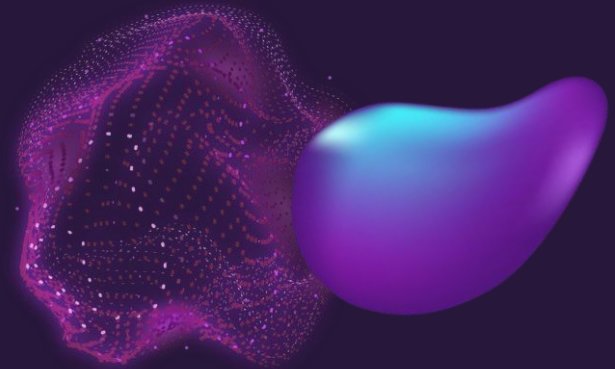


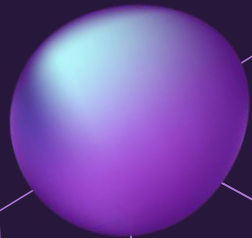
XUAN

HOU HI TECH

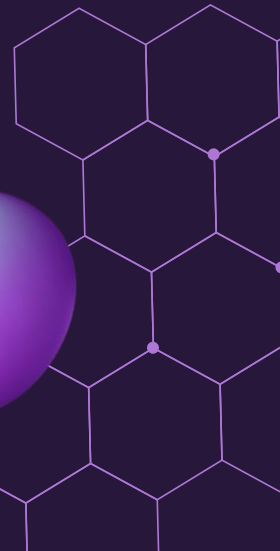
EPISODIC SPONSORSHIP PACKAGE



x



x



x

好 HI TECH

In today's fast-paced world, staying ahead means embracing the latest in technology and lifestyle trends. Technology now, embodies the pursuit of a higher quality of life among the younger generation, while symbolizing popular culture, and reflecting a new attitude towards living—a seamless integration into our daily lives.

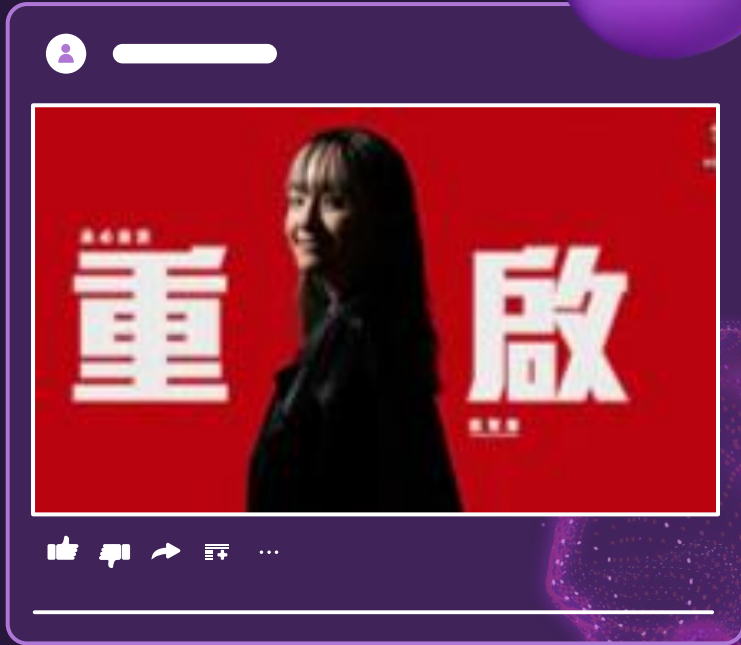
With this in mind, XUAN gathered a team of creators with a new young and bubbly host to gear up for the revival of “好Hi Tech”, an insightful and engaging tech and lifestyle content pioneered by XUAN in 2019 that reaches out to thousands of tech enthusiasts and trendsetters bi-weekly. Our aspiration is to continue to establish this program as Malaysia's most influential and credible channel dedicated to tech products.

Join us on this journey as we explore the dynamic intersection between technology and lifestyle, aiming to inspire and entertain audiences across the nation. As the future of technology and lifestyle enhancements is evolving rapidly, it is the time now to make your mark. By partnering with us, you'll not only enhance your brand's visibility but also connect with a community that values innovation and quality.

x

x





×

CONTENT DIRECTION

- Cultivating talent to build a young tech KOL team.
- Reviewing the latest tech products (Mobile phones, electronic products, household appliances, electric vehicles, games, apps, software, websites, AI tools, tech-related life-hack tips etc.) through a trendy video production manner .
- Meeting the information demands of public and tech market .

×

×

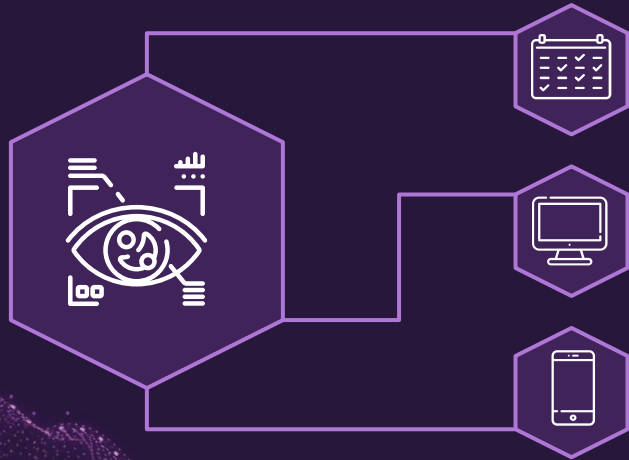
CONTENT TREATMENT

The video director to develop a trendy video presentation manner which matches with the host's unique characteristics to creatively review tech products and related themes in the market.

XUAN targets to establish a own set of rating system, building '好 Hi Tech' into a credible and influential tech review brand in the market.



CONTENT FORMAT



TX

Bi-weekly

L-FORM

10-minutes

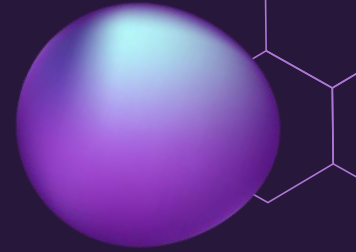
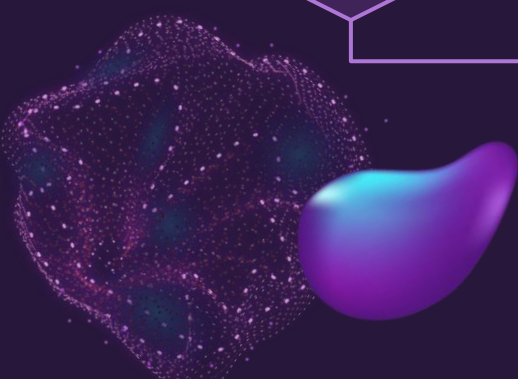
REELS

30-60seconds

x

x

x



POTENTIAL SPONSOR PLUG-INS



LONG FORM

- ❌ ❖ Unboxing and product review video showcasing device/product's function according to client's product brief.
- ❖ CTA messages to be incorporated in script.
- ❖ 10-seconds lower 3rd insertion.
- ❖ Sample Video: [LINK 1](#) ; [LINK 2](#)

REELS

- ❖ A cut-down trailer featuring shots of client's product exposure.
- ❖ 10-seconds lower 3rd insertion.

Remarks:

- Product placement + interaction + mention is cap at a duration of 30 seconds.
- For non-tech related products that would like to tap into this pool of viewers, (like skincare, fashion eyewear etc) a dedicated 30-secs part for mentioning of sponsor's product/ brand messages will be allocated.

COLLABORATION HISTORY 2019-2021



HUAWEI



Taobao
STORE BY LUMAHO

vivo

ASUS



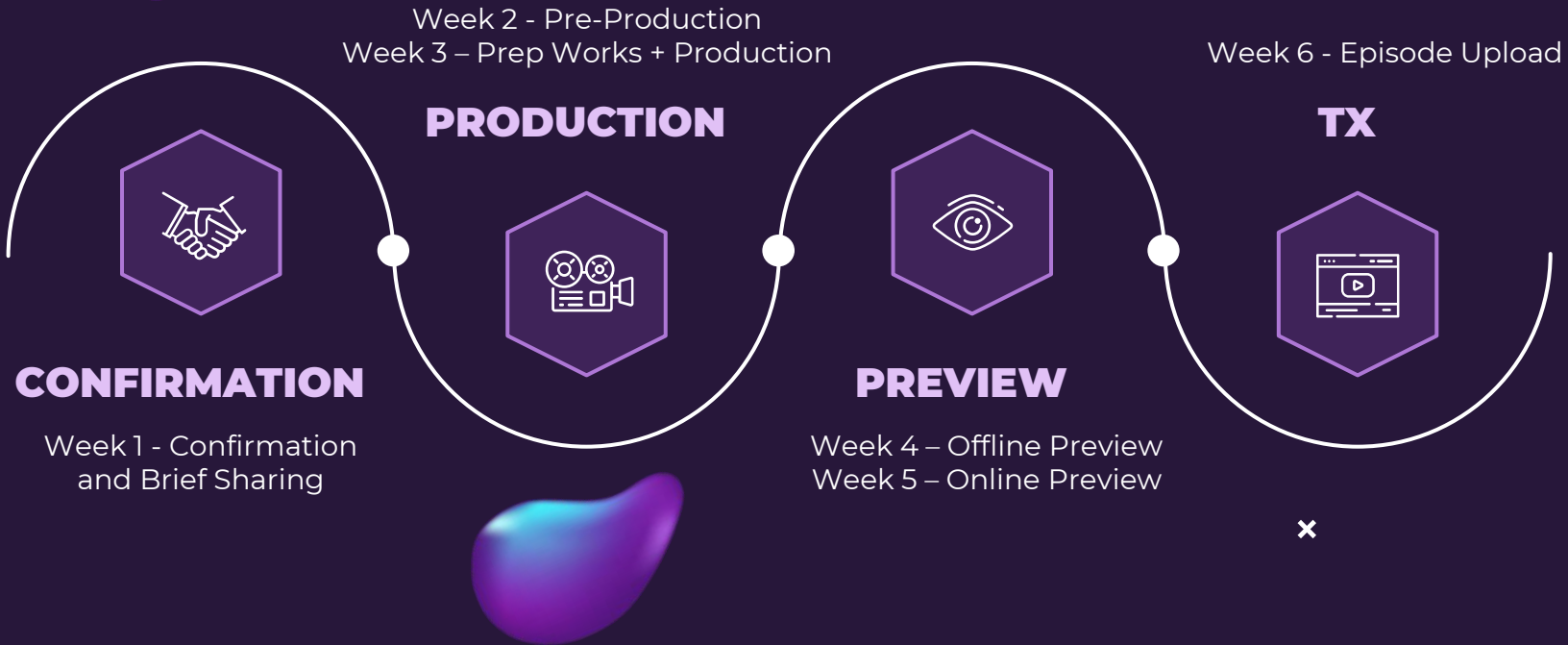
Canon

C-ZONE



A showcase of past collaborative content with brands of different category/industry interested in targeting pool of discerning audience eager for à la mode tech updates and knowledge.

TIMELINE



* Timeline is for reference only. Exact working timeline to be advised again upon sponsorship confirmation and brief submission.

SPONSORSHIP PACKAGE

x

ENTITLEMENTS	DESCRIPTION	QUANTITY
Branded Integration	1x Category of Product Placement + Interaction + Mention in Video (30sec)	1
	1x Lower 3rd (10-seconds) Insertion in Main Long Form Video	1
	1x Lower 3rd (10-seconds) Insertion in Instagram Reels Video	1
YouTube Video	Video Upload	1
Facebook Post	Facebook Video Post	1
Guaranteed Views	Guaranteed Views	100,000 Views
Facebook + Instagram + Tik Tok + YT Shorts	1x 20sec Branded Teaser Video Reels Post (cutdown version) to promote main video	1 On each platform
Video 360	Run On Network: In-Banner Videos, In-Stream Videos, Out-Stream Videos, YT Non-Skippable Ads	950,000 Impressions
Cross Platform Amplification	1x 20sec Branded Teaser Video Facebook Post (cutdown version) to promote main video on MY, MELODY & GOXUAN	3
	1x 20sec Branded Teaser Video Instagram Post (cutdown version) to promote main video on MY, MELODY & GOXUAN	3

(Campaign Duration: 2 Weeks)

x

TERMS & CONDITIONS

- All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
- Package availability is based on first-come, first-served basis.
- Strictly no changes of materials, pictures, caption or write up on article, videos and social post after it goes live OR there will be a 100% penalty for any changes.
- Video commercial materials to be submitted via email with minimum of four (4) working days prior to campaign live date.
- For digital materials, all pointers, directions and visuals to be provided by advertiser and is subject to Astro's final approval.
- The delivery of the digital entitlements will be based on the recommended duration. Any changes such as addition targeting/duration adjustment, it will subject to availability of inventories upon campaign booking submission.
- All entitlements to be booked under One media order.
- Astro reserves the right to amend any of the above pricing categories from time to time.
- Packages are non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.
- This document, the recommendations and creative concepts have been developed by Astro. All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole in any form whatsoever.
- This agreement is private and confidential and no content herein shall be divulged to parties other than the intended agency and client.
- All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole in any form whatsoever.
- In the event of any rescheduling of the original booking, Client must use the digital entitlements within 3 months after the last date of the campaign ("**Deadline**"), failing which any unutilized digital entitlements shall be automatically forfeited and Client shall be deemed to have waived the right to use the unutilized digital entitlements. Upon expiry of the Deadline, Astro shall have no obligation to accept any bookings or deliver any Deliverables related to the unutilized digital entitlements. No extension of the Deadline shall be permitted unless otherwise agreed upon by us / Astro in writing.
- The above package is subject to the general terms and conditions for the provision of airtime, which can be found at www.astromedia.com.my



THANKS

astro
MEDIA
SOLUTIONS