



**CHANNEL PROFILE
JANUARY - JUNE 2024**

KOREAN SEGMENT

Go Beyond

Channel **392 (HD)**

A 24-hour general entertainment channel broadcasted in Korean, with English subtitles for 80% of the programmes, Chinese (15%) and Bahasa Malaysia (Over 5%). The programming line-up of this channel include News and Magazine Shows, which provide the latest Korean and International news; Cultural and Documentary programmes, latest Drama series produced by KBS, Music and Variety Shows, featuring some of the most popular singers and artists from Korea.

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
58%



MALE
42%

ETHNIC



63%

MALAY



30%

CHINESE



2%

INDIAN



1%

OTHERS



4%

OTHER BUMIPUTRA

Skewed Chinese [Index: 188]
& Other Bumiputra [Index: 133]

OCCUPATION



30%

PMEBs



5%

BLUE COLLARS



27%

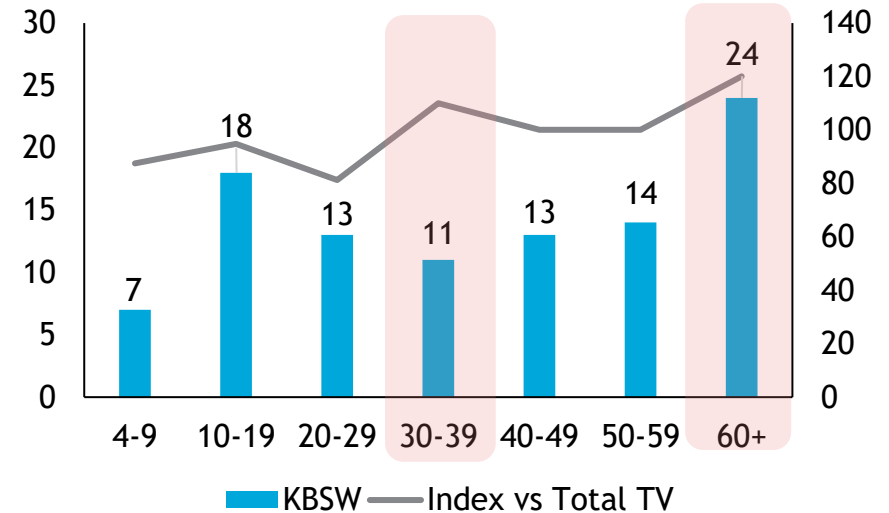
STUDENTS



38%

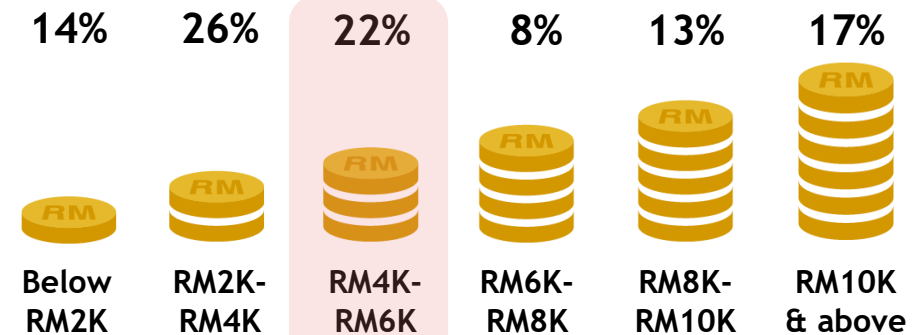
HOUSEPERSONS/
NOT WORKING

AGE



Skewed aged 30-39 [Index: 110] & 60+ [Index: 120]

MONTHLY HOUSEHOLD INCOME



Skewed RM4K-6K [Index: 111]



Channel 393

Anchored by first-run and exclusive mega-hit Korean drama series that appeal to anyone who loves Korean drama and entertainment that features hot Korean celebrities.

Key Signature Programmes: Running Man, Law of the Jungle, Ppali-Ppali Drama belt.

Monthly Reach (Ave. Past 6 Months)

1.9 Mil

Source: Kantar Media DTAM, Total Individual (Universe: 15,262K), Jan-Jun 2024

Gender



FEMALE 57%



MALE 43%

Ethnic

76%



MALAY

15%



CHINESE

1%



INDIAN

1%



OTHERS

7%



OTHER BUMIPUTRA

Skewed Malay [Index: 116]

Occupation

29%



PMEBs

5%



BLUE COLLARS

30%



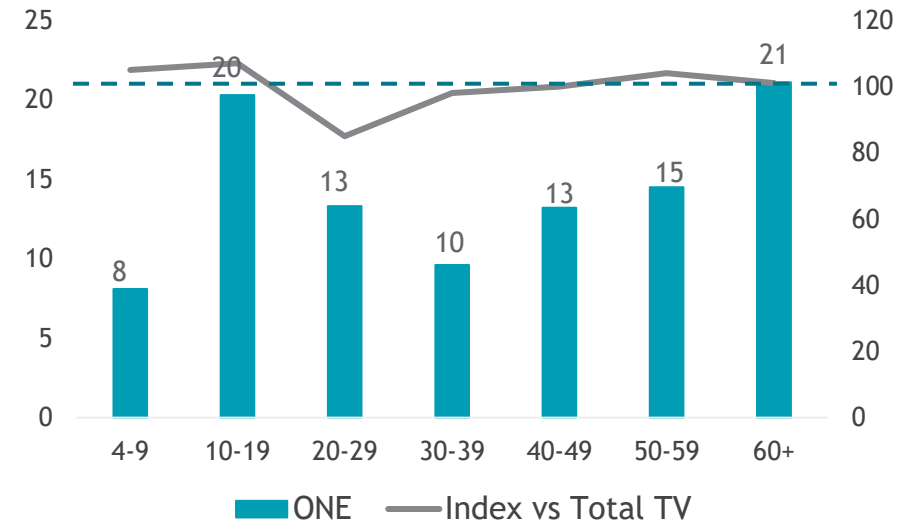
STUDENTS

36%



HOUSEPERSONS/ NOT WORKING

Age



Monthly Household Income



Skewed HHI RM 4K - RM 6K [Index: 110], RM 6K - RM 8K [Index: 111]



Channel 395

Provides the best Korean general entertainment through express shows, hit dramas, world class music shows (i.e., MAMA), lifestyle programs and star-studded original productions for Asian viewers, it is also the no. 1 pay TV channel in Korea

Monthly Reach
(Ave. Past 6 Months)

995K

Source: Kantar Media DTAM, Total Individual
(Universe: 15,262K), Jan-Jun 2024

Gender



FEMALE
57%



MALE
43%

Ethnic

78%



MALAY

13%



CHINESE

1%



INDIAN

2%



OTHERS

6%



OTHER
BUMIPUTRA

Skewed Malay [Index: 119]

Occupation

29%



PMEBs

6%



BLUE
COLLARS

30%



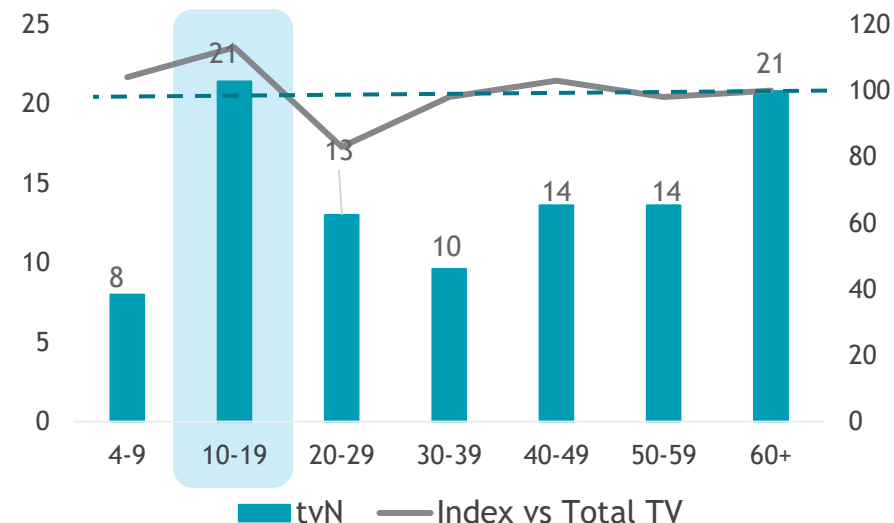
STUDENTS

35%



HOUSEPERSONS/
NOT WORKING

Age



Skewed Aged 10-19 [Index: 113]

Monthly Household Income

12%



Below
RM2K

28%



RM2K-
RM4K

20%



RM4K-
RM6K

9%



RM6K-
RM8K

14%



RM8K-
RM10K

17%



RM10K
& above

Skewed HHI RM 8K - RM 10K [Index: 127],
>RM10K+ [Index: 110]

tvN Movies is a First & Exclusive Korean movie channel that aims at giving an alternative of home cinema to audience with top grossing Korean films and all-time favourite Korean movies in all genres round-the-clock

Monthly Reach
(Ave. Past 6 Months)

2.1 Mil

Source: Kantar Media DTAM, Total Individual
(Universe: 15,262K), Jan-Jun 2024

Gender



FEMALE
46%



MALE
54%

Ethnic

73%



MALAY

10%



CHINESE

2%



INDIAN

2%



OTHERS

13%



OTHER
BUMIPUTRA

Skewed Malay [Index: 111]

Occupation

33%



PMEBs

7%



BLUE
COLLARS

31%



STUDENTS

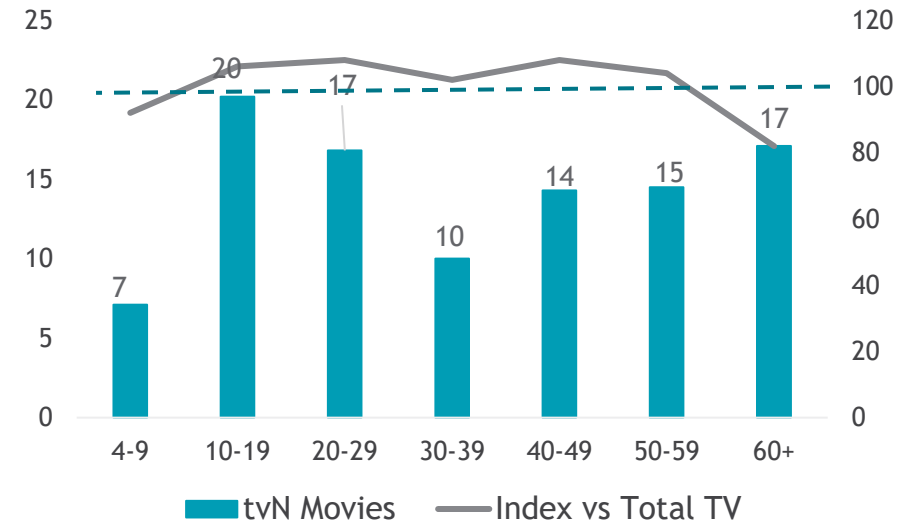
29%



HOUSEPERSONS/
NOT WORKING

Skewed PMEBS [Index: 113], Students [Index: 110]

Age



Monthly Household Income



Skewed HHI RM 6K - RM8K [Index: 115],
RM 8K - RM 10K [Index: 118], >RM10K+ [Index: 121]



THE ULTIMATE
KOREAN ENTERTAINMENT

Channel 396

K-PLUS is the Ultimate Korean Entertainment network bringing together many exclusives and first-run titles in drama series and variety shows, direct from major Korean TV broadcasters to the Asian audience.

Monthly Reach
(Ave. Past 6 Months)

800K

Source: Kantar Media DTAM, Total Individual
(Universe: 15,262K), Jan-Jun 2024

Gender



FEMALE
58%



MALE
42%

Ethnic

74%



MALAY

17%



CHINESE

1%



INDIAN

2%



OTHERS

6%



OTHER
BUMIPUTRA

Skewed Malay [Index: 113], Chinese [Index: 110]

Occupation

29%



PMEBs

5%



BLUE
COLLARS

31%



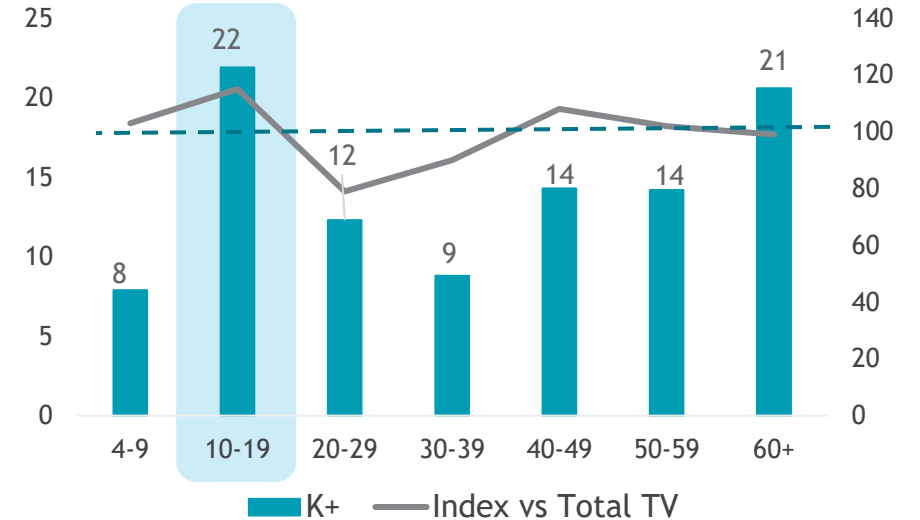
STUDENTS

35%



HOUSEPERSONS/
NOT WORKING

Age



Skewed Aged 10-19 [Index: 115]

Monthly Household Income

14%



Below
RM2K

27%



RM2K-
RM4K

20%



RM4K-
RM6K

9%



RM6K-
RM8K

12%



RM8K-
RM10K

18%



RM10K
& above

Skewed HHI RM 8K - RM 10K [Index: 110],
>RM10K+ [Index: 117]

astro

Thank you