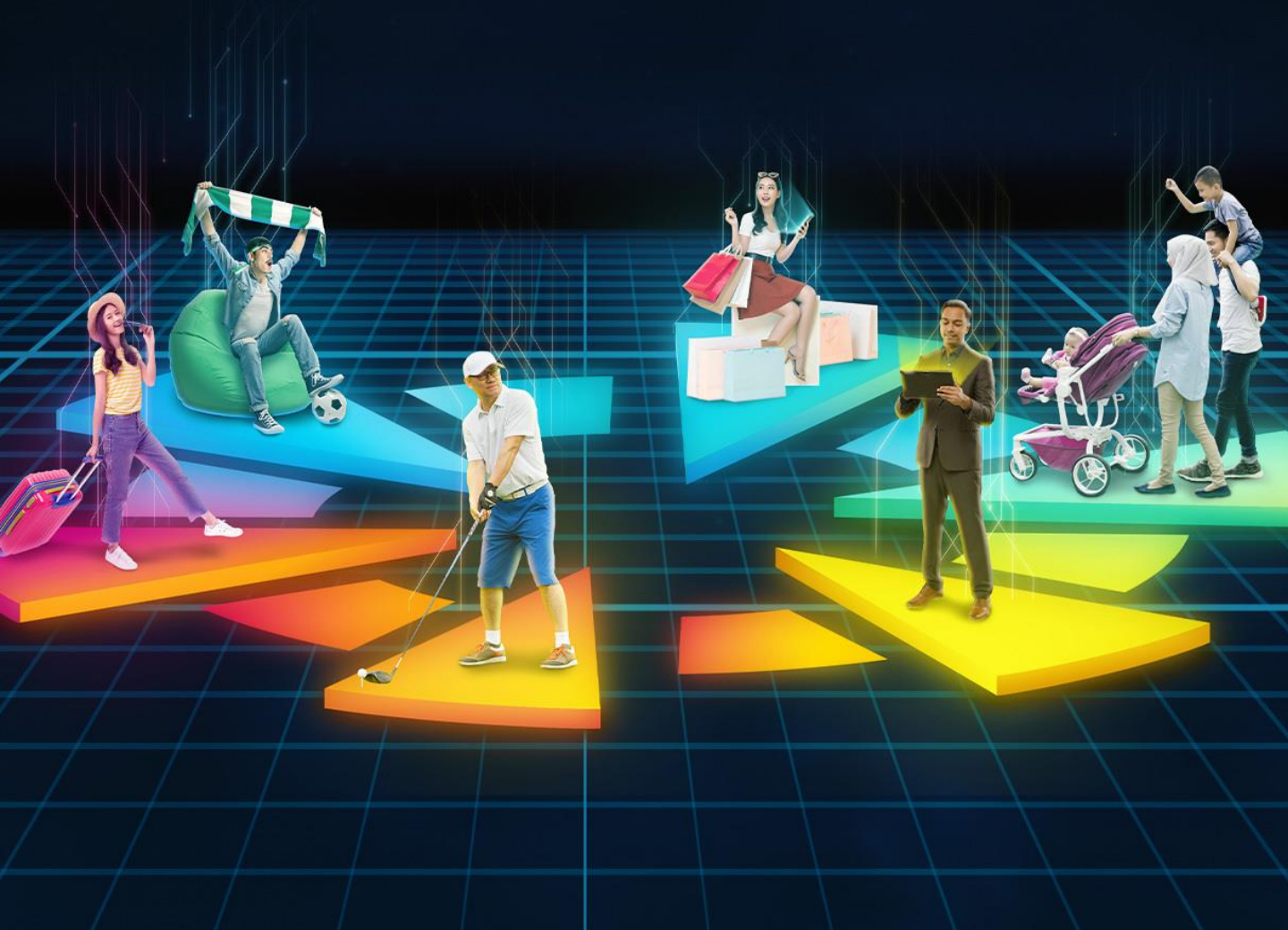




# RATE CARD



# Astro invites you to grow your brand with the **first Addressable Advertising service in Southeast Asia.**

Bringing you the next-level of Audience Advertising that merges the best of digital targeting capability with TV's emotional persuasive power, leveraging on first party data to deliver your brand messaging to the most relevant audience on household level, whenever they are watching. All this is made available to you at a competitive rate.



# Select Your Stream Type(s)\* and Audience Segment(s)\* that Best Suit Your Campaign



**Video On Demand  
RM80 CPM**



**TV Linear  
RM60 CPM**

*Effective 01 Oct 2023 & rates are applicable to ALL Audience Segments*

## CATEGORIES

**ADVANCED SEGMENTS**

**STARTER SEGMENTS**

### RACE

Malay

Others

Chinese

Indian

### REGION

Central

Northern

East Malaysia

Southern

East Coast

### STATE

Selangor + WP Kuala Lumpur +  
WP Putrajaya

Perlis

Sabah + Labuan

Kedah

Sarawak

Penang

Perak

Melaka

Negeri Sembilan

Johor

Kelantan

Terengganu

Pahang

### METRO

Market Centres

Non Market Centres

*\* Stream type and audience selection are subject to inventory availability*

**CATEGORIES**

**ADVANCED SEGMENTS**

**STARTER SEGMENTS**

**RACE | REGION**

**INCOME GROUP**

Malay Northern

Others | Northern

Malay | Southern

Others | Southern

Malay | Central

Others | East Coast

Malay | East Malaysia

Malay | East Coast

Chinese | Northern

Chinese | Southern

Chinese | Central

Chinese | East Malaysia

Chinese | East Coast

Indian | Northern

Indian | Southern

Indian | Central

Indian | East Malaysia

Indian | East Coast

Others | Central

Others | East Malaysia

B40

M40

T20

CATEGORIES

ADVANCED SEGMENTS

RACE | INCOME GROUP

RACE | REGION |  
INCOME GROUP

Malay   B40	Indian   B40
Malay   M40	Indian   M40
Malay   T20	Indian   T20
Chinese   B40	Others   B40
Chinese   M40	Others   M40
Chinese   T20	Others   T20
Malay   Northern   B40	Chinese   Northern   M40
Malay   Southern   B40	Chinese   Southern   M40
Malay   Central   B40	Chinese   Central   M40
Malay   East Malaysia   B40	Chinese   East Malaysia   M40
Malay   East Coast   B40	Chinese   East Coast   M40
Malay   Northern   M40	Chinese   Northern   T20
Malay   Southern   M40	Chinese   Southern   T20
Malay   Central   M40	Chinese   Central   T20
Malay   East Malaysia   M40	Chinese   East Malaysia   T20
Malay   East Coast   M40	Chinese   East Coast   T20
Malay   Northern   T20	Indian   Northern   B40
Malay   Southern   T20	Indian   Southern   B40
Malay   Central   T20	Indian   Central   B40
Malay   East Malaysia   T20	Indian   East Malaysia   B40
Malay   East Coast   T20	Indian   East Coast   B40
Chinese   Northern   B40	Indian   Northern   M40
Chinese   Southern   B40	Indian   Southern   M40
Chinese   Central   B40	Indian   Central   M40
Chinese   East Malaysia   B40	Indian   East Malaysia   M40
Chinese   East Coast   B40	Indian   East Coast   M40



**CATEGORIES**

**RACE | REGION |  
INCOME GROUP (cont'd)**

**REGION | INCOME GROUP**

**METRO | INCOME GROUP**

**ADVANCED SEGMENTS**

Indian   Northern   T20	Others   Northern   M40
Indian   Southern   T20	Others   Southern   M40
Indian   Central   T20	Others   Central   M40
Indian   East Malaysia   T20	Others   East Malaysia   M40
Indian   East Coast   T20	Others   East Coast   M40
Others   Northern   B40	Others   Northern   T20
Others   Southern   B40	Others   Southern   T20
Others   Central   B40	Others   Central   T20
Others   East Malaysia   B40	Others   East Malaysia   T20
Others   East Coast   B40	Others   East Coast   T20
Northern   B40	East Malaysia   B40
Northern   M40	East Malaysia   M40
Northern   T20	East Malaysia   T20
Southern   B40	East Coast   B40
Southern   M40	East Coast   M40
Southern   T20	East Coast   T20
Central   B40	
Central   M40	
Central   T20	
Market Centres   B40	Non Market Centres   B40
Market Centres   M40	Non Market Centres   M40
Market Centres   T20	Non Market Centres   T20

## CATEGORIES

### ADVANCED SEGMENTS

### STARTER SEGMENTS

## RACE | ARPU GROUP

Malay | ARPU more than RM170+

Malay | ARPU below RM80

Malay | ARPU more than RM120 - RM170

Chinese | ARPU below RM80

Malay | ARPU 80 - RM120

Indian | ARPU below RM80

Chinese | ARPU more than RM170+

Others | ARPU more than RM170+

Chinese | ARPU more than RM120 - RM170

Others | ARPU RM120 - RM170

Chinese | ARPU 80 - RM120

Others | ARPU RM80- RM120

Indian | ARPU more than RM170+

Indian | ARPU more than RM120 - RM170

Indian | ARPU 80 - RM120

Payment with Credit Card in the last 6 months

## CREDIT CARD

## CREDIT CARD | INCOME GROUP

Credit Card - Yes | M40

Credit Card - Yes | T20

## INTEREST

### ADVANCED SEGMENTS

Automotive

Football

Parenting

Badminton

Golf

Property

Business

Health Conscious

Sepak Takraw

Drama

House Proud

Sports

Early Tech Adopters

Islamic

Tennis

Entertainment

Korean

Travel

Fashion

Movie

Wedding

Foodie

News