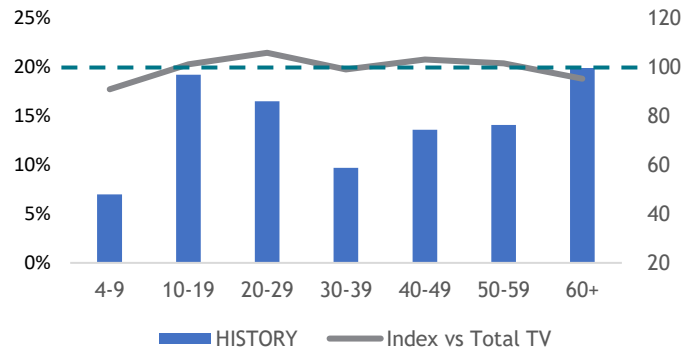
STUDENTS

32%

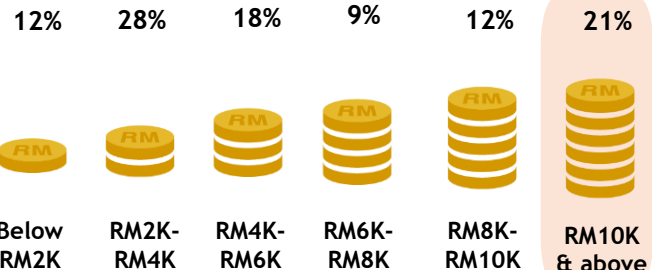


HOUSEPERSONS/
NOT WORKING

AGE



MONTHLY HOUSEHOLD INCOME



Skewed RM10K & above [Index: 136]



Channel 706

Imagine having your all-time favourite award-winning series and iconic TV characters all in one channel! HITS brings you the greatest TV ever created including the finest dramas and comedies in HD quality for the first time in Asia.

Monthly Reach
(Ave. Past 6 Months)
1.0 Mil

GENDER

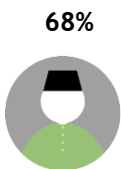


FEMALE
51%



MALE
49%

ETHNIC



68%

MALAY



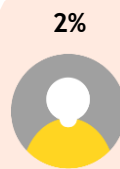
16%

CHINESE



10%

INDIAN



2%

OTHERS



4%

OTHER BUMIPUTRA

Skewed Others [Index: 185]

OCCUPATION



33%

PMEBs



6%

BLUE COLLARS



28%

STUDENTS

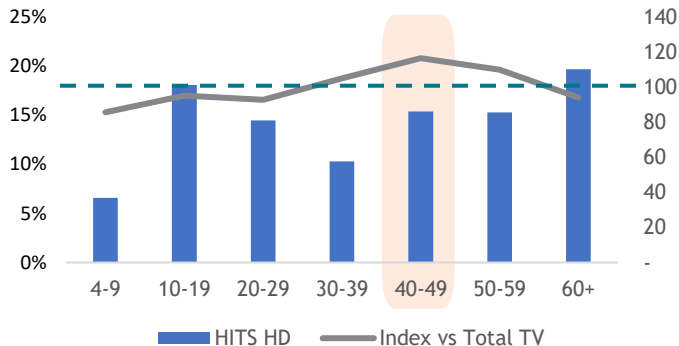


33%

HOUSEPERSONS/
NOT WORKING

Skewed PMEbs [Index: 112]

AGE



Skewed aged 40-49 [Index: 117]

MONTHLY HOUSEHOLD INCOME



Skewed RM10K & above [Index: 121]

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

HITS MOVIES

Channel 401

HITS MOVIES celebrates the best blockbuster films ever made from the '60s to the '90s in stunning HD. It's a channel with playlists that people will love and follow. HITS Movies have selected and curated evergreen and recognizable movies in a simple manner - with programming that people will understand, watch and love.

Monthly Reach
(Ave. Past 6 Months)

2.0 Mil

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

GENDER

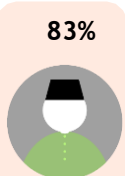


FEMALE
47%



MALE
53%

ETHNIC



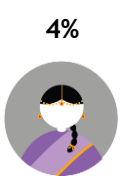
83%

MALAY



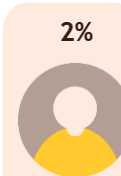
7%

CHINESE



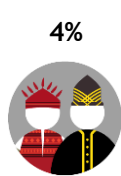
4%

INDIAN



2%

OTHERS

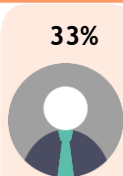


4%

OTHER BUMIPUTRA

Skewed Malay [Index: 126] and Others [Index: 138]

OCCUPATION



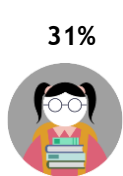
33%

PMEBs



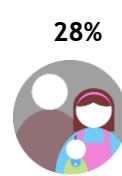
8%

BLUE COLLARS



31%

STUDENTS

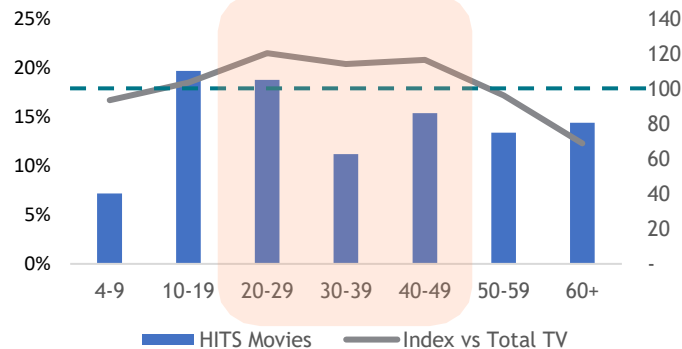


28%

HOUSEPERSONS/
NOT WORKING

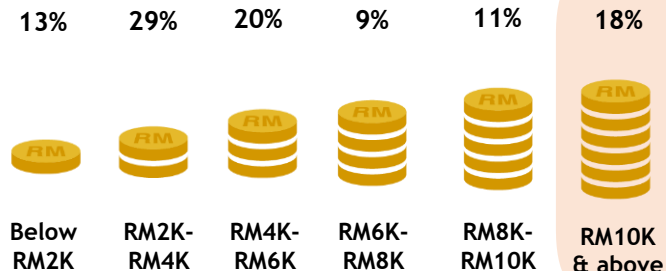
Skewed PMEBS [Index: 112]

AGE



Skewed aged 20-29 [Index: 121], 30-39 [Index: 114] and 40-49 [Index: 117]

MONTHLY HOUSEHOLD INCOME



Skewed RM10K & above [Index: 117]

HITS NOW

Channel 702

HITS NOW is a celebration of the current US TV and features a curated selection of the greatest drama, comedy, game shows, reality, true crime, and the hottest entertainment news.

Monthly Reach
(Ave. Past 6 Months)

1.2 Mil

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

GENDER



FEMALE
50%



MALE
50%

ETHNIC

71%



MALAY

15%



CHINESE

6%



INDIAN

2%



OTHERS

6%



OTHER
BUMIPUTRA

Skewed Others [Index: 185]

OCCUPATION

33%



PMEBs

6%



BLUE
COLLARS

29%



STUDENTS

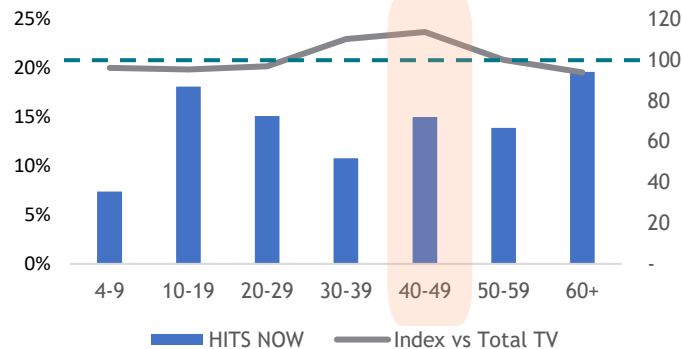
32%



HOUSEPERSONS/
NOT WORKING

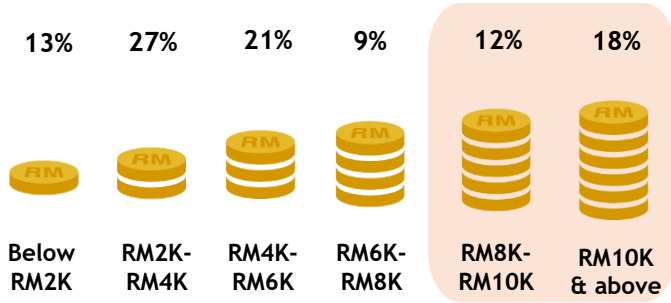
Skewed PMEBS [Index: 115]

AGE



Skewed aged 40-49 [Index: 114]

MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 111]
and RM10K & above [Index: 119]

Lifetime

Channel **703**

Lifetime is a female-focused entertainment destination committed to telling distinctive stories about real people that informs, motivates and enriches her perspective of life.

Monthly Reach
(Ave. Past 6 Months)

1.8 Mil

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

GENDER

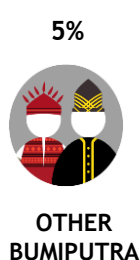


FEMALE
51%



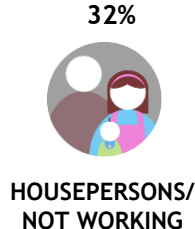
MALE
49%

ETHNIC

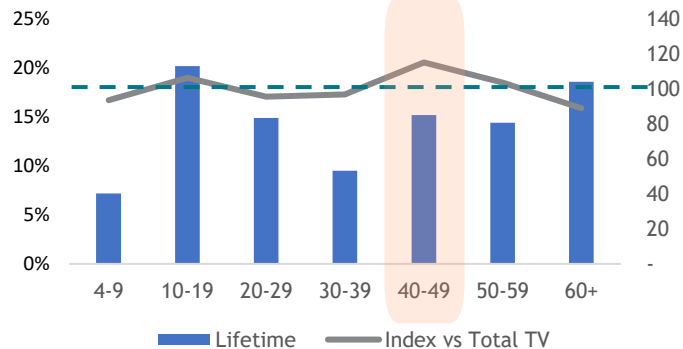


Skewed Malay [Index: 121] and Others [Index: 154]

OCCUPATION

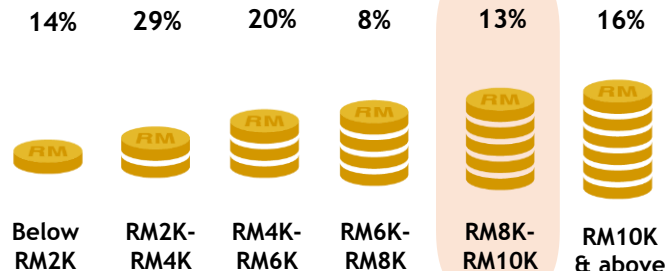


AGE



Skewed aged 40-49 [Index: 115]

MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 119]

SHOWCASE

Channel **413**

A one-stop entertainment destination for all; showcasing various movies, series, and special programmes. Specially curated for Malaysian audiences, the channel includes blockbusters, popular action and comedy movies and series, as well as entertainment shows for the entire family.

Monthly Reach
(Ave. Past 6 Months)

2.9 Mil

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

GENDER



FEMALE
46%



MALE
54%

[Index: 111]

ETHNIC

82%



MALAY

8%



CHINESE

3%



INDIAN

2%



OTHERS

5%



OTHER
BUMIPUTRA

Skewed Malay [Index 125] and Others [Index: 115]

OCCUPATION

35%



PMEBs

7%



BLUE
COLLARS

33%



STUDENTS

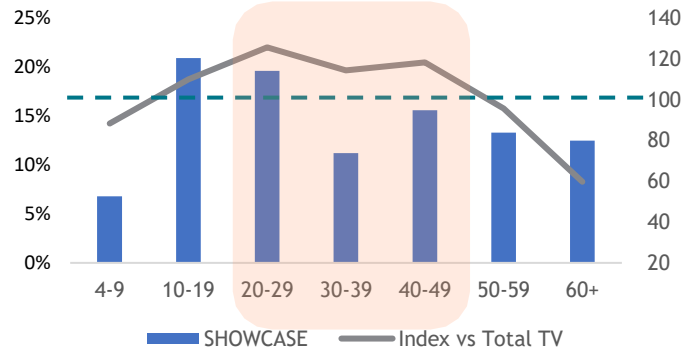
25%



HOUSEPERSONS/
NOT WORKING

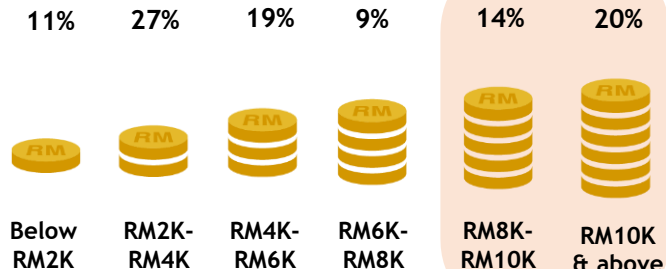
Skewed PMEBS {Index: 117} and Students [Index: 115]

AGE



Skewed aged 20-29 [Index: 126],
30-39 [Index: 114] and 40-49 [Index: 118]

MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 123]
and RM10K & above [Index: 133]



Channel 707

TLC celebrates everyday life and special occasions by offering new perspectives and shared experiences from real-life people in remarkable circumstances.

TLC brings you life that is anything but ordinary. Get the inside track on all the things you love to do, and the insights that make everything you experience more interesting. TLC engages the heart, mind and soul by letting you savor the best the world has to offer.

Monthly Reach
(Ave. Past 6 Months)

1.4 Mil

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

GENDER



FEMALE
54%



MALE
46%

ETHNIC

70%



MALAY

15%



CHINESE

7%



INDIAN

2%



OTHERS

6%



OTHER
BUMIPUTRA

Skewed Others [Index: 169]

OCCUPATION

31%



PMEBs

7%



BLUE
COLLARS

27%



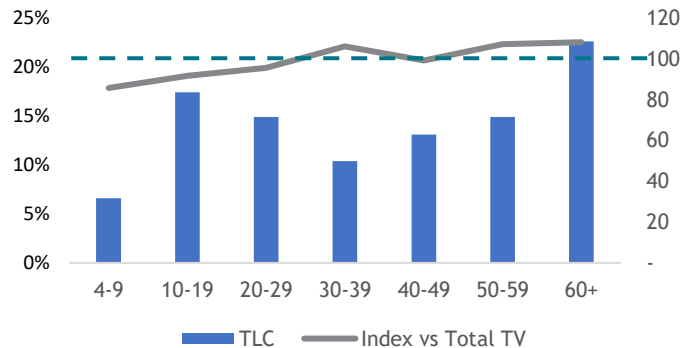
STUDENTS

35%

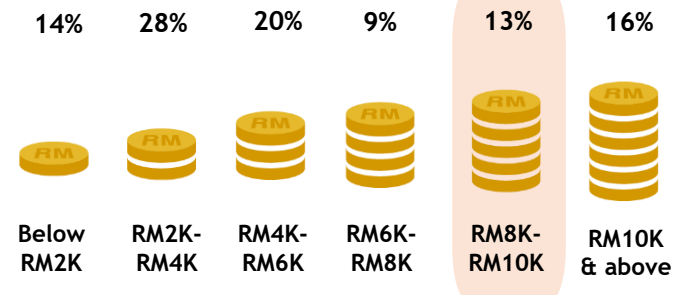


HOUSEPERSONS/
NOT WORKING

AGE



MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 117]



Channel 712

Warner TV offers viewers in Asia the chance to get into it, with an unprecedented mix of hit TV series and blockbuster movies. Its line-up boasts the world's biggest franchises, first-run exclusives for the region and fan-favorites across a wide range of genres from action, comedy and drama. Warner TV is also home to feature films from the legendary studios of Warner Bros. Entertainment.

Monthly Reach
(Ave. Past 6 Months)

1.2 Mil

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

GENDER



FEMALE
50%



MALE
50%

ETHNIC

76%



MALAY

12%



CHINESE

5%



INDIAN

2%



OTHERS

5%



OTHER
BUMIPUTRA

Skewed Malay [Index: 116] and Others [Index: 131]

OCCUPATION

33%



PMEBs

7%



BLUE
COLLARS

30%



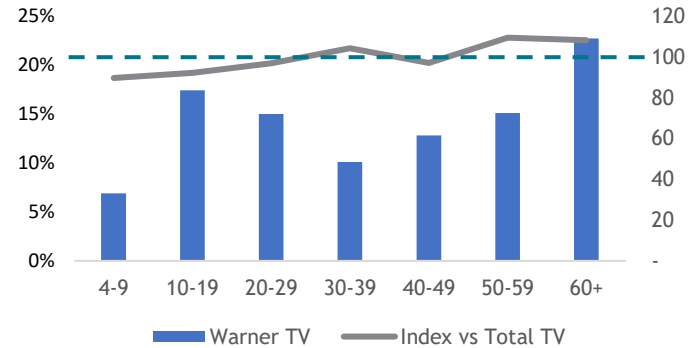
STUDENTS

30%

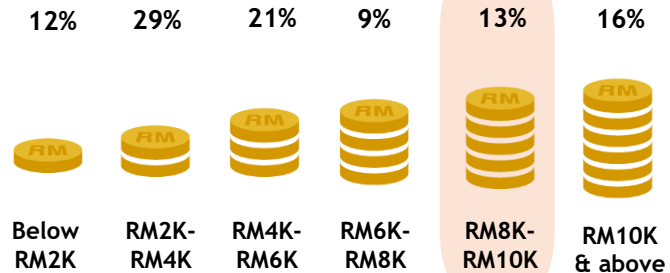


HOUSEPERSONS/
NOT WORKING

AGE



MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 113]



Thank you