



CHANNEL PROFILE

GenNext Segment

January - June 2024

Go Beyond



Channel **611**

Malaysia's No.1 Kids Channel

A 24 hours channel of quality animation, humour, game shows and live action programming for Malaysian children, all in Bahasa Malaysia.

Monthly Net Reach
(Ave. Past 6 Months)

3.8 Mil

GENDER



FEMALE
52%



MALE
48%

ETHNIC

93%



MALAY

1%



CHINESE

2%



INDIAN

1%



OTHERS

3%



OTHER
BUMIPUTRA

Skewed Malay [Index: 145]

OCCUPATION

22%



PMEBs

5%



BLUE
COLLARS

42%



STUDENTS

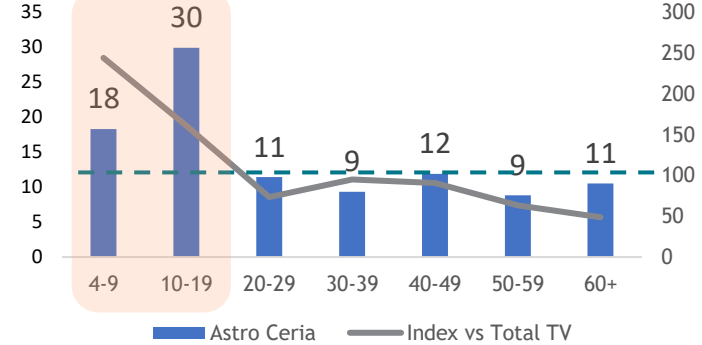
31%



HOUSEPERSONS/
NOT WORKING

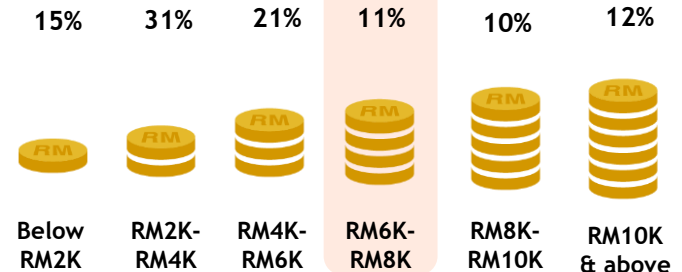
Skewed Student [Index: 149]

AGE



Skewed aged 4-9 [Index: 244] & 10-19 [Index: 161]

MONTHLY HOUSEHOLD INCOME



Skewed HHI RM6K-RM8K [Index: 129]

astro TUTOR TV

Channel **603**

The focus will be on SPM exam-style questions which 100% follows the Malaysian school syllabus along with exam tips & other important highlights.

Monthly Net Reach
(Ave. Past 6 Months)

519 K

GENDER

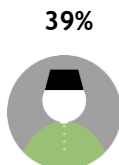


FEMALE
50%



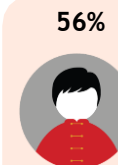
MALE
50%

ETHNIC



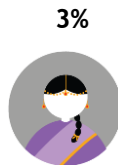
39%

MALAY



56%

CHINESE



3%

INDIAN



1%

OTHERS



1%

OTHER
BUMIPUTRA

Skewed Chinese [Index: 352]

OCCUPATION



33%

PMEBs



3%

BLUE
COLLARS



32%

STUDENTS

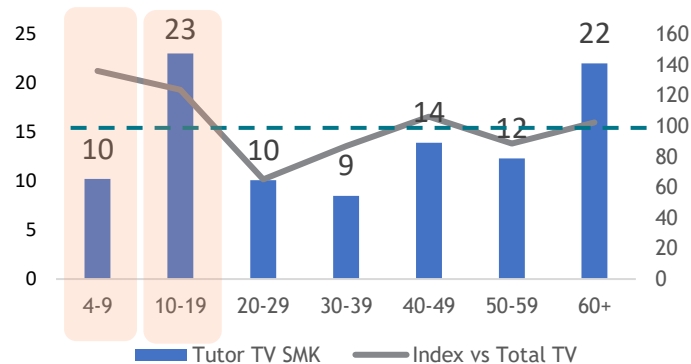


32%

HOUSEPERSONS/
NOT WORKING

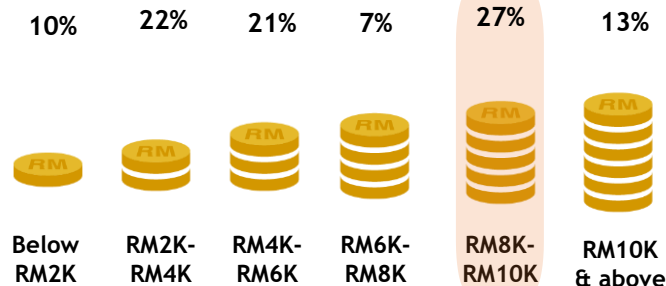
Skewed & PMEBS [Index: 111] & Students [Index: 114]

AGE



Skewed 4-9 [Index: 136], 10-19 [Index: 124]

MONTHLY HOUSEHOLD INCOME



Skewed Income RM8K-RM10K [Index: 234]



Channel **615 [HD]**

Cartoon Network is all about fun!

Cartoon Network is home to some of the biggest cartoon hits in the world like Adventure Time, Oggy & The Cockroaches, Regular Show and The Amazing World of Gumball, as well as family favourite Tom & Jerry and the world-wide phenomenon that is Ben 10.

Monthly Net Reach
(Ave. Past 6 Months)

574 K

GENDER



FEMALE
51%



MALE
49%

ETHNIC



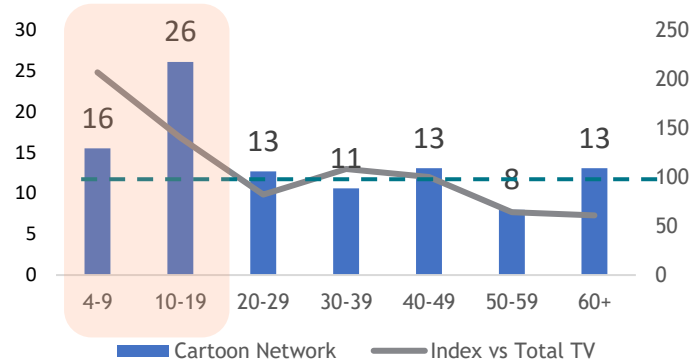
Skewed Malay [Index: 112]

OCCUPATION



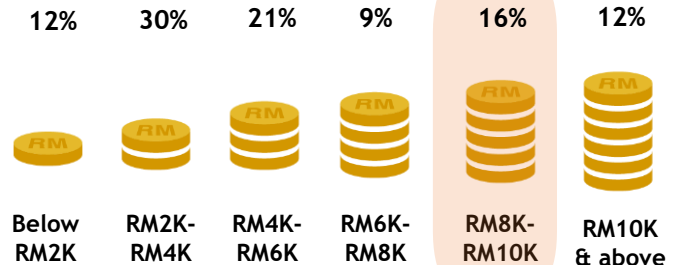
Skewed Students [Index: 134]

AGE



Skewed aged 4-9, [Index: 207], & 10-19 [Index: 140]

MONTHLY HOUSEHOLD INCOME



Skewed RM8k-RM10K [Index: 137]



Channel 718

MTV is the leading youth entertainment brand, MTV is the best place to watch the network's original series, see the latest music videos and stay up to date on today's celebrity news.

Namely Challenge Competitors: Here Are The Season 3 All Stars, and Ex On The Beach Betrayal: Should Arise Forgive Mike For Secretly Kissing David?

Monthly Net Reach (Ave. Past 6 Months)

239 K

GENDER



FEMALE
47%



MALE
53%

ETHNIC

63%



MALAY

17%



CHINESE

7%



INDIAN

1%



OTHERS

12%



OTHER
BUMIPUTRA

OCCUPATION

31%



PMEBs

7%



BLUE
COLLARS

33%



STUDENTS

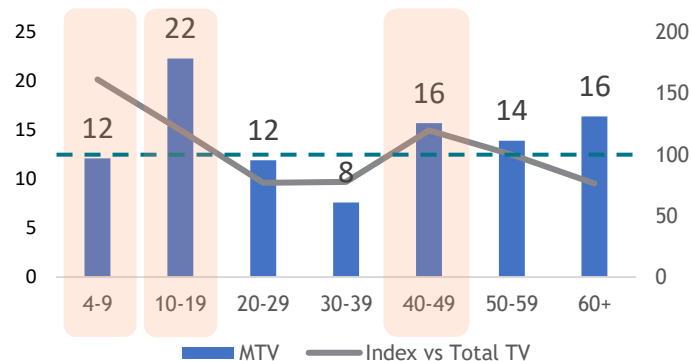
29%



HOUSEPERSONS/
NOT WORKING

Skewed Students [Index: 116]

AGE



Skewed 4-9 [Index : 161], 10-19 [Index: 120] & 40-49 [Index: 120]

MONTHLY HOUSEHOLD INCOME



Skewed HHI RM10K & Above [Index: 165]



Thank you