stadium <u>astro</u> MAKANBOLA

PARTNERSHIP PACKAGE

2024

GAME ON

Sport is the greatest vehicle for emotion. For brands, it's time to celebrate all emotions, not limiting to success. Moving beyond the narrow view of winning, will be a powerful creative platform to build stronger relationships with today's sports audiences.

People nowadays are drawn to content or stories that reflects the diversity of personalities, motivations and ambitions that we see in the people that partake in sports. Increasingly, sports fans are showing interest in the person behind the athlete – tuning into their struggles, their hobbies, their highs and lows.

Whether it's to follow the lives and progress of their favourite athletes & team, or to keep up to date with competition results and create connections with fellow supporters, fandoms love social media. Stadium Astro, with an exceptionally strong presence in the realm of social media with an impressive number of *2,429,954 combined followers & 41*,286,964 Facebook reach, will be the go-to sports digital platform for brands looking to maximize their social media game and reap the rewards.

Partnering with Makan Bola, Stadium Astro aims to bring the sports marketing game to another notch. With the strong traction that Makan Bola has (7,489,518 monthly page views), brand stories can be seen together with athlete's/games' stories by a wider reach of audience. More than ever, brands have a real opportunity to broaden and explore what is aspirational in sports, beyond the TV-worthy.

The game is wide open for all.

Data Source

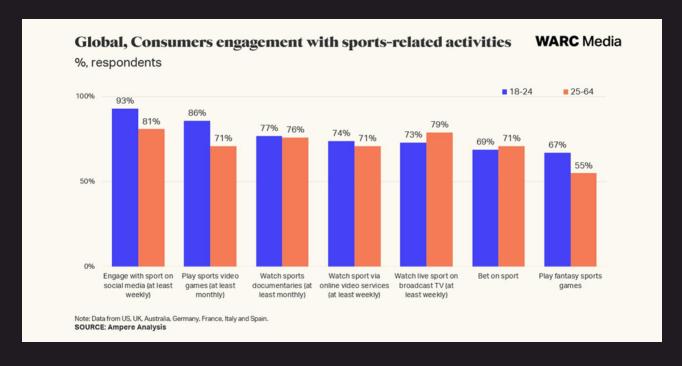
Stadium Astro: FACEBOOK Insights July 2024 Makan Bola: Google Analytics, July 2024

Article Ouotes

WARC How brands can tap into social media fandoms around sporting events by Vanessa Hartley, Tribal (https://www.warc.com/newsandopinion/opinion/how-brands-can-tap-into-social-media-fandoms-around-sporting-events/6280) WARC Game on: 2024 marks a diverse new era for sports marketing by Jocelyn Turlan (https://www.warc.com/content/article/warc-exclusive/game-on-2024-marks-a-diverse-new-era-for-sports-marketing/155796)



THE GLOBAL TREND



According to data from the US, Australia and Western Europe, 40% of 18-24s claim they are sports fans. While Gen Zs on average follow less sports competitions (6.5) compared to older cohorts and watch fewer live sports, they are more likely to engage with sports through additional content and channels. Top activities include engaging with sports on social media (93%), playing sports video games (86%), and watching sports documentaries (77%).

US data suggests <u>over half of Gen Z also multitask while watching sports at home</u> by "looking up players or team stats" or "using social media to read comments and opinions from others".

While live sport continues for now to deliver large-scale TV viewership, the sports media landscape is shifting towards content consumption on mobile. Fans also want more conversation and engagement during and outside the live event through additional video and other content, social media, video games, 'fantasy' competitions and betting.

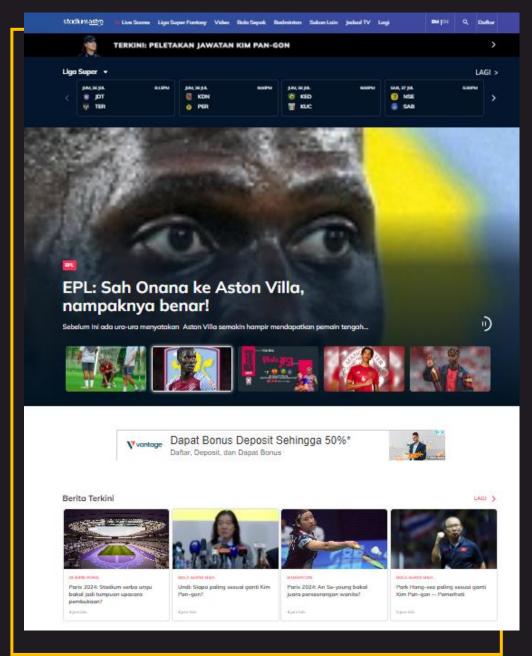
stadiumastro

astro MEDIA SOLUTIONS

ABOUT

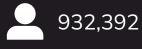
stadiumastro

Stadium Astro brings you top-notch coverage on the Malaysian sports scene such as Malaysian Football League, Sepak Takraw League, Badminton as well as international sports such as EPL, UEFA Champions League, NBA, F1, PGA Tour and UFC. It is available in English and Malay.



(GOOGLE ANALYTICS JULY 2024)

stadiumastro BRAND PROFILE



MONTHLY UNIQUE USERS



2,803,997

MONTHLY PAGE VIEWS



0:02:12

AVERAGE SESSION DURATION



34.9%



65 1%

GENDER



6.0%



92.9%



0.9%

DEVICE CATEGORY

AGE BREAKDOWN



18 - 24 (1.4%)

45 - 54 (16.3%)

25 - 34 (4.4%)

55 - 64 (9.9%)

35 - 44 (14.5%)

65+ (1.3%)

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Sports, Fitness, Sports & Soccer Fans



Travel/Travel Buffs



News, Politics, Avid News Readers/ Avid Political News Reader

2,429,954





41,286,964

MONTHLY REACH (FACEBOOK INSIGHTS JULY 2024)

MAKAIBOLA

ABOUT MAKANBOLA

MakanBola Holdings Sdn. Bhd. (1472874-T), was established as an enterprise company (MakanBola Media) in 2019 and subsequently grew into an alternative media company with the highest readership in Malaysia for portals in the Malay language and football segment (Source: SimilarWeb). MakanBola focuses on and embodies local football out of love and affection for the country. The passion then manifested in the form of media. Nothing else, but to enliven the atmosphere of local football.



(GOOGLE ANALYTICS JULY 2024)

MAKANBOLA BRAND PROFILE



MONTHLY UNIQUE USERS



7,489,518

MONTHLY PAGE VIEWS



0:02:05

AVERAGE SESSION DURATION



1.6%



98.4%

GENDER



2.5%



97.0%



0.4%

DEVICE CATEGORY (BM)

AGE BREAKDOWN



18 - 24 (1.50%)

45 - 54 (17.20%)

25 - 34 (4.90%)

55 - 64 (13.30%)

35 - 44 (16.29%)

65+ (1.31%)

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Sports, Fitness, Sports & Soccer Fans



News, Politics, Avid News Readers/ Avid Local News Reader



News, Politics, Avid News Readers/ Avid Political News Reader

291,000



SOCIAL MEDIA

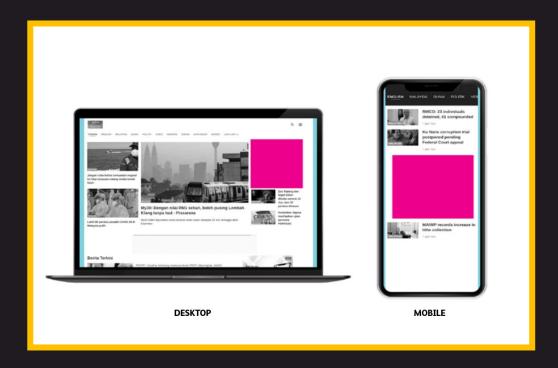


AD FORMATS ©

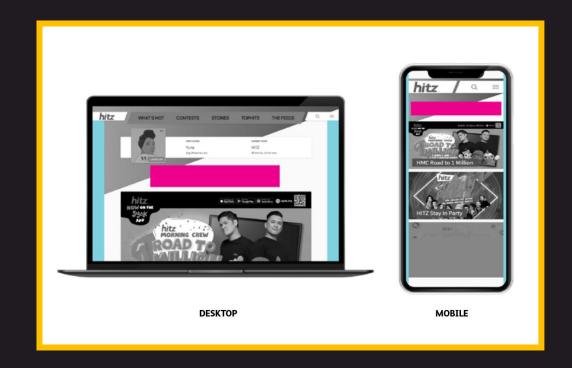




MREC

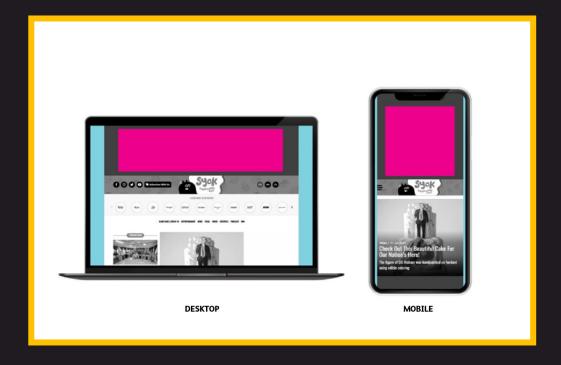


Leaderboard





Masthead

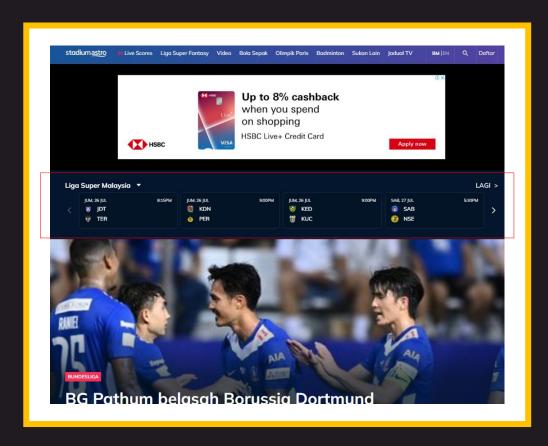


Catfish

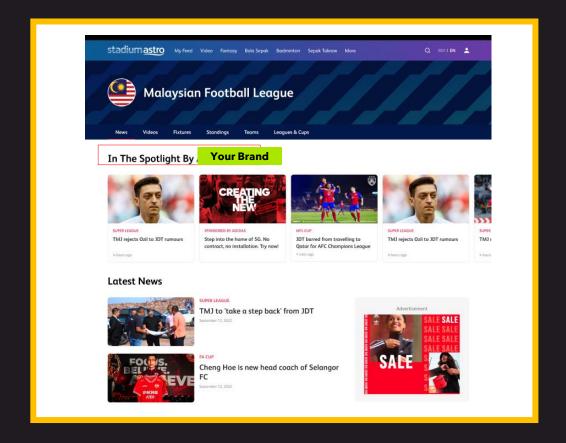




Branded Live Score Display

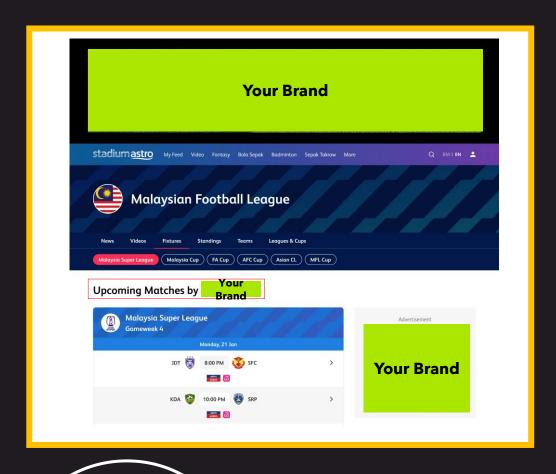


Branded News Title

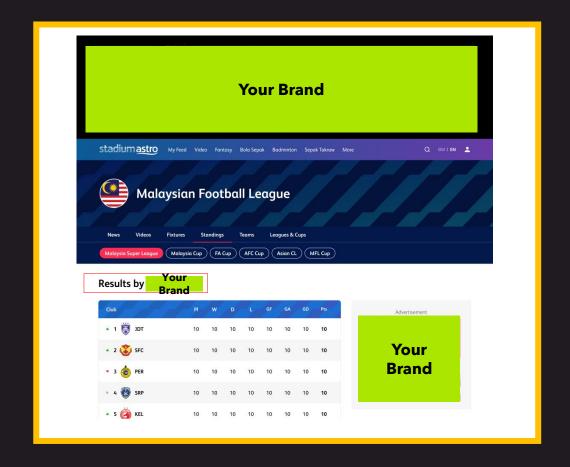




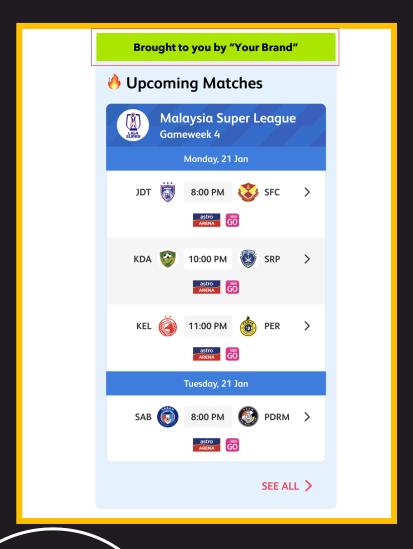
Branded Fixtures & Results Title



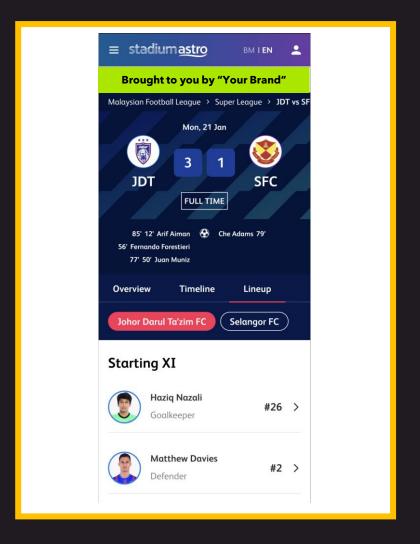
Branded Standings Title



Branded Widgets



Branded Section



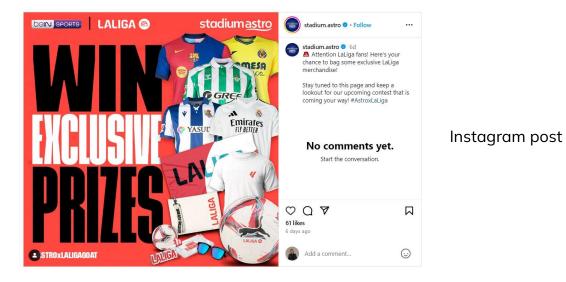
Social Media



Branded Advertorial



Facebook post



TOWN
TOWN
TO STATE A Consideration astronomer CHESTS. Copy that
Comments (9) Comments (9) Constant videos

Be the first to content of

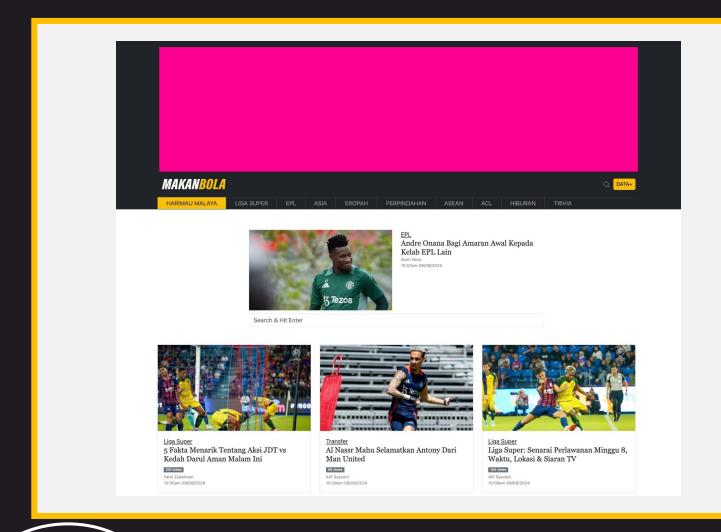
Add comment...

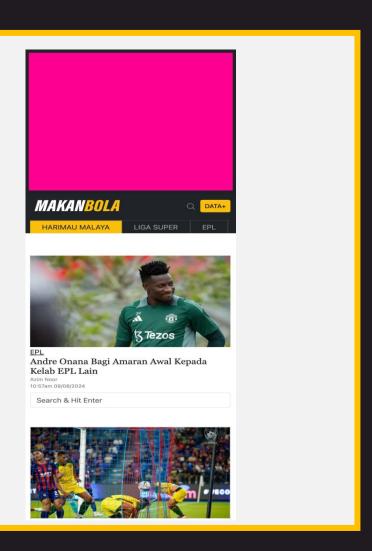
Post

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TikTok post

Masthead



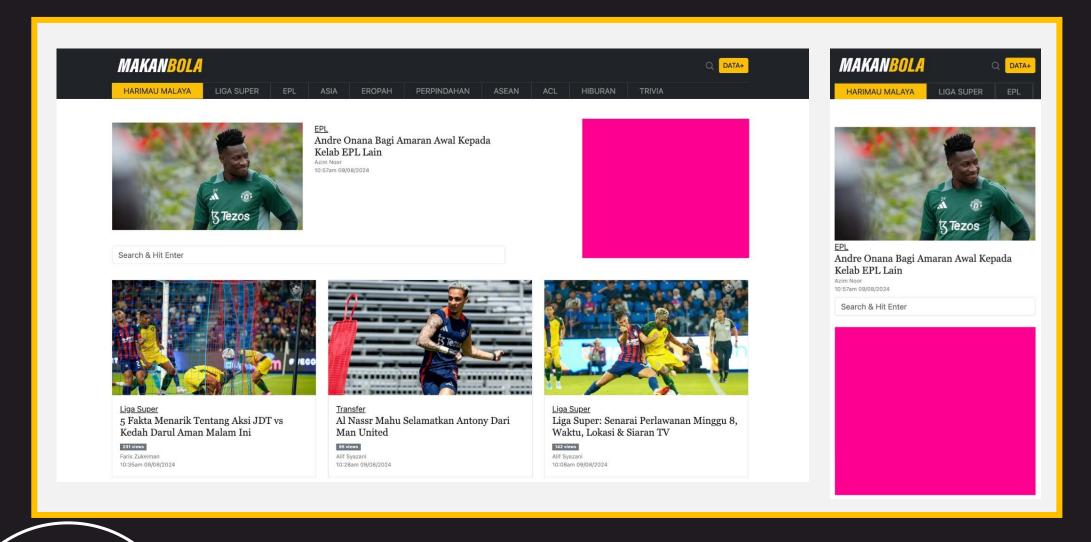


Leaderboard

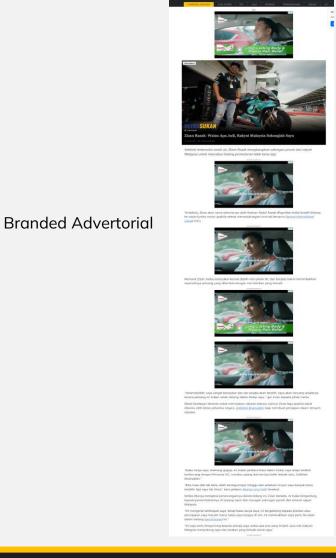




MREC



Social Media





Facebook Post



makanbolaplus MakanBola - 6-11

ULTRAS CHANT malaysia vs indonesia prediksi skor 6-13 Reply

SUKI SAD BOY 1-4
6-13 Reply
View 16 more V

Harimau Malaya akan tumbangkan Chinese Taipei di... more

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АХЕL Аја
Би чамайт ална, би Мексик ху, би болан, таднийг
матрын усан санд хийж, нядлах болноБи чамайт
ална, би Мексик хүн, би болан, таднийг матрын

@ @ Post

TikTok Post

PACKAGE OPTIONS



BRANDED ARTICLE



BRANDED VIDEO

stadiumastro

1x Branded Article
1x Facebook Post
1x Instagram Post
1x Tik Tok Post
2x Weeks Branded Live Score

MAKANBOLA

1x Branded Article 1x Facebook Post 1x Instagram Post 1x Tik Tok Post

Combined Guaranteed Reads: 10,000

stadiumastro

1x Facebook Video Post 1x Instagram Video Post

MAKANBOLA

1x Facebook Video Post 1x Instagram Video Post

Combined Guaranteed Views: 100,000

PACKAGE OPTIONS



stadiumastro

1x MREC
1x Leaderboard
1 Days x Masthead
1x Catfish
4x Weeks Branded Live Score Display
4x Weeks Branded News Title
4x Weeks Branded Fixtures & Results Title
4x Weeks Branded Standings Title
4x Weeks Branded Widgets
4x Weeks Branded Widgets
4x Weeks Branded Section
1x Branded Article
1x Facebook Post
1x Tik Tok Post

MAKANBOLA

1x MREC
1x Leaderboard
7 Days x Masthead
4x Weeks Bottom Underlay
1x Month Branded Logo Placement
(Article Image, Facebook Image, Instagram Image, Tik Tok Post, Non-news Article Title)
1x Branded Article
1x Facebook Post
1x Tik Tok Post

Combined Guaranteed Reads: 12,000

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

