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MEDIA
SOLUTIONS

RAMADAN RAYA OFFERINGS 2025

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hitz mix Lite ERA SABAH ERA SARAWAK



IMPORTANT DATES 2025

	Description	Date
1	Ramadan	*2 March 2025 <i>(*subject to JAKIM's dates, TBC)</i>
2	First Day of Raya	31 March 2025 <i>(*subject to JAKIM's dates, TBC)</i>
3	First Right Refusal Cutoff Date	31 December 2024
4	Ramadan & Raya Rate Card Period	17 March - 6 April 2025

01














Ramadan & Raya Announcement



The Keeper of the Rulers' Seal will announce the date for the beginning of the fast and the first day of Raya for all states in Malaysia.

**Subject to scheduling changes*

1. Ramadan & Raya Announcement

		Announcement	Additional TVC Spots
TV Entitlement	TX Channel	    	       
	TX Date	Ramadan: 28 Feb or 1 Mar 2025 Raya: 29 or 30 Mar 2025 (*subject to JAKIM's dates, TBC)	To be utilized within 17 March - 6 April 2025
	Deliverable	10 sec Opening & Closing Credit	30 sec TVC Spot (ROS)
	Total Spots	20	130
	Addressable Advertising: Precise Audience Targeting	Recommended Target Segment	Malay M40
	Household Impressions (To be utilized within 17 March - 6 April 2025)	500,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 10% additional impressions (on Linear TV)	

***Max. 1 client only.**

02

Berbuka Puasa & Imsak Time Announcement



WAKTU IMSAK & BERBUKA PUASA **astro**

	IMSAK	BERBUKA
SABAH ZON 1 Bahagian Sandakan (Timur): Temanggong, Sukau, Bandar Sandakan, Samawang, Kota Kinabatangan dan Bukit Garam	4:22	6:17
SABAH ZON 2 Bahagian Sandakan (Barat): Terusan, Beluran, Kaamut, Jambongan, Paitan, Telupid, Tongod, dan Pinangah	4:26	6:21
SABAH ZON 3 Bahagian Tawau (Timur): Tambunan, Sabahat, Tugku, Semporna, Silabakan, Kurok dan Lahat Datu	4:21	6:14
SABAH ZON 4 Bahagian Tawau (Barat): Balang, Bandar Tawau, Pulau Sebutik, Merotai dan Kalabakan	4:25	6:17

Baharu
Rasa luar biasa yang menambat selera

Definition of Imsak:

This refers to the period of time – about 10 minutes before the dawn prayer begins. This is when some worshippers begin their fast.





Buka Puasa and Imsak Announcement aired throughout Ramadan month.

Complete Buka Puasa & Imsak times for all states in Malaysia.

To be updated daily and broadcasted 3 times a day.

**Subject to scheduling changes*

2. Berbuka Puasa & Imsak Time Announcement

TV Entitlement	TX Date	28 February or 1 March 2025 – 29 or 30 March 2025 (29 days) <i>*subject to JAKIM's dates, TBC</i>				
	TX Time	Morning : between 4.45am-5.45am Evening : between 6.00pm-7.00pm Night : between 9.00pm-11.00pm <i>*subject to change</i>				
	Total Duration	2-min Filler (inclusive of 10 sec Client's Tag On and Lower 3rd Banner)				
	TX Channel					Bundle Buy (Total 4 channels)
	Total Spots	174	174	174	174	696
Addressable Advertising: Precise Audience Targeting	Recommended Target Segment	Malay M40				
	Household Impressions (To be utilized within 17 March – 6 April 2025)	500,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 10% additional impressions (on Linear TV)			1,000,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 10% additional impressions (on Linear TV)	

- **Terms & Conditions:**

- **Max 1 client only for each package. Bundle Buy package will not be available once Astro Ria package is sold.**

- Sponsor's exposure consists of 10s Tag On and Lower 3rd Banner.
- Astro will absorb simple production cost subjected to Terms & Conditions below:-
 - All slides, pictures & branding tools are provided by client / agency.
 - Production of TVC to be done within Astro studio.
- Additional cost will be incurred for the following :-
 - More than 1 version is needed, e.g. Languages, additional info, etc
 - More than 1 revision is required.
 - Copyright Materials needed, e.g. Music Library, Image Bank

- Client to provide required material **by 27 January 2025** to be incorporated into the announcement.
- All TX dates and times stated herein are subjected to changes.

03



a) Puasa & Berbuka Puasa Greetings

b) Doa Berbuka Puasa



Azan Subuh (Puasa)

Spot placement before the commencing time for Subuh prayer.

Creative Buy Opportunities	Prayer Time
a) Puasa Greetings Between 4:45am – 5:30am	Azan Subuh Between 5:30am – 6:00am







Azan Maghrib (Buka Puasa)

Spot placement before the commencing time for Maghrib prayer.

Creative Buy Opportunities		Prayer Time
a) Berbuka Puasa Greetings Between 7:00pm – 7:25pm	b) Doa Berbuka Puasa Between 7:15pm – 7:35pm	Azan Maghrib Between 7:00pm – 7:30pm

**Subject to scheduling changes*

3(a). Puasa & Berbuka Puasa Greetings




TV Entitlement	TX Date	28 February or 1 March 2025 – 29 or 30 March 2025 (29 days) <i>*subject to JAKIM's dates, TBC</i>			
	TX Time	Daily between: 4.45am – 5.30am (Before Subuh Prayer) Daily between: 7:00pm – 7:25pm (Before Maghrib Prayer) <i>*subject to change</i>			
	Deliverable	15 sec Puasa & Berbuka Puasa Greetings			
	TX Channel				
	Total Spots	58	58	58	58
Addressable Advertising	Recommended Target Segment	Malay M40			
	Household Impressions (To be utilized within 17 March – 6 April 2025)	500,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 10% additional impressions (on Linear TV)			

***Position sequence is based on first come first serve.**

***Max. 7 clients for each package.**

**Subject to scheduling changes*

3(b). Doa Berbuka Puasa

TV Entitlement	TX Date	28 February or 1 March 2025 – 29 or 30 March 2025 (29 days) <i>*subject to JAKIM's dates, TBC</i>		
	TX Time	Daily between 7:15pm – 7:35pm <i>*subject to change</i>		
	Deliverable	58 spots x 10 sec Opening & Closing Credit 29 spots x 40 sec Doa Berbuka Puasa Filler		
	TX Channel			
Addressable Advertising: Precise Audience Targeting	Recommended Target Segment	Malay M40		
	Household Impressions (To be utilized within 17 March - 6 April 2025)	500,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 10% additional impressions (on Linear TV)		




***Max 1 client only for each package.**

04



Tazkirah Ramadan

4. Tazkirah Ramadan

TV Entitlement	Deliverable	10 sec Side Banner & 90 sec Tazkirah Ramadan Filler		
	TX Channel			
	TX Time	AWANI 7:45	AWANI 7:45 (simulcast with Astro Awani)	Azan Subuh & Azan Maghrib
	Total Spots	60	50	60
Addressable Advertising	Recommended Target Segment	Malay M40		
	Household Impressions (To be utilized within 17 March - 6 April 2025)	500,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 10% additional impressions (on Linear TV)		

- The 1 min Tazkirah Ramadan Filler will be done by Astro Oasis.
- If the client provides the material, the script will be vetted by professionals from Astro Oasis.

05

Takbir Raya Eve & First Day of Raya



Definition of Takbir :

Essentially an Arabic word. Plays a pivotal role and very close to the heart of Muslim community with reciting its sentimental melody expressing heartfelt sweet moment of joy and gratitude to Allah after a month of fasting during the holy month of Ramadan and striving to be

TX Date : 30 March & 31 March 2025 (Raya Eve & First Day)
*subject to JAKIM's dates




Duration : 1 version x 5 - 8 mins




Host/Cast : Astro Male Celebrities, Personalities, Announcers, Ustaz, etc.

Genre : Filler

5. Takbir Raya Eve & First Day of Raya

Note: The package will be subjected to a slot reservation fee.

	Material provided from the Channel		
TX Channel			
	Max. 1 Client for each package/channel		
Duration	5 – 8 mins		
Deliverable	4 x 10 sec Opening & Closing Credit 4 x 30 sec TVC Spots Before & After Program		

	Material provided from the Client		
TX Channel			
	Max. 2 Clients for each package/channel		
Duration	5 mins		
Deliverable	4 x 10 sec Opening & Closing Credit 4 x 30 sec TVC Spots Before & After Program		

06



Celebrity Greetings (TV)









SAMPLE : VITAGEN RAMADAN



SAMPLE* : KINOHIMITSU RAYA
***with additional charges**

6. Celebrity Greetings (TV)

TV Entitlement	TX Channel						
	Spot / Channel	90	90	80	80	80	80
	Total Spots	500					
Addressable Advertising: Precise Audience Targeting	Categories	Malay M40					
	Household Impression (To be utilized within 17 March - 6 April 2025)	500,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 10% additional impressions (on Linear TV)					

Terms and Conditions:

- Package is based on 30s TVC.
- Spots utilization period: **17 March - 6 April 2025**
*Dates above are subject to confirmation by JAKIM
- All bookings must reach Commercial Scheduling min. 2 weeks before the 1st TX date.
- 30s Production cost worth RM48k (bear by Astro with T&C applies).
 - **ONE** talent only; talk to camera style, 1 scenario, no storyline
 - **ONE** day shooting (max. 8 hours) within **ONE** setup location in Klang Valley
 - Max. **TWO** times editing revision based on storyboard and **TWO** times editing revision offline.
- Talent fee worth of RM75k*; subject to client's choice and client's brief.
- Any additional customization will incur additional charges












07

Spot Buy Package



- a) **Spot Buy Package (1 Week)**
- b) **Drama Spot Buy Package (4 Weeks)**








7(a). Spot Buy Package (1 Week)

TV Entitlement			
TX Channel	Spot / Channel	TX Channel	Spot / Channel
	25		20
	25		20
	20		20
	20		20
	20		20
	20		
Total Spots (1 Week):			230
Addressable Advertising : Precise Audience Targeting			
Recommended Target Segment	Household Impressions (To be utilized within 17 March - 6 April 2025)		
Malay M40	500,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 10% additional impressions (on Linear TV)		

Terms and Conditions:

- Package are based on **30s TVC**.
- All spot to be utilized by :-
- **RARA Period: 17 March - 6 April 2025**
- **Dates above are subject to confirmation by JAKIM*
- Package to run for 1-week only, spots are scheduled ROS at Astro's discretion (36% spots on Prime Time).
- All bookings must reach Commercial Scheduling minimum of 2 weeks before the 1st TX date.

7(b). Drama Spot Buy Package (4 Weeks)

TV Entitlement					
TX Channel	Time Belts	Spots	TX Channel	Time Belts	Spots
	<ul style="list-style-type: none"> Megadrama @ Mon-Thur (10pm-11pm) Dramavaganza @ Wed-Thur (9pm-10pm) Special RARA @ Sun (9pm-10pm) 	18		<ul style="list-style-type: none"> Tue-Fri (6pm-10pm) 	10
	<ul style="list-style-type: none"> TIARA @ Mon-Fri (6pm-7pm) Post Megadrama @ Mon - Fri, 12pm - 1pm Post Tiara Drama @ Sun 11am-1pm 	20		<ul style="list-style-type: none"> Mon - Fri (9pm - 10:30pm) 	10
	<ul style="list-style-type: none"> Astro Originals @ Fri 9pm-10pm VIU Originals @ Thu & Fri 10pm-11pm 	9		<ul style="list-style-type: none"> Mon - Fri (8pm - 12am) 	10
	<ul style="list-style-type: none"> Special RARA @ Sat 9pm-10pm 	3			
Total Spots (4 Weeks):					80
Addressable Advertising : Precise Audience Targeting					
Recommended Target Segment			Household Impressions (To be utilized within 17 March - 6 April 2025)		
Malay I M40			500,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 10% additional impressions (on Linear TV)		



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Radio

RAMADAN 2025 RADIO CREATIVE OPPORTUNITIES

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ERA
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ZAYAA

01

Waktu Imsak & Waktu Berbuka



During the the holy month of Ramadan, **Waktu Imsak** and **Waktu Berbuka** will inform Muslim listeners when their fast begins and ends daily.

The **Waktu Imsak** feature plays twice – once the night before and again around 10 to 15 minutes before the actual Imsak timing (normally around 5.00-5.30am); and the **Waktu Berbuka** feature plays between 6.30-7.00pm. This feature will air during the whole of Ramadan, from Monday to Sunday.

[Client] will be featured in the recorded promos, and in the recorded outros throughout the fasting month. bar

Click to Play:







Waktu Berbuka on ERA



Waktu Imsak on ERA



1(a). Waktu Imsak & Waktu Berbuka (Pen. M'sia)

Stations (Pen. M'sia)				
LIVE Date	<p>Ramadan 27 February – 29 March 2025 <i>*Subject to final dates from JAKIM, TBC</i></p>			
LIVE Time	<p>Morning - between 5.00am-5.30am Evening - between 6.30pm-7.00pm Night - between 10.00pm-11.00pm</p>			
On Air	<p>20 x 30 sec Recorded Promo 2 x 29 x feature outro Waktu Imsak (brand name and 15 words sales message) 29 x feature outro Waktu Berbuka (brand name and 15 words sales message)</p>			
Digital	<p>1 x Masthead 5 weeks x Content Tile Ad 5 weeks x Promo Page 1 x Branded Content 1 x Facebook Post (promote branded advertorial)</p>			

Terms and Conditions:

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Radio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment Shown is subject to Service Tax.
- Investment cost does not include digital production cost, instream / audience extension / boosting.

1(b). Waktu Imsak & Waktu Berbuka (East M'sia)

Stations (East M'sia)	 
LIVE Date	<p>Ramadan 27 February – 29 March 2025 <i>*Subject to final dates from JAKIM</i></p>
LIVE Time	<p>Morning - between 5.00am-5.30am Evening - between 6.30pm-7.00pm Night - between 10.00pm-11.00pm</p>
On Air	<p>20 x 30 sec Recorded Promo 2 x 29 x feature outro Waktu Imsak (brand name and 15 words sales message) 29 x feature outro Waktu Berbuka (brand name and 15 words sales message)</p>
Digital	<p>4 weeks x Facebook Post 4 weeks x Instagram Post 4 x Instagram Story</p>

Terms and Conditions:

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Radio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- Investment cost does not include digital production cost, instream / audience extension / boosting.

02

Berbuka Alerts



Waktu Berbuka coincides with the evening call to prayer. This will inform Muslim listeners that it is time to break their fast.

The Berbuka Alert plays just before Maghrib call to prayer. This feature will air during the whole of Ramadan, from Monday to Sunday.

This message will carry CLIENT brand name, plus an appropriate sales message, for example:





“15 sec client commercial” followed by... “Sekarang telah masuk waktu solat fardhu Maghrib, dan waktu berbuka puasa bagi Kuala Lumpur & kawasan yang sewaktu dengannya. Sinar & CLIENT mengucapkan selamat berbuka puasa.”

Click to Play.



Berbuka Alerts on SINAR



2(a). Berbuka Alerts (Pen. M'sia)

Stations (Pen. M'sia)				
LIVE Date	Ramadan 27 February – 29 March 2025 <i>*Subject to final dates from JAKIM</i>			
LIVE Time	Right before Maghrib call to prayer			
On Air (29 days)	29 x 15 seconds promo plus 29 x feature intro for Berbuka Alerts			

Terms and Conditions:

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Radio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment Shown is subject to Service Tax.

2(b). Berbuka Alerts (East M'sia)

Stations (East M'sia)		
LIVE Date	Ramadan 27 February – 29 March 2025 <i>*Subject to final dates from JAKIM</i>	
LIVE Time	Right before Maghrib call to prayer	
On Air (29 days)	29 x 15 seconds promo plus 29 x feature intro for Berbuka Alerts	

Terms and Conditions:

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Radio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).

03

Sahur Alerts







The Waktu Sahur Alert plays approximately 15 minutes before Azan Subuh. This feature will air during the whole of Ramadan, from Monday to Sunday.

This message will carry CLIENT brand name, plus an appropriate sales message, for example:

“Kurang 10 minit lagi untuk waktu Imsak bagi kawasan Kota Kinabalu / Kuching dan sewaktu dengannya. Dapatkan tenaga sepanjang hari dengan secawan susu. Susu Kambing, Yakini Khasiat Semulajadi. ERA & CLIENT mengucapkan Selamat Berpuasa” and followed by 15 sec client commercial.



3(a). Sahur Alerts (Pen. M'sia)

Stations (Pen. M'sia)				
LIVE Date	Ramadan 27 February – 29 March 2025 <i>*Subject to final dates from JAKIM</i>			
LIVE Time	Morning (around 5:15am)			
On Air (29 days)	29 x 15 seconds promo plus 29 x feature intro for Waktu Sahur Alerts			

Terms and Conditions:

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Radio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment Shown is subject to Service Tax.

3(b). Sahur Alerts (East M'sia)

Stations (East M'sia)		
LIVE Date	Ramadan 27 February – 29 March 2025 <i>*Subject to final dates from JAKIM</i>	
LIVE Time	Morning (around 4:15am)	
On Air (29 days)	29 x 15 seconds promo plus 29 x feature intro for Waktu Sahur Alerts	

Terms and Conditions:

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Radio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).

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RAMADAN CONTENT CATEGORIES 2025

(CLICK LINK TO CATEGORY PAGE)

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LIFESTYLE / COMMUNITY

RELIGIOUS CONTENT

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/ COMEDY

MOVIES & TELEMOVIES

ASTRO RADIO RARA
OFFERINGS

RAMADAN & RAYA DRAMA SERIES

Leverage using our Scripted content from the best
DRAMA MAKERS of Malaysia EXCLUSIVELY ON ASTRO

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Ria

astro one



HITMAKER : SITI ROSMIZAH

From the acclaimed pen of Siti Rosmizah, a best-selling novelist and hitmaker renowned for her gripping dramas, comes this poignant tale. Siti Rosmizah has previously delivered top-rated dramas such as “Takdir Itu Milik Aku,” which achieved peak ratings of 1.3 million, and “Dedaun di Angin Lalu.” Her latest work, “DIA IMAMKU,” promises to captivate audiences with its emotional depth and compelling narrative.

SITI SALEHA (Female Lead) won the Outstanding Asian Star award at the 2024 Seoul International Drama Awards. **KAMAL ADLI** (Male Lead) has received numerous accolades, including the Best Actor award at the 2019 Anugerah Skrin for his role in Black and the Most Popular Male TV Actor at the 2020 Anugerah Bintang Popular Berita Harian

MEGADRAMA : DIA IMAMKU

NEW

Logline: In a world where love is overshadowed by neglect, a young woman's journey from arrogance to regret reveals the true cost of a hardened heart.

Synopsis: Cempaka Humairah, an arrogant and unpleasant girl, hides a deep-seated insecurity and a desperate need for attention. Neglected by her parents, Dato' Malik and Datin Orkid, who favor her older sister Lily Hamra, Humairah grows to despise anyone who diverts her family's attention away from her. Her disdain extends to Amir, a seemingly insignificant village boy she meets at Nek Bunga's house. To Humairah, Amir is nothing more than a dimwit, irrelevant to her life. However, an unexpected incident forces Humairah to confront the sincerity and depth of Amir's feelings. Just as she begins to realize the truth and seeks forgiveness, Amir's heart turns cold. Will Humairah find a way to mend the rift, or has she lost Amir forever? The answer lies in the unfolding drama of “DIA IMAMKU.”

Date	17 February – 15 May 2025
No. of Episodes	52 episodes
Day & Time	Mon – Thu, 10PM
Duration	60 minutes
Production Date	Completed. Housemaster 16 episodes
Casts	Siti Saleha, Kamal Adli
Genre	Romance / Family Drama
Sponsorship Opportunities	



VISIONARY: SHAHRUL EZAD

Shahrul Ezad Mohameddin, co-founder of Radius One Sdn Bhd, is a celebrated Malaysian scriptwriter and director. Known for his impactful storytelling, Shahrul has created numerous high-rating TV dramas and films. His notable works include the hit series "Juvana", "Nur 1 & 2" and the Asian Creative Academy Award winning "Khunsa"

DRAMAVAGANZA : SERIBU TAHUN NEW

Logline: Puteri Imaan Suhana, after a tumultuous relationship with Azrul, fled to a village and married Shukri. Years later, Imaan abandoned their child, leaving Shukri to raise them. As Shukri developed early-onset Alzheimer's, Imaan returned, seeking custody of her child. This sparked a fierce custody battle, with Imaan fighting to regain her child's trust and Shukri struggling to protect the bond he had built.

This drama will have a digital extension : A dynamic podcast-style talk show covering the many social issues the drama uncovers : SERIBU TAHUN DALAM 10 MINIT

Date	5 March – 22 May 2025
No. of Episodes	24 episodes
Day & Time	Wed – Thu, 9PM – 10PM
Duration	60 mins
Production Date	Nov 2024 – Jan 2025
Casts	Emma Maembong, Azhan Rani, Noorkhiriah, Mikael Noah
Genre	Romance / Family Drama
Sponsorship Opportunities	

**GEM
PAK**

Seribu Tahun EXTENSION

DALAM 10 MINIT

SERIBU TAHUN EXTENSION
Mulai 13 Mac, Setiap Khamis, 8PM

DIGITAL EXTENSION

SERIBU TAHUN DALAM 10 MINIT

NEW

- **Synopsis :** A dynamic podcast-style talk show where a charismatic host dissects some of the pressing issues portrayed in Seribu Tahun. The issues include abortion, eloping, pre-marital affairs, early marriage and more.
- Together with the host, each episode will feature an expert (a counselor or psychologist) and an artist/influencer who will have an open and insightful conversation tackling the topic of the week.

Date	TBC
No. of Episodes	6eps x 10mins
Duration	10mins
Genre	Podcast / Digital Talkshow
Platform	Astro Gempak
Target Audience	Both Male & Female, 10+, Mass, Urban
Production Date	Jan 2025
Sponsorship Opportunities	

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Ria

Honey Minta Maaf!

ARAHAN
WAN ALAUDDIN & WAN ZAINUDDIN

astro



INNOVATOR: WAN HASLIZA

KL Motion Pictures, led by Wan Hasliza Wan Zainuddin, has produced several hit comedy series, including Keluarga Iskandar and Kampung People, which are beloved for their humor and relatable storytelling. Recently, they added another success to their portfolio with Dr. Pontianak, a comedy-drama about a medical trainee who wakes up with mysterious injuries and a craving for blood.

Anna Jobling (Lead role) has received several prestigious awards, including the Gempak Most Wanted 2023 award, Selebriti Digital Tergempak 2023, and the Drama Rambut Tetap Boom award for her role in Melus Untuk Firdaus 212. She garnered an impressive 1.5 million votes from fans, underscoring her popularity and talent

RARA SPECIAL : HONEY MINTA MAAF NEW

Logline: Honey, a popular socialite, was caught speaking rudely to a fan at her makeup line launch. This incident led to her being “canceled,” and her husband, Zakuan, announced their separation. Bombarded by paparazzi and hateful comments, Honey had a panic attack and fainted. In a dream, an old man told her to make peace with those she had wronged. Realizing her mistakes, Honey decided to return to her hometown to seek forgiveness.

Date	2 March – 20 April 2025
No. of Episodes	8 episodes
Day & Time	Sunday, 9.00PM
Duration	90 mins
Production Date	Completed
Casts	Anna Jobling, Hun Haqem
Genre	Comedy / Family Drama
Sponsorship opportunities	

astro

Prima



PROLIFIC : MIG SDN BHD

MIG has been a prolific force in the entertainment industry, producing over 150 films and 8,000 hours of TV series since 2000. They are known for their diverse and engaging content, and have received several accolades, including the Best Film Production Company award at the Malaysian Film Festival and the Most Popular Production House at the Anugerah Bintang Popular Berita Harian.

Hannah Delisha, a Singaporean-born actress, is celebrated for her roles in popular series like "Mencintaimu Mr Photographer" and "Langsuir"¹, while Malaysian actor **Redza Rosli** is known for his performances in dramas such as "Dedaun Hijau Di Angin Lalu" and "Bisik-Bisik Gelora," earning him accolades like the Popular Male TV Actor award

TIARA : DENDAM SEORANG MADU NEW

Logline: When the impoverished Rayhana marries Faris to secure medical care for her mother, she soon discovers she is his second wife, with his volatile secretary, Izara, as the first. Unbeknownst to Rayhana, Hanum, Faris's mother, plots to access her late father's trust fund. After surviving a murder attempt for her inheritance, Rayhana returns under a new identity, meticulously planning her revenge against Faris, Izara, and Hanum. Just as she begins to dismantle their lives, a shocking revelation threatens to upend her plans...

Date	3 March – 4 May 2025
No. of Episodes	50 episodes
Day & Time	Mon – Fri, 6.00 – 7.00 PM
Duration	60 mins
Production Date	On-going Shooting till April 2025.
Casts	Redza Rosli/Hannah Delisha/Jazmy Juma
Genre	Romance & Family Drama
Sponsorship Status (use this to list down sponsors status)	Open for Sponsorships, can confirm while production ongoing

astro

Prima

Malay Content Production



Synopsis:

Pasar Raya is a lighthearted workplace sitcom set in a bustling neighborhood supermarket, where the daily grind is anything but ordinary. The story revolves around a quirky team of employees, each with their unique quirks, who work together (and sometimes against each other) to keep the store running smoothly.

From managing demanding customers to tackling unexpected challenges, the team navigates the hilarity of everyday life while building friendships, handling conflicts, and occasionally stumbling into chaos.

Sherry, the daughter of a popular supermarket owner in Kuala Lumpur with a passion for engines and motorsports, **is forced to step into the role of manager** when her father relocates to Johor Bahru to oversee a new branch. Reluctantly taking on the responsibility, Sherry must navigate the chaos of managing quirky employees and demanding customers. However, her life takes a dramatic turn when her dreams and love are shattered by a deceitful partner, leading her on a journey to discover the true meaning of friendship, genuine love, and real responsibility.

PASAR RAYA SITCOM

NEW

Date	31 March 2025 – 4 April 2025
No. of Episodes	5 Episodes x 60mins
Day & Time	Monday - Friday, 2PM
Cast	Sherry, Naz Sally, Yah Kucai, Bell Ngasri, Dr Say
Production Date	25-28 February 2025
Genre	Sitcom
Sponsorship Opportunities	<ul style="list-style-type: none"> • Product placement at shelf/store/staff rest area to promote products • Pop Up Booth / Sampling Booth at Pasar Raya

astro

Citra



BEST DRAMA SERIES: ONE CENT THIEF S1

2023 Asian Academy Creative Awards (AAA)

Logline:

Award-winning drama series is back with Season 2! This brand-new season features the story of Iman Shah, also known as 'the One Cent Thief' who had to work with the cyber crime group, Digital Karma to stop Ibu Zara, a drug kingpin who is now an influential politician.

After failing to stop a drug kingpin turned powerful politician, a former bank employee and hacker teams up with an underground group of cyber-criminals to perform the biggest heist the country has ever seen: to steal back billions that was stolen from the people.

astro originals

ONE CENT THIEF SEASON 2

NEW

Date	31 January – 28 March 2025
No. of Episodes	9 episodes
Day & Time	Fri, 9PM
Duration	60 mins
Production Date	Currently in post-production
Casts	Syafiq Kyle, Azira Shafinaz, Fabian Loo, Sofia Jane, Faizal Hussein
Genre	Cyber Crime Thriller Drama
Sponsorship Opportunities	



When a pair of best friends discover their husbands' betrayals, one gambling away their family savings and the other taking in a secret second wife respectively, they take drastic measures to team up and reclaim their lives.

astro originals

FIRST WIVES

NEW

Date	11 April – 30 May 2025
No. of Episodes	8 episodes
Day & Time	Fri, 9PM
Duration	60 mins
Production Date	Currently in Post-Production
Casts	Mimi Lana, Melissa Campbell, Malek McCrone, Charles Roberts
Genre	Heist-Comedy / Family Drama
Sponsorship Opportunities	

astro

Citra



UNCOVER THE DARK SECRETS

lurking behind the ivy-covered walls of academia

Logline:

"The Secret," where the hallowed halls of academia become the backdrop for a chilling investigation into a student's mysterious death. This series, directed by Jason Chong and produced by Revolution Media, transforms a university setting from a place of learning into a riveting crime scene, blurring the lines between education and intrigue.

When popular student Liya is found dead on campus, her lecturer joins forces with Liya's best friend to uncover the truth behind her death.

viu originals

THE SECRET

NEW

Date	7 February – 6 March 2025
No. of Episodes	8 episodes
Day & Time	Thursday & Friday, 10PM
Duration	60 mins
Casts	Siti Saleha, Remy Ishak, Sara Mack Lubis
Genre	Thriller
Trailer	https://www.youtube.com/watch?v=TDX4H-MwiiM&t=25s
Sponsorship Opportunities	



The first meeting at the supermarket made Damia harbor feelings of hatred towards a man. Unexpectedly, it was the man who was about to separate her from her nephew, Umar Fayyadh, who had been cared for since the death of her sister and brother-in-law. She loves Umar like her own son. Due to the will, Damia had to let Umar go. But... Umar's situation made her realised, Damia needs to claim custody of Umar as soon as possible! She needs to get married. But who is the future husband? Can her husband accept Umar?

UMAR



Date	1 March – 3 May 2025
No. of Episodes	10 episodes
Day & Time	Sat, 9PM
Duration	60 mins
Production Date	Dec 24 onwards. Currently under-going shooting
Casts	Mikael Noah, Arfie Shah, Alya Iman (TBC)
Genre	Family & Kids Drama
Sponsorship Status (use this to list down sponsors status)	



RAMADAN FOOD / COOKING

astro

Ria

astro

RESEPI HIDUP

Chef Wan

- COOKING WITH SOUL

“Life on a Plate with Chef Wan” is a cooking and talk show where Chef Wan shares his life’s journey through food and family. Each episode features him preparing cherished dishes and discussing his experiences as a son, husband, father, and grandfather. He also shares heartfelt stories about caring for his late mother and battling cancer, offering viewers comfort, hope, and wisdom through his cooking and storytelling

RESEPI HIDUP : CHEF WAN

NEW

Logline: “Life on a Plate with Chef Wan” is a cooking and talk show where Chef Wan shares his life’s journey through food and family.

Date	3 March 2025 – 31 March 2025
No. of Episodes	5 episodes
Day & Time	Monday, 11 pm
Duration	60 mins
Production Date	Recording : 10,11,12 January 2025 Sponsorship Cut Off Date: End Dec 2024
Host	Chef Wan
Genre	Cooking & Inspiring Talk Show
Sponsorship Opportunities	LIFE Sauce Ajinomoto

astro

Ria

GEM
PAK

-SNEAK PEAK TO THE PAST

Baking Raya Show is a short-form recipe series that teaches viewers to make Malaysia's best kuih raya using traditional methods, with no shortcuts. This blend of heritage and authenticity makes it perfect for advertisers aiming to connect with a culturally rich audience. (30 recipes for 30 days)

FILLERS: BAKING MACAM DULU

NEW

Logline: Baking Raya Show is a short-form recipe series that teaches viewers to make Malaysia's best kuih raya using traditional methods, with no shortcuts.

Date	2 March – 30 March 2025
No. of Episodes	30 episodes
Day & Time	Mon-Sun 6:55PM
Duration	2 mins
Production Date	January 2025
Host	No host, just audio (only focus on the hand)
Genre	Cooking Show
Sponsorship Opportunities	Farm Fresh

astro

Ria

GEM
PAK

CHE TON & KENGKAWAN

(SECOND WINDOW ON ASTRO RIA)

**FORMERLY KNOWN AS "YOU KNOW NOTHING ABOUT COOKING"*

Logline: Sherry learn how to cook from Datin Marlia Musa in a kitchen set up featuring guest stars.

Platform	Astro Gempak
First TX	1st Ramadan - 15th Day Ramadan 2025
Duration & Episodes	30 mins x 15 episodes
Day & Time	TBC

Platform	Astro Ria
Second TX	16th Day Ramadan - 30th Day Ramadan 2025
Duration & Episodes	30 mins x 15 episodes
Day & Time	Mon-Sun 8:30PM
Production Date	December 2024 / January 2025
Host	Sherry Al-Hadad, Datin Marlia Musa
Sponsorship Opportunities	Lady's Choice, Horlicks, Knorr, Sunlight

-SHERRY LEARN TO COOK !

"You Know Nothing About Cooking" is a series hosted by Sherry Al Hadad, who doesn't know how to cook and wants to learn from her mentor, Datin Marlia Musa, to impress her celebrity friends. Do you want to find out if Sherry will succeed in cooking? You'll have to tune in to each episode to find out. Sherry will be preparing different dishes in each episode, so you might discover a favorite dish along the way!

astro

Ria

PENAMPILAN KHAS

AZNAH HAMID | LIZA ABDULLAH | AIDA KHALIDA | FATIMAH ABU BAKAR | ROSNAH JOHARI
UMMI NAZEERA | AZIZAH MAHZAN | DATUK FAUZIAH NAWI | RAJA AZURA

ZAHIRIL ADZIM & HISYAM HAMID

- THE 'ABANG HOT'

Fattah Amin and Hisyam Hamid step into the kitchen for the first time to prepare their favourite dishes, including main courses, desserts, beverages, and more – perfect for the Ramadan season.

In each episode, a **special guest from among the top female celebrities** joins them to share valuable cooking techniques and methods.

These guests not only guide them through the process but also provide feedback and insights, making the show both entertaining and educational.

ANDAI TIADA SURI

*title changed from Dapur Abang Hot

NEW

CLIENT CENTRIC

Logline: This upcoming Ramadan in 2025, fans will be thrilled to discover their favourite dishes and witness how Fattah Amin and Hisyam Hamid prepare them. From exploring their culinary preferences to showcasing their cooking skills, this experience will bring a unique and personal glimpse into their lives during holy month.

Date	8 March 2025 – 30 March 2025
No. of Episodes	8 episodes
Day & Time	Sat & Sun 6PM
Duration	30 mins
Production Date	Completed in December 2024 / January 2025
Host	Fattah Amin dan Hisyam Hamid
Genre	Cooking Show
Concept	Modern Masculine Kitchen
Sponsorship Opportunities	

astro

Prima

Ideaktiv



-DELIGHTFUL COOKING MOMENTS

Advertisers can showcase their products, such as cooking oil, butter, and rice, as essential ingredients in these beloved dishes, reaching a dedicated audience of food enthusiasts.

RASA AJAR MASAK

CLIENT CENTRIC

Logline: A cooking show featuring delightful mix of father-daughter, mother/daughter, husband/wife, grandparent/grandchild pairs teaching cooking in a casual, natural and share cherished recipes. Advertisers can showcase their products, such as cooking oil, butter, and rice, as essential ingredients in these beloved dishes, reaching a dedicated audience of food enthusiasts.

Date	1 March - 29 March 2025
No. of Episodes	22 episodes
Day & Time	Sun-Wed, 7PM
Duration	30 mins
Production Date	January 2025
Cast	Various celebrities
Genre	Cooking Show
2025 Confirmed Sponsors	Baba's

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RAMADAN TALK SHOWS

astro

Ria



-THE TALK OF THE TOWN!

Bring you the entertainment vibes but with Ramadan theme embedded in the show during Moreh! Featuring celebrities, KOLs and the latest and fresh stories straight from Malaysian entertainment world.

MeleTOP Moreh 2024 Reference:
<https://www.youtube.com/watch?v=71kleT157Rs>

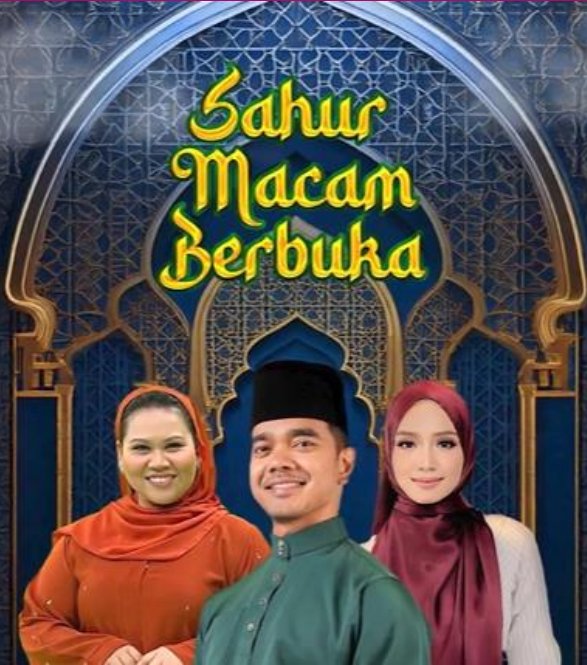
MeleTOP Ramadan

Logline: MeleTOP Moreh is coming for Ramadan 2025 with more fresh contents from entertainment industry.

Date	4 March 2025 – 25 March 2025
No. of Episodes	4 episodes
Day & Time	Tuesday, 9PM
Duration	60 mins
Cast	Nabil Ahmad, Hawa Rizwana, Namie
Production Date	Time of recording : 12pm Soundcheck and rehearsal:10am. Method : Live to tape
Genre	Talk Show / Entertainment
Sponsorship Opportunities	

astro

Ria



-SAHUR TAINMENT

Coming to you from KL's ultimate Sahur hotspot, where the city's energy comes alive! But that's not all—right after Sahur, we're heading to the mosque for a special Subuh gathering, bringing the spirit of Subuh Macam Jumaat! - This show will spotlight popular sahur hotspots around Klang Valley with engaging discussions and heartwarming moments, it promises to bring the festive spirit of Ramadan into viewers' homes, making it an ideal platform for advertisers to connect with a captivated audience.

SAHUR MACAM BERBUKA 'MERIAH LAIN MACAM'

NEW

Logline: Astro RIA will keep you entertained during Sahur while you preparing the food, having your sahur with the family before Subuh prayer with fresh talk show!

Date	15, 22, 29 March 2025
No. of Episodes	3 episodes
Day & Time	4.30AM to 5.30AM (Saturday)
Duration	60 mins
Host	Alif Satar and guests
Production Date	11, 19, 26 March 2025
Genre	Live Sahur Talk Show
Sponsorship Opportunities	

astro

Ria



-HEALING-HEALING RAMADAN

Healing with Zizan S2 is a motorhome concept trip to a beautiful natural destination. Hosted by comedian Zizan Razak, featuring deep and candid conversations about life and personal insights among male figures. Set in the great outdoors, the show blends humor with heartfelt discussions and highlights camping products, cars, and male-oriented topics, making it a must-watch for adventure enthusiasts.

2024 Reference:

https://www.youtube.com/watch?v=_k5hCmj_HBM

HEALING WITH ZIZAN S2

Logline: An in-depth discussion with Zizan featuring prominent figures from Malaysia entertainment industry.

Date	3 March 2025 - 31 March 2025
No. of Episodes	5 episodes
Day & Time	Monday, 9PM
Duration	60 mins
Host	Zizan Razak
Production Date	Shooting w/c 2 February 2025
Genre	Lifestyle Talk Show
Sponsorship Opportunities	Camping, food, road trip, cooking products

astro

Ria

Thinker
STUDIOS

Sofa Kentang



astro
RIA

**-LATEST REVIEW OF ASTRO'S
HOTTEST RAMADAN PROGRAM**

SOFA KENTANG RAMADAN EDITION

Logline: Catch the latest reviews of Astro's hottest Ramadan program featuring various talents.

Date	3 March 2025 - 24 March 2025
No. of Episodes	4 episodes
Day & Time	Monday, 11:08 PM
Duration	30 mins
Cast	Thinker Studios Talents
Production Date	January 2025
Genre	Talk Show
Sponsorship Opportunities	

astro

Ria



Thinker
PODCAST



-A POSCAST TO LISTEN TO DURING RAMADAN

A podcast series by Thinker and is customizable for Ramadan theme and up for discussion.

PODCAST THINKER RAMADAN ED.

Logline: : A podcast series by Thinker and is customizable for Ramadan theme and up for discussion. Hosted by the hosts of Sinar radio Sunday breakfast show "Eh Tetiba Ahad," Syafa Nisa and Haiqal Hairuddin, the show focuses on interesting stories and insights of celebrities, personalities, and people of interests, that you probably never knew that you need to know.

Date	5 March 2025 – 26 March 2025
No. of Episodes	4 episodes
Day & Time	Wednesday, 8:00AM
Duration	30 mins
Cast	Syafa and Haiqal
Production Date	January 2025
Genre	Talkshow
Sponsorship Opportunities	

astro

Prima

borak
seeNI

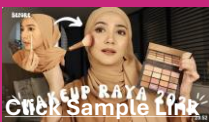
RARA 2025

CAMPAIGN
IDEAS

RARA IDEAS: BORAK SEENI

Logline: Highlighting the personal, inspiring, and budget friendly home decoration efforts, showcasing their unique and beautiful living spaces with practical tips for Ramadan and Raya preparation.

Date	28 February - 11 April 2025 *For RARA based clients / segments
No. of Episodes	Broadcast 4 times a week
Day & Time	First Run: Tuesday - Friday, 11am Repeat: Tuesday - Friday, 5pm Same Day
Duration	60 mins
Host	Erra Fazira, Faizal Ismail, Kaenu Azman, Hunny Madu, Haziq Husni, Dahlia Shazwan, Nana Mahazan
Genre	Live Talk Show (*Pre-record during 1 st week of Raya)
Sponsorship Opportunities	Idea 1: Beauty, Skin Care, Perfume, Hair Care brands Idea 2: Muslimah Wear Idea 3: Spice Brands Idea 4: Rice and spice brands Idea 5: Hotels & Resorts Idea 6: Furniture Idea 7: NGOs
Promo Link	https://www.youtube.com/watch?v=IAGgZVhllqI&feature=youtu.be



Idea 1: Make-Over Raya (Beauty & Fashion)

The "Hari Raya Makeover Special" aims to provide viewers with valuable fashion and makeup tips and tricks for the upcoming Hari Raya, featuring expert advice or product recommendations from potential makeup, skincare, perfume, and hair care brands.



Idea 2: Shopping Raya

"Shopping Raya" aims to spotlight the latest fashion trends and styles for Hari Raya, highlighting the trendiest and most in-demand fashion brands and products.



Idea 3: 2-Minute Cooking Recipes

"2-minute cooking recipes" will showcase quick and easy Raya recipes that also captures the spirit and essence of the occasion. Focusing on delicious and time-efficient recipes, each episode will feature a step-by-step cooking demonstration and showcase the spices and ingredients (client products) used. The final product will then be featured.



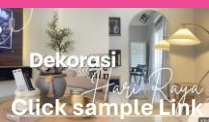
Idea 4: Mencari Rahsia Bubur Lambuk

Highlighting the importance of "Bubur Lambuk" by showcasing its preparation and cultural significance. The episode will focus on the dish and highlight its importance during Hari Raya. Historical context will also be provided, explaining the origins of the dish and how it became a staple during the festive season.



Idea 5: Berbuka Puasa

"Berbuka Puasa" will showcase the best culinary offerings from hotels and locations for iftar. Specific hotels will be introduced, followed by a behind-the-scenes look of the premises, including the kitchen where viewers can watch the chefs prepare signature iftar dishes.



Idea 6: Deco Tips

This segment aims to inspire viewers with practical and stylish home makeover ideas for Hari Raya, helping them prepare and rejuvenate their homes for the festive season.



Idea 7: "Bantu SeeNI"

"Bantu SeeNI" aims to foster the power of giving, by providing aid to those that need them the most. The segment will provide a positive and encouraging spin, ensuring that no one is forgotten in these trying times.



**RAMADAN
LIFESTYLE / COMMUNITY**



- BRANDED CAPSULE

Astro customers are invited to send heartfelt Raya wishes to their loved ones, family, and friends. Whether it's a message of love, gratitude, or celebration, this is a chance to spread joy and reconnect with those who matter most during the festive season

Raya wish from Malaysians to be flooded as fillers on Astro Malay channels.

Sample link: https://drive.google.com/file/d/1heHERMSseSxD7snN_3XGr-MUfCwnSUZq/view?usp=sharing

BRANDED CAPSULE – KAD RAYA KITA!

Logline: Branded capsule to have public or Astro Customers to give Raya Wish starting 2 weeks before Raya with client's message. Branded capsules to run on multiple top Astro Malay channels

Date	17 March 2025 – 13 April 2025
No. of Episodes	1 min branded capsule
Production Date	January 2025
Genre	Fillers
Sponsorship Opportunities	

astro

Prima



-REAL PEOPLE, REAL STORIES

This diary captures a day in the life of various underrepresented individuals in Malaysia. It highlights the dedication and hard work of individuals such as a gravedigger, a hospital janitor, a DBKL worker, an Orang Asli farmer, an elderly person in a mascot costume, a fish market vendor, a prison worker, and an elderly home worker. Each episode showcases their unique challenges and contributions, shedding light on their often-overlooked roles in society.

Raya Special: Raya episode will feature 2 interconnecting stories and story of unsung heroes of Raya celebrations in Malaysian kampung

KISAH HIDUPKU

NEW

Logline: Real life stories of everyday **heroes** who are the heartbeat of the city!

Kisah Hidupku Ramadan

TX Details

6 March 2025 – 27 March 2025
30 mins x 4 episodes
Thursday, 7:00PM

Kisah Hidupku Beraya

Date

3 April 2025
60 mins x 1 episode
Thursday, 7:00PM

Host

V0 Host

Production Date

Completed but we can do special shoot for client with production cost

Genre

Reality Show, Humanity

Sponsorship Opportunities

astro

Prima

IDEAKTIV

ideaktiv

astro GO saoka astro

Kongsi Kasih 4
Musim ke -

JEJAK JALANAN

MULAI 14 FEBRUARI 2025
SETIAP JUMAAT, 7 MALAM

astro
Prima

- CSR INITIATIVE

Hazeman Huzir will continue to go on the heart-warming journey from one neighborhood to another, from one area to another with one mission in mind; to find the people in need and share their stories with the audience.

Kongsi Kasih 2024 Reference:
<https://www.youtube.com/watch?v=760yBpp-MvU>

KONGSI KASIH S4

Logline: Showcase heartwarming stories of love and gratitude during Ramadan, hosted by Haze and Abe Hae, with inspiring tales from diverse communities throughout Ramadan & Raya.

Date	14 February 2025 - 4 April 2025
No. of Episodes	30 mins x 7 episodes (Pre-Ramadan & Ramadan) 60 mins x 1 episode (Raya) Kongsi Kasih Celebrity
Day & Time	Friday, 7:00PM
Host	Hazeman Huzir
Production Date	Completed in January 2025
Genre	CSR/ Community
Sponsorship Opportunities	CSR angle partnership for brands. A special CSR initiative by ASTRO where we give back to local community, It is the best season for brands to be proactive and facilitate giving during the festive season.

astro

Prima

IDEAKTIV



-EID HOME DÉCOR IDEAS

A decoration program that will display the uniqueness and beauty of the home that the owner has personally created. The host will meet them, and they will share the secrets of beautifying the home in terms of ideas, tips and dreams of personal taste. Decorate the house with items of their own choice. It will cover the entire interior and exterior of the house including special corners that are their own personal touch..

Past Season Reference:

<https://www.facebook.com/watch/?v=1388849741957406>

CASA IMPIANA

CLIENT CENTRIC

Logline: Have you been struggling to figure out how to make your home's interior more appealing? Casa Impiana will be produced to inspire more homeowners with Hari Raya unique & beautiful décor ideas

Date	5 March 2025 – 26 March 2025
No. of Episodes	4 episodes
Day & Time	Wednesday, 9:05PM
Duration	30 mins
Cast	TBC
Production Date	January 2025
Genre	Home Decor
Sponsorship Opportunities	

The background features a vertical gradient from light pink on the left to a darker magenta on the right. A large, light-orange wavy shape is on the left side. At the bottom, there are two overlapping wavy shapes in shades of pink and magenta.

RAMADAN RELIGIOUS CONTENT

astro

Oasis



- INSPIRING TALK SHOW

A morning show hosted by Syamsul Debat, as he gives sermons across mosques in Malaysia. The show combines Islamic reflections with light-hearted humour, offering an engaging way for viewers to start their day. Santai, janji sampai!

SYAMSUL DEBAT: DAKWAH SANTAI



Date	3 March 2025 – 28 March 2025
No. of Episodes	20 episodes x 60 mins
Day & Time	Monday – Friday, 5am – 6am
Host	Shamsul Debat
Production Date	16 Feb- mid March 2025
Genre	Inspirational Talkshow / Religious Tazkirah in different mosques around Malaysia
Sponsorship Status (use this to list down sponsors status)	

astro

Oasis



- LIVE ENGAGEMENT WITH LIVE AZAN

“KURMA DAN KOPI: Santai Janji Sampai” isn’t your typical Islamic talk show—it’s a timeless and relatable conversation that blends faith with real-life struggles, just like how kurma and kopi complement each other. While kurma instantly reminds us of Ramadan, and kopi represents our daily routine, the phrase “Santai Janji Sampai” emphasizes a relaxed yet meaningful approach, making the discussions authentic, deep, and impactful—not just for Ramadan, but for life.

With celebrity guests, public figures, and viral social media personalities, each episode remains fresh, relevant, and engaging. Topics span marriage, parenting, family, work, travel, and current social issues, diving into supernatural beliefs, Islamic struggles, and modern challenges.

(LIVE) KURMA & KOPI: SANTAI JANJI SAMPAI

NEW

Date	3 March 2025 – 28 March 2025
No. of Episodes	20 episodes x 60 mins
Day & Time	Monday - Friday, 7:00PM – 8:00PM (LIVE)
Cast	Hosts: Mawi + Atu Zero Asatizah: Dato Ustaz Kazim Elias/Dato Dr Izhar Ariff/IM Asyraf/Syamsul Debat (TBC) Guest Celebrity: TBC
Production Date	Live
Genre	Live Q&A Talk Show
Sponsorship Status (use this to list down sponsors status)	

astro

Oasis



- INSPIRING TALK SHOW

A talkshow featuring Lisa Surihani & Ustaz Jafri that will expand from previous season's Bidadari Syurga. A sharing session that will take lessons during the prophet's time and how will it relate to the current situation.



Bidadari Syurga S2 Reference:

<https://www.youtube.com/watch?v=9xsxKIGPv7Y&t=2s>

MENUJU SYURGAMU

NEW

Date	1 March 2025 – 19 April 2025
No. of Episodes	8 episodes x 30 mins RAMADAN 5EP 1/3 – 29/3 RAYA 3EP 5/4 – 19/4 (SPILLOVER)
Day & Time	Saturday, 7:30PM
Host	Lisa Surihani & Ustaz Jafri
Production Date	Completed in January 2025
Genre	Inspirational Talkshow / Religious
Sponsorship Status (use this to list down sponsors status)	Horlicks/ Breeze

astro

Oasis



TAZKIRAH MALAM JUMAAT MUSIM KE-9

AMIN IDRIS FAKHRUL RADHI IZMIR FAREEZ

Tazkirah Malam Jumaat is program that features either a panel of popular asatizah, or individual preachers as they tackle issues that face society today, held in different mosques or surau each episode with a live audience.

TAZKIRAH MALAM JUMAAT (MUSIM 9)

Date	6 March 2025 – 27 March 2025
No. of Episodes	60 mins x 4 episodes during Ramadan
Day & Time	Thursday, 9:00PM
Cast	Panel of asatizah
Production Date	February 2025
Genre	Religious Talkshow
First Right Refusal	EZ Qurban (21 Mar), Yaya Empire (28 March and 4 April)

astro

Oasis



Geng Ngaji, a look forward program during the month of Ramadan, invites audience to call in via phone call or Skype call, to recite & check their recitation with the panels of the day. Geng Ngaji will also invite a celebrity to recite together on each day. A full show that is packed with ilmiah to fill up the month of Ramadan.

Geng Ngaji S5 Promo Reference:

<https://www.youtube.com/watch?v=UbBEYO1k0bg>



[LIVE] GENG NGAJI (MUSIM 6)

Date	2 March 2025 – 30 March 2025
No. of Episodes	60 mins x 29 episodes
Day & Time	Daily, 6.00PM (LIVE)
Cast	Fakhrul, Ustazah Farhatul, Ust Tarmizi, Sheikh Abd Karim & Ammar Muklis
Production Date	LIVE Daily
Genre	Live & Interactive Quran Recitation Show
Sponsorship Status (use this to list down sponsors status)	

astro

Oasis

JALAN-JALAN
Australia



-INSPIRING TRAVELOGUE

A travelogue program that features the exploration and journey of the host exploring the land of 'Down Under' Australia, especially in areas where there are many Malay and Muslim communities such as Katanning, Perth city, Christmas Island and Cocos Keeling Island.

JALAN JALAN AUSTRALIA

NEW

Logline: A travelogue exploring interesting places, local Muslim lifestyle, outdoor activities and halal foods in Australia

Date	1 March 2025 – 26 April 2025
No. of Episodes	9 episodes x 30mins RAMADAN 5EP 1/3 – 29/3 RAYA 4EP 5/4 – 26/4 (SPILLOVER)
Day & Time	Saturday 7PM
Host	Alif Satar
Production Date	December 2024
Genre	Inspirational Travelogue / Religious
Sponsorship Status (use this to list down sponsors status)	



Join Zainal Ariffin, as he explores into the places and experience the footprints left by our Prophets in getting to know the true meaning of Islam. This time, he will be exploring Islamic footsteps around Russia, Chechnya & Georgia.

2024 Promo Preference:

https://www.youtube.com/watch?v=HlidhDx_sxc&t=2s

LANGKAH NABI (MUSIM 2)

Date	1 March 2025 – 23 March 2025
No. of Episodes	8 episodes x 30 mins RAMADAN 8EP 1/3 – 23/3
Day & Time	Sat & Sun, 5:30AM
Host	Zainal Ariffin
Production Date	Completed in January 2025
Genre	Inspirational Documentary / Religious
Sponsorship Status (use this to list down sponsors status)	

**RAMADAN
ENTERTAINMENT /
VARIETY / COMEDY**

astro

Prima



Logline:

Sepahtu Reunion Al Puasa is the ultimate stage comedy show by Malaysia's favorite comedy troupe, Sepahtu. Expect an hour of non-stop laughter with hilarious punchlines and costumes that showcase Malaysian style. For Raya 2025, look forward to fresh, funnier, and Raya-themed twists!

Achievements :

Raja Lawak Season 3 Champions (2009): Sepahtu, originally known as Sepah, won the third season of the popular reality show Raja Lawak, which catapulted them to fame¹.

Maharaja Lawak Champions (2011): After rebranding to Sepahtu, they continued their winning streak by clinching the title in Maharaja Lawak, another prestigious comedy competition

Radio Show Success: Sepahtu's radio show, Sepahtu Sinar, became a hit, showcasing their comedic talents on air and earning them a loyal following.

SEPAHTU REUNION AL PUASA & AL RAYA 2025

RAMADAN NEW TITLE : SEPAHTU RENEW (Pre-Recorded)

Date

7 March 2025 – 28 March 2025
60 mins x 4 episodes
Friday, 9:00PM

Confirmed Sponsors

Perfume Paradise

RAYA NEW TITLE : SEPAHTU KECOH BERAYA (Pre-Recorded)

Date

29. 30, 31 March
4, 11, 18, 25 April
2. 9. 16. 23 May
60 mins x 11 episodes, 9:00PM

Cast

Jep, Rahim, Pak Ya, Ebby Yus

Production Date

December 2024 – February 2025

Genre

Stage Comedy

Sponsorship Opportunities

Home Care | Personal Care | Food

Confirmed Sponsors

Perfume Paradise



Logline:

Projek Bapak Bapak is a family-friendly show that appeals to viewers of all ages and income brackets. The series showcases seasoned stars Tok Ram, Dato Jalal, and Roy Azman as they navigate new cultures, tackle crazy tasks, and entertain with their antics. Following the resignation of one of the Bapaks, the trio embarks on a mission to find a new member to join their journey. This season, they explore vibrant locales such as Hong Kong, Romania, and Slovenia, adding a fresh twist to their adventures. Expect the unexpected in this uproarious quest for the perfect addition to their team!

Dato' Ramli M.S. is a celebrated Malaysian musician, composer, and conductor. Known for his work with top artists and as the principal of Akademi Fantasia and judge for *GegarVaganza*, he has significantly influenced the Malaysian music scene.

Dato' Jalaluddin Hassan is a renowned Malaysian actor and TV host, famous for hosting "Who Wants to Be a Millionaire?" Malaysia. In 2022, he received the Malaysia Most Outstanding Lifetime Achievement Grandmaster Excellence Award from FIOGA.

Roy Azman, a prominent Malaysian actor and radio presenter, is known for his roles in "Gerak Khas" and "Tanah Kubur." He has been a radio presenter with Astro Radio since 2021.

TRAVELAWAK : PROJEK BAPAK BAPAK S4

Date	27 February – 29 May 2025 Ramadan 4 Ep Raya 5 EP
No. of Episodes	12 Episodes x 60mins <ul style="list-style-type: none"> • Hong Kong • Romania & Slovenia
Day & Time	Thursday, 9PM
Cast	Tok Ram, Tok Jalal, Roy Azman
Production Date	October 2024. On-going post-production
Genre	Comedy Reality Travelogue
Confirmed Sponsor 2025	Adabi, Hong Kong Tourism Board

astro

Prima

Thinker
STUDIOSSORRY!
SEGAJA

Logline:

Get ready for a hilarious Ramadan-themed prank show that brings smiles to the community, with surprises that leave everyone feeling happy and uplifted! Packed with surprises and lots of laughs, this show brings the Ramadan spirit to life with creative pranks that capture the festive vibes. From playful twists on everyday situations to heartwarming moments, it's all about spreading joy and laughter throughout the holy month. You won't want to miss these side-splitting pranks with a Ramadan twist! Raya special – Pecah Set! A twist from Ramadan episodes, special for Raya they will be pranking any on-going Astro Set

NEW

SORRY SENGAJA

RAMADAN PRANK SHOW: SORRY SENGAJA

Date

7 March 2025 – 28 March 2025
30 mins x 4 episodes
Monday, 10pm

RAYA PRANK SHOW: SORRY SENGAJA PECAH SET!

Date

31 March 2025
60 mins x 1 episode
Monday, 7:00PM

Cast

TBC

Production Date

Host link is available to shoot in Feb & early March 2025

Genre

Prank Show

Concept

A full 1-hour Raya episode, involves celebrities

Sponsorship Opportunities



Logline:

Getting bored with the normal boring news everyday? Want to know about current news and viral issues that are being talked about by netizens? Berita Sangat Serius Ramadan will focus on contents that will make you laugh while providing useful information.

SHORTS : BERITA SANGAT SERIUS

Date	3 March 2025 – 28 March 2025
No. of Episodes	20 episodes
Day & Time	Monday – Friday, 9PM
Duration	5 mins
Cast	Thinker Studios Talents
Production Date	2 weeks before TX (Every Monday & Thursday shooting date)
Genre	Parody News
Sponsorship Opportunities	

astro

Prima

Thinker
STUDIOS



Logline:

A heartwarming and humorous sketch series depicting everyday scenarios during the month of Ramadan, from family moments to community stories that viewers can easily relate to.

NEW

KELUARGA SAID ATAN

RAMADAN	
Date	4 March 2025 – 27 March 2025 5 mins x 8 episodes Every Tuesday & Thursday, 8:55PM
RAYA	
Date	31 March 2025 – 11 April 2025 5 mins x 10 episodes Every Monday - Friday, 7:00PM
Cast	Thinker Studios Talents / MLS 24
Production Date	Completed but we can do special shoot for client with production cost
Genre	Short Sketch
Sponsorship Opportunities	Sketch can be crafted according to sponsors product.



RAMADAN MOVIES & TELEMOVIES

astro

Prima

Panggung Hitam Putih P.RAMLEE

2-24 March



PANGGUNG HITAM PUTIH / P. RAMLEE

Logline: On-going movie slot on Prima featuring black and white movies from Cathay Keris.

Date	3 March – 24 March 2025
No. of Episodes	4 titles x 120 minutes
TX Day & Time	Every Monday, 9:05PM
Title	TBC
Genre	Telemovies
Sponsorship Opportunities	

astro

Prima

COMEDY movies



COMEDY MOVIES

Logline: Astro Prima will offer an exciting line up of Bollywood Blockbuster movies with great songs and flamboyant costumes. Providing a platform to showcase your brand to a wide audience during the festive season.

Date	4 March 2025 – 25 March 2025
No. of Episodes	4 titles x 120 minutes
TX Day & Time	Every Tuesday, 9:05PM
Title	TBC
Genre	Comedy Movies
Sponsorship Opportunities	

astro

Prima

BOLLY WOOD



NAMASTE AHAD /BOLLYWOOD MOVIE

Logline: Astro Prima will offer an exciting line up of Bollywood Blockbuster movies with great songs and flamboyant costumes. Providing a platform to showcase your brand to a wide audience during the festive season.

Date	3 March 2025 - 30 March 2025
No. of Episodes	4 titles x 120 minutes
TX Day & Time	Every Sunday, 2:00PM
Title	TBC
Genre	Bollywood Movies
Sponsorship Opportunities	

astro

Prima

SERAM MOVIES

SERAM MOVIES

Logline: On-going horror movie slot featuring selected Malay, Thai and Indonesian Horror movies

Date	6 March 2025 - 27 March 2025
No. of Episodes	4 titles x 120 minutes
TX Day & Time	Every Thursday, 10:00PM
Title	TBC
Genre	Horror Movies
Sponsorship Opportunities	

astro

Citra

Citravaganza Movies

12 March & 26 March

***Titles
TBC***

CITRAVAGANZA

Logline: Our specially curated International / Asian Rom-Rom movies selection is perfect for families to enjoy when reuniting with their loved ones. Providing a platform to showcase your brand to a wide audience during the festive season.

Date	12 March & 26 March 2025
No. of Episodes	2 titles x 120 minutes
TX Day & Time	Every Wednesday, 11:00PM
Title	TBC
Genre	International / Asian Movies
Sponsorship Opportunities	



SERAM SABTU

SERAM SABTU

Logline: Horror movie slot featuring selected horror movies from Boo.

Date	1 March 2025 – 29 March 2025
No. of Episodes	5 titles x 120 minutes
TX Day & Time	Every Saturday, 11:00PM
Title	Proposed Titles (TBC): <ol style="list-style-type: none"> 1. Rev (1 Mar) 2. It Crawls Beneath (8 Mar) 3. Beware With Boogeyman (15 Mar) 4. Crimson Snout (22 Mar) 5. TBC (29 Mar)
Genre	Post B00 Horror Movies
Sponsorship Opportunities	

astro

Citra

Malam Filem Melayu

2-30 March



MALAM FILEM MELAYU

Logline: On-going slot featured local Malay Movies from Retro to the best of 2000s movies. This Ramadan we curated the best comedy movies from 'Senario' for this slot.

Date	2 March 2025 – 30 March 2025
No. of Episodes	5 titles x 120 minutes
TX Day & Time	Every Sunday, 11:00PM
Title	Proposed Titles (TBC): <ol style="list-style-type: none"> 1. Lagenda Budak Setan (2 Mar) 2. Lagenda Budak Setan 2 (9 Mar) 3. Manisnya Cinta Di Cappadocia (16 Mar) 4. Ombak Rindu (23 Mar) 5. Kimchi Untuk Awak (30 Mar)
Genre	Thematic: Romance / Rom-Com
Sponsorship Opportunities	

LET'S WATCH TOGETHER

MOVIE

Special Malay

8-22 MARCH 2025



SPECIAL MALAY MOVIES

Logline: Special Malay movie highlighting heart- lighted drama during Ramadan month featuring well-known local casts.

Date	8 March 2025 – 22 March 2025
No. of Episodes	2 titles x 120 minutes
TX Day & Time	Every Saturday, 9:00PM
Title	Proposed Titles (TBC): 1. Asian Lembu The Movie (8 Mar) 2. TBC (22 Mar)
Genre	Romance / Rom-Com
Sponsorship Opportunities	

astro

Citra

Sahur In the MOVIES



Proposed Titles:

Dato' Remy Ishak

1. Cun!
2. Pangkalan Batu 6
3. 29 Februari
4. Sangkar
5. Cucu Nek Putih

Dato' Rosyam Nor

6. Kala Malam Bulan Mengambang
7. Perempuan, Isteri & ...
8. Laila Isabella
9. Janji Diana
10. KL Menjerit

Zizan Razak

11. Bikers Kental
12. Bikers Kental 2
13. Hantu Kapcai
14. Mael Lambong
15. Cicakman 3

Bront Palarae

16. Setem
17. kekasih Elektrik
18. Proksi
19. Eropah, Here I Am
20. Janji Zehan

Yusry Ab Halim

21. Mr. Cinderella
22. Mr Cinderella 2
23. Cinta Kolestrol
24. Ular
25. 6 Hari

Adi Putra

26. Syaaban
27. KL Gangster
28. KL Gangster 2
29. Haq
30. Anak Halal

SINEMA SAHUR MOVIES

Logline: Special curation during Ramadan (daily) featured local movies from well-known cast such as Dato' Remy Ishak, Dato' Rosyam Nor, Zizan Razak, Bront Palarae, Yusry Ab Halim, Adi Putra and more!

Date	2 March 2025 - 30 March 2025
No. of Episodes	30 titles x 120 minutes
TX Day & Time	Monday - Sunday, Daily 4:00AM
Cast	Various casts
Genre	Celebrity Thematic (Hero Malaya) - Movies & Telemovies
Sponsorship Opportunities	

astro
MEDIA
SOLUTIONS

RAYA LINEUP OFFERINGS 2025



astro
Ria

astro
Prima

astro
Citra

astro
Oasis

astro originals

GEM
PAK

IDEAKTIV

Thinker
STUDIOS

ERA sinar zayaa™ Gegar

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astro MEDIA
SOLUTIONS

RAYA CONTENT CATEGORIES 2025

(CLICK LINK TO CATEGORY PAGE)

DRAMA SERIES

RAMADAN & RAYA

MOVIES & TELEMOVIES

TALK SHOWS

ASTRO RADIO RARA OFFERINGS

ENTERTAINMENT / VARIETY / COMEDY

The background features a gradient from light pink to a darker magenta. On the left side, there is a large, wavy, light orange shape that overlaps the pink background. At the bottom, there are several soft, wavy shapes in shades of pink and magenta, creating a layered effect.

RAYA TALK SHOWS



Past Year Reference:

https://www.youtube.com/watch?v=GMDQVCK_5Q4

GEMPAK MOST WANTED RAYA

Logline: Gempak Most Wanted Raya will feature the ultimate trending celebs, KOL, angles and stories related to Raya with Amelia Henderson and Sean Lee

Date	31 March 2025
No. of Episodes	1 episode
Day & Time	Monday, 5PM
Duration	60 mins
Host	Amelia Henderson, Sean Lee and various celebs
Production Date	Completed
Genre	Talkshow / Variety
Sponsorship Opportunities	



- ONE ON ONE RAYA

In depth discussion with sensational celebrities and the topics ranging from entertainment career, family and future projects.

ONE ON ONE RAYA (TERSAKITI VERSION)

Date	31 March 2025 - 4 April 2025
No. of Episodes	5 episodes
Day & Time	Monday - Friday, 11PM
Duration	60 mins
Cast	Various celebrities
Production Date	February 2025
Genre	Heart to Heart Talkshow
Sponsorship Opportunities	



RAYA

**ENTERTAINMENT /
VARIETY / COMEDY**



-RAYA EVE-DILFITRI

Bring you the highlighted names from Malaysia entertainment industry to celebrate Raya Eve with you with iconic Raya songs and chit chats!

BOMBASTIKA RAYA

Logline: Bombastika Raya will be back featuring various celebrities to lighten up your Hari Raya eve

Date	30 March 2025 (Raya Eve)
No. of Episodes	120 mins x 1 episode
Day & Time	Sunday, 10:30PM
Cast	Aina Abdul, Ernie Zakri, Hael Husaini, Wani Kyrie, Ella, Ziana Zain, Jamal Abdillah, Farhan TTGMTM, Syafiq Sahli, Dolla
Production Date	23 March 2025
Genre	Variety
First Right Refusal	U Mobile

astro

Ria



- New Concept - TBC

*MELETOP: MERIAH LAIN MACAM **NEW**

*working title - TBC

Logline: TBC

Date	31 March 2025 (Raya Day 1)
No. of Episodes	90 mins x 1 episode
Day & Time	Monday, 12:00PM (TBC)
Cast	TBC
Production Date	TBC
Genre	Variety
Sponsorship Opportunities	



MeleTOP Raya 2024 Reference:

<https://www.youtube.com/watch?v=5kZ1s002KRI>

MeleTOP RAYA SPECIAL

Logline: MeleTOP Raya is coming for Raya 2025 with more fresh contents from entertainment industry. The special episode of MeleTOP Raya featuring invited artists is hosted by Nabil and Hawa Rizwana

TX Details	<p>Raya 2 (1 April 2025) 1 episode x 90 mins Tuesday, 8:30PM</p> <p>Raya 9 (8 April 2025) 1 episode x 60 mins Tuesday, 9:00PM</p>
Host	Nabil Ahmad, Hawa Rizwana, Namie
Production Date	13 & 27 February 2025 Location: Studio 1
Genre	Variety
Sponsorship Opportunities	

astro

Ria

Rumah Bujang

#teamrayasingle



- REALITY SHOW

- There will be no host for the programme but will be overlaid by voice over,
- There will be a team leader among them in each episode to lead them complete the task.
- There will be a story-telling interview cut of all the 8 celebrities to share what they had been through or feels in the episode.

RUMAH BUJANG #TEAMRAYASINGLE

*working title

NEW

Logline: 7 male celebrities & influencers consist of different races, will be staying in a bungalow for a week to celebrate raya together. They will be given different tasks to be delivered in every episode.

Date	1 April 2025 – 4 April 2025
No. of Episodes	60 mins x 4 episodes
Day & Time	Tuesday-Friday 12pm
Cast	Various Celebs
Production Date	24 Feb to 26 Feb (3 days)
Genre	Variety
Sponsorship Opportunities	LG

astro

Ria



- ON STAGE PERFORMANCES

Tokti will entertain your raya weekend with outstanding performance, exceptional vocal range but raya vibes! There will be fans and guest to perform with her during the rumah terbuka.

KONSERT MAGIS SITI : INSPIRASI SISI BIDUANITA NEGARA

Logline: Performances by Dato Seri Siti Nurhaliza with raya songs and raya wishes

NEW

Date	5 April 2025
No. of Episodes	120 mins x 1 episode
Day & Time	Saturday, 9PM
Cast	Dato Seri Siti Nurhaliza
Production Date	3 & 4 Feb 2025 (Zepp KL)
Genre	Variety
Sponsorship Opportunities	

astro

Ria



-FROM GV WITH LOVE

Vocal powerhouse will entertain your raya weekend with outstanding performance, exceptional vocal range but raya vibes!

GEGAR VAGANZA RAYA SPECIAL

Logline: Singing and sketch on TV screen with guest stars from Gegar Vaganza S11 with the cameo of the juries and hosts.

Date	5 April 2025
No. of Episodes	120 mins x 1 episode
Day & Time	Saturday, 3PM
Cast (Wishlist)	Nabil, Jihan, Tok Ram, Tok Naz & GV 11 finalists
Production Date	Feb 2025
Genre	Variety
Sponsorship Opportunities	CelcomDigi

astro

Ria



-FROM SMALL SCREEN TO BIG SCREEN

Vocal powerhouse will entertain your raya weekend with outstanding performance, exceptional vocal range but raya vibes!

TIKTOK LIVE X ASTRO GIMME THE MIC MY SPECIAL RAYA **NEW**

Logline: Top 6 and the finalists from Tiktok Live Gimme The Mic will celebrate Raya and sing Raya songs on the stage.

Date	6 April 2025
No. of Episodes	120 mins x 1 episode
Day & Time	Sunday, 3PM
Cast (Wishlist)	Hael, Yuna, Sherry and TikTok Gimme The Mic finalists
Production Date	Completed but we can do special host link edit for client with production cost
Genre	Variety
Sponsorship Opportunities	

astro

Ria



REALITY SHOW

Sherry will bring some Malaysian celebs to Indonesia to festive spirit of Raya and show Indonesia how to celebrate Raya like Malaysia.

SHERRINA SHOW: MERIAHKAN RAYA

NEW

Date	6 April 2025
No. of Episodes	90 mins x 1 episode
Day & Time	Sunday, 12PM
Cast	Sherry Al-Hadad and Rina Nose
Production Date	Mid-Feb 2025 onwards
Genre	Variety Reality
Sponsorship Opportunities	

astro

Ria

Thinker
STUDIOS



TALENT REALITY SHOW

Unveiling the harsh reality of aspiring talent, our show invites individuals who believe they possess star quality but have yet to taste success. Through auditions guided by industry experts unafraid to mince words, we aim to pinpoint the missing elements that may be hindering their journey. Is there a genuine shot at stardom, or is it time to consider a different path? The ultimate test: Can they confront and endure the unfiltered truth?

Past Season Reference:

<https://www.instagram.com/thinker.studios/reel/C5fxFMUxail/>

THINKER: CUBA TRY TEST LAGI ADA LAGI

Logline: Featuring 10 contestants which consists of a mixture & minor celebrities/influencers trying to make it big in a talent show to showcase their hidden talents whether it's singing, acting, hosting or comedy.

Date	6 April & 7 April 2025
No. of Episodes	60 mins x 2 episodes
Day & Time	2PM
Cast (Wishlist)	Michael Ang, Dato Syafinaz and Zizan Razak
Production Date	15 February 2025
Genre	Variety
Sponsorship Opportunities	

astro

Prima



Get ready for the ultimate source of laughter and good vibes in Malaysian society! We're combining the best of Lapor Pak and Comedy Concert to bring you an epic night of fun and smiles. All gathered on one stage, ready to unleash non-stop laughter! It's the perfect blend of cultures, jokes, and pure comedic talent, promising a side-splitting experience that'll leave you in stitches. This is the comedy show you won't want to miss because when the region's funniest stars collide, the laughter never stops!

MERIAH LAWAK RAYA

NEW

*title updated from Konsert Komedi

Logline: A sketch comedy concert explores the funny, unpredictable side of traditional Raya celebrations, capturing the amusing chaos and charm that comes with preparing for the festive season.

Date	31 March 2025, 1st Syawal
No. of Episodes	120 mins x 1 episode
Day & Time	Monday, 9PM
Cast	Host - DAC Lineup - Danial, Sashic, Acap S, Aisha Retno, Bell Ngasri, Che Sayang, Sathiya, Angelina Tan, Khaihag Tan, Zulin, Dewa
Production Date	16 & 19 February 2025
Genre	Sketch Comedy Concert
Sponsorship Opportunities	

astro

Prima



LAGENDA RAYA



*title updated from Konsert Komedi

Logline: Kilauan Emas 2024 finalist returns with a Retro Concert Raya Special! Get ready for this fantastic concert extravaganza that brings all your favourite legendary singers back to the stage!

Date	6 April 2025
No. of Episodes	120 mins x 1 episode
Day & Time	Tuesday, 9PM
Cast	<ul style="list-style-type: none"> • Host: Lina Pom Pom, Roy Azman • Line Up: Legendary Singers such as Lina Pom Pom, Roy Azman, Dj Dave, Dato Aishah, Ramlah Ram, Jatt Ali, Junaidah M, Amin, Fauziah Latiff, Azlina Aziz, Kilauan emas Finalist Gie KE, Ina KE, Sidi KE.
Production Date	24 & 25 February 2025
Concept (TBC)	Rumah Terbuka – Kampung Halaman, Family-friendly Concert
Sponsorship Opportunities	

HOST
LINA KEPOM 'NOMBOR SHATUU!!'



A RETRO CONCERT RAYA SPECIAL

Get ready to time-travel through music with a retro concert that brings all your favorite legendary singers back to the stage! Featuring iconic voices from the 70s to the 90s, this family-friendly show is packed with a whole lot of nostalgia. It's a night of feel-good tunes and memories that'll have everyone singing along!

'TAK MUNGKIN NOMBOR QUAA'

JOEY DAUD



The background features a gradient of pink and orange colors with wavy, organic shapes. A large, light orange shape is on the left side, and a darker pink shape is at the bottom. The rest of the background is a solid, medium pink color.

RAYA

MOVIES & TELEMOVIES

astro

Ria

LET'S WATCH TOGETHER

TELEMOVIE

Raya Special



-CHEMISTRY ON FLEEK

Emma Maembong and Fikri Ibrahim is known for their chemistry as on-screen couple, and they will reunite for the telemovie that will be produced by one and only Siti Rosmizah.

TELEMOVIE RAYA: PULAU CINTA SYAWAL

NEW

Logline: A girl and a young man from different background, two opposing soul adrift on an uninhabited island, but forced to work and live together to celebrate their Ramadan and Syawal, which could be their last.

Date	31 March 2025
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Monday, 10AM
Cast	Nizam Zaidi and Harissa Adlyn
Production Date	December 2024
Genre	Rom-Rom
Sponsorship Opportunities	

astro

Ria

LET'S WATCH TOGETHER

TELEMOVIE

Raya Special



- ANOTHER SITI ROSMIZAH PIECE

Leave it to Siti Rosmizah to craft a heartwarming telemovie for raya. This telemovie Potrray the life of a mentally disabled man named Aliem whose greatest joy is waiting with his water bottle in front of his niece's school imagining himself to get the opportunity to attend the school like hers.

TELEMOVIE RAYA: DIA PUNYA HATI

NEW

Logline: It is a story about a struggle to survive without social acceptance. Highlighting the premise of mental disorder.

Date	1 April 2025
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Tuesday, 10AM
Director	Siti Rosmizah
Cast	Izzue Islam and Feye Khushairy
Production Date	December 2024
Genre	Romance, Heartwarming Family
Sponsorship Opportunities	

astro

Ria

LET'S WATCH TOGETHER

TELEMOVIE

Raya Special



A RAYA SPIN OFF TELEMOVIE SPECIAL

Meerqeen and Erysha Emira is known for their chemistry as on-screen couple, and they will reunite for the telemovie that will be produced by Playwright Pictures.

TELEMOVIE RAYA: CINTA UNTUK SEKALI LAGI

NEW

Logline: Alan and Anne will encounter another obstacle and challenge the love towards each other during Ramadan and Raya.

Date	2 April 2025
No. of Episodes	1 title x 120 minutes
TX Day & Time	Wednesday, 10AM
Cast	Meerqeen, Erysha Emira
Production Date	November 2024
Genre	Rom-com / Romantic Comedy Telemovie
Sponsorship Opportunities	

astro

Ria

LET'S WATCH TOGETHER

TELEMOVIE

Raya Special



A RAYA SPIN OFF TELEMOVIE SPECIAL

Fattah Amin and Ellie Suriaty will reunite for the telemovie that will be produced by Country and Universal.

TELEMOVIE RAYA: RAPUN

NEW

Logline: Tales of the ungrateful son - Aznan - who is ashamed of his background and his own mother, and upon marrying the rich Aishah, completely abandon his mother to the care of his poor sister Suri. Despite this behaviour, the mother would continue to seek for the lunch, cooking his favourite food.

Date	3 April 2025
No. of Episodes	1 title x 120 minutes
TX Day & Time	Thursday, 10AM
Cast	Ellie Suriaty / Fattah Amin
Production Date	13 - 20 January 2025
Genre	Family / Mother-Son Dynamic
Sponsorship Opportunities	

astro

Ria

LET'S WATCH TOGETHER

TELEMOVIE

Raya Special



A RAYA SPIN OFF TELEMOVIE SPECIAL

Hisham Hamid, Ummi Nazeera (and Zahiril Adzim) returns for a special Raya episode.

TELEMOVIE RAYA: ANDAI TIADA DIA RAYA

NEW

Logline: Special follow of hit drama Andai Tiada Dia, featuring Ummi Nazeera, Hisham Hamid, Zahiril Adzim

Date	4 April 2025
No. of Episodes	1 title x 120 minutes
TX Day & Time	Friday, 10AM
Cast	Hisham Hamid, Ummi Nazeera
Production Date	1 st week of March 2025
Genre	Romantic / Family Telemovie
Sponsorship Opportunities	

astro

Ria

Blockbuster movies



BLOCKBUSTER MOVIES

Logline: Our specially curated movie selection is perfect for families to enjoy when reuniting with their loved ones. Providing a platform to showcase your brand to a wide audience during the festive season.

Date	6 April -13 April 2025
No. of Episodes	6 titles x 120 minutes
TX Day & Time Title (TBC)	<p>Sat & Sun 10am</p> <ol style="list-style-type: none"> GOLD Detektif Jaga Jarak Pendekar Awang Air Force The Movie: Danger Close <p>Sat & Sun 11pm</p> <ol style="list-style-type: none"> The Expert Gemencheh Boys
Cast	Jack Tan, Farid Kamil, Marthino Lio, Awie, Zul Ariffin, Fattah Amin, Aiman Hakim Ridza
Genre	Comedy/Action/Sports
Sponsorship Opportunities	



HORROR MOVIES

Logline: Our specially curated movie selection is perfect for families to enjoy when reuniting with their loved ones. Providing a platform to showcase your brand to a wide audience during the festive season.

Date	TBC
No. of Episodes	6 titles x 120 minutes
TX Day & Time	Monday – Friday, 12AM
Title (TBC)	<ol style="list-style-type: none"> 1. Pengabdi Setan 2 2. Talbis Iblis 3. Rahsia 4. Bas Terakhir Malam Raya 5. Aku Tahu Kapan Mati 6. Tulah 6:13
Cast	TBC
Genre	Horror movies
Sponsorship Opportunities	

BOLLY WOOD



BOLLYWOOD MOVIES

Logline: Astro Ria will offer an exciting line up of Bollywood Blockbuster movies with great songs and flamboyant costumes. Providing a platform to showcase your brand to a wide audience during the festive season.

Date	TBC
No. of Episodes	8 titles x 120-180 minutes
TX Day & Time	Saturday-Sunday, 5PM
Title (TBC)	<ol style="list-style-type: none"> 1. Maharaja 2. Kal Ho Na Ho 3. My Name Is Khan 4. Duplicate 5. Kabhi Kushi Kabhi Gham 6. Kuch Kuch Ho Ta Hai 7. Bajhrangi Bhaijan 8. Kaho Na Pyar Hai
Cast	TBC
Genre	Musical/ Romance/Comedy
Sponsorship Opportunities	

astro

Prima

LET'S WATCH TOGETHER

TELEMOVIE

Raya Special



TELEMOVIE RAYA: PAJAK RAYA

NEW

Logline: TBC

Date	31 March 2025
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Monday, 3PM
Cast	Erra Fazira, Aya Amiruddin , Nurel
Production Date	Completed
Genre	Rom-com / Romantic Comedy
Sponsorship Opportunities	

astro

Prima

LET'S WATCH TOGETHER

TELEMOVIE

Raya Special



TELEMOVIE RAYA: TERCULIK SANA TERTUKAR SINI (Sequel to *Terompak Sana Tertukar Sini*)

NEW

Logline: Manja and her husband goes on a holiday, and in his attempt to save a baby, accidentally switch his body with the baby. Manja learns that the baby is actually kidnapped, and she must save the husband AND the baby before its too late. Things are turning to the worse when Manja is now a kidnapping suspect!

Date	1 April 2025
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Tuesday, 3PM
Cast	Badtoroukoun / Lina Pompoms/ Zamarul Hisham
Production Date	Completed
Genre	Marriage Comedy / Baby Kidnapping
Sponsorship Opportunities	

astro

Prima

LET'S WATCH TOGETHER

TELEMOVIE

Raya Special



TELEMOVIE RAYA: JEMAAH PENANGGAL

NEW

Logline: TBC

Date	2 April 2025
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Wednesday, 3PM
Cast	Ropie, Nora Danish
Production Date	Completed
Genre	Chaotic horror
Sponsorship Opportunities	

astro

Prima

LET'S WATCH TOGETHER

TELEMOVIE

Raya Special



TELEMOVIE RAYA: AYAH JANGAN MENANGIS

NEW

Logline: 3 weeks before ramadan, Awin's wife had enough of their poor life, she leaves her two daughters to his lorry-driver husband who is also a mualaf/convert and returns to her wealthy family. Awin takes on the challenge and try fending for the family together with his eldest daughter, working the lorry during the day and peddling food at the roadside during the evening.

Date	3 April 2025
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Thursday, 3PM
Cast	Faizal Hussein, Nadhir,
Production Date	14 - 21 Feb 2025
Genre	Drama
Sponsorship Opportunities	

astro

Prima

LET'S WATCH TOGETHER

TELEMOVIE

Setia Di Hujung Ingatan

TELEMOVIE RAYA: SETIA DI HUJUNG INGATAN

NEW

Logline: When an unfaithful husband contracted Alzheimer, his wife decides to take care of him, however things takes a turn when a lady appears to claim to be the 2nd wife and demands to take care of him. Acquiesce, she allows the 2nd wife to care for the husband only to discover him being thrown to the streets a few months later.

Date	4 April 2025
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Friday, 3PM
Cast	Ogy Ahmad Daud, Shahronizam, Nad Zainal
Production Date	27 Feb - 5 March 2025
Genre	Drama
Sponsorship Opportunities	

astro

Prima

Panggung Hitam Putih P. RAMLEE



RAYA SPECIAL: PANGGUNG HITAM PUTIH / P. RAMLEE

Logline: On-going movie slot on Prima featuring black and white movies from Cathay Keris.

Date	31 March – 11 April 2025
No. of Episodes	10 titles x 120 minutes
TX Day & Time	Monday – Friday, 11:00PM
Title	TBC
Genre	Black & White Movies
Sponsorship Opportunities	

COMEDY movies



RAYA SPECIAL: COMEDY MOVIES

Logline: Astro Prima will offer an exciting line up of Bollywood Blockbuster movies with great songs and flamboyant costumes. Providing a platform to showcase your brand to a wide audience during the festive season.

Date	5 April 2025 – 3 May 2025
No. of Episodes	5 titles x 120 minutes
TX Day & Time	Every Saturday, 2:00PM
Title (TBC)	TBC
Genre	Comedy Movies
Sponsorship Opportunities	

BOLLY WOOD



RAYA SPECIAL: NAMASTE AHAD / BOLLYWOOD MOVIE

Logline: Astro Prima will offer an exciting line up of Bollywood Blockbuster movies with great songs and flamboyant costumes. Providing a platform to showcase your brand to a wide audience during the festive season.

Date	6 April 2025 - 27 April 2025
No. of Episodes	4 titles x 120 minutes
TX Day & Time	Every Sunday, 2:00PM
Title (TBC)	TBC
Genre	Bollywood Movies
Sponsorship Opportunities	



SERAM MOVIES



RAYA SPECIAL: SERAM MOVIES

Logline: On-going horror movie slot featuring selected Malay, Thai and Indonesian Horror movies

Date	12 April 2025 – 3 May 2025
No. of Episodes	4 titles x 120 minutes
TX Day & Time	Every Saturday, 10:00PM
Title (TBC)	TBC
Genre	Horror Movies
Sponsorship Opportunities	

astro

Citra

CITRAVAGANZA RAYA SPECIAL

KOREAN MOVIES



CITRAVAGANZA RAYA SPECIAL: KOREAN MOVIES

Logline: Compilation of Korean action movies starring by A-List and award-winning Korean movie stars.

Date	31 March – 6 April 2025
No. of Episodes	5 titles x 120 minutes
TX Day & Time	9:00PM
Title	Titles TBC 1. 31 Mar Monday, 3pm 2. 1 Apr Tuesday, 3pm 3. 2 Apr Wednesday, 3pm 4. 5 Apr Saturday, 3pm 5. 6 Apr Sunday, 3pm
Genre	Korean Curation
Sponsorship Opportunities	

astro

Citra



SINEMA SERAM

RAYA SPECIAL: SINEMA SERAM

Logline: Horror movie slot featuring selected Indonesian movies from Boo.

Date	31 March 2025 - 6 April 2025
No. of Episodes	7 titles x 120 minutes
TX Day & Time	Monday - Sunday, 11:00PM
Title	Proposed Titles (TBC)
Genre	Post BOO - Horror Movies
Sponsorship Opportunities	

LET'S WATCH TOGETHER

MOVIE

Local Malay

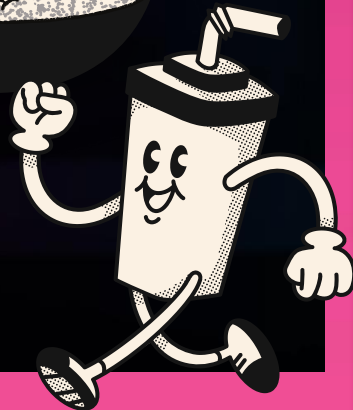
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07

APRIL

9

PM



RAYA SPECIAL: LOCAL MALAY MOVIES

Logline: Special Malay movies with different genres, featuring well-known casts.

Date	5 April - 6 April 2025
No. of Episodes	2 titles x 120 minutes
TX Day & Time	Saturday & Sunday, 3:00PM
Title	Proposed Titles TBC
Genre	Action/ Comedy/ Romance
Sponsorship Opportunities	



astro

Radio

RAMADAN RAYA RADIO OFFERINGS 2025

ERA ERA ERA sinar
SABAH SARAWAK
hitz mix Lite Gegar ZAYAA



astro

Radio

RARA CONTENT CATEGORIES

(CLICK LINK TO CATEGORY PAGE)

FOOD / COOKING

ANNOUNCEMENT / GREETING

ON-GROUND



RAMADAN FOOD / COOKING



ERA™ **ERA**™ **ERA**™ **sinar**™ **Gegar**™ **ZAMAN**™
SABAH SARAWAK

CITA RASA RAMADHAN

Campaign Period : 27 February – 29 March 2025
Duration : 4 weeks
Genre : Cooking Ramadan Recipes
Target Audience : Mass Malay

The Idea:

Ramadhan is coming, in collaboration with Astro Radio (Client can choose which station to anchor) brings you exciting suggestions for recipes and food pairings to celebrate the season.

Client's Integration Opportunities:

"Citarasa Ramadan" Capsules featuring client's branded recipes and food pairings. This will be aired during drive time (between 4 and 5 PM) and repeated at night (between 10 and 11 PM).

There will be 10 variations

- 4 suggestions for berbuka (breaking fast)
- 4 for sahur (pre-dawn meal)
- 2 dessert suggestions.

In addition, we will produce 4 videos (featuring a special dish once a week). These videos will be shared on Station's Facebook page and website, prominently featuring client's products.

"Citarasa Ramadan" will be anchored by Stations's top radio talent, renowned for their engaging and lively personality, ensuring the campaign reaches and resonates with a wide audience.



**RAMADAN RAYA
ANNOUNCEMENT /
GREETING**



THE EARLIEST BREAKFAST SHOW

Campaign Period	: 27 February – 29 March 2025
Duration	: 4 weeks during Ramadan, 4:00 AM – 6:00 AM
Genre	: Sahur show
Target Audience	: Mass Malay

The Idea:

For 4 weeks during Ramadhan month, ERA, SINAR, ZAYAN, & GEGAR will have an early Breakfast show from 4am – 6am; hosted by selected announcers, different from the existing breakfast show. Hosted by selected announcers, distinct from the existing breakfast show team.

Content will be skewed towards Sahur and morning rituals, tailored to the Malay brands. Expect meaningful discussions around Ramadan routines, spiritual insights, and community activities relevant to the Sahur period.

Client's Integration Opportunities:

A daily talkset (before Sahur time) will highlight the benefits of the client's drink. This key slot ensures visibility at the right moment, right before Sahur, to engage listeners when they're preparing for the meal. There will be three talksets per hour, and an additional teaser break (featuring client credit) that builds anticipation for the content.

Weekly Rewinds:

Catch up with the best moments from the week! There will be weekly updates where listeners can enjoy key highlights and rewinds from the show, giving more exposure to the client's message.



BERBUKA ALERT

ERA™ **ERA**™ **ERA**™ SABAH SARAWAK **sinar**™ **Gegar**™ **Zayaa**™

BERBUKA ALERT

Campaign Period : 27 February – 29 March 2025
Duration : 29 days
Genre : Buka Puasa Announcement
Target Audience : Mass Malay

The Idea:

During the fasting month, Waktu Berbuka coincides with the evening call to prayer. This will inform Muslim listeners that it is time to break their fast.

The Berbuka Alert plays just before Maghrib call to prayer. This feature will air during the whole of Ramadhan, from Monday to Sunday.

Client's Integration Opportunities:

This message will carry CLIENT brand name, plus an appropriate sales message, for example:

"15 sec client commercial" followed by.

Sekarang telah masuk waktu solat fardhu Maghrib, dan waktu berbuka puasa bagi Kuala Lumpur & kawasan yang sewaktu dengannya. Sinar & CLIENT mengucapkan selamat berbuka puasa.

Client will be featured in the recorded intro throughout the fasting month.

SAHUR ALERTS



ERA™ **ERA**™ **ERA**™ **sinar**™ **Gegar**™ **Zayaa**™
SABAH SARAWAK

SAHUR ALERTS

Campaign Period : 27 February – 29 March 2025
Duration : 29 days
Genre : Sahur Alert
Target Audience : Mass Malay

The Idea:

During the fasting month, the [station] will inform Muslim listeners when their fast starts daily.

The **Waktu Sahur Alert** plays approximately 15 minutes before Azan Subuh. This feature will air during the whole of Ramadhan, from Monday to Sunday.

Client's Integration Opportunities:

This message will carry CLIENT brand name, plus an appropriate sales message, for example:

Timing : 5.15am

"10 minit lagi untuk waktu imsak bagi seluruh Pantai timur. Dapatkan tenaga sepanjang hari dengan secawan susu. Lazz Susu Kambing, Yakini Khasiat Semulajadi. Gegar & CLIENT mengucapkan Selamat Berpuasa"
Followed by 15 sec client commercial.

Client will be featured in the recorded intro throughout the fasting month.

WAKTU IMSAK DAN BERBUKA 2025

Campaign Period : 27 February – 29 March 2025
Duration : 29 days
Genre : Waktu Imsak & Berbuka Announcement
Target Audience : Mass Malay

The Idea:

During the holy month of Ramadhan, **Waktu Imsak and Waktu Berbuka** will inform Muslim listeners when their fast begins and ends daily.

The **Waktu Imsak** feature plays twice – once the night before and again around 10 to 15 minutes before the actual Imsak timing (normally around 5.00-5.30am); and the **Waktu Berbuka** feature plays between 6.30-7.00pm. This feature will air during the whole of Ramadhan, from Monday to Sunday.

Client's Integration Opportunities:

[Client] will be featured in the recorded promos, and in the recorded outros throughout the fasting month.



ERA™ **ERA**™ **ERA**™ **sinar**™ **Gegar**™ **Zayna**™
SABAH SARAWAK



Festive Recorded Messages

ERA™ **ERA**™ **ERA**™ **sinar**
SABAH SARAWAK
hitz mix™ **Lite** **Gegar**™ **Zayaa**™

FESTIVE RECORDED MESSAGES

Campaign Period : 30 March to 3 April 2025
Duration : 3 to 5 days
Genre : ON AIR Greetings
Target Audience : Mass Malay

The Idea:

For every festival, we are offering CLIENT an opportunity to take advantage of the increased road traffic.

Client's Integration Opportunities:

The messaging can tie in with client's product/service without force-fitting (w/o sales message). The messaging will be SLIGHTLY different based on the stations.

This is a high repetition for brand with a brand-related call to action.



**RAMADAN RAYA
ON-GROUND**

TAZKIRAH SEBELUM BERBUKA

Campaign Period	: 27 February – 29 March 2025
Duration	: 3 weeks
Genre	: Tazkirah Sebelum Berpuasa on ground
Target Audience	: Mass Malay

The Idea:

During Ramadan, the most anticipated time is iftar, often celebrated with family and community gatherings. Additionally, many Muslims attend religious or motivational talks.

ERA, SINAR, GEGAR, and ZAYAN aim to combine these two elements into one event, fostering relationships between brands and consumers. The open-concept gathering will take place at Dataran Kuantan for GEGAR, with **200 listeners** receiving free drinks and food vouchers for berbuka.

An hour and a half before iftar, a customized stage truck will arrive at the venue, with the event hosted by announcers and featuring a religious talk by a well-known Ustaz.

In Klang Valley, ERA, SINAR, and ZAYAN will host one event per weekend, while GEGAR will hold a standalone event on the East Coast.



RUMAH TERBUKA 2025

Campaign Period : w/c 31 March – w/c 21 April 2025
Duration : 3 weeks
Genre : Raya Open House On-Ground
Target Audience : Mass Malay

The Idea:

Join our radio announcers this year at our “Rumah Terbuka” (Raya Open House) this Hari Raya to celebrate the wonderful festival specially brought to you by STATION & [CLIENT].

Client’s Integration Opportunities:

Station will run online contest to get invites to Rumah Terbuka, STATION & [CLIENT].

Campaign Mechanics:

- Listeners need to submit their entries on station’s website and tell us why they want to join the open house.
- They will also need to answer one client based question (client to provide). The most correct answer with best slogan will win.
- Stations will select the best few winners and put them on air to share what they enjoy about the Ramadhan / Raya season.
- Each winner will get 4 exclusive invites to the Rumah Terbuka [Station] & [CLIENT] plus “Duit Raya”!
- On the event day, all the winners and guests will get a chance to meet all the station’s announcers for an enjoyable Rumah Terbuka with [CLIENT] and [Station]’s team.

*Date & Venue - TBC



ERA™ **ERA**™ **ERA**™ **sinar**™ **Gegar**™ **ZAYAN**™
SABAH SARAWAK

BUBUR LAMBUK BERSAMA...

Campaign Period : 27 February – 29 March 2025
Duration : 3 weeks
Genre : Bubur Lambuk on-ground
Target Audience : Mass Malay

The Idea:

Bubur Lambuk is very common among the Malay community, and it is one of the many famous dishes preferred by Muslims as their “buka puasa” dish.

It is very delicious and light consumption therefore, ERA / SINAR / GEGAR / ZAYAN would like to take this opportunity to give away free Bubur Lambuk to the consumers during Ramadhan.

All they got to do is to come to the selected venue and they can get the Bubur Lambuk for FREE! Client branding will be on the Bubur Lambuk packaging.

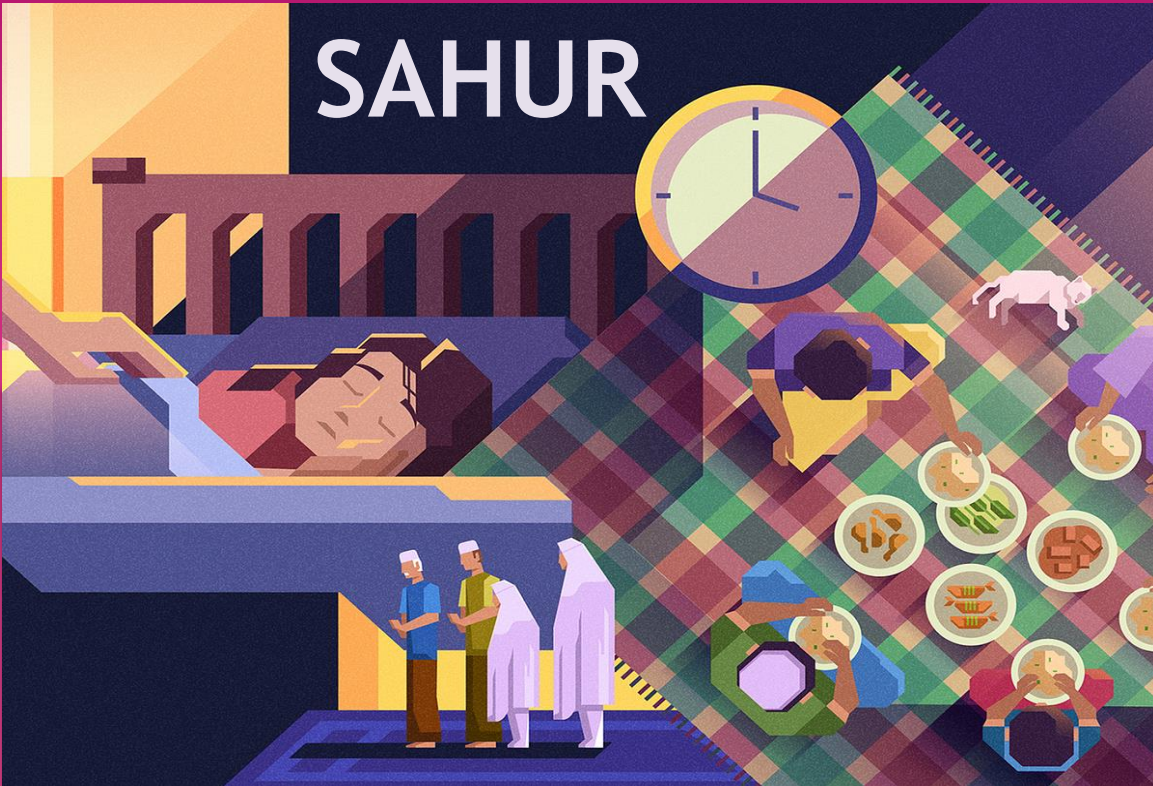
Client’s Integration Opportunities:

For client, they will enjoy visible branding on ground as well as on the Bubur Lambuk packaging (sticker). Client credit in the recorded promos and live liners on air. Plus, client will be highlighted on our digital platform via Facebook & Instagram.



ERA™ ERA™ ERA™ SABAH SARAWAK sinar™ Gegar™ ZAYAN™

SAHUR



ERA™ ERA™ ERA™ sinar
SABAH SARAWAK
hitz mix™ Lite Gegar™ ZAYAN™

SAHUR

Campaign Period : 27 February – 29 March 2025
Duration : 3 weeks
Genre : On-ground Sahur Visit
Target Audience : Mass Malay

The Idea:

During Ramadan, the Sahur meal is an important part of the Ramadan practice. Station is inviting clients to join in Sahur campaign, where selected station personalities will visit the winner's house and "bersahur" with them.

For listeners to participate in this event, station will drive listeners to go to the station's website and tell why they would like the station to bersahur with them.

The most creative slogan will get a visit from station and client during "Sahur" and receive a client's hamper.

Client's Integration Opportunities:

To support this event, station together with client will run capsules to talk about the different types of sahur meals that help to energise oneself and families. Content can be adjusted based on client's brief.

Proposed visitation time: 4.30am – 5.50am (subject to winner's availability and also Prayer time).

BERBUKA PUASA



BERBUKA PUASA

Campaign Period : 27 February – 29 March 2025
Duration : 4 weeks
Genre : Buka Puasa Event
Target Audience : Mass Malay

The Idea:

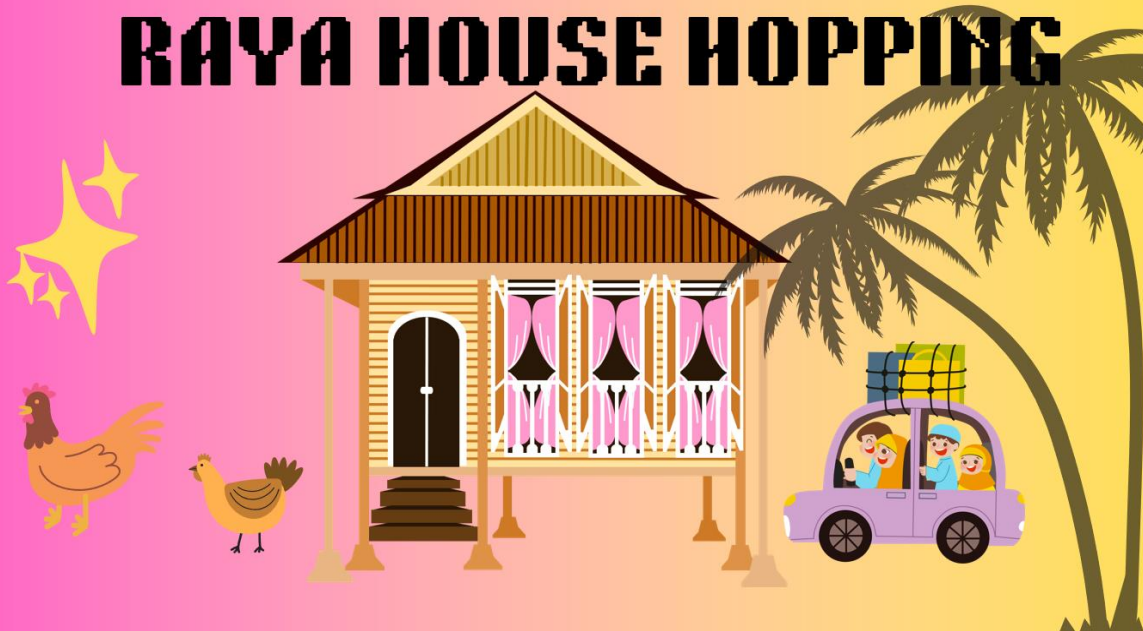
In conjunction with the holy month of Ramadhan, ERA PM / ERA Sabah / ERA Sarawak / SINAR / GEGAR / HITZ / MIX / LITE / ZAYAN would like to invite listeners to 'berbuka puasa' together in selected locations.

Starting first week of Ramadhan, on every Saturday or Sunday, the station can organize a 'buka puasa' event with the listeners which will be hosted by selected announcers.

Campaign Mechanics:

Listeners can join the event by being the first caller through after the sonic trigger, answer simple questions regarding the station or client to win 4 invites to the 'buka puasa' event; plus RM150 cash or hampers (from client).

RAYA HOUSE HOPPING



ERA™ SinarGegar™ Zayaa hitz mix™ Lite

RAYA HOUSE HOPPING

Campaign Period : w/c 31 March – w/c 21 April 2025
Duration : 3 weeks
Genre : On-ground Raya Visit
Target Audience : Mass Malay

The Idea:

During 'Raya', [station]'s team will visit listeners open house together with (client)!

Campaign Mechanics:

Listeners to submit on station's website and tell why they want us to visit their Raya Open House! The most creative slogan will get a chance to have [station]'s team on their Raya Open House!

The 5 entries with the most creative slogan will be selected and get RM400 duit raya and a chance to station's team visiting their open house!

BAZAAR RAMADHAN

Campaign Period : 27 February – 29 March 2025
Duration : 4 weeks
Genre : On ground Bazaar
Target Audience : Mass Malay

The Idea:

In conjunction with the holy month of Ramadhan, [stations] would like to create a direct connection between Client with the end users during the crosses at Bazaar Ramadhan in Klang Valley (Kelantan for GEGAR)

Client's Integration Opportunities:

By giving out the products, end users will get the chance to enjoy it during their Buka Puasa meals. And also increase brand recall for the product during the Festive season. At selected location, the ground crosses will be joined by station announcers.



ERA™ Zayaa™ sinar™ Gegar™

Terms & Conditions

Validity:

- Spots utilization period: -
 - Ramadan Period: 28 February or 1 March 2025
 - Hari Raya Period: 31 March – 30 April 2025
 - * Date above is subject to confirmation by JAKIM, TBC
- The package must be booked as is, with no changes or replacement to any entitlements. All inclusions are fixed and cannot be modified.
- Each package is designated for ONE (1) product/brand only. No sharing of product/brand is allowed.
- All spots must be booked under one (1) media order.
- The above package is non-cancellable and non-transferable. A 100% surcharge will be imposed upon any cancellation.

Pricing & Taxes:

- All prices are exclusive of Government Tax and are subject to an 8% Service Tax, if applicable.
- The investment cost is subject to production cost(s), such as LPF cert application fees, voice-over talent charges, etc. These costs shall be advised by Astro in accordance with campaign brief.

Product Category Barring refers to the prohibition of competitor sponsorship within a designated sponsored product category. Under this clause:

- Competitors are prohibited from sponsoring or purchasing advertising spots in proximity to the specific sponsored programme.
- This prohibition is not applicable to audience-buy advertising, such as Addressable Ads, which are determined based on audience segments and not on the specific programming.

Package Entitlements:

- Digital entitlements are subject to change. In particular, if no campaign goes live within three (3) months from the date of signing off the media booking, Astro reserves the absolute right to revise the digital entitlement and/or pricing in accordance with the prevailing rate. Astro will notify you of any such changes, if applicable, in the updated schedule.

Utilization of Package Entitlements:

- All package entitlements must be fully utilized within three (3) months from the date of first broadcast of the advertiser's advertisement material or within the TX period, whichever applies. This is subject to an extension granted by Astro, in its sole discretion.
- In the event of any rescheduling of the original booking, the Client must use the digital entitlements within three (3) months after the last date of the campaign ("Deadline"), failing which any unutilized digital entitlements shall be automatically forfeited, and the 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 Astro in writing.

Scheduling and Availability:

- All TVC spots are scheduled at Astro's discretion and are subject to airtime availability.
- Astro reserves the right to block certain dates and/or special programming (e.g. Festive, Key Signature Programme, etc.).

Confidentiality & Other Provisions:

- The creative concepts contained in this document 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.
- Astro reserves the right to amend any of the above pricing categories and/or its time belts from time to time.
- The package is subject to the general terms and conditions for the provision of airtime, which can be found at www.astromedia.com.my



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Thank You