

CHINESE NEW YEAR 2025 SALES KIT



**VISIT AUSPICIOUS
SNAKE**

astro



ASTRO FLAGSHIP CNY LINE-UP 2025

Let's usher in the year of the **Snake** with an exciting lineup of original CNY content with the biggest festive programme including variety shows, our annual CNY Eve Gala, dramas, telemovies and more!

Expect lots of collaboration opportunities to elevate your brand and spread greater awareness with our ready audience across a wide range of Digital, Radio, TV platforms and On-Ground this CNY!



CNY 2025

SPONSORSHIP OPPORTUNITIES



CNY MV
INTEGRATION

Pump up the festive energy with our exciting CNY music videos that resonate with the whole nation.



CNY ON-GROUND
ACTIVATION

Connect with our audiences via the celebs and artists that we bring together on the roadshow across the nation.



ASTRO CNY
MARKETING INITIATIVES

Ride on Astro's popular CNY thematic campaign to amplify your brand!



CNY
SPECIALS

Await an amazing lineup of programmes & contents to elevate your brand across multiple touchpoints



CNY THEMATIC 2025





CNY ROADSHOWS

Kickstart the CNY with the on-ground engagement around the nation and make these connection heard via our Astro ecosystem including TV, radio & digital.



CNY Roadshows Detail

Date	Jan 2025 Actual Date TBC
Location	TBC
No. of Roadshow	4 x Roadshows



Sponsorship Opportunities

- Sponsor's selling booth allocated at the venue to drive CNY sales.
- Exclusive stage activities with prizes giveaway by sponsor(s).
- Event backdrop and POSM promotional collaterals with sponsor's logo exposures.
- Pre-event promos on TV, Radio, Digital & DOOH.



CNY ROADSHOWS

Sponsor's selling booth allocated at the venue to drive CNY sales.





CNY ROADSHOWS



Exclusive stage activities with prizes giveaway by sponsor(s).



**All the photos/images used are for illustration purposes only. The details/information stated are subject to change.*



CNY ROADSHOWS

Event backdrop and POSM promotional collaterals with sponsor's logo exposures.





CNY MUSIC VIDEOS



Our 2025 Astro CNY Music videos will be dance related, contain upbeat and festive tracks featuring Astro's talents coming together to bring fun and CNY cheer to our audience.

MV 1

Main CNY track
Agogo-inspired song with a catchy beat
Fantasy, playful, whimsical board game concept



MV 2

CNY song with Tango elements
Dreamlike and luxurious look and feel
Lyrics about family harmony
Musical-inspired

Sold Out

MV 3

CNY track with cha cha elements
Happiness
Prosperity



MV 4

CNY track with fun Rock n' Roll
Contains Hokkien + mandarin lyrics
50s-70s settings

**Proposed music video concept is subject to changes.*



CNY BRAND FILM

Campaign Period : 25 Jan – 7 Feb 2025



- Let your brand film go beyond digital platforms and be seen on the bigger screen by families at homes this Chinese new year!
- Maximize your CNY brand film exposure on our Astro ecosystem that includes Digital, TV, Radio & on-ground!



CNY BRAND FILM

Sponsorship Opportunities



SELECTED CHINESE + ENGLISH CHANNELS

DEDICATED SLOTS FOR FULL BRAND FILMS



88 SPOTS across
6 channels in 14 days

*duration up to 5 min (inclusive o Astro Masthead opening and closing)
*if duration exceeds 5 mins, content to be edited on client's end
*no LPF involved required
*if client request own material for opening & closing, further cost will be incurred and must follow advanced timeline for LPF application
*Client to provide video with English subtitle versions to share across othr vernaculars channels
*to be scheduled by station (ROS)

VOD DEDICATED VOD CATALOGUE



Astro VOD reels to house all CNY brand films in one place

FULL LENGTH BRAND FILMS
2 WEEKS
REELS ON VOD

* client to provide material for VOD poster
* client to provide synopsis in Chinese and English

RADIO EXPOSURE AUDIO VERSION OF CNY FILM



Extend brands' CNY messages into an 60 sec audio brand film format to on Malaysian's No.1 Chinese Radio Station

2 STATIONS
15 Spots x
14 DAYS

With additional live liners on MY, Melody, Mix & Lite

* 60 sec audio soundbyte (50 sec content + 10 sec CTA)
* client to advise the 50 sec content that they want to edit into the soundbyte

DIGITAL MORE EXPOSURE ON DIGITAL PLATFORMS



Video 360 Package which includes :
In banner video, In-Stream Video ,
Outstream Video, Youtube Non-skippable short ad videos

Up to 300,000 Impressions

+ 30 sec cut down Branded Video
Reels Overlay on Xuan CNY
Microsite

+ Pre-Roll Video



CNY PROGRAMMES LINE-UP 2025





CNY LIVE SHOW

CNY COUNTDOWN GALA



[Click Here](#)

- Kick-start the new year with Malaysia's most thrilling and biggest CNY Countdown show, including splendid performances by various artists and celebrities!
- Venue: IJM Rimbayu



Sponsorship Opportunities

- Integrations of brand message and product placements available (subject to product relevancy)
- On air inside programme branding i.e., sponsor's TVC, branded promos, slide breakers, opening and closing credit, end roller credits, host mention, etc.
- On-air in programme branding & creative buys
- Digital CTA to show, social media postings, etc.

TX Channel	Astro AEC
TX Date	28 Jan 2025
TX Time	9.30pm
Total Episode	1 epi x 180 mins
Recording Date	11 Jan 2025
Cut-off Date	11 Dec 2024



CNY LIVE SHOW

CNY EVE SPECIAL & CNY DAYTIME SPECIAL



- Usher your brand into the Year of the Snake on both the Eve and first day of Chinese New Year in a double LIVE show extravaganza!
- These Hong Kong simulcast live shows will be broadcasted exclusively on TVB Jade. Two (2) LIVE shows featuring amazing TVB Hong Kong's star-studded performances packed with CNY songs, dance, skits & interactive games.

TX Channel	TVB Jade
TX Detail	<p>CNY Eve Special TX Date: 28 Jan 2025 Total Episode: 1 Epi TX Time: TBC Duration: TBC</p> <p>CNY Daytime Special TX Date: 29 Jan 2025 Total Episode: 1 Epi TX Time: 11.30am Duration: 90 mins</p>



Sponsorship Opportunities

- On air inside programme branding i.e., sponsor's TVC, 20sec programme promo + sponsors tag on, opening and closing credit, floaters



FENG SHUI SERIES

SIFU! MAY I ASK? 请问师傅



[Click Here](#)

- Master Mak Ling Ling is one of the best-known fortune tellers in Hong Kong. Her annual appearance in Astro's Chinese Channels capsules has helped many to set their auspicious direction right at the beginning of a brand-new year.
- Join Master Mak Ling Ling as she brings us through Feng Shui tips and insights for the year of the Snake.



Sponsorship Opportunities

- Integrations of brand message available (subject to product relevance)
- On air inside program branding i.e., sponsor's TVC, branded promos, slide breakers, opening and closing credit, end roller credits, etc.
- Feng Shui tips videos, digital promotional videos, social media postings with branded advertorials.
- Branding on air i.e., recorded promo, live liner and feng Shui capsule with client's brand and sales message
- Social media postings with client's brand mention

TX Channel	Astro AEC
TX Date	4 – 25 Jan 2025 Every Saturday
TX Time	8.30pm x 60 mins
Total Episode	4 epi
Recording Date	Nov 2024
Cut-off Date	Oct 2024



FENG SHUI SERIES

FENG SHUI VOYAGE 玄来过新年2025



[Click Here](#)

- Dato' Joey Yap is the founder of the Mastery Academy of Chinese Metaphysics, he will share his Feng Shui tips and invaluable insights together with renowned host Chui Ling to usher you in the prosperous Chinese New Year! Do not miss the opportunity to enlighten yourself on how 2025 will be for you.



Sponsorship Opportunities

- Integrations of brand message and product placements available (subject to product relevancy).
- On air inside programme branding i.e., sponsor's TVC, branded promos, 20sec programme promo + sponsors tag on, slide breakers, opening and closing credit, end roller credits, lower third banner etc.
- Digital exposures: social media posting with sponsor's branded frame, brand mention in caption & hashtag

TX Channel	TVB Jade
TX Date	Jan – Feb 2025 (TBC)
TX Time	TBC x 30min
Total Episode	6 Epi (2 epi / wk)
Recording Date	Nov 2024
Cut-off Date	Oct 2024



CNY COOKING SHOW

MARIA'S AUSPICIOUS MENU 肥妈新年新煮意 9



[Click Here](#)

TX Channel	TVB Jade
TX Date	Jan – Feb 2025 (TBC)
TX Time	TBC x 30min
Total Episode	6 Epi (2 epi / wk)
Recording Date	Nov / Dec 2024
Cut-off Date	Oct 2024

The details/information stated are subject to change.

- Award-winning celebrity chef Maria Cordero returns for another season of scrumptious Chinese New Year recipes. She and her invited celebrity friends will be creating a dazzling array of festive CNY dishes for Malaysian audiences. Don't miss this tasty chance to be featured with her celebrity friends.



Sponsorship Opportunities

- Integrations of brand message and product placements available (subject to product relevancy)
- On air inside programme branding i.e., sponsor's TVC, branded promos, 20sec programme promo + sponsors tag on, slide breakers, opening and closing credit, end roller credits, lower third banner, floaters etc.
- Digital exposures: social media posting with sponsor's branded frame, brand mention in caption & hashtag



FOOD RELATED PROGRAM

BEST OF TIMES 花样二三事

- This New Year, we will welcome guests who have broken out of their life's predicaments, to join us in redefining the term 'season of blooming' during this festive season.
- We will also invite renowned bakers (including Vanessa Chong, the first champion of Astro's 'The Kuih Master') to design special pastry for each episode's guests.
- Symbolizing those beyond decadent pastry, like a life that can expand and contract freely, can withstand kneading, stretching, pressing, and flattening.



Sponsorship Opportunities

- Client's brand integration on set
- On air inside programme branding i.e., sponsor's TVC, branded promos, slide breakers, opening and closing credit, end roller credits, etc.
- Pre-roll and mid-roll audio on Food and Beverage audience interest
- Posting recipe videos and weekly programme promo with client tag-on on social media platforms

TX Channel	Astro AEC
TX Date	11 Jan – 8 Feb 2025 Every Saturday
TX Time	10pm x 30 mins
Total Episode	5 epi
Recording Date	Oct 2024
Cut-off Date	Sep 2024



TRAVELOGUE

MAK LING LING TRAVELOGUE

Working
Title

- See the fun side of Mak Ling Ling as she travels around some landmarks in Malaysia and meet interesting locals.



TX Channel	Astro AEC
TX Date	TBC
TX Time	TBC x 30 mins
Total Episode	4 epi
Recording Date	Nov 2024
Cut-off Date	Oct 2024



Sponsorship Opportunities

- Integrations of brand message available (subject to product relevance)
- On air inside program branding i.e., sponsor's TVC, branded promos, slide breakers, opening and closing credit, end roller credits, etc.
- Digital promotional videos, social media postings with branded advertorials.
- Branding on air i.e., recorded promo, live liner and feng Shui capsule with client's brand and sales message
- Social media postings with client's brand mention



TRAVELOGUE

BALIK KAMPUNG E.S.G. 回乡万象更新



- ESG – Eat Storage Goods
- Welcome the New Year by starting with a thorough cleaning – follow the celebs back to their hometowns to clear out long-accumulated and expired food from their hometown house.
- Rummaging through the celebs' fridges and storage cabinets, we find and piece together ingredients to cook up dishes, with laughter, tears, and surprises!

TX Channel	Astro AEC
TX Date	11 Jan - 1 Feb 2025 Every Saturday
TX Time	9.30pm x 30 mins
Total Episode	4 epi
Recording Date	Oct 2024
Cut-off Date	Sep 2024



Sponsorship Opportunities

- Integrations of brand message and product placements available (subject to product relevancy)
- On air inside programme branding i.e., sponsor's TVC, branded promos, slide breakers, opening and closing credit, etc.
- Posting recipe videos and weekly programme promo with client tag-on on social media platforms



CNY SPECIAL / MUSICAL VARIETY

CLASSIC GOLDEN MELODY CNY SPECIAL

经典群星新春同乐会



[Click Here](#)



Sponsorship Opportunities

- Integrations of brand message and product placements available (subject to product relevancy)
- On air inside programme branding i.e., sponsor's TVC, branded promos, slide breakers, opening and closing credit, end roller credits, host mention, etc.
- Digital CTA to show, social media postings, etc.

TX Channel	Astro AEC
TX Date	29 Jan 2025
TX Time	8.30pm
Total Episode	1 epi x 90 mins
Recording Date	18 Aug 2024



CNY SPECIAL / VARIETY GAME SHOW

I LOVE HUA HEE BAI TI GONG 就是爱欢喜 - 兴旺发发发

- This local festival celebrates the 9th day of the lunar new year with performances and cultural background on Bai Ti Gong!
- A game show which gets up close and personal with audience.
- Most approachable game show with generous cash prizes and non-ending laughter.



[Click Here](#)



Sponsorship Opportunities

- Integrations of brand message and product placements available (subject to product relevancy)
- On air inside programme branding i.e., sponsor's TVC, floaters, lower third banner, opening and closing credit, end roller credits, host mention, etc.
- Leverage on radio power with amplification of recorded promo with client's brand mention
- Pre-roll and mid-roll audio on audience interest
- Social media posting with clients' branding

TX Channel	Astro Hua Hee Dai
TX Date	5 Feb 2025
TX Time	8.30pm
Total Episode	1 epi x 120 mins
Recording Date	30 Nov 2024



CNY MOVIES

CNY BLOCKBUSTER MOVIES 独家猛片贺新年



[Click Here](#)

- Celebrate a whole new year with your audiences' all-time favorite blockbusters with Asia's superstars be it from HK, Taiwan, China, Singapore. On top channels that could reach you for more than a million reach each channel.

TX Channel	Celestial Movies
TX Date	28 – 30 Jan 2025 CNY Eve - CNY Day 2
TX Time	7pm / 9pm / 11pm
Total Movies	9 x CNY Movies (TBC)
Duration	120 mins

The details/information stated are subject to change.



Sponsorship Opportunities

- Promoting brand association with movies that are crowd-favorite in occasion with the festive mood.
- On air associations i.e., sponsor's TVC, branded promos, opening and closing credit



CNY MOVIES

CNY FESTIVE MOVIES 新春贺岁电影

- Promoting your brand's association with CNY blockbuster movies with superstars from Hong Kong in occasion with the festive mood to reach out the movie lovers.



TX Channel	TVB Jade
TX Date	29 Jan – 2 Feb 2025 CNY Day 1 - 5
TX Time	3pm (TBC)
Total Movies	5 x CNY Movies (TBC)
Duration	120 mins



Sponsorship Opportunities

- On air inside programme branding i.e., sponsor's TVC, 20sec programme promo + sponsors tag on, opening and closing credit



astro originals



CNY DRAMA

ALL THE GOOD THINGS 好事将至



- 1 apartment, 4 families, 4 different encounters, 1 happiness.
- 4 interconnected heartwarming tales revolving around 4 families living in the same apartment. They dislike celebratory occasions such as Chinese New Year, Valentine's Day, and birthdays, and try to avoid the celebrations. Special incidents such as a kidnapping case, rental lovers, a dating reality show, and school bullying highlight the struggles, love, warmth, and bittersweet moments of the ordinary people involved. Will they find hope and happiness?

TX Channel	Astro AEC
TX Date	26 Jan – 16 Mar 2025 Every Sunday
TX Time	9.30pm x 60min
Total Episode	8 Epi
Recording Date	Oct – Nov 2024
Cut-off Date	Sep 2024



Sponsorship Opportunities

- **Product integrations in drama (subject to product relevance)**
- **On air inside program branding i.e. sponsor's TVC, branded promos, end roller credits, etc.**



CNY RADIO TACTICALS 2025





MY MELODY GOXUAN FENG SHUI SERIES

12 ANIMALS' CAPSULES



- MY and MELODY are going to give listeners a sneak preview for year 2025 via the ever popular annual 12 animals' capsules.
- The capsules will give insights to the upcoming year and what listeners can expect for each of the 12 zodiac signs, these include career, love, health and many more.
- The capsule will be played daily from 9am to 8pm, with one played every hour. Total 12 different zodiac for a day.
- We will create a character named “Master XX” to be our favorite zodiac expert to produce & voice the capsules!
- GOXUAN will do it in video format in a funny and comedy way, giving advice to youngster about studies, love and to give advice to fresh grads in finding jobs. There will be audio to be played on air too.

On-Air Stations	MY, MELODY, GOXUAN
Campaign Period	Jan – Feb 2025 (3 weeks)
Cut-off Date	w/c 6 Jan 2025

Sponsorship Opportunities



- Integration of client's brand and sales messages available
- Branding on air
- Branding on station's website, videos, social media postings with Client's brand and sales message

**Subject to airtime availability. First Come, First Serve.*



MY MELODY GOXUAN INTERACTIVE SPECIALS

CNY ANGPAO GIVEAWAY



- Angpao is all about blessings and well wishes.
- Angpao are generally given by parents or married couples to the younger non-married children of the family.
- Station will invite listeners to call in/online registration and complete a task to win Ang Pao worth of RM268 and client's products.
- The task / contest mechanic can be customized based on client's promotion.

On-Air Stations	MY, MELODY, GOXUAN
Campaign Period	Jan – Feb 2025 (Any 2 weeks)
Cut-off Date	2 weeks before

Sponsorship Opportunities



- Integration of client's brand and sales messages available
- Branding on air
- Branding on station's website, videos, social media postings with Client's brand and sales message

**Subject to airtime availability. First Come, First Serve.*



MY MELODY GOXUAN INTERACTIVE SPECIALS

CNY HOUSE HOPPING & LION DANCE



- We are giving our listeners the chance to make this CNY more memorable.
- Listeners register online and submit a photo of them with family or friends and a reason of why they want MY / MELODY / GOXUAN team to visit them during CNY.
- 5 most creative answers from each station will be selected. Announcer will visit the winners' home in Peninsular Malaysia during CNY.
- Announcers will bring along the lion-dance crew as well as RM500 Ang Pao and client's hamper worth RM 300 to visit the winners.

On-Air Stations	MY, MELODY, GOXUAN
Campaign Period	Jan – Feb 2025 (3 weeks)
Cut-off Date	w/c 6 Jan 2025

Sponsorship Opportunities



- Integration of client's brand and sales messages available
- Branding on air
- Branding on station's website, videos, social media postings with Client's brand and sales message

**Subject to airtime availability. First Come, First Serve.*



MY MELODY GOXUAN INTERACTIVE SPECIALS

CNY LOU SANG



- Yu sheng literally means “raw fish” but since “fish” is commonly conflated with its homophone “abundance”, Yusheng is interpreted as a homophone for Yusheng meaning an increase in abundance.
- This year, we would like to give listeners a chance to toss “Lou Sang” with our announcers before Chinese New Year via 2 weeks online submission. Station’s announcers will visit the best winner together with God of Prosperity.
- Log on to station’s website and complete a task. 5 of the selected winners will win RM200 ang pau and worth of RM100 client’s product. Station’s announcer together with God of Prosperity will visit them.

On-Air Stations	MY, MELODY, GOXUAN
Campaign Period	Jan 2025 (2 weeks)
Cut-off Date	w/c 23 Dec 2024

Sponsorship Opportunities



- Integration of client's brand and sales messages available
- Branding on air
- Branding on station's website, videos, social media postings with Client's brand and sales message

**Subject to airtime availability. First Come, First Serve.*



MY MELODY GOXUAN INTERACTIVE SPECIALS

CNY REUNION DINNER



- The reunion dinner on the Lunar New Year’s Eve is a mandatory custom to feast on authentic delicacies. The reunion dinner also symbolizes a good start to the new year while also bonding the family.
- Listeners are invited to call in / online submission to tell us their most unforgettable reunion dinner with their family OR questions related to reunion.
- 10 winners (MY & MELODY), 5 winners (GOXUAN) from each station will be rewarded with client’s hampers as well as entitled to attend a reunion dinner with their family members (10 pax) and announcers will be there too.

On-Air Stations	MY, MELODY, GOXUAN
Campaign Period	Jan - Feb 2025 (4 weeks)
Cut-off Date	w/c 23 Dec 2024

Sponsorship Opportunities



- Integration of client's brand and sales messages available
- Branding on air.
- Branding on station's website, videos, social media postings with Client's brand and sales message

**Subject to airtime availability. First Come, First Serve.*



MY MELODY GOXUAN INTERACTIVE SPECIALS

CNY SPRING CLEANING



- Before Chinese New Year, we clean up our house to welcome the new year.
- This year, let's spread the joy by helping orphanage / old folks' home to clean their surrounding and celebrate Chinese New Year with them!
- The best submissions will be rewarded with client's products/hampers and get to join station's announcers to clean the selected 2 homes. We will buy some daily essentials and bring client's products/hampers for the home.

On-Air Stations	MY, MELODY, GOXUAN
Campaign Period	Jan 2025 (2 weeks)
Cut-off Date	w/c 23 Dec 2024

Sponsorship Opportunities



- Integration of client's brand and sales messages available
- Branding on air.
- Branding on station's website, videos, social media postings with Client's brand and sales message

**Subject to airtime availability. First Come, First Serve.*



TERMS & CONDITIONS

- All prices are exclusive of Government Tax and are subject to 6% Service Tax if applicable
- The above package is only applicable for one (1) product or brand per advertiser.
- The above package is on first-come, first-served basis.
- The above package is non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.
- All TVC spots are scheduled at Astro's discretion and are subject to airtime availability.
- Astro reserves the right to block certain dates and/or special programming (e.g., Festive, Key Signature Program etc.)
- The creative concepts contained in this document 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.
- Astro reserves the right to amend any of the above pricing categories and/or its time belts from time to time.
- The above package is subject to the general terms and conditions for the provision of airtime, which can be found at <https://www.quake.com.my/advertising-terms-and-conditions>



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