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# RAMADAN RAYA OFFERINGS 2025

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# IMPORTANT DATES 2025

	Description	Date
1	<b>Ramadan</b>	28 February or 1 March 2025 <i>(*subject to JAKIM's dates, TBC)</i>
2	<b>First Day of Raya</b>	31 March 2025 <i>(*subject to JAKIM's dates, TBC)</i>
3	<b>First Right Refusal Cutoff Date</b>	31 December 2024
4	<b>Ramadan &amp; Raya Rate Card Period</b>	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
<b>TV Entitlement</b>	<b>TX Channel</b>	    	       
	<b>TX Date</b>	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
	<b>Deliverable</b>	10 sec Opening & Closing Credit	30 sec TVC Spot (ROS)
	<b>Total Spots</b>	20	130
	<b>Addressable Advertising: Precise Audience Targeting</b>	<b>Recommended Target Segment</b>	Malay   M40
	<b>Household Impressions</b> (To be utilized within 17 March - 6 April 2025)	500,000 impressions <b>(70% on Linear TV &amp; 30% on VOD)</b> + Bonus 10% additional impressions <b>(on Linear TV)</b>	

**\*Max. 1 client only.**



# 02

## Berbuka Puasa & Imsak Time Announcement



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

### 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

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

- **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
<b>a) Puasa Greetings</b> Between 4:45am – 5:30am		<b>Azan Subuh</b> Between 5:30am – 6:00am



### Azan Maghrib (Buka Puasa)





Spot placement before the commencing time for Maghrib prayer.

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

*\*Subject to scheduling changes*



# 3(a). Puasa & Berbuka Puasa Greetings




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

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

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

*\*Subject to scheduling changes*

# 3(b). Doa Berbuka Puasa

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

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




04



# Tazkirah Ramadan



# 4. Tazkirah Ramadan

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

- 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		
<b>TX Channel</b>			
	Max. 1 Client for each package/channel		
<b>Duration</b>	5 – 8 mins		
<b>Deliverable</b>	4 x 10 sec Opening & Closing Credit 4 x 30 sec TVC Spots Before & After Program		

	Material provided from the Client		
<b>TX Channel</b>			
	Max. 2 Clients for each package/channel		
<b>Duration</b>	5 mins		
<b>Deliverable</b>	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)

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

## 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 1<sup>st</sup> 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		
<b>Total Spots (1 Week):</b>			<b>230</b>
Addressable Advertising : Precise Audience Targeting			
Recommended Target Segment	Household Impressions (To be utilized within 17 March - 6 April 2025 )		
Malay   M40	500,000 impressions <b>(70% on Linear TV &amp; 30% on VOD)</b> + Bonus 10% additional impressions <b>(on Linear TV)</b>		

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



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Radio

# RAMADAN 2025 RADIO CREATIVE OPPORTUNITIES

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SARAWAK

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Gegar

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)

<b>Stations (Pen. M'sia)</b>				
<b>LIVE Date</b>	<p>Ramadan                  27 February – 29 March 2025  <i>*Subject to final dates from JAKIM, TBC</i></p>			
<b>LIVE Time</b>	<p>Morning - between 5.00am-5.30am                  Evening - between 6.30pm-7.00pm                  Night - between 10.00pm-11.00pm</p>			
<b>On Air</b>	<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>			
<b>Digital</b>	<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)

<b>Stations (East M'sia)</b>	 
<b>LIVE Date</b>	<p>Ramadan 27 February – 29 March 2025 <i>*Subject to final dates from JAKIM</i></p>
<b>LIVE Time</b>	<p>Morning - between 5.00am-5.30am Evening - between 6.30pm-7.00pm Night - between 10.00pm-11.00pm</p>
<b>On Air</b>	<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>
<b>Digital</b>	<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)

<b>Stations (Pen. M'sia)</b>				
<b>LIVE Date</b>	Ramadan 27 February – 29 March 2025 <i>*Subject to final dates from JAKIM</i>			
<b>LIVE Time</b>	Right before Maghrib call to prayer			
<b>On Air (29 days)</b>	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)

<b>Stations (East M'sia)</b>		
<b>LIVE Date</b>	Ramadan 27 February – 29 March 2025 <i>*Subject to final dates from JAKIM</i>	
<b>LIVE Time</b>	Right before Maghrib call to prayer	
<b>On Air (29 days)</b>	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)

<b>Stations (Pen. M'sia)</b>				
<b>LIVE Date</b>	Ramadan 27 February – 29 March 2025 <i>*Subject to final dates from JAKIM</i>			
<b>LIVE Time</b>	Morning (around 5:15am)			
<b>On Air (29 days)</b>	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)

<b>Stations (East M'sia)</b>		
<b>LIVE Date</b>	Ramadan 27 February – 29 March 2025 <i>*Subject to final dates from JAKIM</i>	
<b>LIVE Time</b>	Morning (around 4:15am)	
<b>On Air (29 days)</b>	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 LINEUP OFFERINGS 2025

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# RAMADAN CONTENT CATEGORIES 2025

*(CLICK LINK TO CATEGORY PAGE)*

DRAMA SERIES

RAMADAN & RAYA

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LIFESTYLE / COMMUNITY

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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



## 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.”

<b>Date</b>	10 February – 8 May 2025
<b>No. of Episodes</b>	52 episodes
<b>Day &amp; Time</b>	Mon – Thu, 10PM
<b>Duration</b>	60 minutes
<b>Production Date</b>	In production by block. Client can do integration in the remaining 20 episodes (last block production)
<b>Casts</b>	Siti Saleha, Kamal Adli
<b>Genre</b>	Romance / Family Drama
<b>Sponsorship Opportunities</b>	



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Ria

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# SERIBU TAHUN

AKAN DATANG

## 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

<b>Date</b>	3 March - 10 April 2025
<b>No. of Episodes</b>	24 episodes
<b>Day &amp; Time</b>	Mon - Thu, 9PM - 10PM
<b>Duration</b>	60 mins
<b>Production Date</b>	Nov 2024 - Jan 2025
<b>Casts</b>	Emma Maembong, Azhan Rani, Noorkhiriah, Mikael Noah
<b>Genre</b>	Romance / Family Drama
<b>Sponsorship Opportunities</b>	

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Ria



Bambam Studios  
Mempersembahkan

# Honey minta Maaf

Dibintangi  
Anna Jobling

AKAN DATANG

## 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 Melur 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.

<b>Date</b>	2 March – 20 April 2025
<b>No. of Episodes</b>	8 episodes
<b>Day &amp; Time</b>	Sunday, 9.00PM
<b>Duration</b>	90 mins
<b>Production Date</b>	Dec 24 – Jan 25
<b>Casts</b>	Anna Jobling, Hun Haqem
<b>Genre</b>	Comedy / Family Drama
<b>Sponsorship opportunities</b>	

astro

Prima

astro

SWEET QISMINA REDZA ROSLI HANNAH DELISHA

# DENDAM Seorang Madu



## 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"<sup>1</sup>, 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...

<b>Date</b>	17 February - 25 April 2025
<b>No. of Episodes</b>	50 episodes
<b>Day &amp; Time</b>	Mon - Fri, 6.00 - 7.00 PM
<b>Duration</b>	60 mins
<b>Production Date</b>	End Nov 24 - Apr 25
<b>Casts</b>	Redza Rosli/Hannah Delisha/Jazmy Juma
<b>Genre</b>	Romance & Family Drama
<b>Sponsorship Status</b> (use this to list down sponsors status)	Open for Sponsorships, can confirm while production ongoing





### Logline:

A sitcom featuring a fresh and dynamic combo of resident actors, set in a rural clinic ('klinik desa'), showcasing the quirky and relatable antics of the local community. It's packed with everyday situations that hit close to home for the mass audience, ensuring plenty of laughs and heartwarming moments

Klinik Kesihatan Desa Kampung Khatib (KKDKK) is a small clinic that's anything but CHAOTIC! This quirky sitcom follows the hilarious and heartwarming misadventures of the staff as they navigate daily medical dramas, eccentric patients, and their own outlandish personalities. Amid of the chaos, personal lives intertwine with love triangles and tender moments of family drama will keep the village entertained. Whether it's a simple flu or an existential crisis, one thing's for sure: no visit to KKDKK is ever ordinary!

# KLINIK KESIHATAN DESA KAMPUNG KELAUT (KKDKK)

**NEW**

<b>Date</b>	31 March 2025 – 4 April 2025
<b>No. of Episodes</b>	5 Episodes x 60mins
<b>Day &amp; Time</b>	Monday - Friday, 2PM
<b>Cast</b>	Sherry Al HAdad, Bell Ngasri, Nas Sally, Ropie, MLS Winner, hero dewi remaja, ro RocketFuel
<b>Production Date</b>	January 2025
<b>Genre</b>	Sitcom
<b>Sponsorship Opportunities</b>	

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

<b>Date</b>	31 January – 28 March 2025
<b>No. of Episodes</b>	9 episodes
<b>Day &amp; Time</b>	Fri, 9PM
<b>Duration</b>	60 mins
<b>Production Date</b>	Currently in post-production
<b>Casts</b>	Syafiq Kyle, Azira Shafinaz, Fabian Loo, Sofia Jane, Faizal Hussein
<b>Genre</b>	Cyber Crime Thriller Drama
<b>Sponsorship Status</b> (use this to list down sponsors status)	



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

<b>Date</b>	11 April – 30 May 2025
<b>No. of Episodes</b>	8 episodes
<b>Day &amp; Time</b>	Fri, 9PM
<b>Duration</b>	60 mins
<b>Production Date</b>	Currently in Post-Production
<b>Casts</b>	Mimi Lana, Melissa Campbell, Malek McCrone, Charles Roberts
<b>Genre</b>	Heist-Comedy / Family Drama
<b>Sponsorship Status</b> (use this to list down sponsors status)	



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

<b>Date</b>	7 February – 6 March 2025
<b>No. of Episodes</b>	8 episodes
<b>Day &amp; Time</b>	Thursday & Friday, 10PM
<b>Duration</b>	60 mins
<b>Casts</b>	Siti Saleha, Remy Ishak, Sara Mack Lubis
<b>Genre</b>	Thriller
<b>Trailer</b>	<a href="https://www.youtube.com/watch?v=TDX4H-MwiiM&amp;t=25s">https://www.youtube.com/watch?v=TDX4H-MwiiM&amp;t=25s</a>
<b>Sponsorship Status</b> (use this to list down sponsors status)	

astro

Oasis

# UMAR



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

NEW

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



# RAMADAN FOOD / COOKING

astro

Ria



## - 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

# CHEF WAN: LIFE ON A PLATE

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.

<b>Date</b>	1 March – 30 March 2025
<b>No. of Episodes</b>	10 episodes
<b>Day &amp; Time</b>	Sat & Sun 7PM
<b>Duration</b>	30 mins
<b>Production Date</b>	January – February 2025
<b>Host</b>	Chef Wan
<b>Genre</b>	Cooking & Inspiring Talk Show
<b>Sponsorship Opportunities</b>	



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.

<b>Date</b>	1 March – 30 March 2025
<b>No. of Episodes</b>	30 episodes
<b>Day &amp; Time</b>	Mon-Sun 6:55PM
<b>Duration</b>	5 mins
<b>Production Date</b>	January 2025
<b>Host</b>	No host, just audio (only focus on the hand)
<b>Genre</b>	Cooking Show
<b>Sponsorship Opportunities</b>	

astro

Ria

GEM  
PAK

## -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!

## CHE TON & KENGGAWAN

### (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.

<b>Platform</b>	Astro Gempak
<b>First TX</b>	1st Ramadan - 15th Day Ramadan 2025
<b>Duration &amp; Episodes</b>	30 mins x 15 episodes
<b>Day &amp; Time</b>	TBC

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





# DAPUR ABANG HOT

FATTAH AMIN  
&  
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.

# DAPUR ABANG HOT

\*working title

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.

<b>Date</b>	6 March – 28 March 2025
<b>No. of Episodes</b>	8 episodes
<b>Day &amp; Time</b>	Wednesday & Thursday, 7:00PM
<b>Duration</b>	30 mins
<b>Production Date</b>	December 2024 / January 2025
<b>Host</b>	Fattah Amin dan Hisyam Hamid
<b>Genre</b>	Cooking Show
<b>Concept</b>	Modern Masculine Kitchen
<b>Sponsorship Opportunities</b>	

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 : MAK 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.

<b>Date</b>	1 March - 30 March 2025
<b>No. of Episodes</b>	22 episodes
<b>Day &amp; Time</b>	Sun-Wed, 7PM
<b>Duration</b>	30 mins
<b>Production Date</b>	January 2025
<b>Cast</b>	Various celebrities
<b>Genre</b>	Cooking Show
<b>First Right Refusal</b>	Planta, Baba's



# RAMADAN TALK SHOWS



## -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 MOREH

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

<b>Date</b>	4 March 2025 – 25 March 2025
<b>No. of Episodes</b>	4 episodes
<b>Day &amp; Time</b>	Tuesday, 11PM
<b>Duration</b>	60 mins
<b>Cast</b>	Nabil Ahmad, Hawa Rizwana, Namie
<b>Production Date</b>	Feb/March 2025
<b>Genre</b>	Talk Show / Entertainment
<b>Sponsorship Opportunities</b>	



astro

Ria

# SAHUR MACAM BERBUKA



## -SAHURTAINMENT

Coming to you LIVE 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

NEW

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

<b>Date</b>	16 March 2025 – 30 March 2025 (Live)
<b>No. of Episodes</b>	3 episodes
<b>Day &amp; Time</b>	4.30AM to 5.30AM (Sunday)
<b>Duration</b>	60 mins
<b>Host</b>	Alif Satar and guests
<b>Production Date</b>	Feb/March 2025
<b>Genre</b>	Live Sahur Talk Show
<b>Sponsorship Opportunities</b>	

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](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.

<b>Date</b>	3 March 2025 - 31 March 2025
<b>No. of Episodes</b>	5 episodes
<b>Day &amp; Time</b>	Monday, 11PM
<b>Duration</b>	60 mins
<b>Host</b>	Zizan Razak
<b>Production Date</b>	December 2024 - January 2025
<b>Genre</b>	Lifestyle Talk Show
<b>Sponsorship Opportunities</b>	Camping, food, road trip, cooking products



astro

Ria

IDEAKTIV



## -SOMETHING FOR THE HIJABI

Empowering Muslim women with practical solutions, beauty tips, and hijab hacks, The Hijabista Show uniquely blends engaging discussions and influential guest stories, especially during the Ramadan season.

### Programme Objective:

The show aims to address the difficulties faced by Muslim women in their daily lives, offering a platform to discuss taboo issues, beauty, health, and hijab. The goal is to enhance confidence and provide practical advice through beauty tips, makeup tutorials, and hijab hacks

# HIJABISTA SHOW

NEW

CLIENT CENTRIC

**Logline:** The Hijabista Show empowers Muslim women by addressing daily challenges and offering practical solutions, especially during the Ramadan season. With engaging discussions on taboo topics, beauty tips, health advice, and hijab hacks, the show enhances confidence and fosters a supportive community. Each episode features influential guests sharing their hijab journeys, beauty secrets, and personal experiences. Seamlessly integrating sponsor products, The Hijabista Show is a must-watch for modern Muslim women seeking inspiration and practical advice.

<b>Date</b>	3 March 2025 – 24 March 2025
<b>No. of Episodes</b>	30 mins x 4 episodes
<b>Day &amp; Time</b>	Monday, 7:30PM
<b>Cast</b>	TBC
<b>Production Date</b>	January 2025
<b>Genre</b>	Lifestyle Talk Show
<b>Sponsorship Opportunities</b>	

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.

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

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.

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



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Prima



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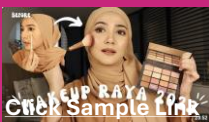
RARA 2025

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.

<b>Date</b>	28 February - 11 April 2025 *For RARA based clients / segments
<b>No. of Episodes</b>	Broadcast 4 times a week
<b>Day &amp; Time</b>	First Run: Tuesday - Friday, 11am Repeat: Tuesday - Friday, 5pm   Same Day
<b>Duration</b>	60 mins
<b>Host</b>	Erra Fazira, Faizal Ismail, Kaenu Azman, Hunny Madu, Haziq Husni, Dahlia Shazwan, Nana Mahazan
<b>Genre</b>	Live Talk Show (*Pre-record during 1 <sup>st</sup> week of Raya)
<b>Sponsorship Opportunities</b>	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
<b>Promo Link</b>	<a href="https://www.youtube.com/watch?v=IAGgZVhllqI&amp;feature=youtu.be">https://www.youtube.com/watch?v=IAGgZVhllqI&amp;feature=youtu.be</a>



## 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.



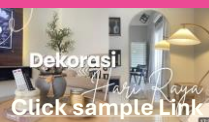
## Idea 4: Mencari Rahsia Bubur Lambuk

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"

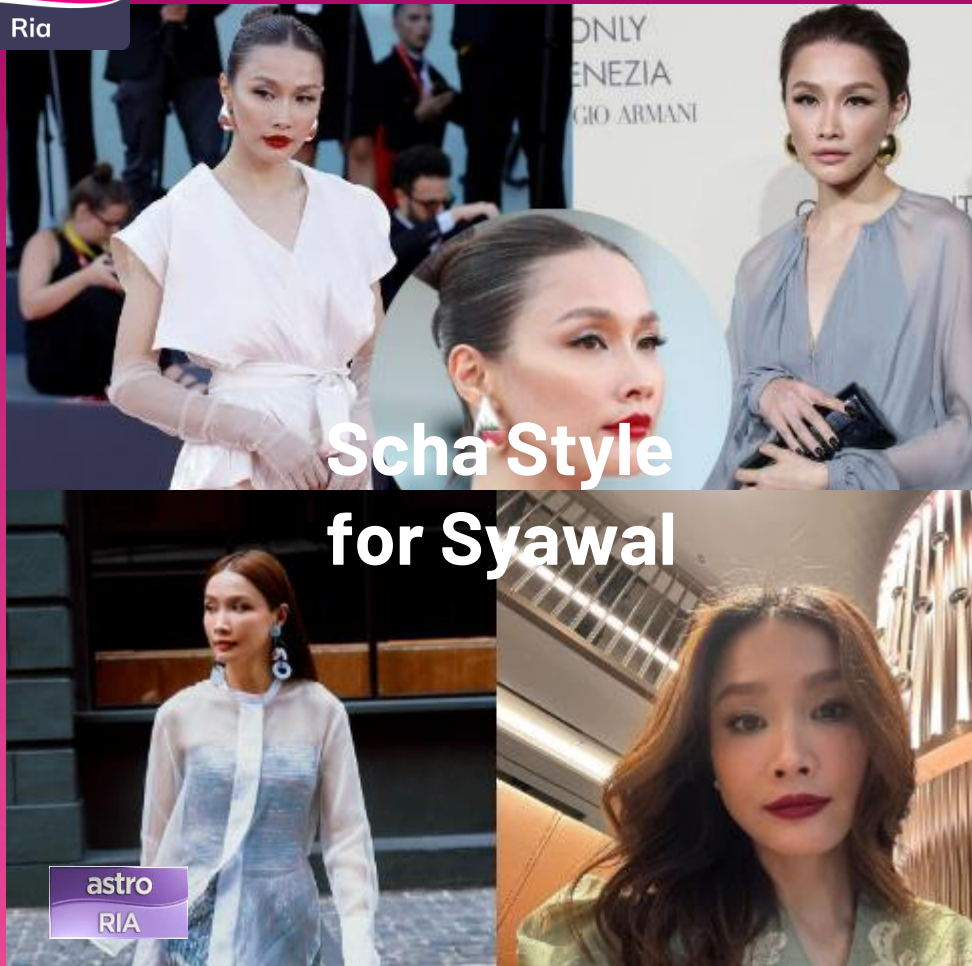
"Bantu SeeNI" aims to foster the power of giving, by providing aid to those that need them the most. The segment will provide a positive and encouraging spin, ensuring that no one is forgotten in these trying times.



**RAMADAN  
LIFESTYLE / COMMUNITY**

astro

Ria



## Scha Style for Syawal

astro  
RIA

## - RAYA FASHION POLICE!

The fashionista will give you the ultimate tips and ideas to appear trendy and fully glam during raya and the insight straight from the fashion world.

# SCHA STYLE FOR SYAWAL

NEW

CLIENT CENTRIC

**Logline:** Scha can wear anything, and no matter the fashion, everything looks perfect on her! This coming Ramadan, Scha will be sharing tips on what to wear and what to avoid! Plus, Scha and her squad will help transform a few lucky audience into something they never imagined possible.

<b>Date</b>	8 March 2025 – 29 March 2025
<b>No. of Episodes</b>	4 episodes
<b>Day &amp; Time</b>	Saturday, 10PM
<b>Duration</b>	30 mins
<b>Cast</b>	Scha Al Yahya
<b>Production Date</b>	December/January 2025
<b>Genre</b>	Raya Fashion
<b>Sponsorship Opportunities</b>	



astro

Ria



MalaysiaKini - Nadia Azam

## - SURAU GLOW UP CHALLENGE

A heartwarming and entertaining show where the hosts, Dato Awie, and their rider friends, team up with local communities to give suraus a fresh and vibrant makeover. The show not only focuses on beautifying these places of worship for terawih prayers during Ramadhan and the upcoming Eid celebrations but also fosters a sense of community and togetherness through gotong-royong (communal work)

# GENG BIKER MAKEOVER SURAU

NEW

**Logline:** Astro Ria is giving your surau a makeover! Celebrities synonyms with big bikes will take up a challenge to make over the chosen surau.

<b>Date</b>	2 March 2025 - 23 March 2025
<b>No. of Episodes</b>	4 episodes
<b>Day &amp; Time</b>	Sunday, 10:30PM
<b>Duration</b>	60 mins
<b>Cast</b>	Dato Awie & Erra Fazira, Elizad, Linda Onn Noh Salleh, Naim Daniel, Hefny Sahad
<b>Production Date</b>	December 2024 / January 2025
<b>Genre</b>	Community
<b>Sponsorship Opportunities</b>	

astro

Ria



## - ALADDIN AND JASMINE

Join Neelofa and Haris Ismail as they explore the sacred lands of the prophets, including Saudi Arabia's UNESCO heritage sites. Discover the rich history of Islamic civilization and engage with local cultures. Each episode ends with prayers and reflections from Neelofa and Haris.

# NUNHA TEROKA ARAB SAUDI

NEW

CLIENT CENTRIC

Logline: Neelofa and Haris will take on the journey to explore Saudi.

<b>Date</b>	1 March 2025 – 29 March 2025
<b>No. of Episodes</b>	60 mins x 4 episodes
<b>Day &amp; Time</b>	Saturday 9PM
<b>Cast</b>	Neelofa, Haris Ismail
<b>Production Date</b>	January 2025
<b>Genre</b>	Inspirational Travelogue
<b>Sponsorship Opportunities</b>	



## - 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](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

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



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

December 2024

#### Genre

Reality Show, Humanity

#### Sponsorship Opportunities



## - 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.

<b>Date</b>	14 February 2025 - 4 April 2025
<b>No. of Episodes</b>	30 mins x 7 episodes (Pre-Ramadan & Ramadan) 60 mins x 1 episode (Raya)
<b>Day &amp; Time</b>	Friday, 7:00PM
<b>Host</b>	Hazeman Huzir
<b>Production Date</b>	January 2025
<b>Genre</b>	CSR/ Community
<b>Sponsorship Opportunities</b>	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

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



# **RAMADAN RELIGIOUS CONTENT**

astro

Oasis



## - INSPIRING TALKSHOW

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>

# LISA SURIHANI & USTAZ JAFRI

<b>Date</b>	5 March 2025 – 23 April 2025
<b>No. of Episodes</b>	8 episodes x 30 mins RAMADAN   4EP   5/3 – 26/3 RAYA   4EP   2/4 – 23/4 (SPILLOVER)
<b>Day &amp; Time</b>	Wednesday, 7:30PM
<b>Production Date</b>	Dec 24 onwards
<b>Genre</b>	Inspirational Talkshow / Religious
<b>Sponsorship Status</b> (use this to list down sponsors status)	Horlicks/ Breeze



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)

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



MY#QURANTIME is a programme to share the message from Allah S.W.T through Read, Understand and Apply al-Quran until it becomes a manual for the Ummah, inculcated in human operating system which eventually will portray in one's akhlak and character.

## MY QURANTIME

<b>Date</b>	1 March 2025 – 30 March 2025
<b>No. of Episodes</b>	60 mins x 30 episodes
<b>Day &amp; Time</b>	Daily, 12:00PM
<b>Cast</b>	Ustaz Fazrul, Ustaz Tarmizi, Ustaz Tirmizi
<b>Production Date</b>	On-going Weekly
<b>Genre</b>	Religious Talkshow on the reflection of the Quran
<b>Sponsorship Opportunities</b>	





LIVE, daily 30mins programme to provide a platform for audience to call in and ask questions to the panel of experts regarding Islamic issues and practices during the month of Ramadan.



## [LIVE] USTAZ! SAYA CONFUSE (MUSIM 2)

<b>Date</b>	1 March 2025 – 30 March 2025
<b>No. of Episodes</b>	30 mins x 30 episodes
<b>Day &amp; Time</b>	Daily, 5.30PM (LIVE)
<b>Cast</b>	Ustaz Izmeer/ Ammar Muklis
<b>Production Date</b>	LIVE Daily
<b>Genre</b>	Live & Interactive Islamic Q&A Show
<b>Sponsorship Status</b> (use this to list down sponsors status)	Lifebuoy

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)

<b>Date</b>	1 March 2025 – 30 March 2025
<b>No. of Episodes</b>	60 mins x 30 episodes
<b>Day &amp; Time</b>	Daily, 6.00PM (LIVE)
<b>Cast</b>	Fakhrul, Ustazah Farhatul, Ust Tarmizi, Sheikh Abd Karim & Ammar Muklis
<b>Production Date</b>	LIVE Daily
<b>Genre</b>	Live & Interactive Quran Recitation Show
<b>Sponsorship Status</b> (use this to list down sponsors status)	

astro

Oasis



## A DAILY 5-MINUTE CAPSULE

*packed with information from the best Asatizah of our times*

Taking the audience into a deep spiritual journey throughout the month of Ramadan. Each capsule features a prominent Asatizah, sharing insightful knowledge, wisdom and stories based on the Al Quran, Hadith and Sunnah.

# MASTERCLASS CAPSULES

NEW

<b>Date</b>	1 March 2025 – 30 March 2025
<b>No. of Episodes</b>	30 episodes x 5 mins
<b>Day &amp; Time</b>	Daily, 7:25PM
<b>Production Date</b>	Dec 24 onwards
<b>Genre</b>	Religious Fillers
<b>Sponsorship Status</b> (use this to list down sponsors status)	Islamic Financial/Banking, Telco

astro

Oasis



# JALAN-JALAN DOWN UNDER

## -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.

NEW

# JALAN JALAN DOWN UNDER

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

<b>Date</b>	3 March 2025 – 28 April 2025
<b>No. of Episodes</b>	9 episodes x 30mins  RAMADAN   4EP   5/3 – 26/3  RAYA   5EP   2/4 – 30/4 (SPILLOVER)
<b>Day &amp; Time</b>	Monday, 7:30PM
<b>Host</b>	Alif Satar
<b>Production Date</b>	December 2024
<b>Genre</b>	Inspirational Travelogue / Religious
<b>Sponsorship Status</b> (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](https://www.youtube.com/watch?v=HlidhDx_sxc&t=2s)

## LANGKAH NABI (MUSIM 2)

<b>Date</b>	7 March 2025 – 25 April 2025
<b>No. of Episodes</b>	8 episodes x 30 mins RAMADAN   4EP   7/3 – 28/3 RAYA   5EP   4/4 – 25/4 (SPILLOVER)
<b>Day &amp; Time</b>	Friday, 7:30PM
<b>Production Date</b>	Dec 24 onwards
<b>Genre</b>	Inspirational Documentary / Religious
<b>Sponsorship Status</b> (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 fame<sup>1</sup>.

**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

### First Right Refusal

## 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  
(Set design and storyline can be craft based on sponsors product)

### First Right Refusal



### 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

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

astro

Prima


**Thinker**  
STUDIOS


## 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

# PRANK SHOW RAMADAN & RAYA

NEW

## RAMADAN PRANK SHOW: ASTAGHFIRULLAH BROTHER!

### Date

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

## RAYA PRANK SHOW: PECAH SET!

### Date

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

### Cast

TBC

### Production Date

December 2024

### 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.

# THINKER : BERITA SANGAT SERIUS

<b>Date</b>	3 March 2025 – 28 March 2025
<b>No. of Episodes</b>	20 episodes
<b>Day &amp; Time</b>	Monday – Friday, 9PM
<b>Duration</b>	5 mins
<b>Cast</b>	Thinker Studios Talents
<b>Production Date</b>	December 2024
<b>Genre</b>	Parody News
<b>Sponsorship Opportunities</b>	





**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.

# SHORT SKETCH : SENYUM SEMPUL RAMADAN RAYA



<b>SHORT SKETCH : SENYUM SEMPUL RAMADAN</b>	
<b>Date</b>	4 March 2025 – 27 March 2025 5 mins x 8 episodes Every Tuesday & Thursday, 8:55PM
<b>SHORT SKETCH : SENYUM RAYA</b>	
<b>Date</b>	31 March 2025 – 11 April 2025 5 mins x 10 episodes Every Monday - Friday, 7:00PM
<b>Cast</b>	Thinker Studios Talents / MLS 24
<b>Production Date</b>	December 2024
<b>Genre</b>	Short Sketch
<b>Sponsorship Opportunities</b>	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.

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

# 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.

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



# 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.

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



# SERAM MOVIES

## SERAM MOVIES

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

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



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.

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



# SERAM SABTU

## SERAM SABTU

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

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



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.

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

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.

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

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!

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



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

hitz mix Lite ERA SABAH ERA SARAWAK





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



# RAYA TALK SHOWS



Past Year Reference:

[https://www.youtube.com/watch?v=GMDQVCK\\_5Q4](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

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



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

<b>TX Details</b>	<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>
<b>Host</b>	Nabil Ahmad, Hawa Rizwana, Namie
<b>Production Date</b>	February 2025
<b>Genre</b>	Talkshow
<b>Sponsorship Opportunities</b>	





## - 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)

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



**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

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

astro

Ria

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SALAM AIDILFITRI

MAAF ZAHIR DAN BATIN  
BUKALAH HATI

ASTRO RAYA SCREENING

HARI INI | 5:00 PM | 6 APRIL

LIVE ON @astrogempak

## - ASTRO RAYA SCREENING 2025 X MELETOP : MERIAH LAIN MACAM

We will be recording our star-studded Astro Raya Screening 2025 event on 12 March, which will be turned into a Meletop: Meriah Lain Macam. Get ready for an entertaining Syawal celebration with our exciting Raya programmes with exclusive celebrity appearance!

## MELETOP: MERIAH LAIN MACAM

NEW

**Logline:** This Meletop Meriah show will be recorded during Astro Raya Screening 2025. We're welcoming all the brands & advertisers to celebrate this festive season together with our 10 million Malay audiences nationwide

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



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A decorative title card for 'Mega Raya Ria'. The background is a vibrant green with a gold scalloped border. Inside the border, the text 'Mega Raya Ria' is written in a green, sans-serif font. The card is adorned with various Islamic-themed decorations: a gold crescent moon, a gold lantern, and several gold and green checkered tassels (resembling 'ketupat' or 'ketupat' decorations) hanging from the top and bottom. There are also small gold stars and white circles scattered around the border.

# Mega Raya Ria

# MEGA RAYA RIA

**NEW**

**Logline:** TBC

<b>Date</b>	31 March 2025 – 4 April 2025
<b>No. of Episodes</b>	60 mins x 5 episodes
<b>Day &amp; Time</b>	Monday – Friday , 2PM
<b>Cast</b>	Various Celebs
<b>Production Date</b>	Feb/March 2025
<b>Genre</b>	Variety
<b>Sponsorship Opportunities</b>	

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Ria



## - ON STAGE PERFORMANCES

Vocal powerhouse 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.

# RUMAH TERBUKA TOKTI / KONSERT DIVA RAYA

NEW

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

<b>Date</b>	5 April 2025
<b>No. of Episodes</b>	120 mins x 1 episode
<b>Day &amp; Time</b>	Saturday, 9PM
<b>Cast</b>	Dato Seri Siti Nurhaliza
<b>Production Date</b>	Jan/Feb 2025
<b>Genre</b>	Variety
<b>Sponsorship Opportunities</b>	

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.

<b>Date</b>	5 April 2025
<b>No. of Episodes</b>	120 mins x 1 episode
<b>Day &amp; Time</b>	Saturday, 9PM
<b>Cast (Wishlist)</b>	Nabil, Jihan, Tok Ram, Tok Naz & GV 11 finalists
<b>Production Date</b>	Jan/Feb 2025
<b>Genre</b>	Variety
<b>Sponsorship Opportunities</b>	

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.

<b>Date</b>	6 April 2025
<b>No. of Episodes</b>	120 mins x 1 episode
<b>Day &amp; Time</b>	Sunday, 3PM
<b>Cast (Wishlist)</b>	Hael, Yuna, Sherry and TikTok Gimme The Mic finalists
<b>Production Date</b>	Jan /Feb 2025
<b>Genre</b>	Variety
<b>Sponsorship Opportunities</b>	



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Ria



## DATING REALITY SHOW

Sherry and Rina will go around and find the perfect candidates that suitable to be Sherry life partner. There will be interviews with handsome DUDA celebrities from Malaysia.

# SHERRY RINA SHOW / DUDA-DUDA SHOW

NEW

<b>Date</b>	2 April 2025
<b>No. of Episodes</b>	90 mins x 1 episode
<b>Day &amp; Time</b>	Wednesday, 12PM
<b>Cast</b>	Sherry Al-Hadad and Rina Nose
<b>Production Date</b>	Jan/Feb 2025
<b>Genre</b>	Dating reality show
<b>Sponsorship Opportunities</b>	

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Ria



Past Season Reference:

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

# THINKER: CUBA TRY TEST LAGI ADA LAGI

**Logline:** Cuba Try Test Ada Lagi will bring back previous celebrity contestants to be features in a talent show to showcase their hidden talent.

<b>Date</b>	April 2025
<b>No. of Episodes</b>	60 mins x 1 episode
<b>Day &amp; Time</b>	TBC
<b>Cast (Wishlist)</b>	Michael Ang, Dato Syafinaz and Zizan Razak
<b>Production Date</b>	Feb/March 2025
<b>Genre</b>	Variety
<b>Sponsorship Opportunities</b>	

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Prima



# KONSERT KOMEDI

## Logline:

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!

## KONSERT KOMEDI

NEW

**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.

<b>Date</b>	31 March 2025, 1st Syawal
<b>No. of Episodes</b>	120 mins x 1 episode
<b>Day &amp; Time</b>	Monday, 9PM
<b>Cast</b>	Host - Nabil & DAC Lineup - Scenario/Sepah/Jozan
<b>Production Date</b>	January 2025
<b>Genre</b>	Sketch Comedy Concert
<b>Sponsorship Opportunities</b>	



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Prima



# KONSERT RETRO RAYA

NEW

**Logline:** Kilaun 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!

<b>Date</b>	1 April 2025, 2 <sup>nd</sup> Syawal
<b>No. of Episodes</b>	120 mins x 1 episode
<b>Day &amp; Time</b>	Tuesday, 9PM
<b>Cast</b>	<ul style="list-style-type: none"> <li>• Host: Lina Pom Pom, Joey Daud (TBC)</li> <li>• Line Up: Kilaun Emas 2024 Finalist, Legendary Singers such as Jamal Abdillah, Francesca Peter, Ramlah Ram, Sanisah Huri, Azlina Aziz, Norkumalasari, Ziana Zain, Awie, DJ Dave and more!</li> </ul>
<b>Production Date</b>	13 & 14 February 2025
<b>Concept (TBC)</b>	Rumah Terbuka – Kampung Halaman, Family-friendly Concert
<b>Sponsorship Opportunities</b>	

**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 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 smaller, rounded, wavy shapes in shades of pink and magenta, creating a layered, organic effect.

# **RAYA**

# **MOVIES & TELEMovies**

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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.

<b>Date</b>	31 March 2025
<b>No. of Episodes</b>	1 ep x 120 minutes
<b>TX Day &amp; Time</b>	Monday, 10AM
<b>Director</b>	Siti Rosmizah
<b>Cast</b>	TBC
<b>Production Date</b>	December 2024
<b>Genre</b>	Romance, Heartwarming Family
<b>Sponsorship Opportunities</b>	

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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.

<b>Date</b>	1 April 2025
<b>No. of Episodes</b>	1 ep x 120 minutes
<b>TX Day &amp; Time</b>	Tuesday, 10AM
<b>Cast</b>	Emma Maembong, Fikri Ibrahim
<b>Production Date</b>	December 2024
<b>Genre</b>	Romance
<b>Sponsorship Opportunities</b>	

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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.

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



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LET'S WATCH TOGETHER

# TELEMOVIE

## Raya Special



## A RAYA SPIN OFF TELEMOVIE SPECIAL

Hisham Hamid, Amira Rosli is known for their chemistry as on-screen couple, and they will reunite for the telemovie that will be produced by MIG Production.

# TELEMOVIE RAYA: BUNGA SALJU

NEW

**Logline:** Qaisara and Azizi will celebrate Ramadan and Raya together, but the drama continue as Qaisara past still haunt her and Azizi.

<b>Date</b>	3 April 2025
<b>No. of Episodes</b>	1 title x 120 minutes
<b>TX Day &amp; Time</b>	Thursday, 10AM
<b>Cast</b>	Hisham Hamid, Amira Rosli
<b>Production Date</b>	December 2024 / January 2025
<b>Genre</b>	Romantic / Family Telemovie
<b>Sponsorship Opportunities</b>	

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LET'S WATCH TOGETHER

# TELEMOVIE

*Raya Special*



## A RAYA SPIN OFF TELEMOVIE SPECIAL

Fattah Amin and Amir Ahnaf will reunite for the telemovie that will be produced by Country and Universal.

# TELEMOVIE RAYA: LULUH

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

<b>Date</b>	5 April 2025
<b>No. of Episodes</b>	1 title x 120 minutes
<b>TX Day &amp; Time</b>	Friday, 10AM
<b>Cast</b>	Fattah Amin, Amir Ahnaf
<b>Production Date</b>	January/February 2025
<b>Genre</b>	Family / Romance Telemovie
<b>Sponsorship Opportunities</b>	

# 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.

<b>Date</b>	TBC
<b>No. of Episodes</b>	5 titles x 120 minutes
<b>TX Day &amp; Time</b>	TBC
<b>Title (TBC)</b>	<ol style="list-style-type: none"> <li>1. GOLD</li> <li>2. Detektif Jaga Jarak</li> <li>3. Hantu Kak Limah</li> <li>4. Pendekar Awang</li> <li>5. Air Force The Movie: Danger Close</li> </ol>
<b>Cast</b>	Jack Tan, Farid Kamil, Marthino Lio, Awie, Zul Ariffin, Fattah Amin, Aiman Hakim Ridza
<b>Genre</b>	Comedy/Action/Sports
<b>Sponsorship Opportunities</b>	





# 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.

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



# 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.

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

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# TELEMOVIE

*Raya Special*



## TELEMOVIE RAYA: PAJAK RAYA

NEW

Logline: TBC

<b>Date</b>	31 March 2025
<b>No. of Episodes</b>	1 ep x 120 minutes
<b>TX Day &amp; Time</b>	Monday, 3PM
<b>Cast</b>	Sherry Alhadad, Aya Amiruddin, Erra Fazira
<b>Production Date</b>	TBC
<b>Genre</b>	Rom-com / Romantic Comedy
<b>Sponsorship Opportunities</b>	

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# TELEMOVIE

*Raya Special*



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

NEW

Logline: TBC

<b>Date</b>	1 April 2025
<b>No. of Episodes</b>	1 ep x 120 minutes
<b>TX Day &amp; Time</b>	Tuesday, 3PM
<b>Cast</b>	Kak Lina Pom Pom, Zamarul Hisyam
<b>Production Date</b>	TBC
<b>Genre</b>	Rom-com / Romantic Comedy
<b>Sponsorship Opportunities</b>	



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# TELEMOVIE

*Raya Special*



## TELEMOVIE RAYA: JEMAAH PENANGGAL

NEW

Logline: TBC

<b>Date</b>	2 April 2025
<b>No. of Episodes</b>	1 ep x 120 minutes
<b>TX Day &amp; Time</b>	Wednesday, 3PM
<b>Cast</b>	Ropie, Diana Danielle
<b>Production Date</b>	TBC
<b>Genre</b>	Chaotic horror
<b>Sponsorship Opportunities</b>	



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# TELEMOVIE

*Raya Special*



## TELEMOVIE RAYA: ABAH **NEW**

Logline: TBC

<b>Date</b>	5 April 2025
<b>No. of Episodes</b>	1 ep x 120 minutes
<b>TX Day &amp; Time</b>	Saturday, 10PM
<b>Cast</b>	Awie, Faizal Hussein
<b>Production Date</b>	TBC
<b>Genre</b>	Rom-com / Romantic Comedy
<b>Sponsorship Opportunities</b>	

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LET'S WATCH TOGETHER

# TELEMOVIE

*Raya Special*



## TELEMOVIE RAYA: SETIA DIHUJUNG INGATAN

NEW

Logline: TBC

<b>Date</b>	6 April 2025
<b>No. of Episodes</b>	1 ep x 120 minutes
<b>TX Day &amp; Time</b>	Sunday, 10PM
<b>Cast</b>	Fatimah AB, Ogy Ahmad Daud, Ina Nerina
<b>Production Date</b>	TBC
<b>Genre</b>	Rom-com / Romantic Comedy
<b>Sponsorship Opportunities</b>	

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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.

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



# 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.

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



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Prima

# 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.

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



# SERAM MOVIES



## RAYA SPECIAL: SERAM MOVIES

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

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



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# 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.

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

astro

Citra



# SINEMA SERAM

## RAYA SPECIAL: SINEMA SERAM

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

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



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# Indonesian Movies

31 March – 4 April

***Titles  
TBC***

## RAYA SPECIAL: INDONESIAN MOVIES

**Logline:** Selection of Romance and Drama from Indonesia which will bring a lot of emotions and dramatic storylines.

<b>Date</b>	31 March 2025 – 4 April 2025
<b>No. of Episodes</b>	5 titles x 120 minutes
<b>TX Day &amp; Time</b>	Monday - Friday, 3:00PM
<b>Title</b>	Titles (TBC)
<b>Genre</b>	Comedy / Romance
<b>Sponsorship Opportunities</b>	

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# MOVIE

*Local Malay*

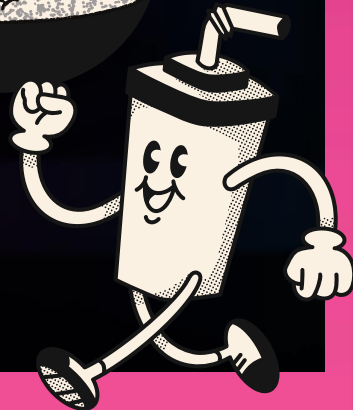
Starting

07

APRIL

9

PM



## RAYA SPECIAL: LOCAL MALAY MOVIES

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

<b>Date</b>	7 April - 10 April 2025
<b>No. of Episodes</b>	3 titles x 120 minutes
<b>TX Day &amp; Time</b>	Monday - Wednesday, 9:00PM
<b>Title</b>	Proposed Titles TBC
<b>Genre</b>	Action/ Comedy/ Romance
<b>Sponsorship Opportunities</b>	





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Radio

# RAMADAN RAYA RADIO OFFERINGS 2025

ERA ERA ERA sinar  
SABAH SARAWAK  
hitz mix Lite Gegar ZAYAA



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

# 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.



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## Festive Recorded Messages

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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



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SABAH SARAWAK





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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.

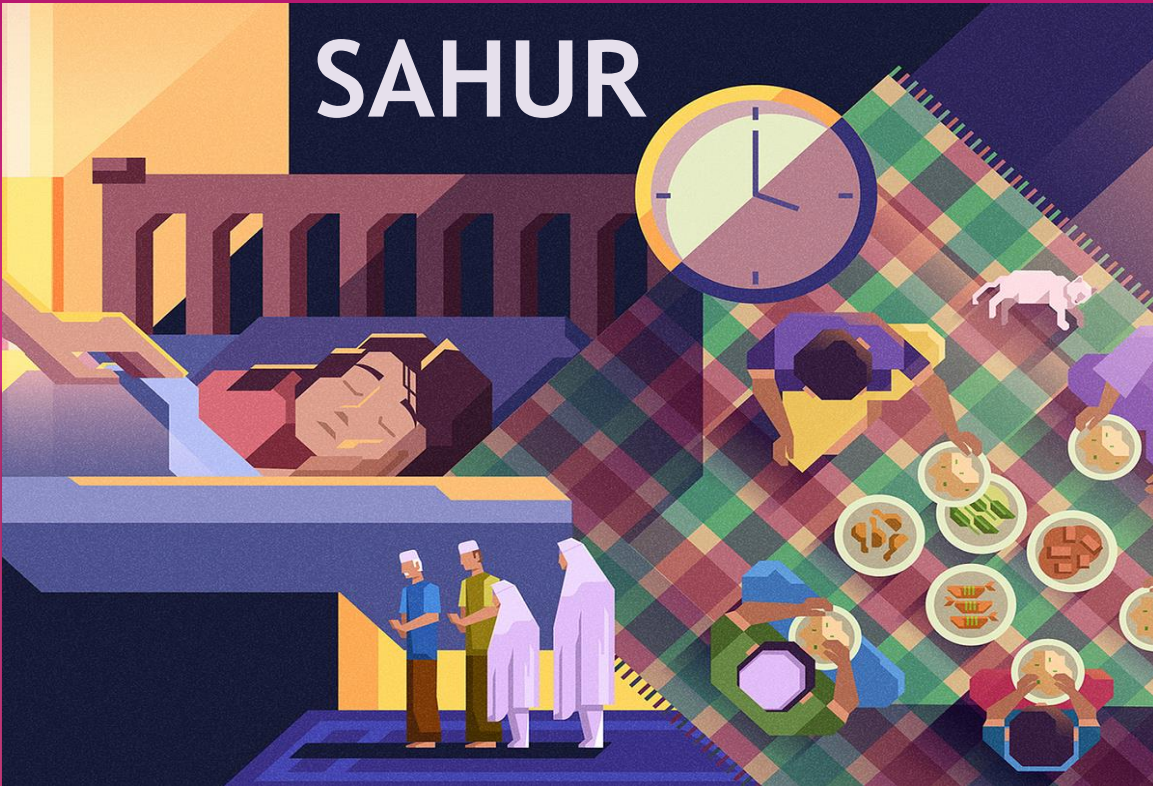
All they got to do is to come to the selected venue and they can get the Bubur Lambuk for FREE! Client branding will be on the Bubur Lambuk packaging.

### **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.



# 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:**

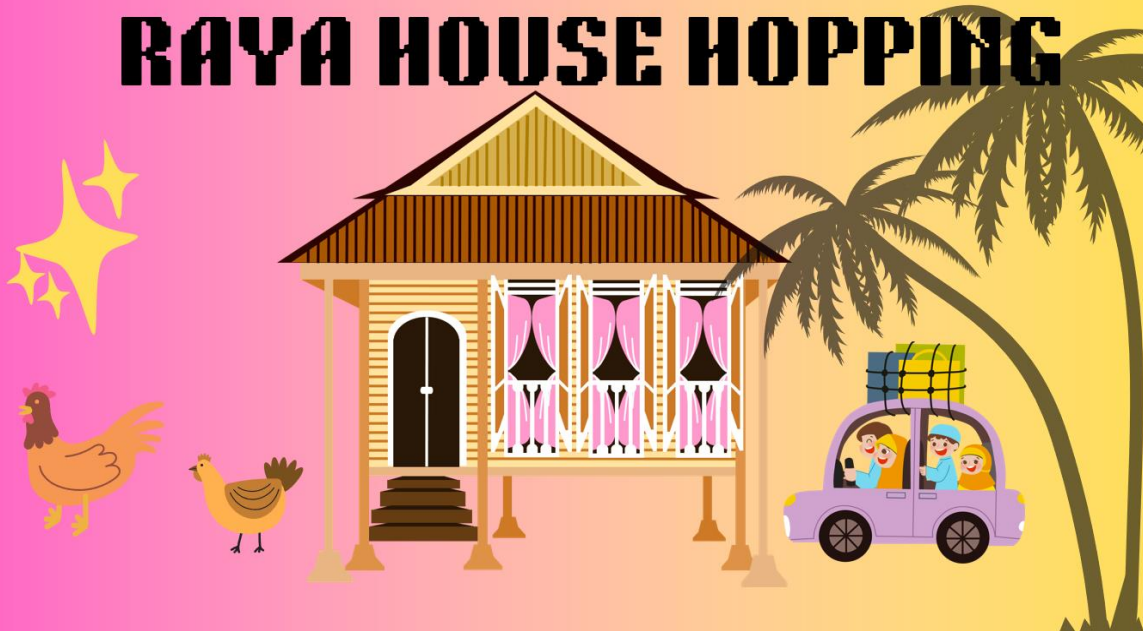
In conjunction with the holy month of Ramadhan, ERA PM / ERA Sabah / ERA Sarawak / SINAR / GEGAR / HITZ / MIX / LITE / ZAYAN would like to invite listeners to 'berbuka puasa' together in selected locations.

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](http://www.astromedia.com.my)



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Thank You