



CHANNEL PROFILE

Sports Segment

January - June 2024

Go Beyond



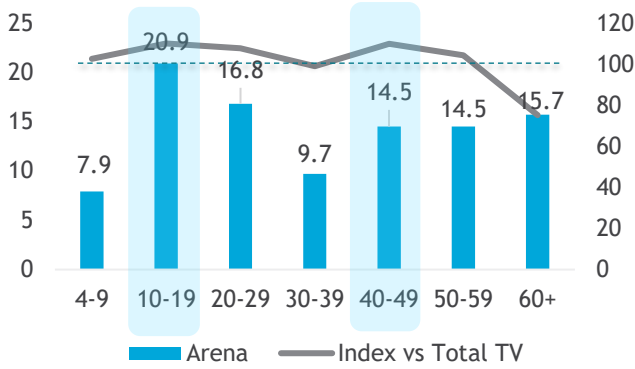
Channel **801 & 802**

The ultimate destination for Malaysian sporting events, as well as showcasing Malaysian athletes competing at the pinnacle stage of world sports, and the latest information on sports in the country. The channel of Malaysian sports, for Malaysia.

Monthly Reach
(Ave. Past 6 Months)

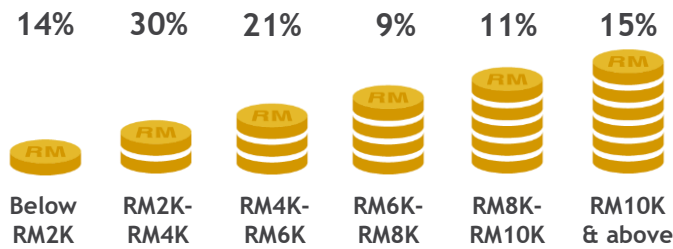
5.8 Mil

AGE



Skewed aged 10-19 [Index: 110], 40-49 [Index: 110]

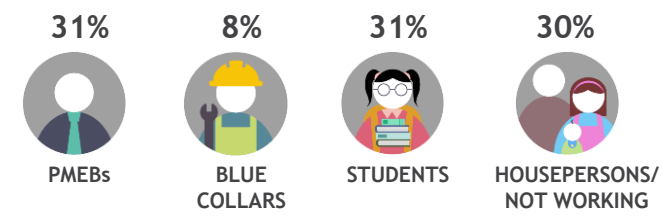
MONTHLY HOUSEHOLD INCOME



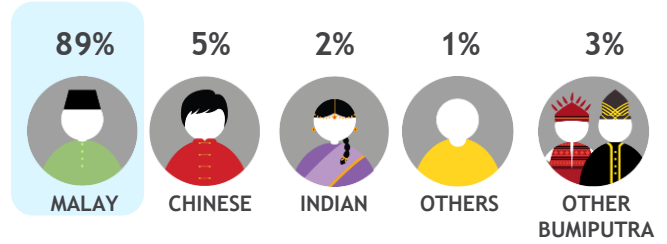
GENDER



OCCUPATION



ETHNIC



Skewed Malay [Index: 136]

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



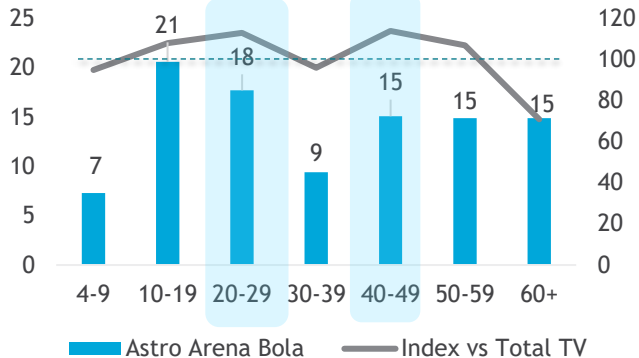
Channel **803 & 804**

The ultimate destination for Malaysian football, from the Liga Super, Piala Malaysia, Piala FA and many more. Catch all the live and repeat matches via this dedicated channel.

Monthly Reach
(Ave. Past 6 Months)

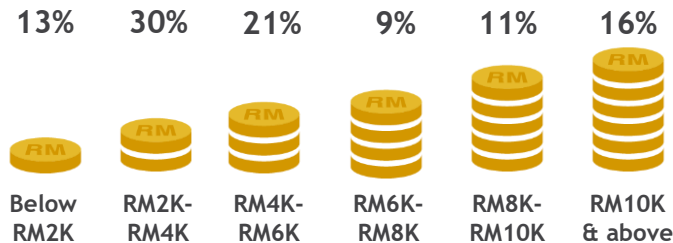
3.9 Mil

AGE



Skewed aged 20-29 [Index: 113],
40-49 [Index: 114]

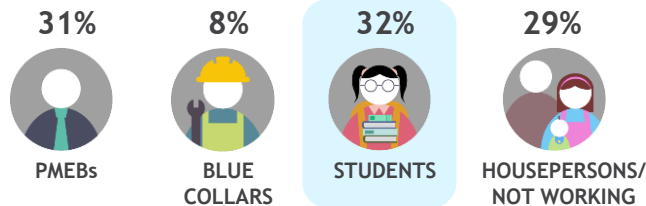
MONTHLY HOUSEHOLD INCOME



GENDER

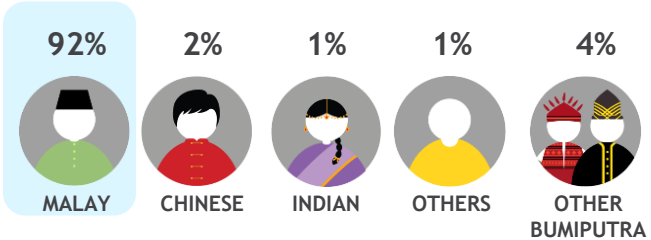


OCCUPATION



Skewed Students [Index: 111]

ETHNIC



Skewed Malay [Index: 140]

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



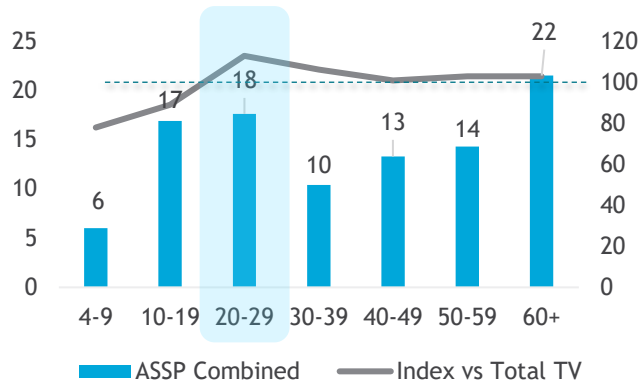
Channel **811, 812, 813 & 814**

Showcases a variety of sporting events, selected to appeal to the Malaysian viewing audience which includes Premier League, UEFA Europa League, European Qualifiers, FIFA Events, Tennis ATP 500's & 250's Series, Diving, NBA/WNBA games, Badminton BWF Premier, Superseries and Grand Prix Gold, along with other prestigious international sporting events as well as highlights, preview and magazine programs

Monthly Reach
(Ave. Past 6 Months)

5.9 Mil

AGE



Skewed aged 20-29 [Index: 113]

MONTHLY HOUSEHOLD INCOME

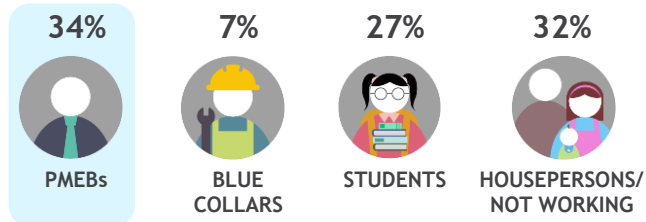


Skewed HHI RM8K - RM10K [Index: 114],
>RM10K+ [Index: 120]

GENDER

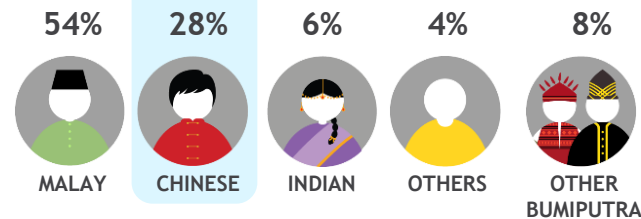


OCCUPATION



Skewed PMEBs [Index: 116]

ETHNIC



Skewed Chinese [Index: 184]



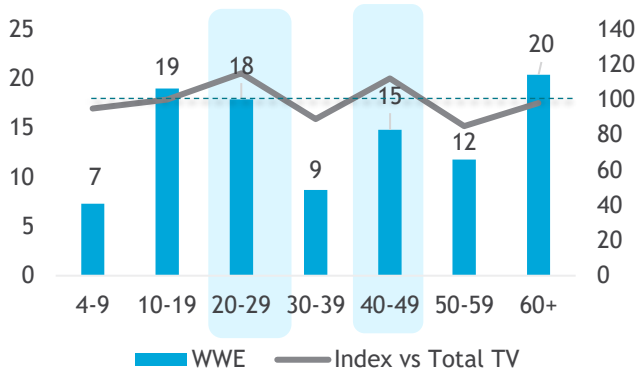
WWE Network, a special 24/7 channel, dedicated for all WWE programs.

WWE Network includes all 12 WWE live Pay-Per-View events like WrestleMania, groundbreaking original series, reality shows, classic shows and documentaries.

Monthly Reach
(Ave. Past 6 Months)

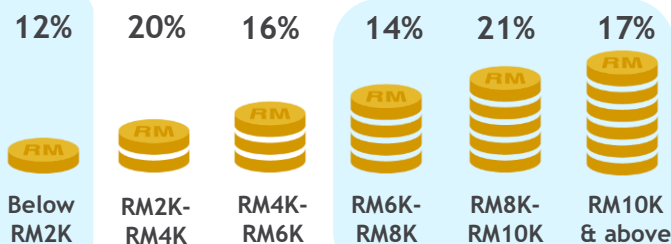
255K

AGE



Skewed aged 20-29 [Index: 115],
40-49 [Index: 112]

MONTHLY HOUSEHOLD INCOME



Skewed HHI RM6K - RM8K [Index: 160],
RM8K - RM10K [Index: 189], >RM10K [Index: 112]

GENDER



43%



57%

OCCUPATION

31%



PMEBs

7%



BLUE
COLLARS

29%



STUDENTS

33%



HOUSEPERSONS/
NOT WORKING

ETHNIC

59%



MALAY

16%



CHINESE

7%



INDIAN

5%



OTHERS

13%



OTHER
BUMIPUTRA



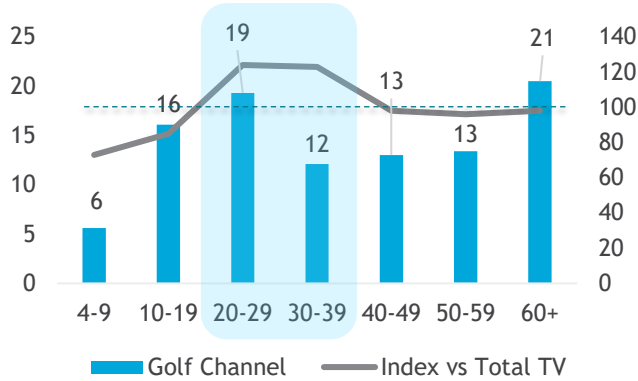
Channel **822**

The Golf Channel features more live golf coverage than any other network, in stunning high definition. It covers an extensive blend of golf competition from around the world featuring the Ryder Cup, Presidents Cup, PGA Tour, European Tour, Asian Tour, LPGA Tour as well as news, instructional programs offering viewers an opportunity to improve their game and original productions, such as the popular "Big Break" series.

Monthly Reach
(Ave. Past 6 Months)

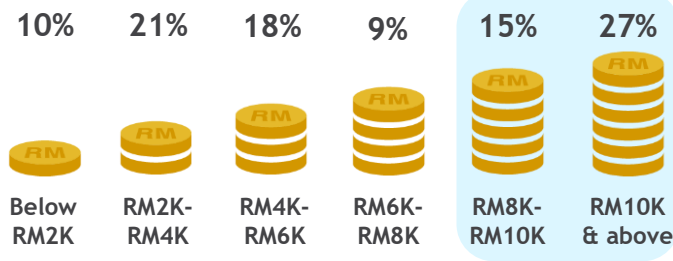
344K

AGE



Skewed aged 20-29 [Index: 124],
30-39 [Index: 123]

MONTHLY HOUSEHOLD INCOME

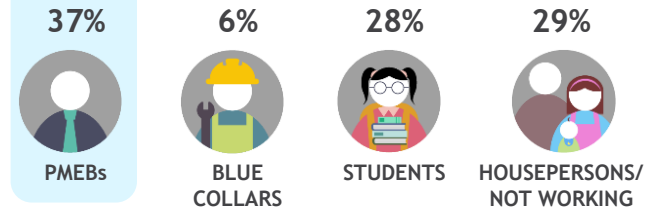


Skewed HHI RM8K-RM10K [Index: 134],
RM10K+ [Index: 172]

GENDER

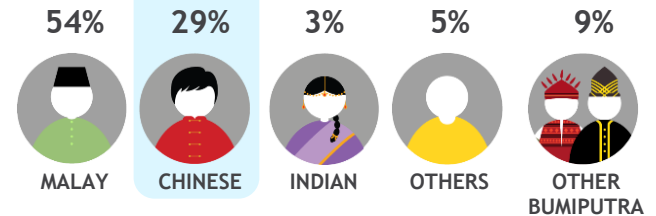


OCCUPATION



Skewed PMEBS [Index: 127]

ETHNIC



Skewed Chinese [Index: 188]



Thank you