

The background is a dark blue digital space with a grid of glowing lines on the floor. On the left, there are several floating panels showing various content: a 'hitZ' advertisement for 'WERE ALL THERE?', a 'Upin & Ipin' advertisement for 'AHAD 6.00 PTG', and a 'MORNING CREW' advertisement. On the right, there are more panels, including one for 'FIFA WORLD CUP Qatar 2022' and another for 'ASTRO LIVE VIDEO @ LALAPORT, BUKIT BINTANG'. A network diagram with circular nodes and connecting lines is overlaid on the right side. The Astro logo is prominently displayed in the center.

# astro

## MEDIA SOLUTIONS

Your Audience-Centric Advertising Solutions Hub

Astro Group Update – October 2024



# Content & Consumer Based Ecosystem

# Our Audience Universe

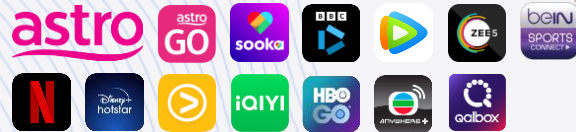
## Watch: TV & OTT

**5.3mil**

households

**1.9 mil**

OTT MAUs (Astro & sooka)



Video



Digital



## Explore: Digital

**14.9mil**

monthly unique users

**33mil**

monthly page views



## Listen: Radio

**17.1mil**

weekly listeners

**1.5mil**

Digital MAUs



Audio



Celebs & KOLs



## Influence: Celebs & KOLs

**130mil**

Fans

**>40**

KOLs



## Experience: Activation

**8,400**

Commercial Establishments

**4.3mil**

reach in F&B locations



# Largest addressable audience base across multiple platforms

Focuses on business outcome and ability to prove ROI under **ONE ECOSYSTEM**



**astro**



and more.

Effective targeting **beyond demographics**

Reaches audiences based on purchase intent, behaviour, locality and interest

Customised creative messaging across diverse audience segments

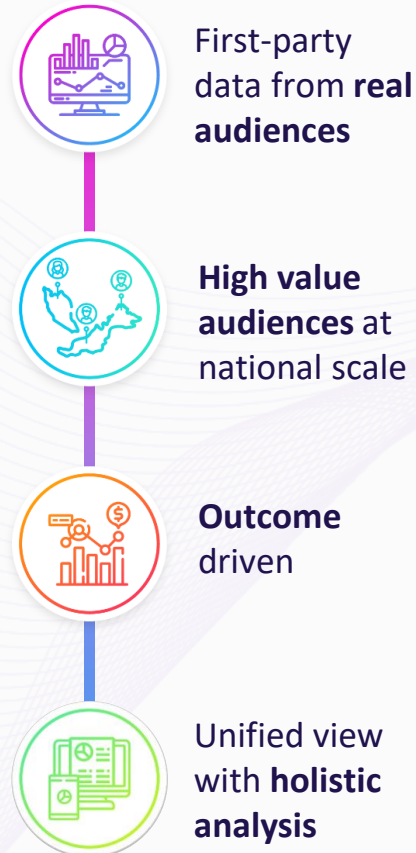
Better ad recall and engagement

# MUTISCREEN Impact merging DIGITAL Targeting Capability with big screen TV's Persuasive Power

Leverage ON our first-party data



Astro delivers your ads to specific high value audiences at scale  
*Across on-demand, live-streaming and linear TV*



SAME PROGRAMME  
DIFFERENT ADS



# Addressable Advertising across **Linear TV**, **VOD** and **Astro GO**

On Linear  
**TV**

**70%**  
TV Viewership Share

**143** mins  
Average Daily Viewing

**8.0** mil  
Average Daily Viewers

**VOD**

**8.5** bil  
(jumped 9% YoY)  
Total Minutes Streamed  
(Feb-Jul 2024)

**1,413** mins  
Average Monthly Viewing

astro  
**GO**

**514** K  
Monthly Active Users

**184** mins  
Average Weekly Viewing

# Addressable Advertising via SYOK Digital Audio Ecosystem

## Audio Streaming with Radio Web & SYOK

Ave Monthly Audio Streams  
> **12.8 Million**

Ave Time Spend Listening/  
Stream

> **39 Minutes**

Source: Revma (Avg. May - Jul 2024), data based on listening duration > 1 min



## Malaysia's most influential Audio Entertainment & Infotainment App

### 360° Content Ecosystem



#### Live & Online Radio

High-quality streams of 91 radio brands.



#### Podcasts

A growing inventory of new, original and truly Malaysian podcasts.



#### Original Videos

An array of original videos that covers interesting topics and appeals to multi-racial Malaysians.



#### Video Live Stream

Real time-content live and interact with us via Live chat.



#### Play

Hosts all contests and giveaways on SYOK and across all the radio stations.

## Creative ad formats to address different business needs



#### Audio ads

Deliver audio ads across different positions and lengths.



#### Audio ads & display companion

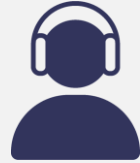
Add a companion ad and show it whilst the audio ad is playing.



#### Shake Me™

Users shake their mobile or smartwatch with a CTA directly into your audio spot.

# Addressable reach through **Astro Digital** by life stages and segments



**Gen Z**  
(Est. Audience: 8.8 mil)



**Millennials**  
(Est. Audience: 20 mil)



**Newly Wed**  
(Est. Audience: 1.6 mil)



**Family**  
(Est. Audience: 16 mil)



**Empty Nesters**  
(Est. Audience: 12 mil)

## Life Stages

## Segments



**Arts & Entertainment**  
(Est. Audience: 8.9 mil)



**News**  
(Est. Audience: 13.2 mil)



**Sports**  
(Est. Audience: 3.5 mil)



**Finance**  
(Est. Audience: 2.1 mil)



**Automotive**  
(Est. Audience: 830K)



**Home & Garden**  
(Est. Audience: 2.3 mil)



**Travel**  
(Est. Audience: 940K)



**Food & Beverage**  
(Est. Audience: 730K)



**Islamic**  
(Est. Audience: 1.4 mil)



**High Income (T20)**  
(Est. Audience: 110K)



**Beauty & Fashion**  
(Est. Audience: 560K)



**Dairy**  
(Est. Audience: 2.8 mil)



**Health & Fitness**  
(Est. Audience: 680K)



**Video Gaming & eSports**  
(Est. Audience: 1.9K)



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



No.1  
News brand on  
social media

3.5 Mil MUV



No.1  
Recipes and  
cooking media brand

810 K MUV



Malaysia's most  
popular audio  
multilingual  
entertainment app

176 K MUV



No.1  
Women lifestyle  
portal

254 K MUV



Best Digital Publisher  
of the Year 2023  
MDA d Awards

1.4 Mil MUV



No.1  
Parenting media  
brand

306 K MUV



No.1  
Chinese digital  
entertainment brand

469 K MUV



No.1  
Family media brand

194 K MUV



No.1  
Indian digital brand

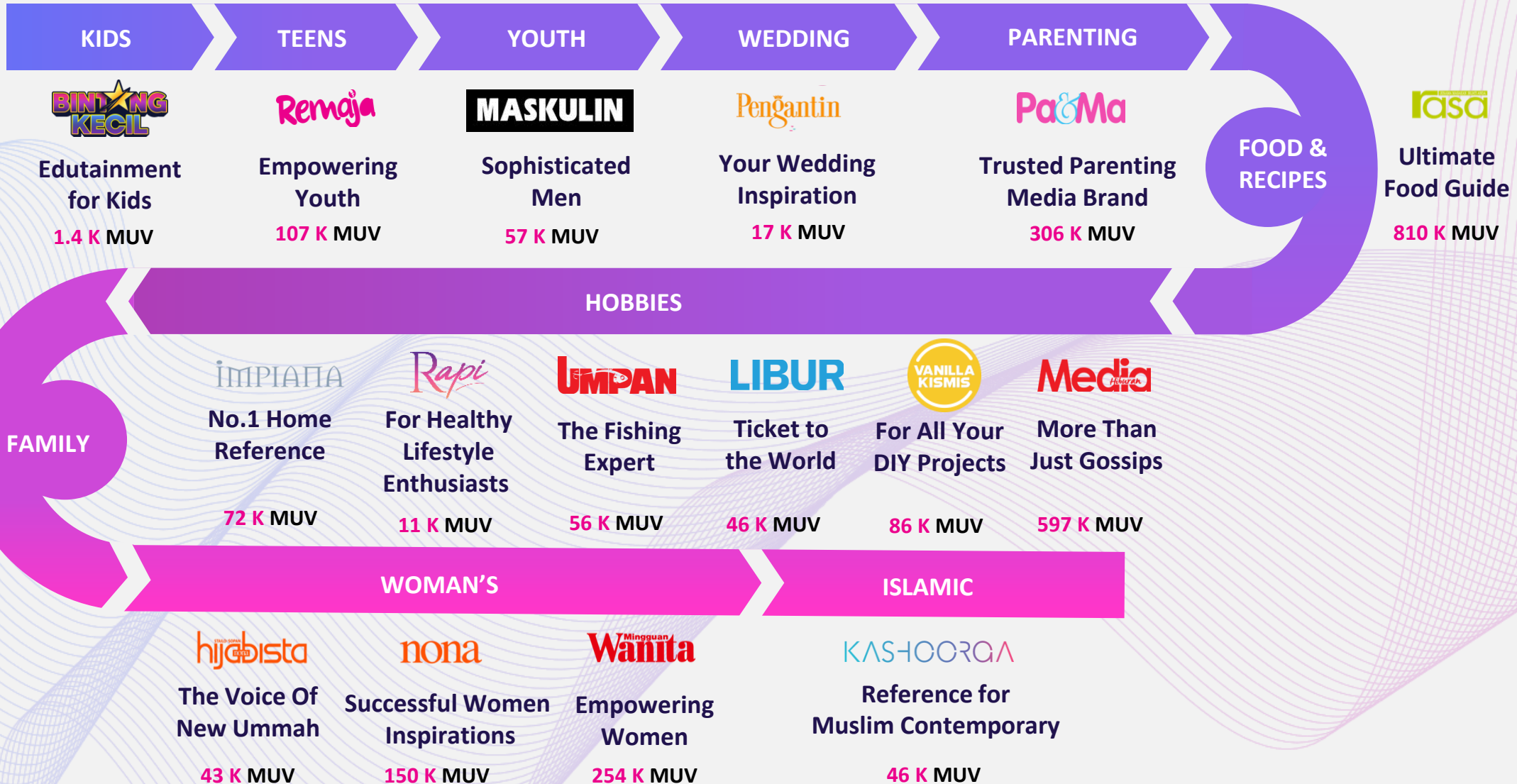
99 K MUV



Empowering youth  
through inspiring  
content

107 K MUV

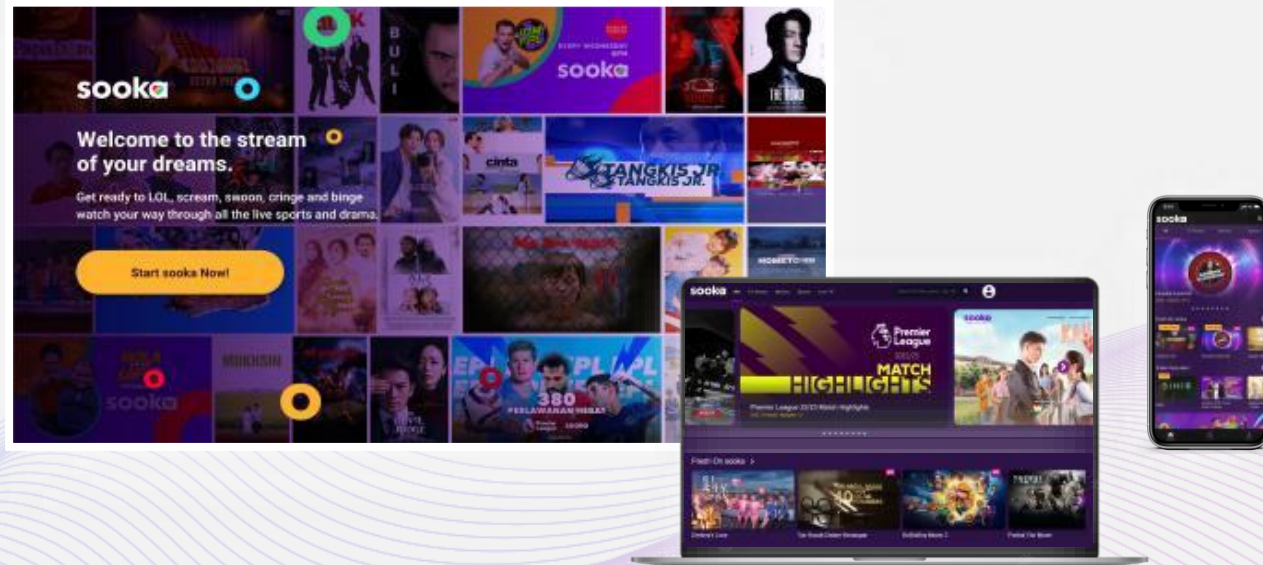
# Championing Malay lifestyle content hub with 17 interest-centric brands



# Streaming straight into the hearts of **Malaynnials** and **Sports Fans** on sooka



Serving digital natives



**5.5 Mil**  
App installs



**1.3 Mil**  
Monthly Active Users  
(+59% YOY)



**237 Mins**  
Average Weekly  
Viewing



**69%**  
Mobile users

Source: Internal Data, September 2024

# Malaysia's Largest Home Cinema for local movie premieres

All 3 of 2024's Top 3 local films are by Astro Shaw

Strong FY25 film pipeline



RM 64 Mil



RM 13 Mil



RM 24 Mil

and counting

GBO  
74% cinema market share in YTD25



# No.1 Destination for the **Best Live Sports with the Biggest Pool of Sports Fanatics**



**8.47 Mil**

Total Viewers  
(Including VOD + Astro GO)

**7.7 Mil** tuned in LIVE to ASSP (Linear)

**3.5 Mil** watched Super 6 Vs Super 6 live matches on ASSP  
(including VOD + Astro GO)

**1.5 Mil** watched LIVE on ASSP UHD (including VOD + Astro GO)

Average Time View on Premier League is **106 mins**

Source: Kantar Media DTAM | Total Individuals 4+ Universe: 15.262 mil  
Period: 5 Aug 2023 – 27 May 2024 (Premier League, FA Cup and Charity Shield)



**All 244 Matches**  
Live / Delayed on Arena Bola



**6.8 Mil** watched Liga Super Matches  
(viewership 10 May – 29 Oct 2024)

Piala FA attracted **6.2 Mil** total viewers  
(viewership 12 Jun – 24 Aug 2024)

Source: Kantar Media DTAM | Total Individuals 4+ Universe: 15.252 mil  
Period: 10 May – 29 Oct 2024 (Liga Malaysia)



More than **11.1 Mil**  
Malaysians tuned in.

(9.4 Mil watched on Astro Arena and  
8.9 Mil on Olympic Dedicated channels)

Source: Kantar Media DTAM | Total Individuals 4+  
Universe: 15.262 mil, Period: 26 Jul – 11 Aug 2024



**Upcoming**  
**23 Nov – 21 Dec 2024**  
(formerly known as AFF Mitsubishi Electric Cup)

Malaysia Vs Thailand gained

**2.9 Mil Viewer**  
surpassed viewerships of the FIFA  
World Cup™'s top match.

Source: Kantar Media DTAM | Total Individuals 4+  
Universe: 15.534 mil, Period: 10 Jan 2023



Access instant highlights, match statistics, player statistics, fixtures of upcoming matches, and more



*Many more...*



# MALAYSIA'S MOST TRUSTED NEWS BRAND IN 2024

source:  
Reuters Digital News Report 2024



Malaysia's Leading News Content Ecosystem



2.5 Mil  
Average Monthly TV reach



3.5 Mil  
Monthly Users Website & App



52.9 Mil  
Average Monthly video views  
FB/IG/YT/X



184.2 Mil  
Average Monthly short-form video views  
TikTok

Top News Content Average Monthly TV Reach

Genre

TV Viewers

AWANI 7:45
Prime Time News
2.7 Mil

Buletin AWANI
Hourly News Bulletin
1.8 Mil

Agenda AWANI
Current Affairs Program
1.1 Mil

AWANI Pagi
Morning News Program
700 K

Niaga AWANI
Business & Financial News Program
522 K

Source: Kantar Media DTAM | Total Individual 4+ Universe:15,262 mil, Google Analytics, Mobile App, FB, Instagram, X (Previously known as Twitter), YouTube and TikTok. Period: Jan – Sep 2024

# Astro Home of Kids with full-fledged content marketing solutions



Branded Animation & Original Production



On-Ground Mascot Activation



Marketing Collaterals (Image/Song Rights)



Licensing & Merchandising



Media and Amplification

## Audience & Award Winning Live-Action Family Franchises



## Animation Franchises



## International Franchises



## Sponsorship & Premium



Alliance Bank Pinkfong & Babyshark Live Streaming



Sustagen Didi & Friends Sponsorship



Drypers Pinkfong & Babyshark Premium



PTPN Omar & Hana Branded Song

## Experiences & Merchandise



Pinkfong Babyshark Musical Show



Didi & Friends Philharmonic Orchestra



Pinkfong Babyshark Indoor Playground



Pinkfong Babyshark Learning Kits merchandise



# ADVOCATING MARKETING EXCELLENCE



# The **OR1**ginal taste of Malaysia **Wonda-fully** uniting Malaysians

## Strengthening Market Share

Wonda Coffee, known for pioneering canned 'Kopi Tarik', sought to solidify its market leadership in the ready-to-drink segment.

## Cultural Celebration Convergence

Uniting 11 radio stations in 4 languages to celebrate Malaysia's National Day. Featured multilingual announcers, song requests, and cultural trivia contests, creating a 'kopitiam' atmosphere on-air across the nation.

## The Results



**+1.2 X**  
Purchase Intent

**22%**  
Consideration Shift  
among CHI & TAM listeners

**64%**

Viewed it as the  
"Most original Malaysian radio  
experience, uniting stations as  
Original Malaysia Taste"



**40% FM listeners**  
**78% SYOK digital listeners**  
High Engagement  
OR1FM listenership exceeded  
average radio genre by 19%-21%



**Malaysia Book of Records**  
For the most radio stations  
broadcasting the same feed



**The MARKies Awards 2024 - GOLD**  
Most Creative - Audio



**Dragons of Malaysia 2024 - GOLD**  
Best Innovative Idea or Concept



**Marketing Excellence Awards 2024 - GOLD**  
Excellence in Multilingual Marketing



**Marketing Excellence Awards 2024 - GOLD**  
Excellence in Marketing Innovation



**Dragons of Asia 2024 - BRONZE**  
Best Innovative Idea or Concept



ERA MY hitz mix Lite sinar raga Gegar MELODY zayazay goxuan SYOK

# KFC's 'Daebak K' redubs Malaysian oppas into Korean Viral Sensations

## Introducing a new product – Korean fried chicken

Creating a buzz that resonated with Malaysians while integrating KFC into the Korean pop culture wave.

## "Koreanising" local drama - Projek High Council, a record-breaking series

The birth of the Daebak K movement – dubbing meme video trend, turning actors from local drama into Korean-speaking "oppa", humorously centered on KFC's K-Cheese Crunch cravings, bridging two passionate fandoms – K-fans and local drama enthusiasts.

## The Results



**4.4 Mil**

Views on Astro's OTT and Digital platforms

**6.3 Mil**

Impressions on digital



**57,000**

Engagement on digital



**+13%**

Sales Increase



**MDA d Awards 2024 – SILVER**  
Best Use of Video



**MDA d Awards 2024 – SILVER**  
Best Use of Content/Advertorial/native Advertising



**MSA Awards 2024 – SILVER**  
Best Use of Branded Entertainment/Content



**MSA Awards 2024 – SILVER**  
Best Use of TV/Video



**MSA Awards 2024 – FINALIST**  
Best Use of Media Collaboration



Video | [Click to play](#)

# Tourism Australia partners with Astro's Projek Bapak Bapak to boost travel to Australia

## Reigniting Australia as the Top Travel Choice

Turning the tide in a competitive tourism market, Tourism Australia aimed to capture the attention of Malaysian travellers, emphasising its unique and family-friendly attractions.

## 4 Celebrity Dads, 1 Hilarious Aussie Adventure

'Boomer' celebrity dads tackled on fun challenges while highlighting the unique Australian experiences. Leveraged fathers' influence in family vacation decisions, integrating TV, digital and social media strategies to engage and drive traffic to Tourism Australia platforms.

## The Results



**59%**  
Reach amongst  
Target Audience  
(surpassing benchmark +9%)



**10.2 mil**  
Digital Views  
(Astro's digital and social media)



**17.2 mil**  
TikTok UGC Views



**2.8 mil**  
TV Viewers  
**+52.5%**  
Average TV Ratings  
(vs. Season 1)



**+8.3%**  
Website Traffic Increased  
during the programme



Dragons of Malaysia 2024 - GOLD  
Best Entertainment Campaign



Dragons of Asia 2024 - BRONZE  
Best Entertainment Campaign



Video | [Click to play](#)

# CelcomDigi merger launch unites rival stations for a historical record-breaking simulcast

## Establishing a Unified Identity

In a saturated telco market, CelcomDigi aimed to communicate its new unified identity post merger while addressing customer concerns about network integration and service quality.

## A Historical Record-Breaking Simulcast

To create an impactful demonstration of the merger's advantages, we orchestrated a radio simulcast by uniting two rival Malay radio stations – ERA and SURIA. This powerful collaboration symbolised the combined strength of two giants, effectively highlighting the merger's values to consumers.

## The Results



First Cross-Network Radio Collaboration to Simultaneously Broadcast the Same Program

**+60%**  
'CelcomDigi' Search Volumes

**+21%**  
Brand Awareness

**6.9 mil**  
Listeners on ERA

**2.58 mil**  
Listeners on SURIA

**+11%**  
(‘Best Network Coverage’)

**+9%**  
(‘Fast Network/Internet Speed’)

**Brand Imagery Scores**



**Dragons of Malaysia 2024 – SILVER**  
Best Innovative Idea or Concept



**MSA Awards 2024 – SILVER**  
Best Use of Radio/Audio



**CelcomDigi Merger Launch Unites Rival Stations for a Historical Record-Breaking Simulcast**

*Video | Click to play*

# Kentucky Town: where Gen-Z have a finger lickin' good time!

## Revitalising Gen Z's Connection with KFC

KFC's brand health among Gen Z was lagging, requiring a fresh approach to connect meaningfully with this unique generation.

## 3F Strategy: Friendship, Fashion, Food

We introduced Kentucky Town (K-Town), a Gen Z focused experience platform that blended social connection, style and exclusive menu items, amplified through Astro's top radio stations - ERA, Hitz and MY.

## The Results



**26,000**

K-Town Visitors



**3.1x**

Incremental in sales from exclusive menu



### Brand Metrics

**46.6% (+5.6pp)**

Brand Consideration



**40.1% (+11.8pp)**

Brand Index



**49.4% (+16.9pp)**

Buzz



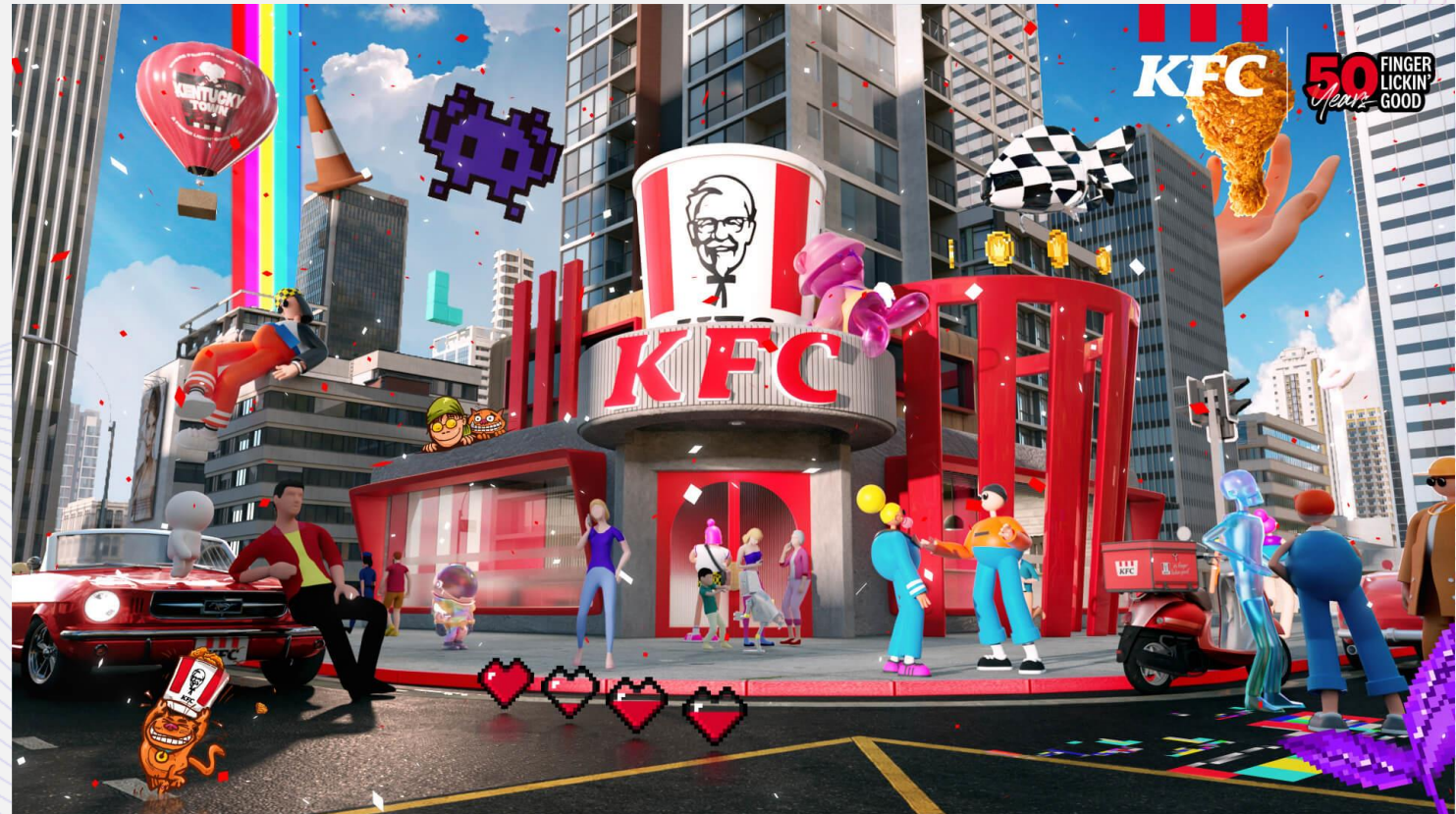
MSA Awards 2024 – SILVER

Best Use of Radio/Audio



MSA Awards 2024 – BRONZE

Best Use of Activation and Experiential



Video | [Click to play](#)

# U Mobile's Bombastika Raya: A festive game-changer

## Revival of What Was Missed

The brand index scores for Malay audience were 10% lower than the overall, highlighting a significant disconnect with this key demographic.

## Leveraged Community's Love for Musical Entertainment Content

Pivoted from traditional brand films to a live busking concert featuring top Malaysian celebrities. The event was broadcasted across TV, radio and digital platforms to maximise reach and engagement, ensuring widespread visibility and interaction.

## The Results



**+73%**

Overall Brand Index



**24 Mil**

Video Views +  
Significant Social Media  
Interaction



**+113%**

Growth in Malay  
Demographic Brand  
Perception

**5.8X**

Brand Ad Recall

**Top 10**

Variety Show in Linear TV  
(2023 Raya Period)



**Dragons of Malaysia 2024 – SILVER**  
Best Brand Building and/or Awareness Campaign



**The MARKies Awards 2024 - BRONZE**  
Most Effective Use – Specific Audience



# Sunsilk Strong & Long campaign inspires Gen Z to **STOP, KEEP, GROW.**

## Reclaiming Market Leadership

Facing a market share decline amid growing competition from Korean brands and shifting preferences among Gen Z Malay women, Sunsilk needed a strategic push.

## Bold Revival with K-Pop Vibes to Reinvent Long Hair Care

Taps into Gen Z's deep affinity for music and pop culture by integrating K-pop elements and catchy tunes like "slay", "don't cut" into its messaging, with the core idea to empower long hair thru a dynamic musical experience, leveraging a TikTok Music Dance Challenge and AR filters to boost participatory engagement and resonate with Gen Z.

## The Results



**+18.9%**  
Market Share  
within the launch month

**14%**  
Value Growth  
(2X of the total hair care  
category average)

**12%**  
Volume Growth  
Penetration among  
Gen-Z Malays



**11.4 Mil**  
Music Video Views

**1.4 Mil**  
Impressions  
TikTok Dance Challenge



Dragons of Malaysia 2024 - BRONZE  
Best Marketing Discipline Campaign



Dragons of Malaysia 2024 - BLACK  
Best Marketing Discipline Campaign



# Maxis' heartwarming CNY Brand Film creates meaningful connections with families

## We Are Not Cold and Arrogant

Maxis needed to overcome its cold brand perception and demonstrates its commitment to genuine human connections during CNY.

## Balancing Modern Digital Interaction with Traditional Values

Raw, unscripted interviews featuring real stories of four prominent personalities making heartfelt calls to loved one, broadcasted as a 3-min brand film. Amplified across touchpoints: TV, Radio and Digital, radio contest activation, inspiring Malaysians to 'Create Meaningful Connections'.

## The Results



**#1**  
Most Preferred  
CNY telco ad



**18.9M**  
Total  
Impressions

**6.2M**  
Total Views



**Brand Uplift**

**+5%**  
In Total

**+12%**  
'Brand that  
speaks to me'

**+11%**  
'Brand that  
humanizes connectivity'



Video | [Click to play](#)



# ArtiqAir heats up sales after cooling The Masked Singer stage!

## A David and Goliath Story

ArtiqAir, a new homegrown brand in the air-conditioning industry, needed a fast track to gain market presence and brand trust to build partnership in a competitive market against the big players with big budget.

## A Strategic Partnership with Entertainment

Despite not the top sponsored entertainment show, The Masked Singer garnered a strong viewership base and social media following. ArtiqAir capitalised on this ideal IP as the sole sponsor, strategically positioned itself with 100% SOV on TV, extended a significant impact on digital platforms – without breaking the bank.

## The Results



**+50%**

Sales in Q1 2024  
(vs. previous quarter)



**+246%** **+139%** **+7,661%**

Social Media Followers Growth  
(Q4 '23 vs Q1 '24)



Haier's Official  
**Rent-To-Own Partner**

Brand Presence across  
**47 TF Value-Mart outlets**



**+2,037.6%**

Page Views  
'Get in Touch with Us'



Video | [Click to play](#)

# Dove uncovers the 'Real Story' behind hijabis struggle with hairfall

## Authentic Connection Needed

Dove aimed to penetrate the Malay hijabi market by addressing their real hair care struggles, amidst a competitive landscape and capitalise on a declining rival's market share.

## 'Sis Dove' Debunking Myths Through 'Cerita Sebenar'

A persona embodied by KOL Nani Roc, a hijabi herself, to authentically present real-life hijabi hair care struggles via branded capsules, social media conversations online and on-ground beauty workshop, fostering genuine conversations and community engagement.

## The Results



**+2.3%**

Product Penetration  
(vs. pre-campaign period)

**17%**

Market Share Peak  
(surpassing closest competitor)



**+1%**

Malay penetration  
(vs. pre-campaign period)

**+0.8%**

Growth in Dove Micellar  
hair care range  
(2022 – 2023)



**4.5 Mil**

Reach

**889k**

Digital Views



Dragons of Malaysia 2024 - BRONZE  
Best Marketing Discipline Campaign



Video | [Click to play](#)

# Ella Furniture: Setting a new sales record in just 48 hours of the show airing

## A Silver Lining

While many small businesses struggled when the pandemic hit, Puan Ella seized the spotlight and soared to new heights.

## A powerful fusion of media, content marketing, star power and craftsmanship

With the No.1 home reference, Impiana: Makeover Ruang Selebriti, Ella Furniture infused its brand story through authentically engaging content, powered by popular celebrities on the top-rated Malay TV channel, Astro Ria. From weekly product integration to testimonial capsule on digital.

## The Results



### Record-Breaking

Alif Satar's Sofa steals the show, orders and bookings skyrocket in just 48 hours after TV show debut.



**Over 2.5 Mil**  
TV viewers



**Close to 1 Mil**  
Digital Reach



“

Teaming up with Astro and Nu Ideaktiv was a game-changer. They took care of everything from ideation until on-air, giving us peace of mind.

'Impiana: Makeover Ruang Selebriti' is a real content marketing masterpiece. It **boosted awareness, created buzz** and **drove our sales to new heights.**

”

**Puan Ella**

The Founder of Ella Furniture

[\(video link\)](#)

# CLEAR Men seizes half time: gamifying World Cup breaks for fans

## Navigating creative roadblocks

Non-sponsor status during the FIFA World Cup Qatar 2022™ ; weakened market dominance...

## Owning the halftime space with live gaming experience

Capitalised on fans' FOMO by staying connected throughout the World Cup journey thru second screens with rich media ads, social updates, and gameplay, messaging centered around "Long Lasting Freshness to Conquer the Matches".

## The Results



**No.1**  
Men's Shampoo  
in Malaysia  
(5.9% Market Share)



**+4.5%**  
Penetration  
(Q4 2022 vs Q3 2021)

**+9.6%**  
Volume Usage  
(vs past 3 months)



**8 Mil**  
Total Reach

**36,000**  
Players

**90,000**  
Game sessions

**>356K**  
views



**2023 DRAGONS OF MALAYSIA – GOLD**  
Best Digital Campaign



**MARKETING EXCELLENCE AWARDS 2023 - GOLD**  
Excellence in Gaming



**MSA Awards 2023 - BRONZE**  
Best use of mobile, interactive and immersive experience



**MSA Awards 2023 - FINALIST**  
Best Use of Sports, Gaming and eSports



**2023 DRAGONS OF ASIA – SILVER**  
Best Entertainment Campaign



**The MARKies Awards 2023 - SILVER**  
Most Creative - Experiential



**2023 MDA d Awards - FINALIST**  
Best Use of Media



[\(video link\)](#)

# PTPTN evolution: from loan provider to edu-solution expert

## PTPTN repositioned its 'debt collector' public perception

with Kak Ngah Patin, refocusing brand communication as a personal financial planner & education solution specialist.

## 360° Transform, Educate, Engage

Foster genuine public connection & digestible communication with humanised older sister persona, redefining its value proposition & utilising strategic key periods.

## The Results



**6.7 Mil**

66% of Malay TV Viewers

**1.7 Mil**

Extended Reach From Branded Content



**4.7 Mil**

Radio Listeners



**+17.4%**

Loan Reimbursement

**+16.8%**

New Account Openings



**+ 6x**

App Downloads

**> 9.6 Mil** Reach

**> 1.6 Mil** Views

**> 1.1 Mil** Engagements



**The MARKies Awards 2023 - GOLD**

Most Effective Use - Government Sector / Non-Profit Marketing



**2023 DRAGONS OF MALAYSIA - FINALIST**

Best Integrated Marketing Campaign



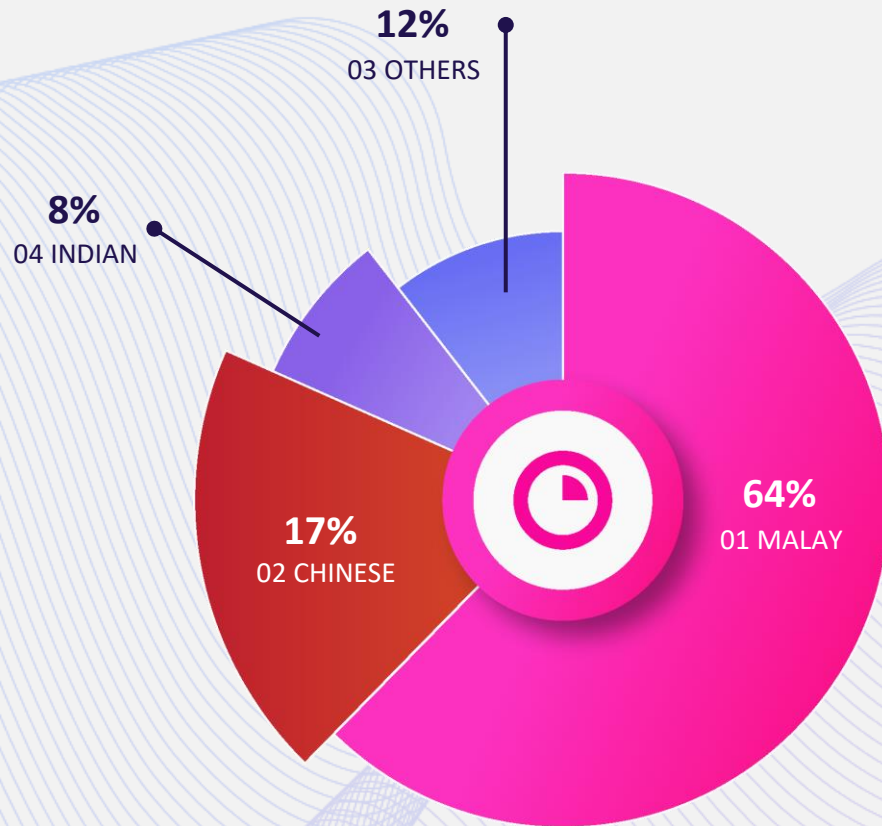
[\(video link\)](#)



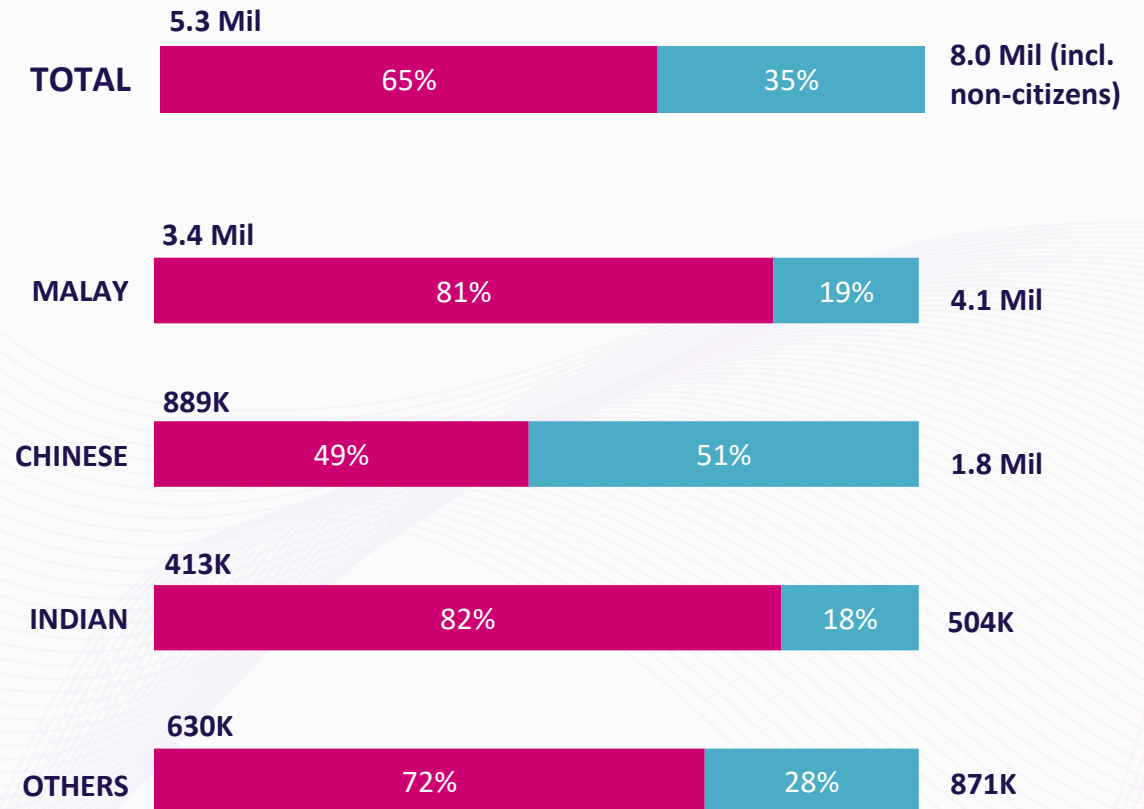
# APPENDICES

# TV: Serving 5.3 Mil TV Households with 65% Penetration

Astro Subscriber Composition by Race



Astro Household Penetration by Race



Source: Astro July '24 Results  
Household penetration comprises residential Pay-TV customers and NJOI customers

# Digital: Serving digital natives across all age groups

## Malay



## Indian



## OTT



## Chinese



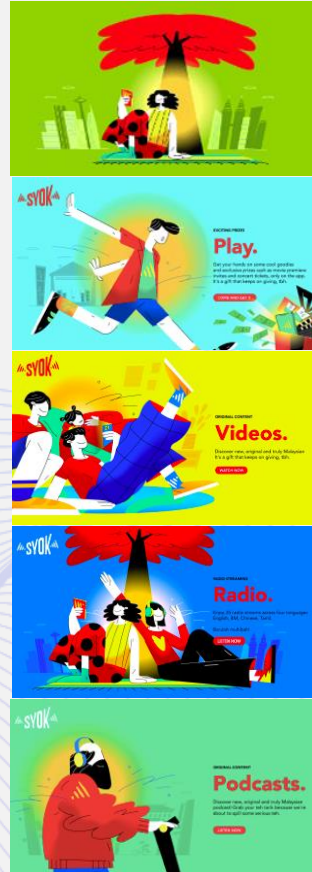
## English



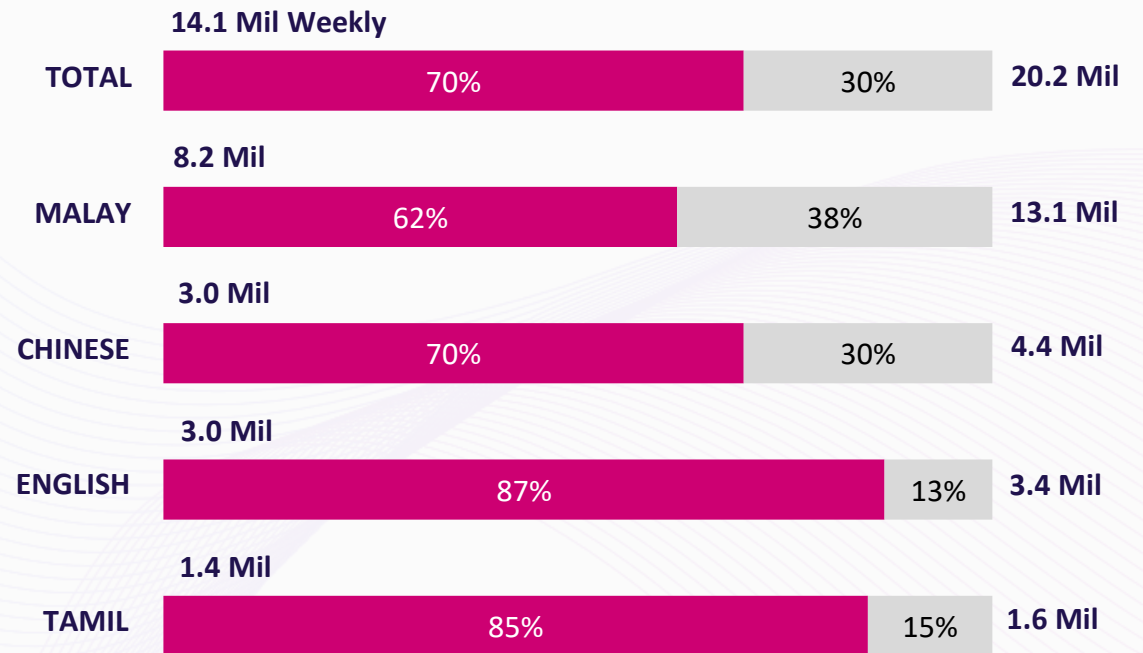


# Radio: Serving 17.1 Mil Weekly Listeners on FM + Digital

70% Penetration in Peninsular Malaysia



## Astro Radio fanbase Penetration by Language (Pen. Malaysia)



Source:

(1) Revma (Avg. May-Jul 2024)

(2) Pen Msia: GfK Radio Audience Measurement (RAM), Adults 10+, Wave 1 2024

# No.1 Audio Companion for Malaysians across all languages



## Weekly on FM and digital



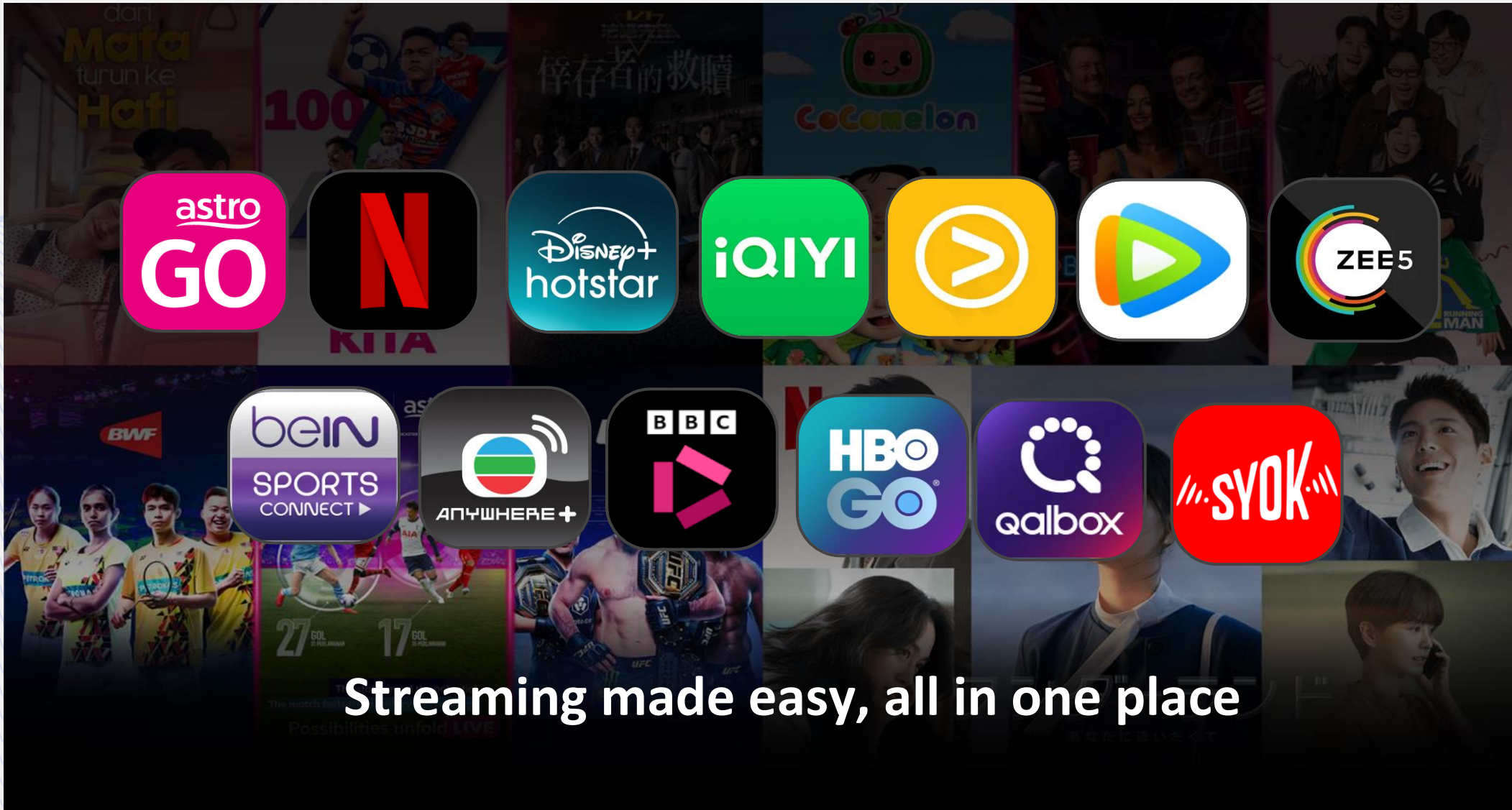
**680K**

Monthly Podcast listens

NB

- (1) Weekly audience measurement is based on GfK for FM and RadioActive for online
- (2) Total podcast listens averaged over 12 months (June 2023 – July 2024) based on Megaphone/Whooshkaa Analytics

# OTT: Aggregating the **Best Streaming** services all in one place



**Streaming made easy, all in one place**

# The Largest Sports Network in Malaysia

	 <b>Sepak Takraw League 2023</b>	 <b>BWF Malaysia Masters 2023</b>	 <b>BWF Malaysia Open 2024</b>	 <b>All England Open Badminton Championship 2024</b>	 <b>VICTOR China Open 2024</b>	 <b>Premier League Season 2023/2024</b>	 <b>Netball Super League 2023</b>
TV Viewers	Liga Premier: 3.9 Mil Champions Cup: 2.6 Mil (Live Viewers)	2.5 Mil (Live Viewers)	3.8 Mil (Live Viewers)	4.2 Mil (Live Viewers)	3.0 Mil (Live Viewers)	8.5 Mil (Live Viewers)	2.3 Mil (Live Viewers)
Core Audience	89% of Malay 4+	60% of Malay 4+	69% of Malay 4+	67% of Malay 4+	62% of Malay 4+	62% of Malay 4+	88% of Malay 4+
Digital Views	5.6 Mil (YouTube) 15.3 Mil (Tik Tok) 3.5 Mil (FB), 6.8 Mil (IG)	1.4 Mil (Tik Tok)	280K	1.3 Mil	63K	15K – 3.8 Mil Per Premier League Highlights	1.0 Mil
Social Media Followers	f 2.6 Mil i 820K y 1.29 Mil d 894K	f 2.6 Mil i 820K y 1.29 Mil d 894K	f 2.6 Mil i 820K y 1.29 Mil d 894K	f 2.6 Mil i 820K y 1.29 Mil d 894K	f 2.6 Mil i 820K y 1.29 Mil d 894K	f 673K i 218K y 1.52 Mil d 16.3K	f 2.6 Mil i 820K y 1.29 Mil d 894K

# Our Malay IPs

## Serving 3.4 Mil Households with 81% Penetration

	 <b>Gegar Vaganza S10</b>	 <b>MegaDrama</b>	 <b>The Hardest Singing Show</b>	 <b>TikTok Live Astro Gimme The Mic Malaysia</b>	 <b>Big Stage 21/22</b>	 <b>Maharaja Lawak Mega</b>	 <b>The Masked Singer Malaysia S4</b>	 <b>Sapahtu Reunion Live 2023</b>	 <b>Projek High Council</b>
Genre	Musical Reality Show	Drama Series Belt @ 10pm	Singing Reality Show	Talent Singing Reality Show	Musical Reality Show	Comedy Reality Show	Mystery Singing Competition	Stage Comedy	Drama
TV Viewers	8.2 Mil	*Average: 5.1 Mil	6.0 Mil	5.3 Mil	6 Mil	5.7 Mil	5.2 Mil	3.8 Mil	3.24 Mil
Core Audience Reach %	74% of Malay 21-34	84% of Malay 21-34	66% of Malay 21-34	60% of Malay 21-34	54% of Malay Female 15-29	50% of Malay Male 15 - 29	51% of Malay 21-34	53% of Malay 21-34	33% of Malay Female 15-29
Digital Views	263 Mil	240.3 Mil	289 Mil views (TikTok #thehardestsinging show)	637 Mil views (TikTok #GimmeTheMicMY)	35.4 Mil	24 Mil	57 Mil	17.9 Mil	1.7 Bil (incl TikTok & UGC)

Source: Kantar Media DTAM Total Indiv Universe: 15.2 mil; Malay 21-34 1.0 mil; Malay Fe 15-29 1.3 mil; Period: 2021-2024; Google Analytics; YouTube Insight; Meta Insight; Sprout Social  
 \*Average among 4 titles Jan-Sep 2024

# Our Chinese IPs - Mandarin

## Serving 889K Households with 49K Penetration

	 2000 Prime Talk	 Evening Edition	 Classic Golden Melody 2024	 The Sandbox Season 2	  The Great Resonance
Genre	News / Current Affairs	News / Current Affairs	Reality Singing Competition	Reality Business Competition	Modern Drama Family, Business, War of Power
TV Viewers	1.1 Mil	982 K	1.3 Mil	1 Mil	988 K
Core Audience Reach %	59% Chi PMEBS HHI 8K+	60% Chi PMEBS HHI 8K+	54% Chi 15+ HHI 10K+	40% Chi PMEBS	68% Chi 15+ HHI 5K+
Digital Views	600.5 K (FB)	3.1 Mil (FB)	5.2 Mil	8.3 Mil	n / a
On-Ground Footfall			Over 4,000 filled the Arena of Stars		

# Our Chinese IPs - Cantonese

## Serving 889K Households with 49% Penetration



**Prime Time Drama**  
The Heir to the Throne

Modern Drama  
Business, Family,  
War of Power

1.2 Mil

70%  
Chi 15+  
HHI 5K+



**Prime Time Drama**  
No Room For Crime

Modern Drama  
Police Tactical,  
Crime

900 K

70%  
Chi 15+  
HHI 5K+



**Prime Time**  
Modern Sitcom

Modern Sitcom  
Comedy,  
Family

341 K

68%  
Chi 15+  
HHI 5K+



**TV Awards**  
Presentation 2023

Awards  
Presentation

397 K

41%  
Chi 15+  
HHI 8K+



**Walking With You**  
Season 4

Reality  
TV Magazine

479 K

38%  
Chi Female  
25 - 44

Genre

TV Viewers

Core Audience  
Reach %





























# Our Indian IPs

## Serving 413K Households with 82% Penetration

	 <b>Seithigal Tamil News</b>	 <b>Drama Series</b>	 <b>Drama Series</b>	 <b>Big Stage Tamil S2</b>	 <b>Saravedi</b>
<b>Genre</b>	News	Drama Series Belt @ 9:00pm	Drama Series Belt @ 9:00pm	Musical Reality Show	Talk Show
<b>TV Viewers</b>	679K	401K	298K	751K	297K
<b>Core Audience Reach %</b>	83% of Indian 4+	75% of Indian 4+	64% of Indian 4+	49% of Indian 4+	59% of Indian 4+
<b>Digital Views</b>	-			NA	



# Kids' Content with Growing Export Potential

	 <b>Didi &amp; Friends</b>	 <b>Tayo The Little Bus</b>	 <b>Omar &amp; Hana</b>	 <b>Pinkfong</b>	 <b>Cam &amp; Leon</b>	 <b>Doraemon</b>	 <b>Upin &amp; Ipin</b>
TV Viewers <i>(until June 2024)</i>	5.5 Mil	4.5 Mil	8.9 Mil	3.6 Mil	2 Mil	6.1 Mil	5.9 Mil
Core Audience	Pre-Schooler Mass Malay, young parents with kids below 6 years old				Primary Schooler Mass Malay, young parents with kids aged 7-12 years old		
Digital Views	6.5 Bil	7.9 Bil	3.7 Bil	41 Bil	364 M	2.1 Bil	4.1 Bil
Social Media Followers	 541 K  414 K  7.1M	 784 K  20.6 K  11M	 332 K  143 K  9M	 719 K  157 K  76.6 M	 17 K  2.3 K  583 K	 120K (MY)  2119 K (MY)  4.81M	 16 M  4.4 M  13.5M
On-Ground	<b>10,000 crowd</b> (Konsert Hora Horey Live!)  <b>30,000 crowd</b> (Mini Carnival)	--	<b>30,000 crowd</b> (Fiesta Omar & Hana 2.0)	<b>55,000 crowd</b> (Pinkfong T-Rex Event)	<b>20,000 crowd</b> (Cam & Leon Fun At The Park)	--	--