CHANNEL PROFILE
News Segment

January - June 2024

Go Beyond

astro AWANI

Channel 501

Malaysia's first 24-hour news & information channel - delivering in-depth analysis and balanced, transparent coverage of news and current affairs.

Malaysia's Most Trusted News Brand

Monthly Reach (Ave. Past 6 Months)

2.5 Mil

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

GENDER

FEMALE 46%

MALE 54%

ETHNIC

74% MALAY

7% CHINESE

6% INDIAN

3% OTHERS

10% OTHER BUMIPUTRA

Skewed Malay [Index: 112]
Others [Index: 300] & Other Bumiputra [Index: 333]

OCCUPATION

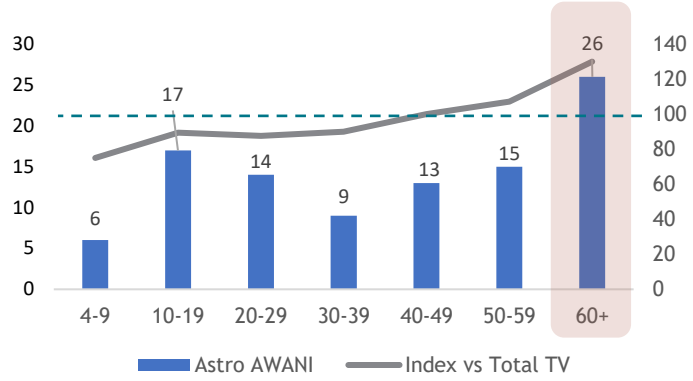
31% PMEBs

6% BLUE COLLARS

25% STUDENTS

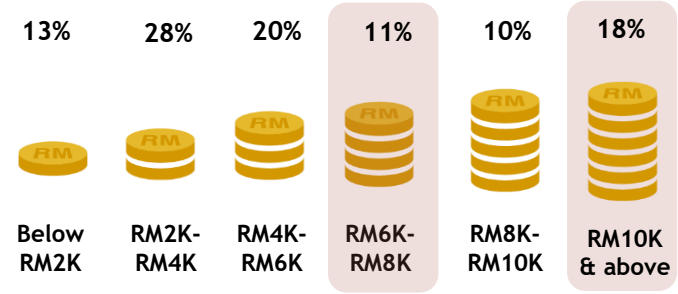
38% HOUSEPERSONS/ NOT WORKING

AGE



Skewed Age 60+ [Index: 130]

MONTHLY HOUSEHOLD INCOME



Skewed HHI RM 6K - RM 8K [Index: 111] & RM10K+ [Index: 113]

ALJAZEERA

Channel 513

Al Jazeera English offers international news that places people at the heart of the story, rooted in the belief that everyone has a story worth hearing.

Monthly Reach (Ave. Past 6 Months)

536 K

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

GENDER

FEMALE 45%

MALE 55%

ETHNIC

35% MALAY

44% CHINESE

10% INDIAN

4% OTHERS

7% OTHER BUMIPUTRA

Skewed Chinese [Index: 275],
Others [Index: 400] & Other Bumiputra [Index: 233]

OCCUPATION

36% PMEBs

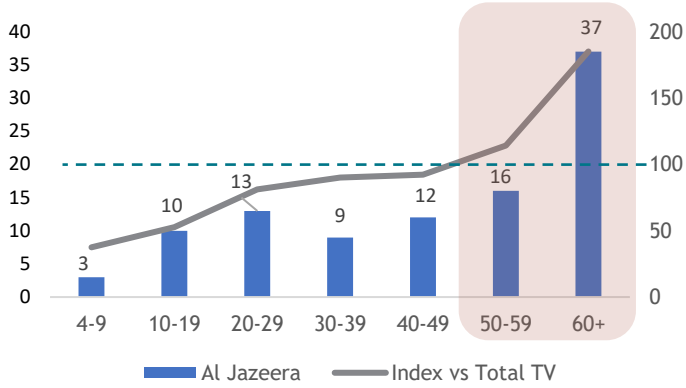
4% BLUE COLLARS

18% STUDENTS

42% HOUSEPERSONS/ NOT WORKING

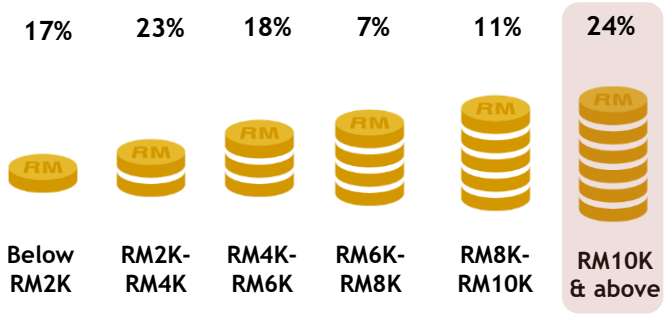
Skewed PMEBs [Index: 120] &
Housepersons/ Not Working [Index: 120]

AGE



Skewed Age 50-59 [Index: 114} & 60+ [Index: 185]

MONTHLY HOUSEHOLD INCOME



17% Below RM2K

23% RM2K-RM4K

18% RM4K-RM6K

7% RM6K-RM8K

11% RM8K-RM10K

24% RM10K & above

Skewed HHI RM10K+ [Index: 153]

BBC NEWS

Channel 512

The leader in global breaking news – From Current Affairs & Debate, Business & Finance, Lifestyle & Technology to Arts & Culture.

Monthly Reach (Ave. Past 6 Months)

433 K

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

GENDER

FEMALE 43%

MALE 57%

ETHNIC

15% MALAY

48% CHINESE

19% INDIAN

4% OTHERS

14% OTHER BUMIPUTRA

Skewed Chinese [Index: 300], Indian [Index: 136], Others [Index: 400] & Other Bumiputra [Index: 467]

OCCUPATION

41% PMEBs

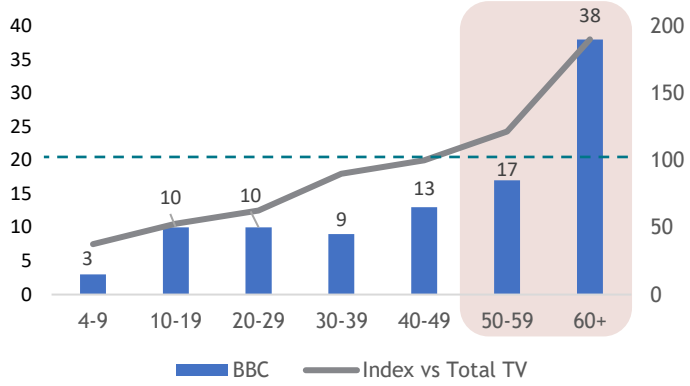
4% BLUE COLLARS

16% STUDENTS

39% HOUSEPERSONS/ NOT WORKING

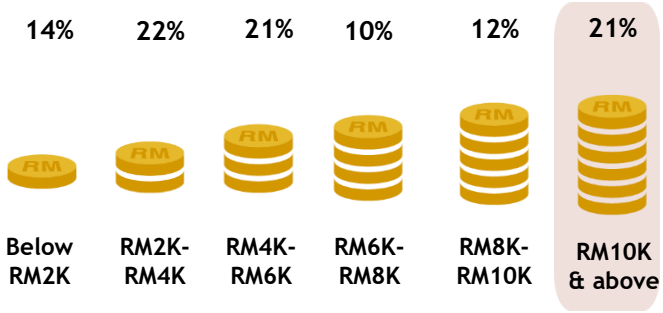
Skewed PMEBs [Index: 137] & Housepersons/ Not Working [Index: 111]

AGE



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

MONTHLY HOUSEHOLD INCOME



14% Below RM2K

22% RM2K-RM4K

21% RM4K-RM6K

10% RM6K-RM8K

12% RM8K-RM10K

21% RM10K & above

Skewed HHI RM 10K+ [Index: 133]

Bloomberg TELEVISION

Channel 517

Bloomberg Television, an award winning, multi-platform 24-hour business and financial news network, provides continuous coverage of the people, companies and ideas that move global markets.

Monthly Reach (Ave. Past 6 Months)

215 K

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

GENDER

FEMALE 45%

MALE 55%

ETHNIC

9% MALAY

51% CHINESE

32% INDIAN

4% OTHERS

4% OTHER BUMIPUTRA

Skewed Chinese [Index: 319], Indian [Index: 229], Others [Index: 400] & Other Bumiputra [Index: 133]

OCCUPATION

36% PMEBs

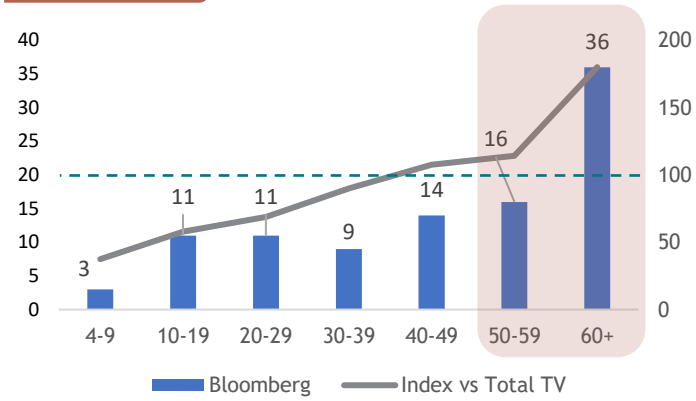
6% BLUE COLLARS

16% STUDENTS

42% HOUSEPERSONS/ NOT WORKING

Skewed PMEBs [Index: 120] & Housepersons/ Not Working [Index: 120]

AGE



Skewed Age 50-59 [Index: 114] & 60+ [Index: 180]

MONTHLY HOUSEHOLD INCOME

15% Below RM2K

22% RM2K-RM4K

21% RM4K-RM6K

8% RM6K-RM8K

14% RM8K-RM10K

20% RM10K & above

Skewed HHI RM 8K - RM 10K [Index: 118] & RM 10K+ [Index: 127]

Channel 515

CNA HD is an English language Asian news network positioned to "Understand Asia", reporting on global developments with Asian perspectives.

Based in Singapore, it has correspondents in major Asian cities and key Western ones, including New York, Washington D.C., London and Brussels.

CNA delivers not only the latest news but also diverse content such as business, lifestyle, human stories, current affairs and documentary programming.

Monthly Reach (Ave. Past 6 Months)

496 K

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

GENDER

FEMALE 45%

MALE 55%

ETHNIC

12% MALAY

67% CHINESE

10% INDIAN

6% OTHERS

5% OTHER BUMIPUTRA

Skewed Chinese [Index: 419],
Others [Index: 600] & Other Bumiputra [Index: 167]

OCCUPATION

37% PMEBs

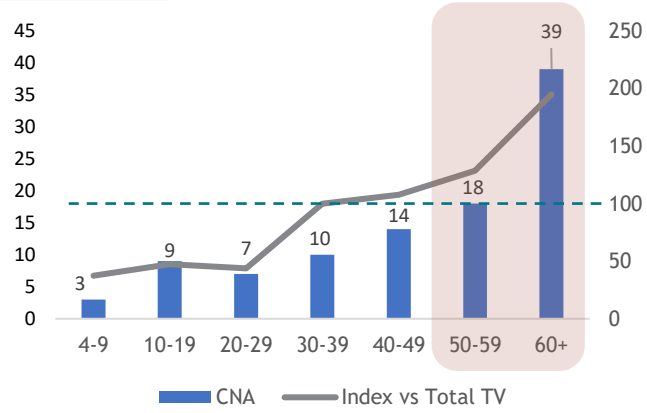
4% BLUE COLLARS

13% STUDENTS

46% HOUSEPERSON/ NOT WORKING

Skewed PMEBs [Index: 123] &
Housepersons / Not Working [Index: 131]

AGE



Skewed Age 50-59 [Index: 129] & 60+ [Index: 195]

MONTHLY HOUSEHOLD INCOME

18% Below RM2K

21% RM2K-RM4K

19% RM4K-RM6K

8% RM6K-RM8K

11% RM8K-RM10K

23% RM10K & above

Skewed HHI RM10K+ [Index: 147]

CNBC

Channel 516

CNBC is the recognized world leader in business news, providing real-time financial market coverage and business information to more than 380 million households worldwide. In Asia Pacific, CNBC is uniquely positioned to speak to viewers from across the region.

Monthly Reach (Ave. Past 6 Months)

169 K

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

GENDER

FEMALE
47%

MALE
53%

ETHNIC

26%
MALAY

60%
CHINESE

5%
INDIAN

5%
OTHERS

4%
OTHER BUMIPUTRA

Skewed Chinese [Index: 375],
Others [Index: 500] & Other Bumiputra [Index: 133]

OCCUPATION

39%
PMEBs

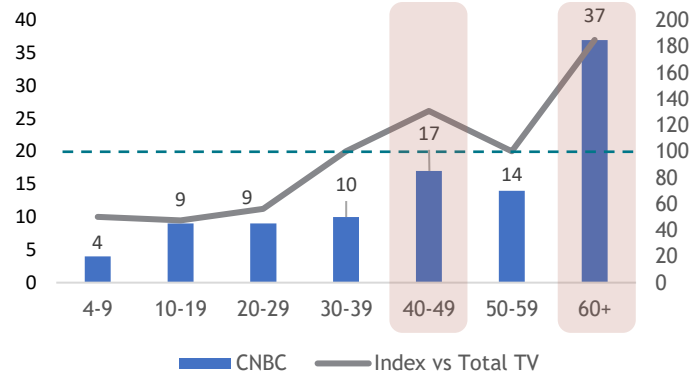
4%
BLUE COLLARS

15%
STUDENTS

42%
HOUSEPERSONS/ NOT WORKING

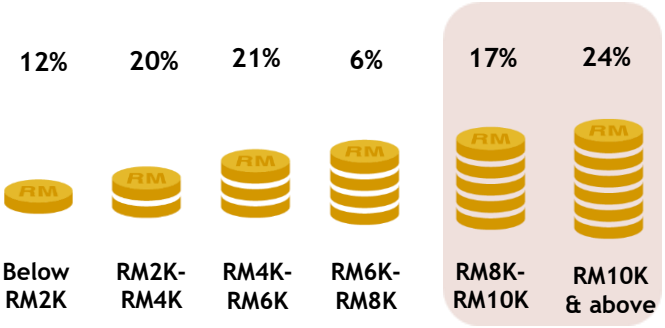
Skewed PMEBs [Index: 130] &
Housepersons / Not Working [Index: 120]

AGE



Skewed Age 40-49 [Index: 131] & 60+ [Index: 185]

MONTHLY HOUSEHOLD INCOME



Skewed HHI RM 8K - RM 10K [Index: 145] &
RM 10K+ [Index: 153]

Channel 511

CNN delivers the latest breaking news and information on the latest top stories, weather, business, entertainment, politics, and more.

Monthly Reach (Ave. Past 6 Months)

536 K

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

GENDER

FEMALE
44%

MALE
56%

ETHNIC

16%
MALAY

50%
CHINESE

14%
INDIAN

5%
OTHERS

15%
OTHER BUMIPUTRA

Skewed Chinese [Index: 313],
Others [Index: 500] & Other Bumiputra [Index: 500]

OCCUPATION

40%
PMEBs

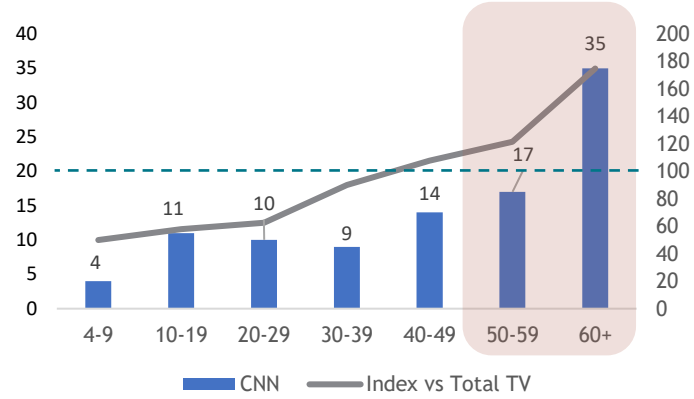
4%
BLUE COLLARS

17%
STUDENTS

39%
HOUSEPERSON/ NOT WORKING

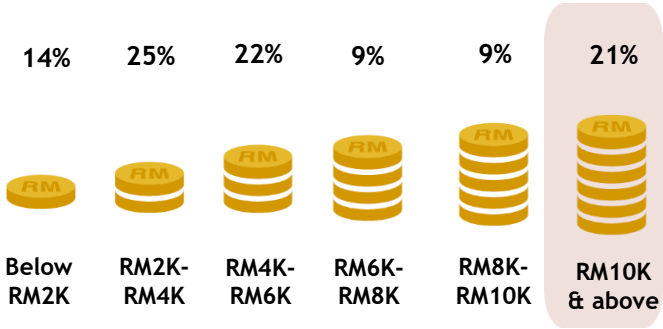
Skewed PMEBs [Index: 133] &
Housepersons/ Not Working [Index: 111]

AGE



Skewed Age 50-59 [Index: 121] & 60+ [Index: 175]

MONTHLY HOUSEHOLD INCOME



14%
Below RM2K

25%
RM2K-RM4K

22%
RM4K-RM6K

9%
RM6K-RM8K

9%
RM8K-RM10K

21%
RM10K & above

Skewed HHI RM10K+ [Index: 127]

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Thank you

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