

Astro Digital

VIDEO 360

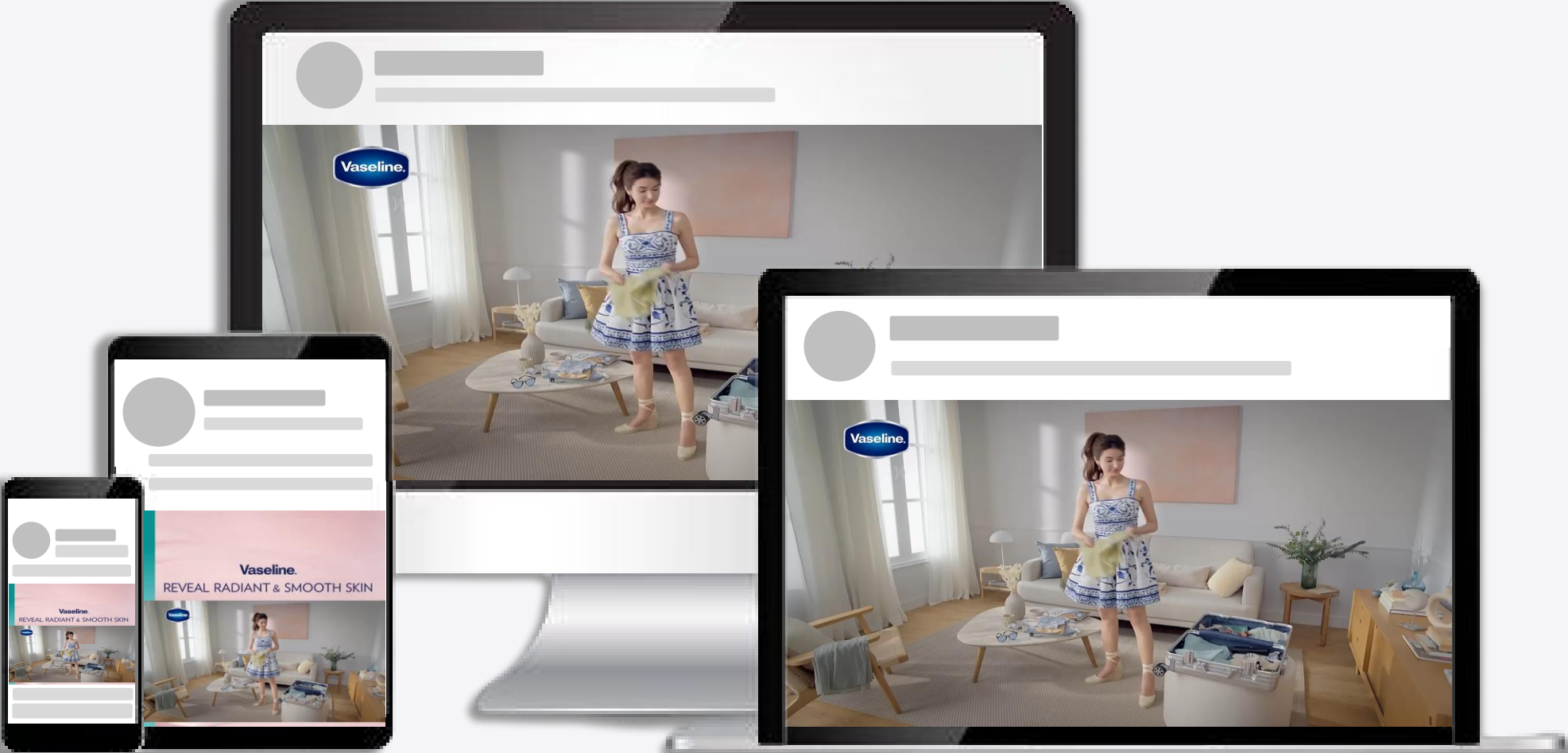
Maximising Your Brand's Impact Across Every Screen

What is VIDEO 360 ?

Video 360 is the solution to strategic use of high-impact digital video displays to capture the attention of a wide audience. Mimicking the approach employed in high-traffic areas such as airports, shopping malls, and city centers, where the sheer size and brightness of the screens can create a powerful visual impact, Video 360 allows a brand to monopolize Astro Digital's visual space. Brands can ensure their message stands out amidst the clutter of competing ads. This method is particularly effective for brand awareness campaigns, as it allows for dynamic, engaging content that can be updated in real-time to reflect current promotions or events. The immersive nature of screen domination can also enhance brand recall and create a lasting impression on viewers.



Video **Everywhere**, Every Screen, **One Cost**

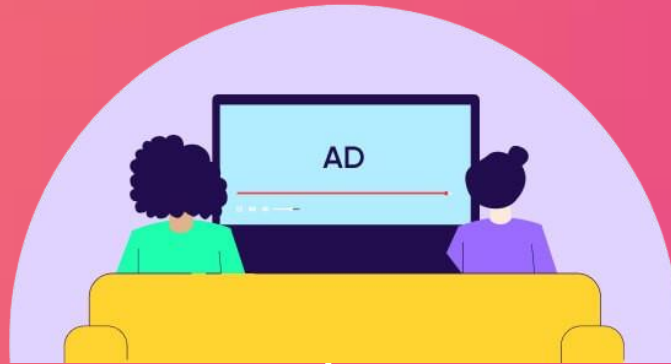


Why Astro Delivers Best?



>80mil

Premium Video Inventories



>50%

View-Through Rate



99%

Brand Safe

Engaging the online community with 40+ Digital Brands leading across different demographics and interests



No.1
News brand on social media



Malaysia's most popular audio multilingual entertainment app



Best Digital Publisher of the Year 2023 MDA d Awards



No.1
Chinese digital entertainment brand



No.1
Indian digital brand



No.1
Recipes and cooking media brand



No.1
Women lifestyle portal



No.1
Parenting media brand

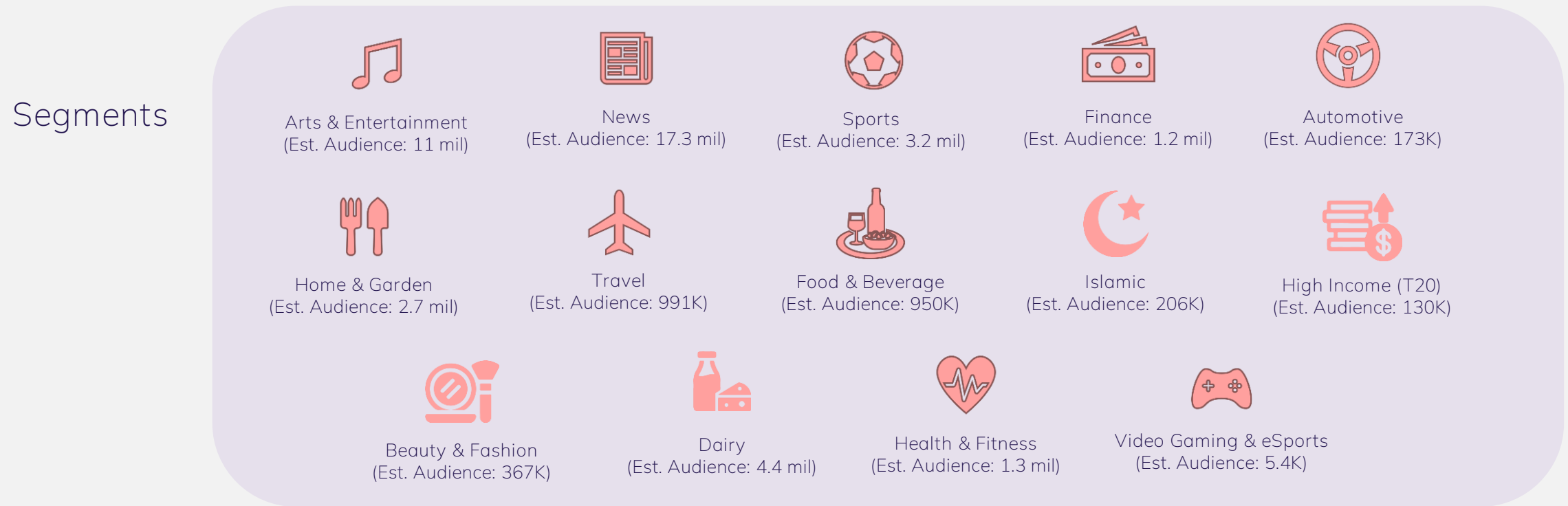


No.1
Family media brand



Empowering youth through inspiring content

Addressable reach through Astro Digital by life stages and segments



*Audience Source: Astro Lotame DMP - GAM, June 2024

Video Inventories Across 35 Astro Platforms



TIER 1 Video 360

In-Banner Video:
MREC, Halfpage, Masthead, Interstitial Ad

Out-Stream Video:
In-View Video

In-Stream Video:
Web/Apps, OTT

YouTube Pre-Roll Video:
YouTube Non-skip Short Ad Video (Up to 20 sec)



*Maximum 2 times material change throughout campaign. Video Material to be provided by client with a recommended duration between 6-20seconds.
**Audience Targeting is optional, subject to an additional 10% Loading Fee.

Video Inventories Across 35 Astro Platforms



TIER 2 Video 360

In-Banner Video:
MREC, Halfpage, Masthead, Interstitial Ad

Out-Stream Video:
In-View Video

In-Stream Video:
Web/Apps, OTT

YouTube Pre-Roll Video:
YouTube Non-skip Short Ad Video (Up to 20 sec)



*Maximum 3 times material change throughout campaign. Video Material to be provided by client with a recommended duration between 6-20seconds.
**Audience Targeting is optional, subject to an additional 10% Loading Fee.

Video Inventories Across 35 Astro Platforms



TIER 3 Video 360

In-Banner Video:
MREC, Halfpage, Masthead, Interstitial Ad

Out-Stream Video:
In-View Video

In-Stream Video:
Web/Apps, OTT

YouTube Pre-Roll Video:
YouTube Non-skip Short Ad Video (Up to 20 sec)



*Maximum 3 times material change throughout campaign. Video Material to be provided by client with a recommended duration between 6-20seconds.
**Audience Targeting is optional, subject to an additional 10% Loading Fee.

Video Inventories Across 35 Astro Platforms



TIER 4 Video 360

In-Banner Video:
MREC, Halfpage, Masthead, Interstitial Ad

Out-Stream Video:
In-View Video

In-Stream Video:
Web/Apps, OTT

YouTube Pre-Roll Video:
YouTube Non-skip Short Ad Video (Up to 20 sec)



Video Inventories Across 35 Astro Platforms



TIER 5 Video 360

In-Banner Video:
MREC, Halfpage, Masthead, Interstitial Ad

Out-Stream Video:
In-View Video

In-Stream Video:
Web/Apps, OTT

YouTube Pre-Roll Video:
YouTube Non-skip Short Ad Video (Up to 20 sec)



*Maximum 6 times material change throughout campaign. Video Material to be provided by client with a recommended duration between 6-20seconds.
**Audience Targeting is optional, subject to an additional 10% Loading Fee.

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 five (5) 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

Let's Create Impact Together!

