

2000 PRIME TALK
Market Spotlight Digital
Package
(brand-sensitive clients)

八点
最热搜



About Market Spotlight

- A **1-minute** client oriented, news formatted, informative capsule which features the presentation of a product, service, or launching event of advertiser.
- An **advertorial capsule** which is presented in a layout familiar to actual Prime Talk programme– news formatted.
- Content approach is **soft-selling**, with client's brand integrated subtly into the capsules in a tasteful manner.
- An opportunity for **sensitive brands**, such as alcohols, to harness the traction and influence of the 2000 Prime Talk IP on digital platforms.

The Content

Content Format

- Format: Video Capsule
- Duration: 1 minute (fixed duration)
- Language: Mandarin

Content Treatment

- A shorter version of existing advertorial feature story
- Vibrant, fast-paced
- The product message is presented with voice over and relevant interview sound bite of client's representative
- Visual of product is visible in the video with subtle product mention in text form on the lower thirds

3 SEC SEGMENT BUMPER

Market Spotlight

55 SEC CLIENT'S PRODUCT FEATURE



2 SEC ASTRO AEC LOGO



Example



市场
热报

知名艺人登场表演 品牌盼共创辉煌成绩

八点
最热报



Astro Ben Di Quan

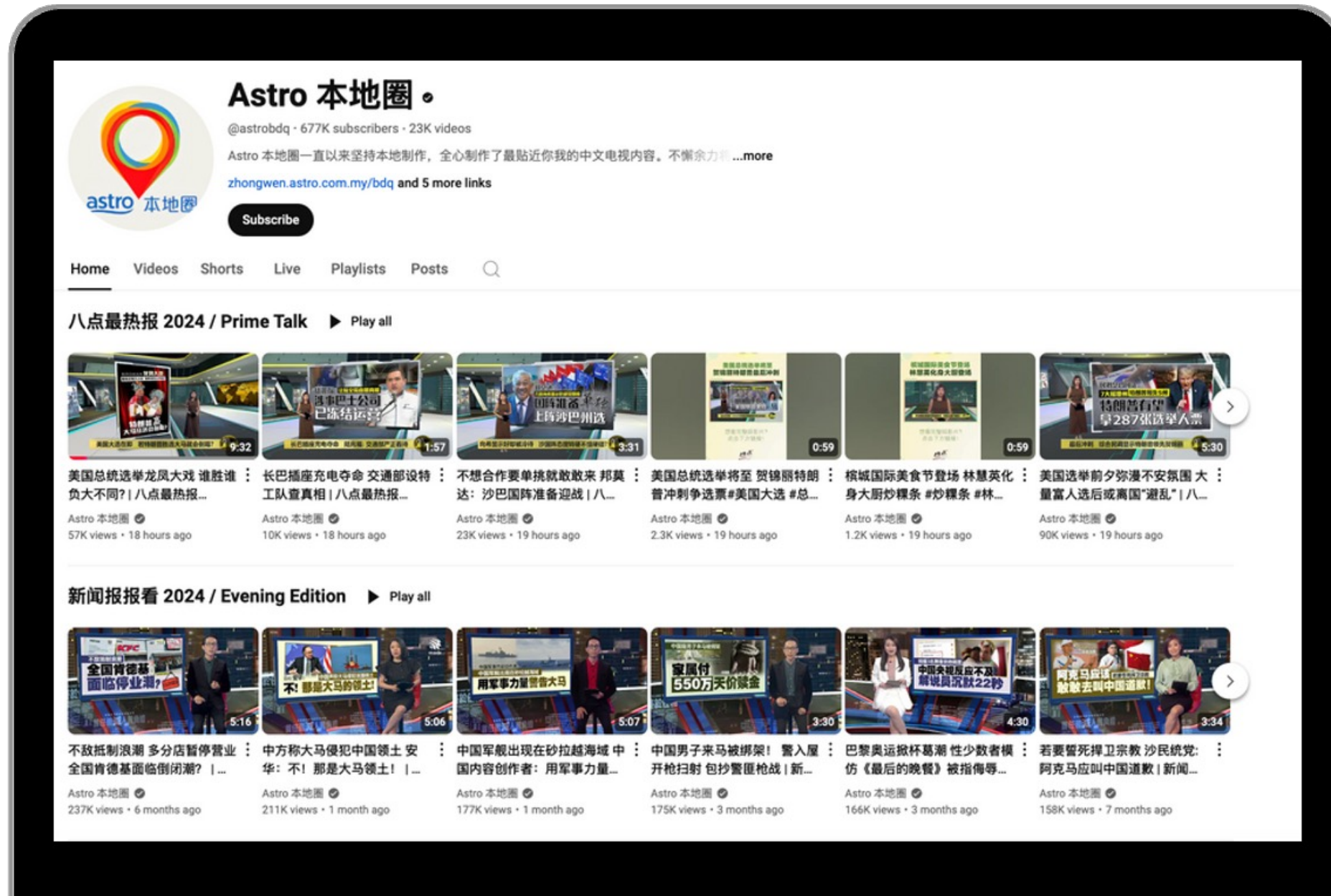
Astro Ben Di Quan has always been committed to local production, wholeheartedly creating Chinese TV content that resonates with viewers. After nearly a decade of dedicated effort, Astro Ben Di Quan is ready to move forward, continuing to explore and celebrate the beauty and pride of local culture with you!

Total Subscribers

678 k



@astrobdq



Average Viewership For News Content
30 k

Prime Talk
31 k

Evening Edition
28 k

Female
22%

Male
78%


13-17 years 0.3%
18-24 years 4.8%
25-34 years 18.4%
35-44 years 22.9%
45-54 years 22.5%
55-64 years 19.1%
65+ years 12.1%



Hotspot


A Chinese news and infotainment portal serving the latest current affairs updates as they happen. Your go-to for bite-sized, tasteful Malaysia Chinese news and infotainment. Stay in the know with the hottest trends effortlessly.


Total Social Media Follow
715 k

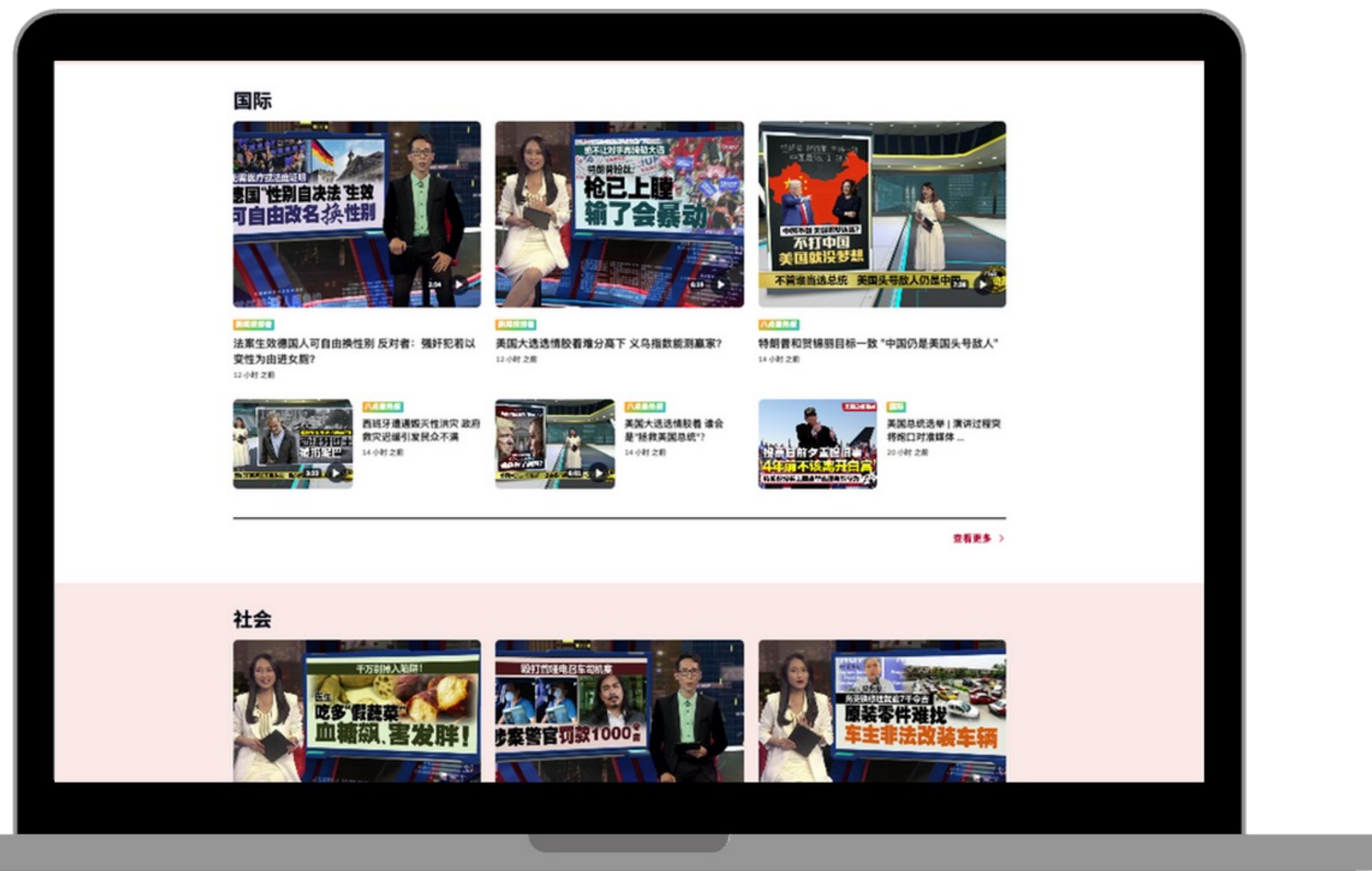
 <https://xuan.com.my/hotspot>

 @84Hotspot

 @84Hotspot

 @84Hotspot

 @84Hotspot



Monthly Pageviews
1.2 mil



Monthly Unique Users
468 k



Female
60.6%



Male
39.4%



Mobile
87.5%



Tablet
1.7%



Desktop
10.6%

Ad Format

Branded Video Thumbnails

Branded Hashtag

Skinner

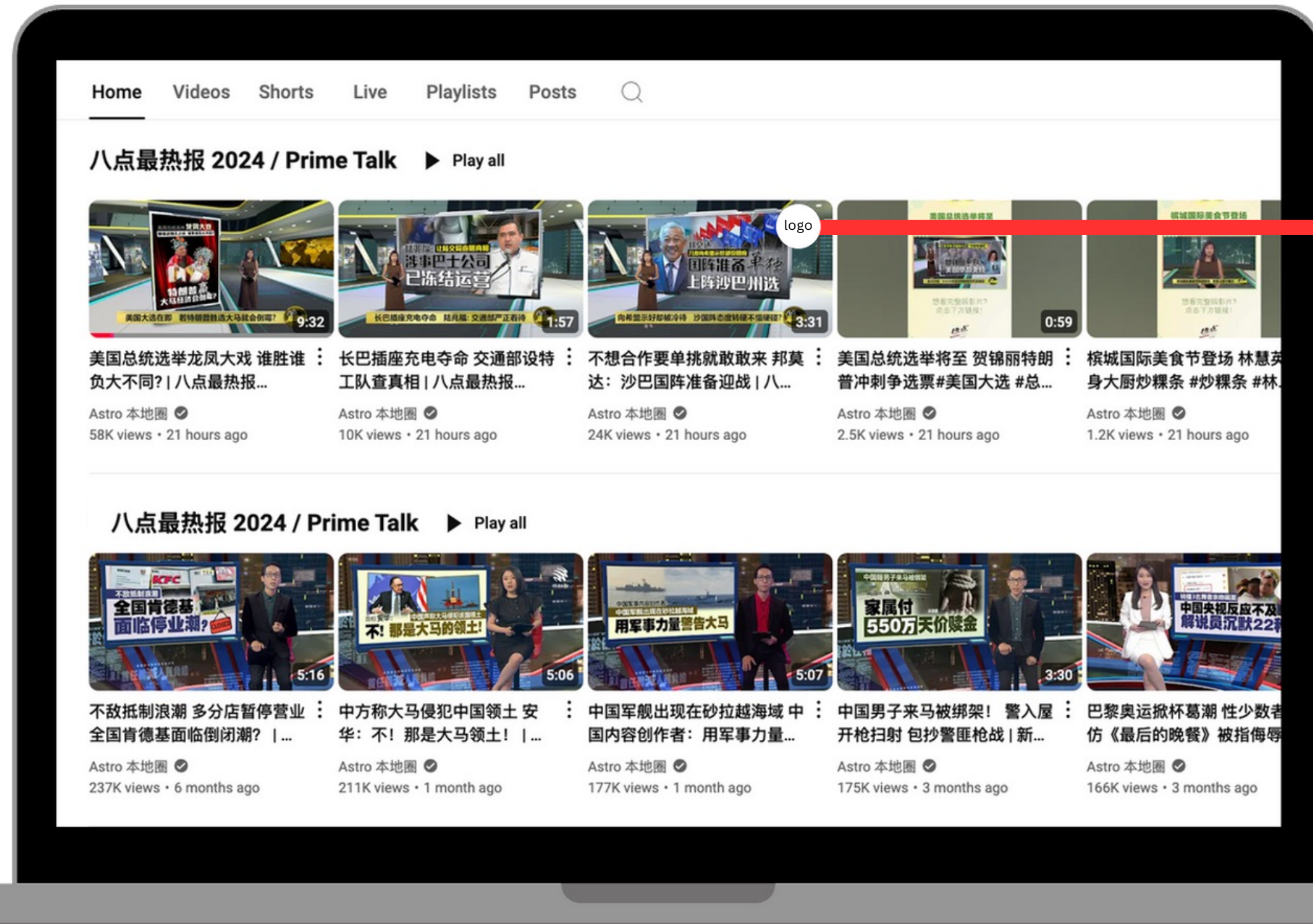
Facebook Cover Photo

Youtube Channel Art
Takeover

Ad Placement

Branded Video Thumbnails

Sample:



Branded Logo Placement on Video Thumbnail

Branded Hashtag

Sample:

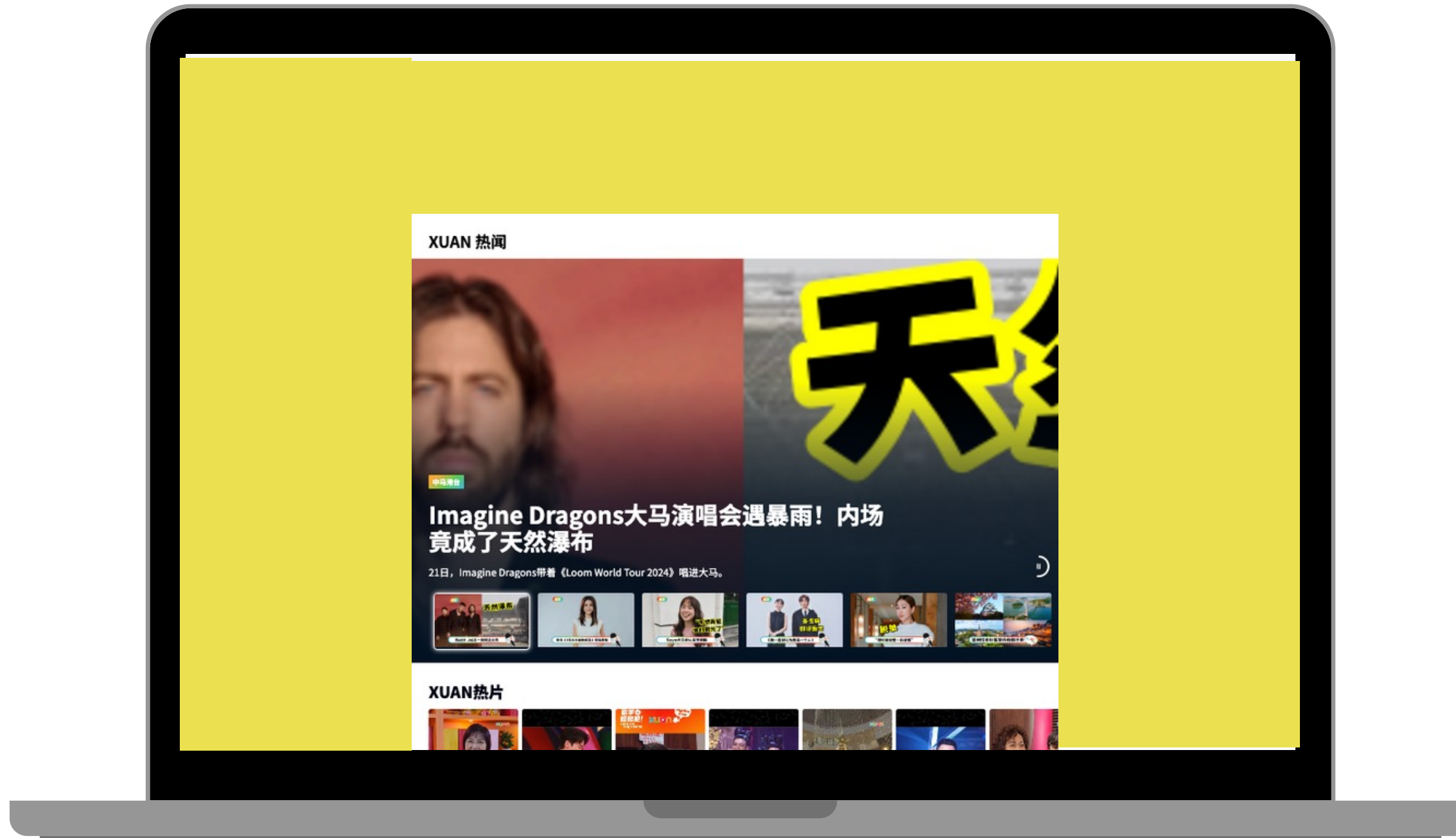


Across featured videos

Skinner

High impact display ad wrapping the entire website.

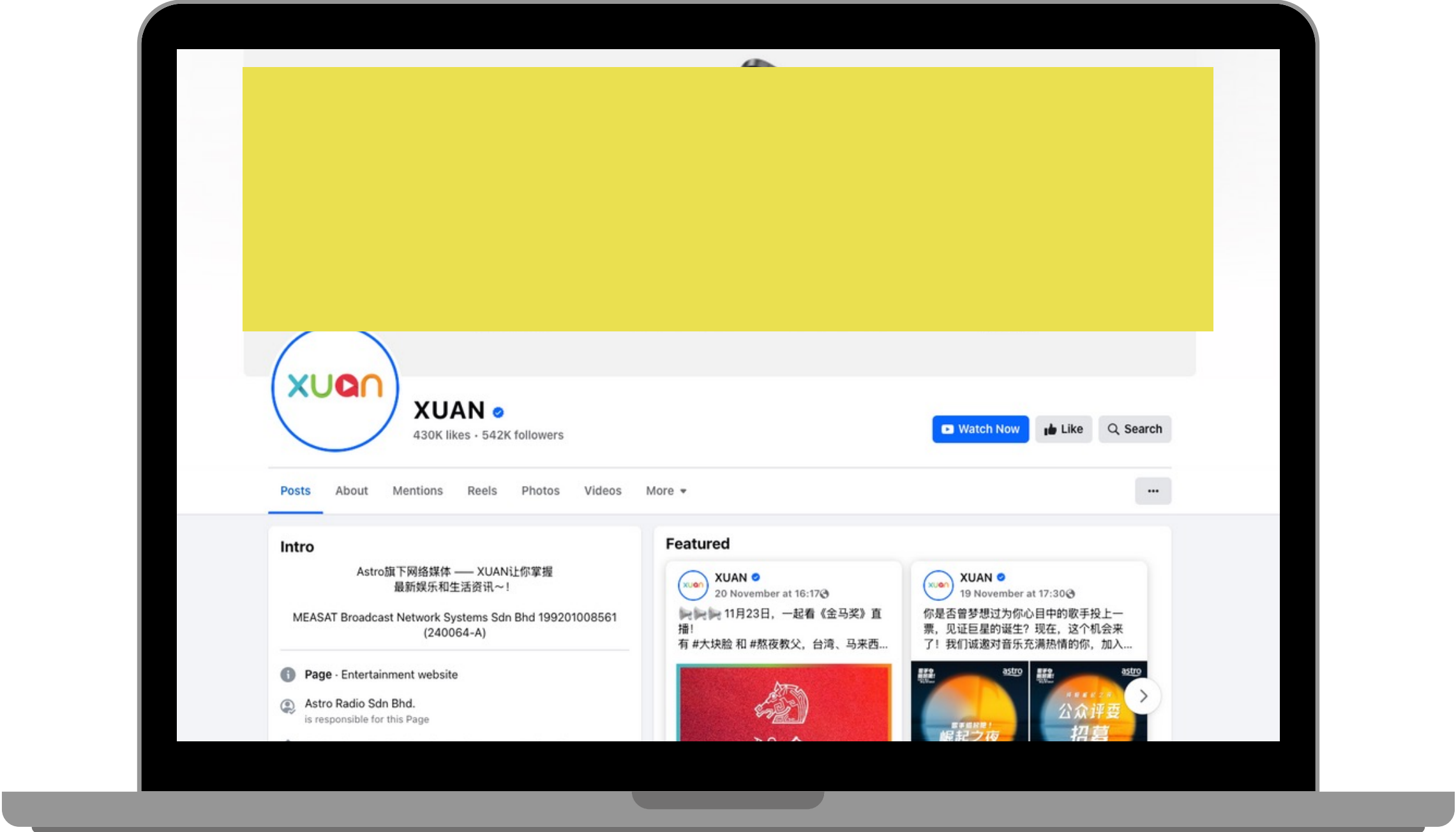
Sample:



Facebook Cover Photo

Branded cover photo on Facebook

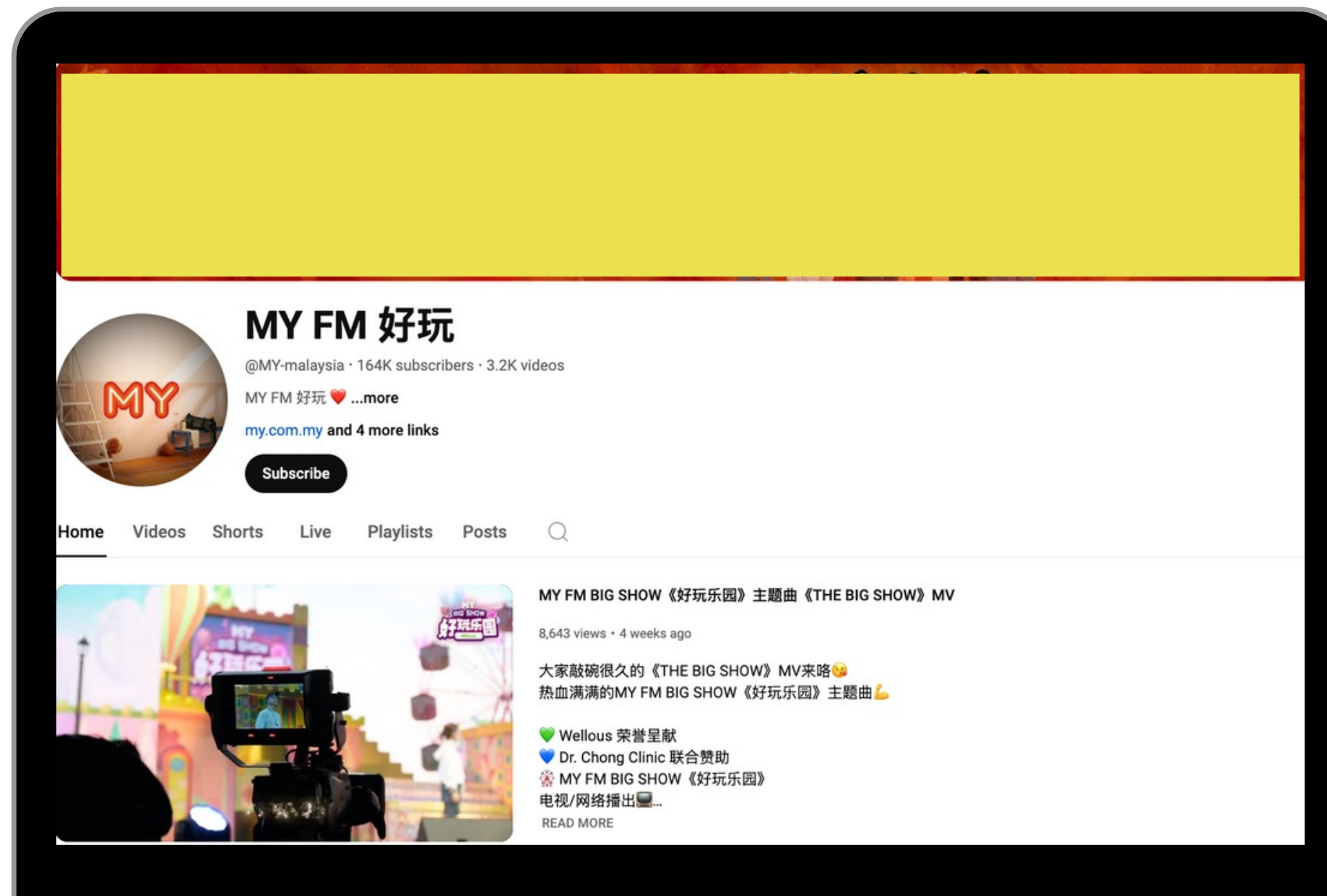
Sample:



Youtube Channel Art Takeover

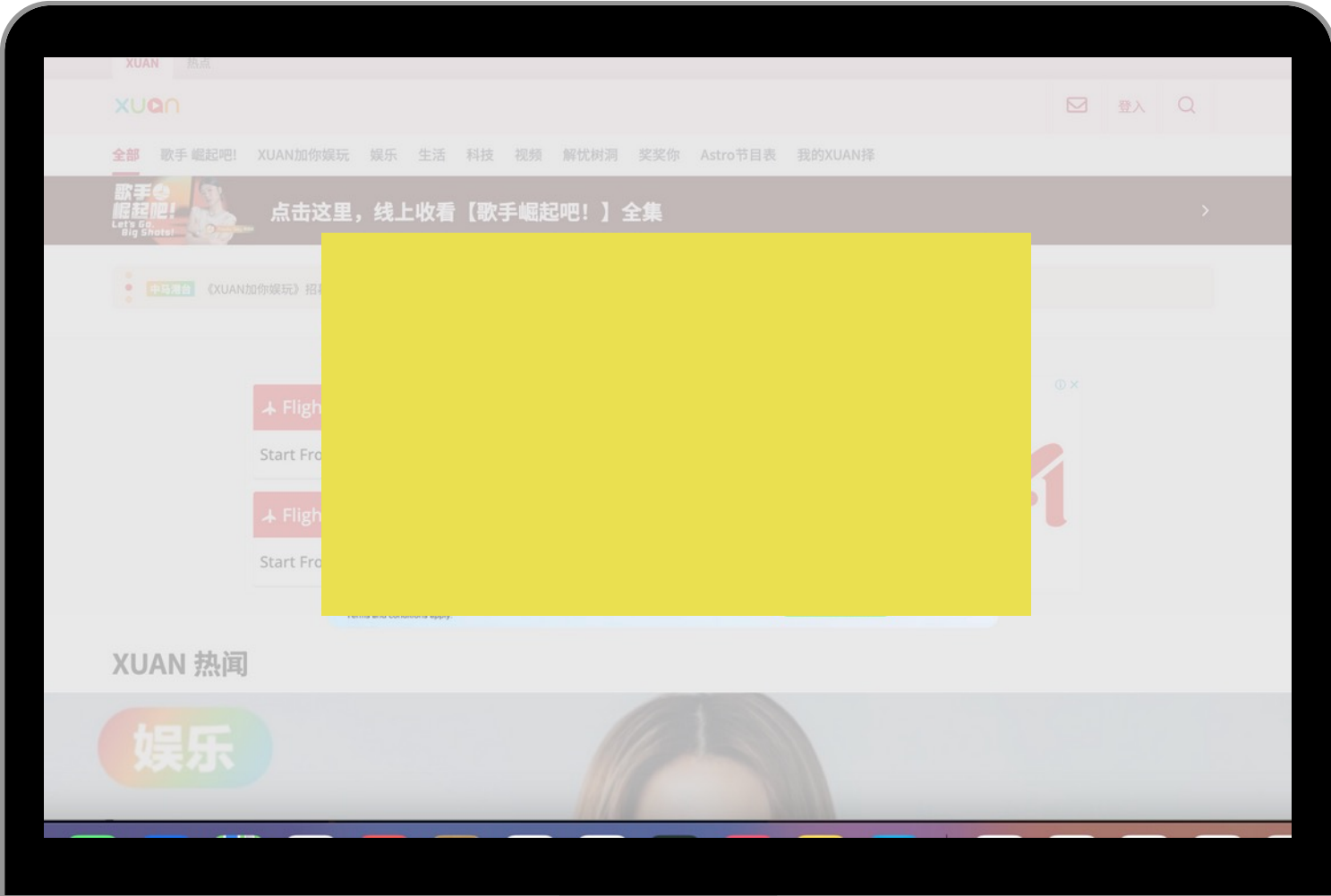
Branded cover photo on Youtube

Sample:



Ad Placement : In-Banner Video Inventories

Sample:



Interstitial Ad

Display or video ad which fills the homepage of the site and gets the viewer's attention to the advertising message



Half page

Display ad that directs the viewer's attention to the advertising message.

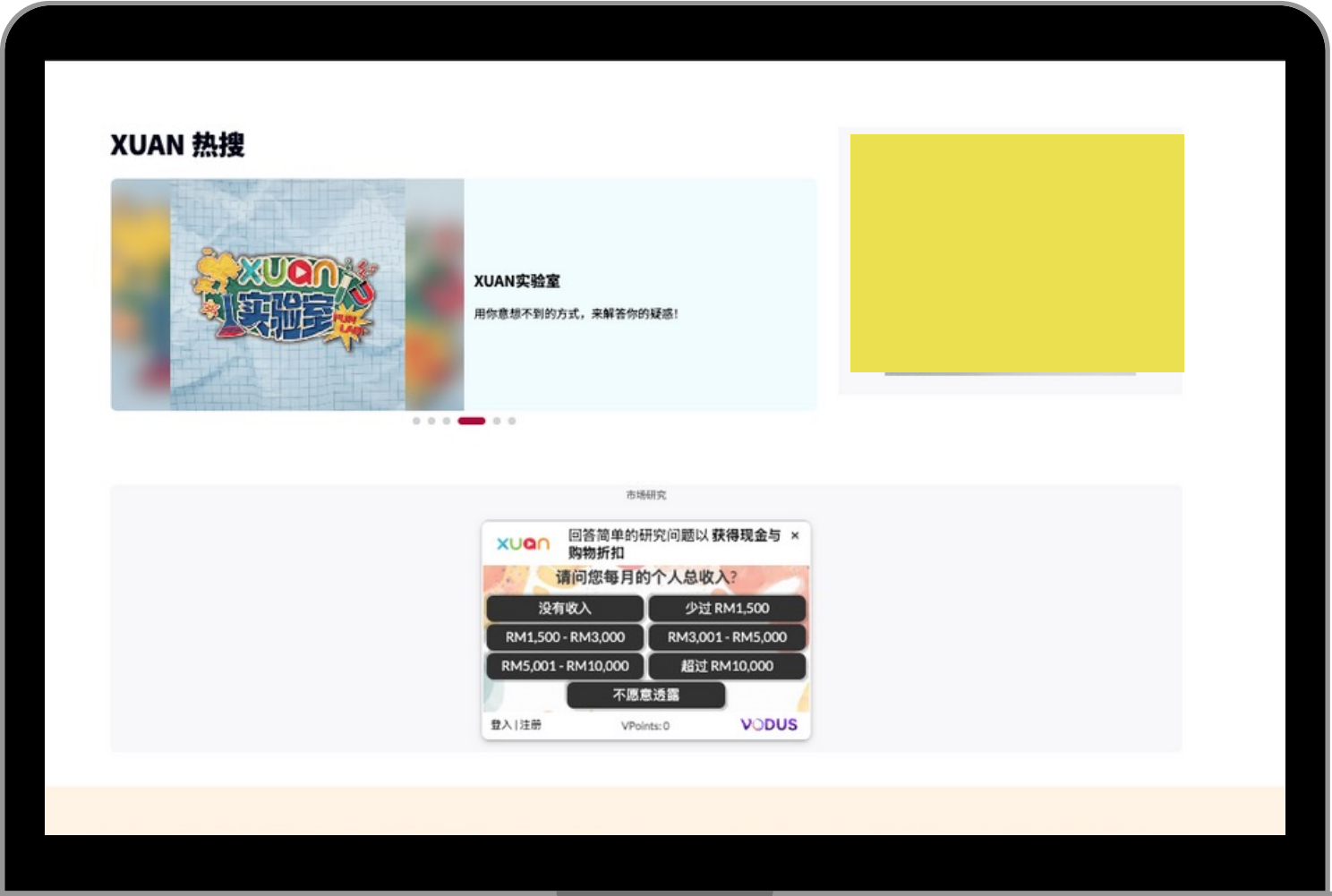
Ad Placement : In-Banner Video Inventories

Sample:



Masthead

A visual piece at the top of a homepage



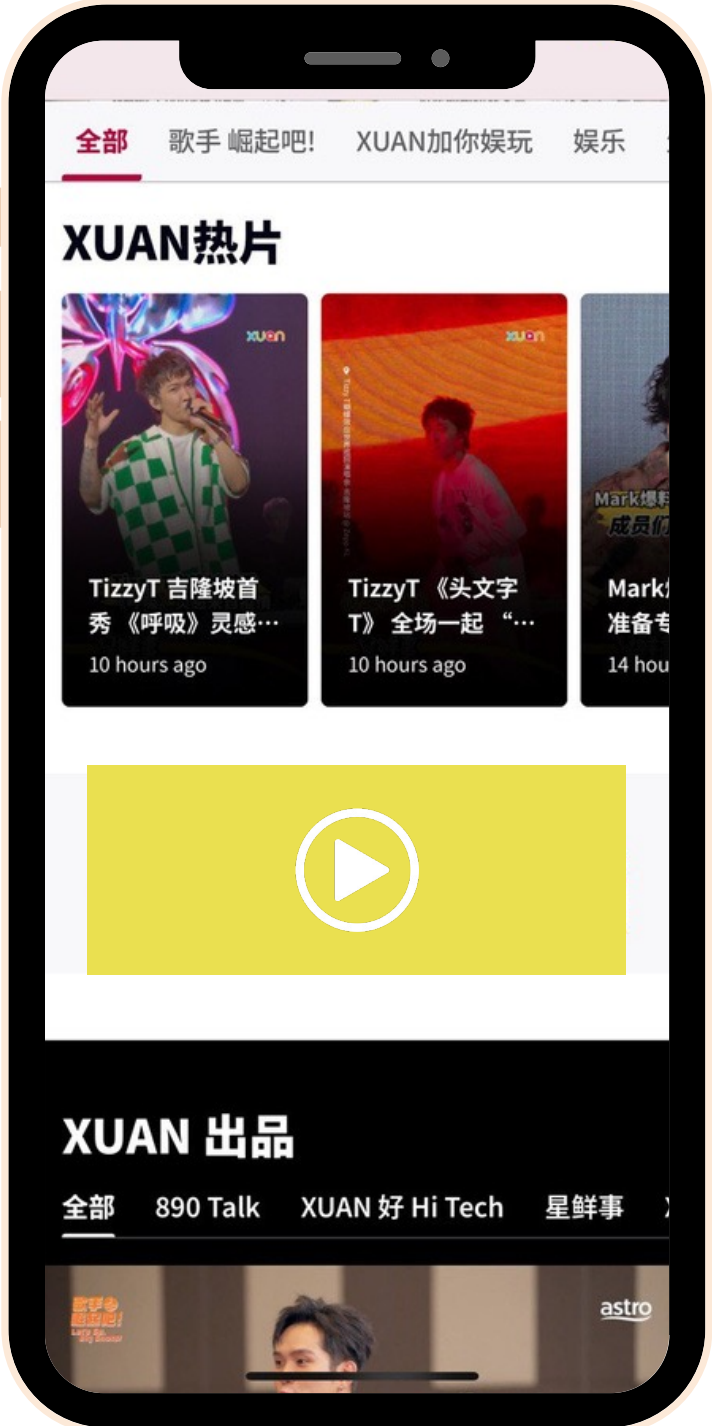
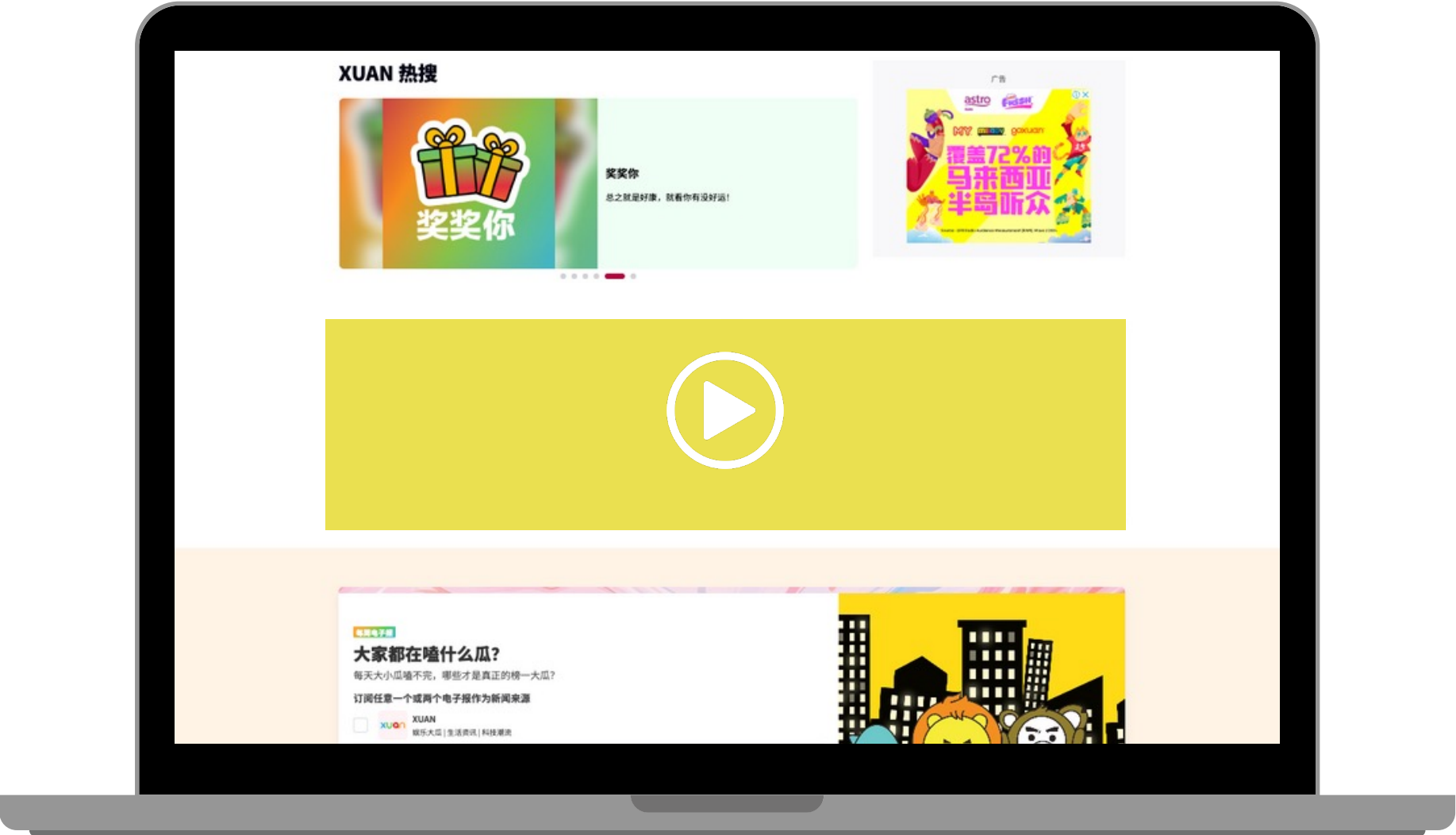
MREC (Medium Rectangle)

Display banner

*Ad products shown are examples only, and the final delivery will depend on the availability of the advertised products

Ad Placement : In-Stream Video Inventories

Sample:



Web/Apps, VOD, Linear In-Stream Ad

Linear ads disrupt main video content and include pre-roll, mid-roll, and post-roll ads

Ad Placement : Out-Stream Video Inventories

Sample

:



In-Article OOP

Native ads between the paragraphs of your pages

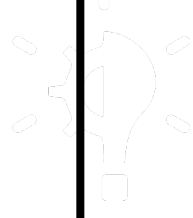
Ad Placement : Youtube Pre-Roll Video

Sample:



YouTube Non-skippable Short Ad Video (Up to 20 sec)

Sponsorship Package #1

Market Spotlight	
Hotspot	
Branded Logo Bug Branded Video Facebook Post Instagram Post	 1x Branded Logo Placement on sponsored Market Spotlight Video Thumbnail 1x Market Spotlight Coverage Video 1x Facebook Video Post 1x Instagram Video Post (Combined Guaranteed Views: 100,000)
Added Value Cross Posting of Videos across 2 platforms - BenDiQuan YT & Hotspot Website	
Ben Di Quan	
Branded Hashtag Branded Video Thumbnails	2x Weeks Branded Hashtags on Market Spotlight Video 2x Weeks Logo Feature on Market Spotlight Video Thumbnail
Impact 360 & Video 360	
XUAN, GOXUAN, MELODY,MY	
Skinner Facebook Cover Photo Youtube Channel Art Takeover	1 x Day of Skinner Ad Placement Across Listed Astro Platforms 1 x Day of Facebook Cover Photo Takeover 1 x Day of Youtube Channel Art Takeover
Ad Placement	In-Banner Video Inventories In-Stream Video Inventories Out-Stream Video Inventories Youtube Pre-Roll Video [YouTube Non-skippable Short Ad Video (Up to 20 sec)] (Combined Guaranteed Impressions: 500,000)

**Talent fees and production costs apply and may be subject to additional charges based on the final talent selection and client brief*

***Client to provide ready materials ie: logo for video thumbnail*

Sponsorship Package #2

Market Spotlight	
Hotspot	
<p>Branded Logo Bug Branded Video Facebook Post Instagram Post</p> <p>Pre-roll Video Ads</p>	<p>1x Branded Logo Placement on sponsored Market Spotlight Video Thumbnail 1x Market Spotlight Coverage Video 1x Facebook Video Post 1x Instagram Video Post (Combined Guaranteed Views: 100,000) 1x Version Pre-roll Video Ad Placement (Non-Skippable up to 15s) (Guaranteed Impression: 20,000)</p>
<p>Added Value</p> <p>Cross Posting of Videos across 2 platforms - BenDiQuan YT & Hotspot Website</p>	
Ben Di Quan	
<p>Branded Hashtag Branded Video Thumbnails</p>	<p>2x Weeks Branded Hashtags on Market Spotlight Video 2x Weeks Logo Feature on Market Spotlight Video Thumbnail</p>

**Talent fees and production costs apply and may be subject to additional charges based on the final talent selection and client brief*

***Client to provide ready materials ie: logo for video thumbnail*

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.
- 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.

Thank you!

