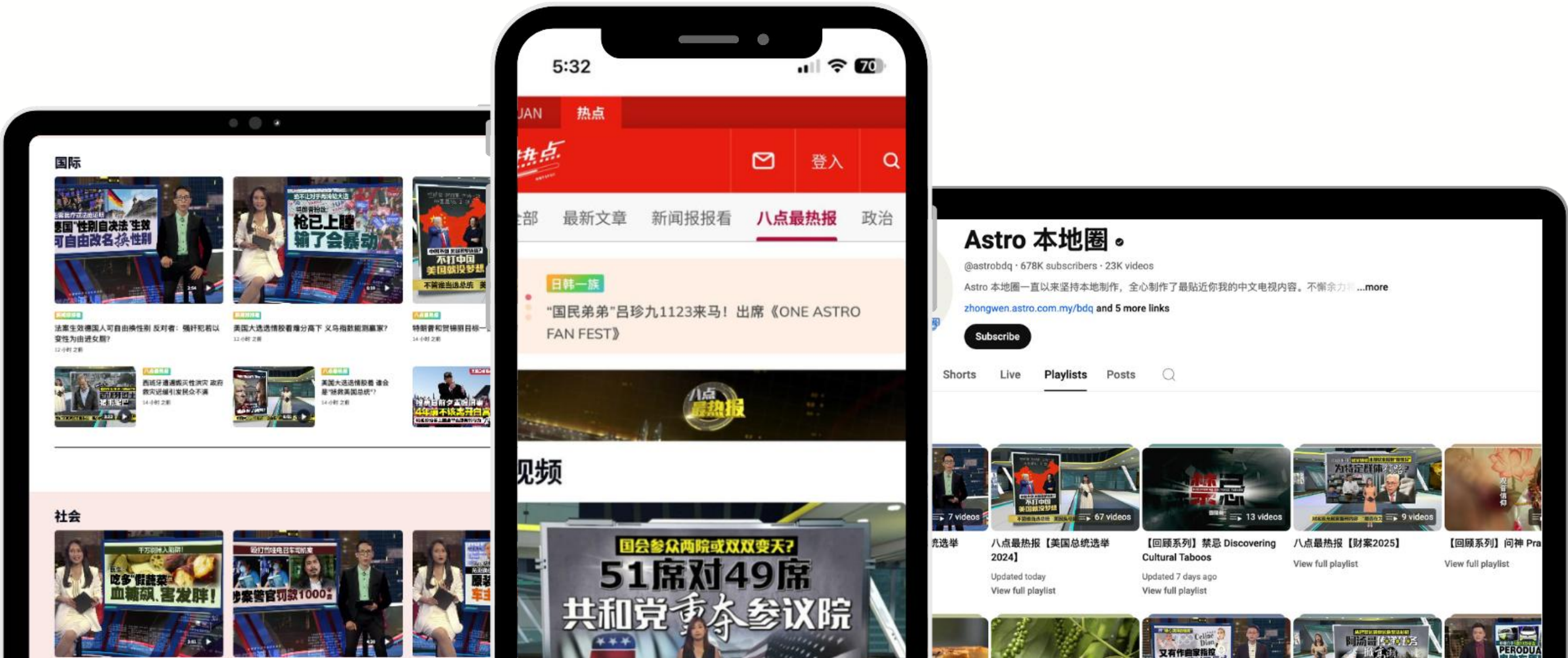




NEWS PROGRAMMES

Evening Edition & Prime Talk

Digital Sponsorship Package



Evening Edition

新聞報報看

About Evening Edition

- Evening Edition integrates and organizes updated local and international news headlines.
- Sources include major newspapers and magazines, offering various perspectives.
- Broadcasts live every night on ASTRO AEC.
- News is presented in a lighthearted, clear, and concise manner.
- Provides bite-sized information for easy daily digestion by the audience.

2000 Prime Talk



About 2000 Prime Talk

- A daily live primetime program covering current affairs from the day.
- Provides timely and insightful information within a 24-hour news cycle.
- Features first-hand, on-scene footage.
- Covers a range of topics, including:
 - National, community, and global news
 - Social events and happenings
 - Great bargains of the day
 - Issues relevant to the Chinese community, among others



Angela Ang
洪欣仪

Irene Sua
蔡心惠

Darren
庄文杰

Jiang Han
颜江瀚

Boey
梁宝仪

Lim Siew Sin
林晓倩

Ng Jaz Kee
黄界祺

Meet The Anchors

WHY THIS PACKAGE?

This sponsorship opportunity allows brands to leverage the strength of Astro's **NEWS IP** on digital platforms to connect with a broader audience, including those with shorter attention spans.

Broaden Your Audience

Reach diverse viewers across multiple platforms.

Reach with Impact

Tailored content for maximum impact on audiences with limited attention spans.

Leverage Trusted News Content

Utilize the credibility of our brand to build audience trust.



How is Evening Edition & Prime Talk news content doing on our digital platforms?

Prime Talk

Average Video Views: 31K
Top Video View: 100K

Popular for in-house specials on political, economic, and international news

Evening Edition

Averaging 26K
Top Video View: 126K

Audience favorites include domestic social news.

Daily uploads see 10K-50K views, reflecting stable performance across both programs.

EVENING EDITION & PRIME TALK

Reference Video



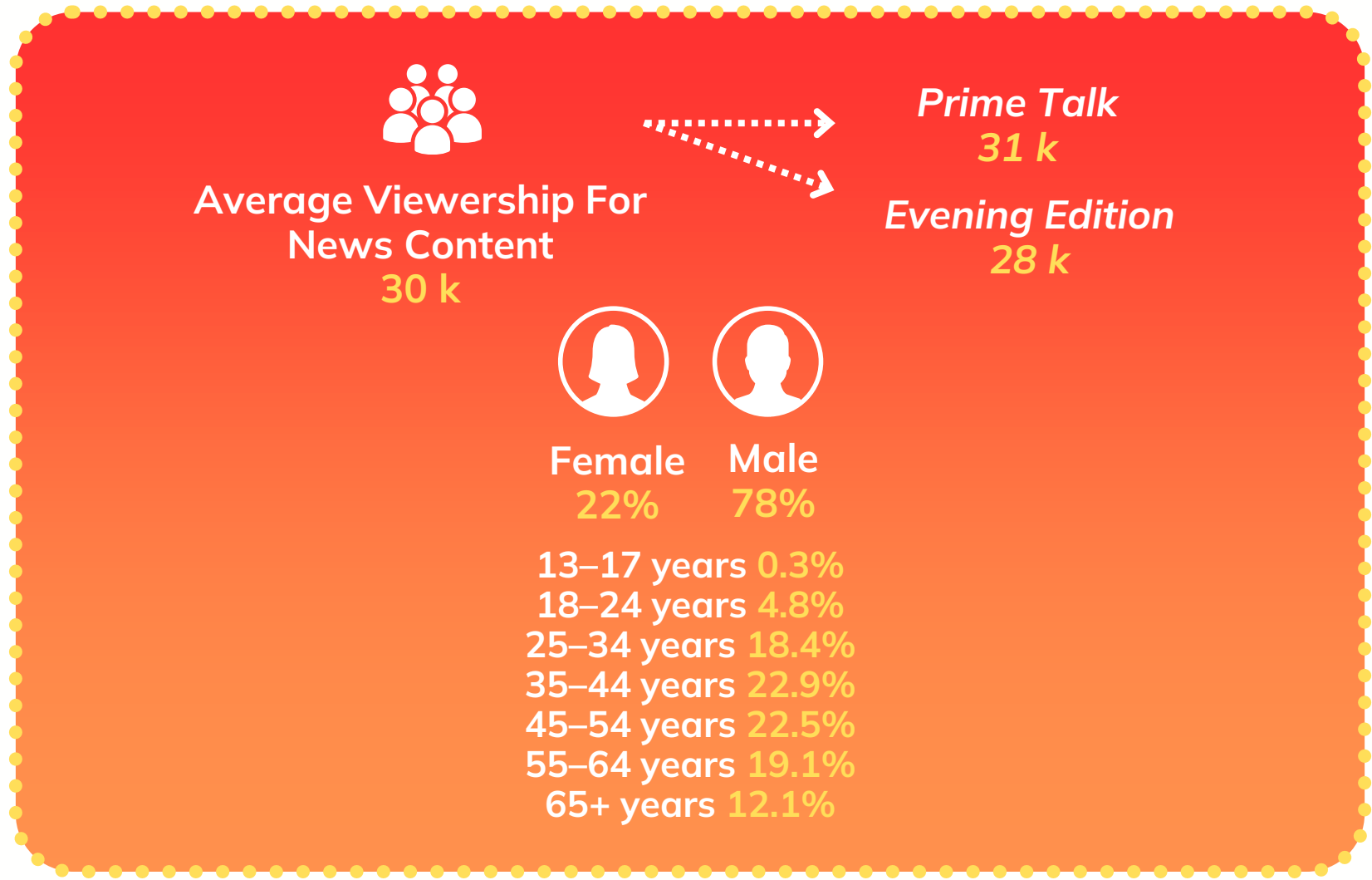
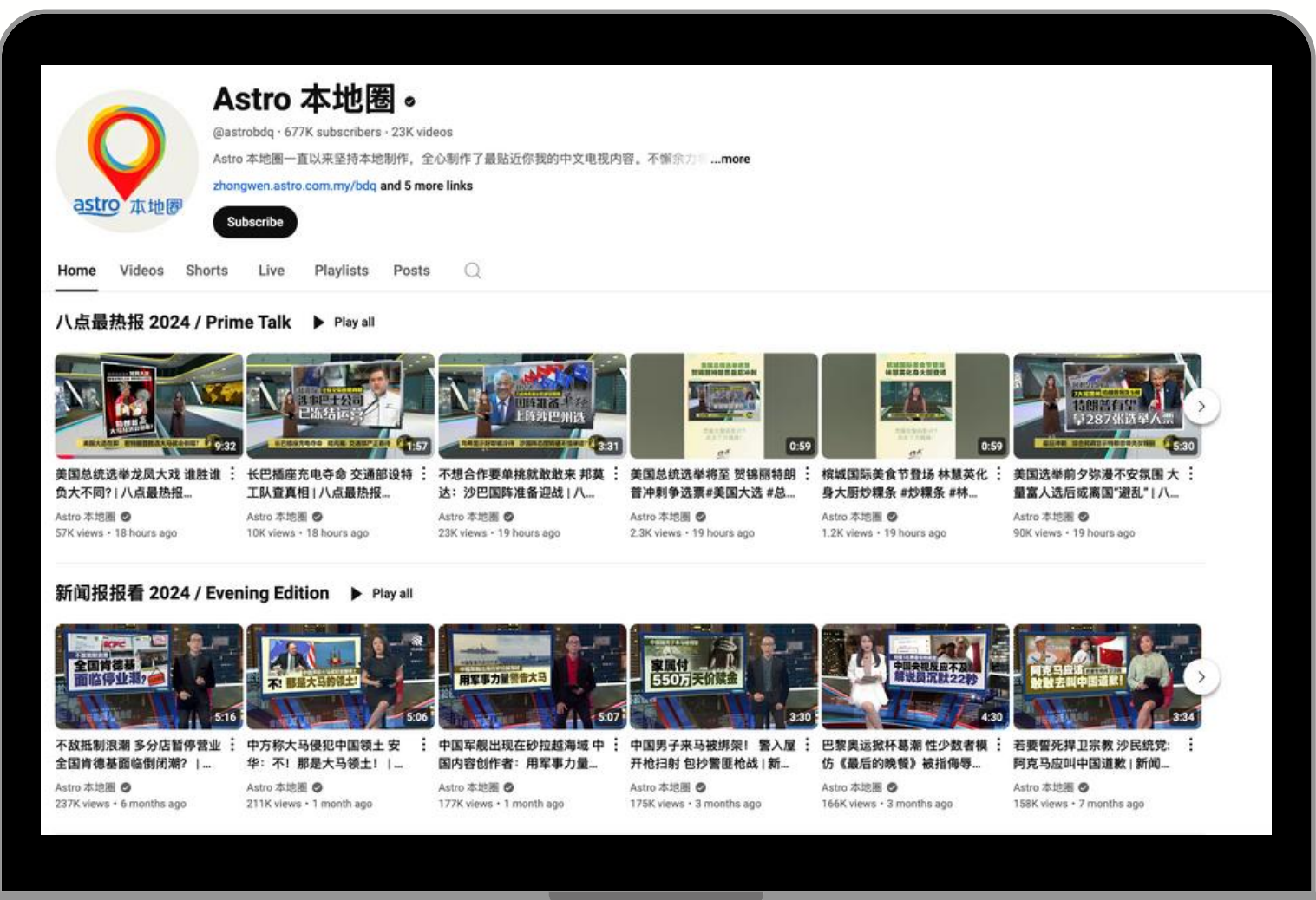
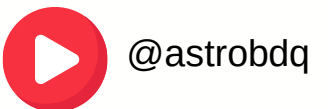
Digital

Astro Ben Di Quan



Total Subscribers
678 k

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



Digital


Hotspot on Xuan



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

Total Social Media Follow
715 k

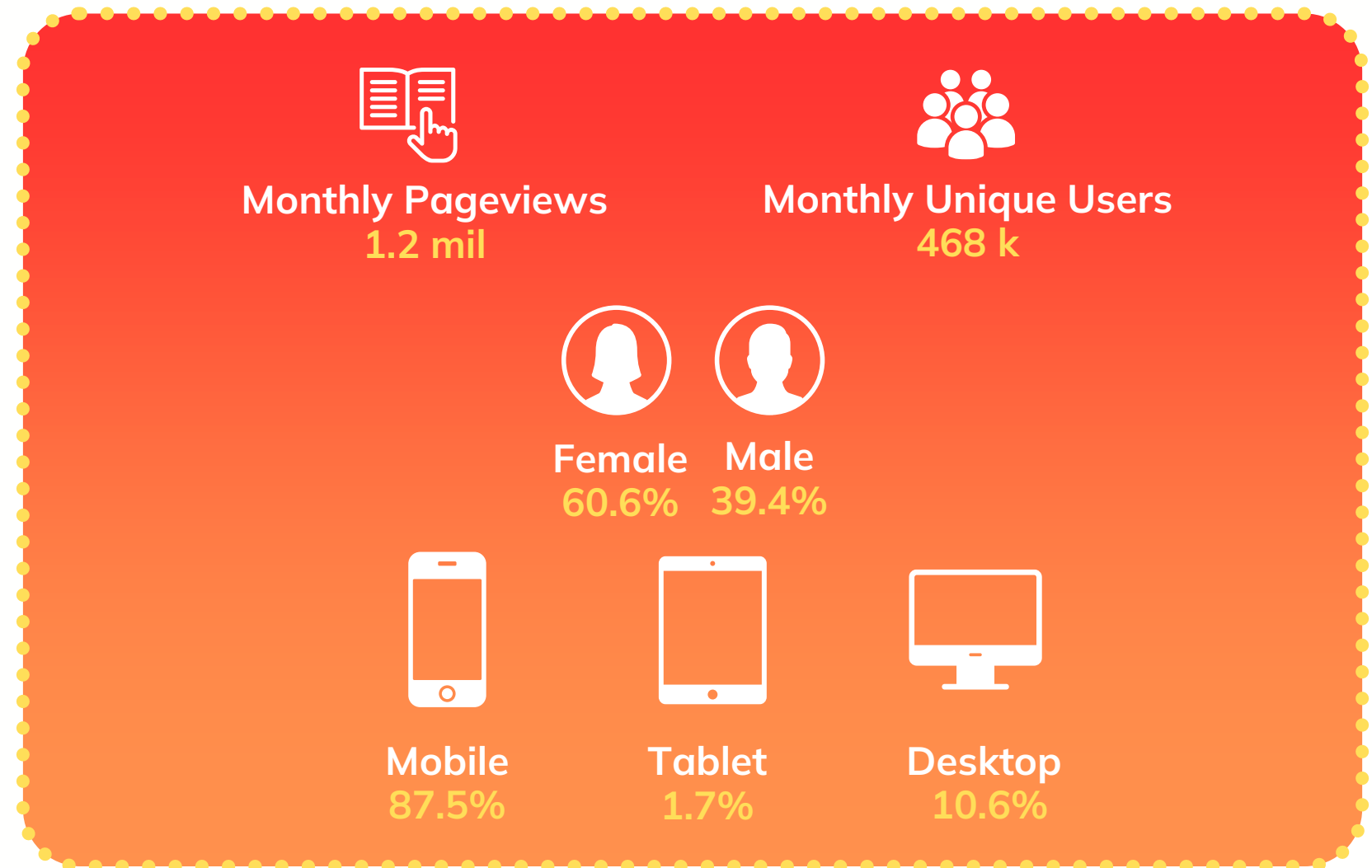
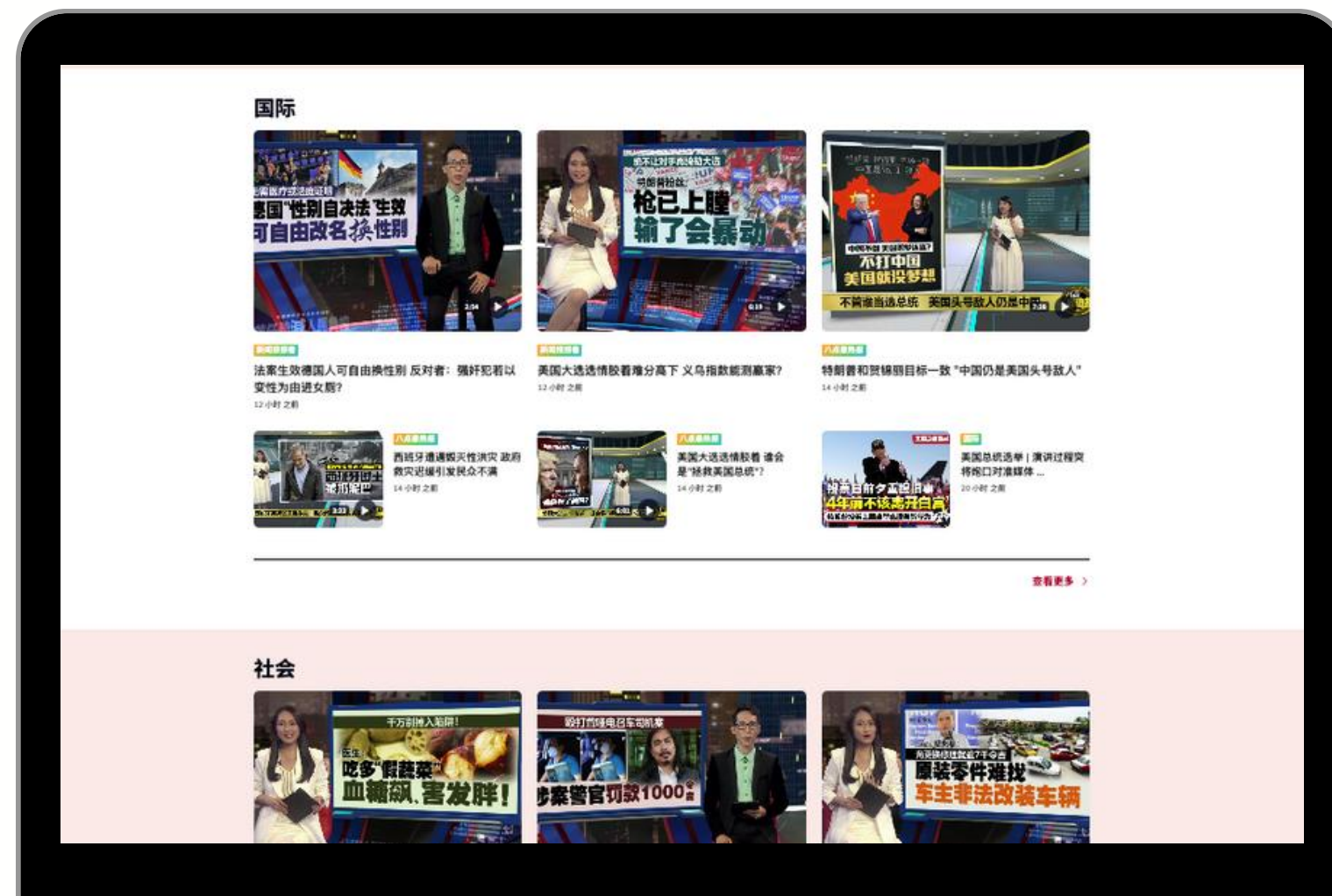
 <https://xuan.com.my/hotspot>

 @84Hotspot

 @84Hotspot

 @84Hotspot

 @84Hotspot



Digital

AD FORMAT



Brand Mention

Pre-Roll Video Ad Placement

Branded Playlist

Branded Video Thumbnail

Branded Hashtag

Brand Mention

5-second brand mention: 'Brought to you by BRAND NAME,' with PIP client material playout in sponsored video

Sample Reference:

Client Material Featured Here

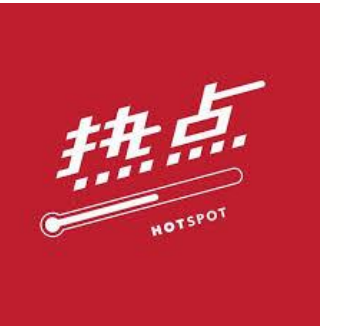
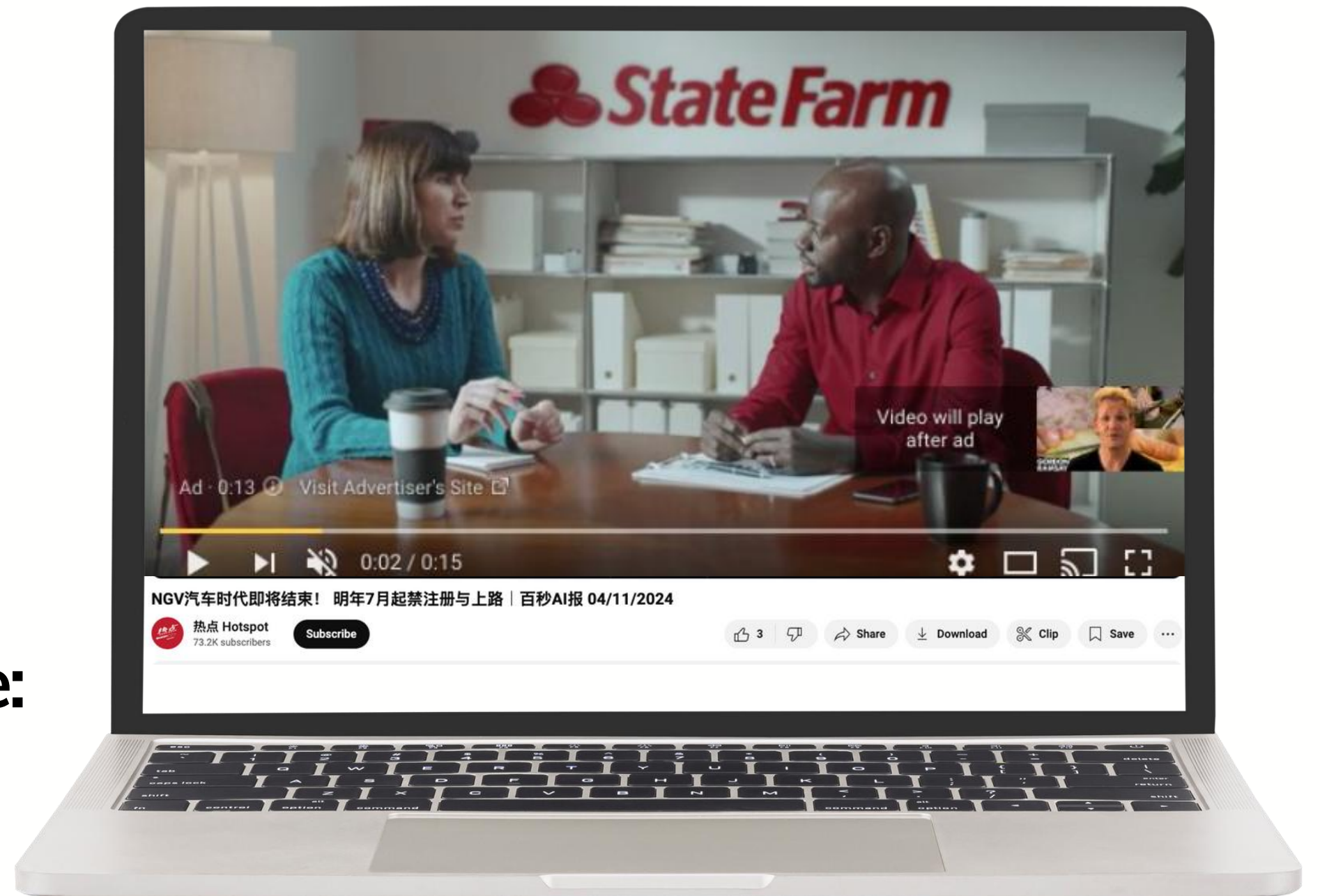


Hotspot

Pre-roll Video Ad Placement

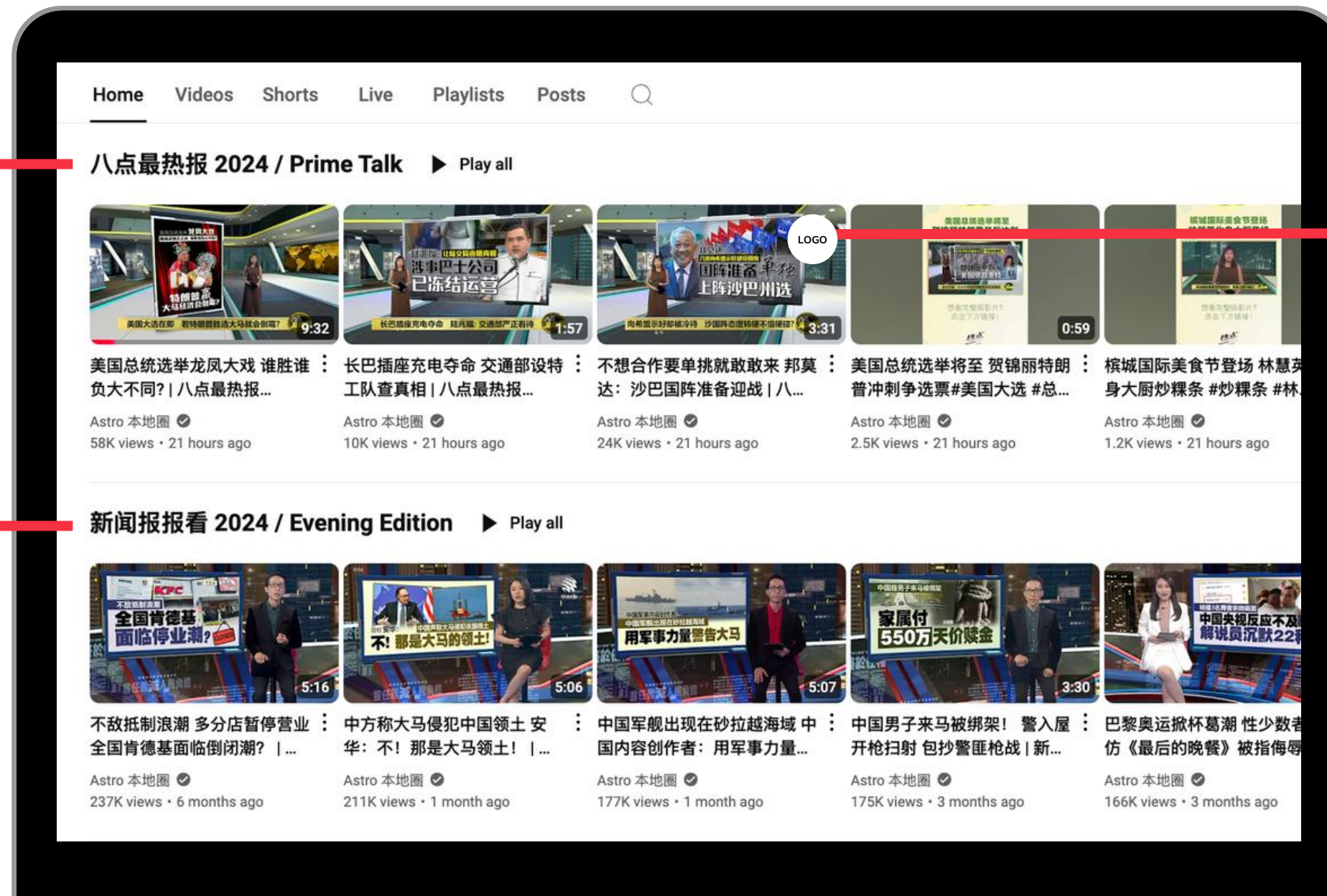
Pre-rolls Ads at the beginning of the video
15 seconds video ads before news content
ended for Call-To-Action / create brand
awareness

Sample Reference:



Branded Playlist & Video Thumbnail

Sponsored by 'XXX' (include in the playlist title)



Branded Logo Placement on Video Thumbnail

Sample Reference:



柔佛小镇疑办LGBT活动 参赛者衣着不当惹议 | 新闻报报看 06/10/2024 | #Maxis5G

Branded Hashtag

Sample Reference:



Across featured videos

1 Month

Sponsorship Package (Prime Talk Only)

| Hotspot | |
|--|--|
| Sponsored Video | <p>112 x Sponsored Videos with Brand Exposure:</p> <p>A) 4 Weeks x 28 Branded Logo Placement on sponsored PT Video Thumbnail</p> <p>B) 4 Weeks x 28 Brand Mention "brought to you by BRAND NAME" with PIP Client Material Playout in sponsored PT Videos (brand mention duration not more than 5sec)</p> <p>C) Cross Posting of Videos across 2 platforms - YT & Hotspot Website</p> |
| Pre-roll Video Ads (Non-Skippable up to 15s) | 1x Version Pre-roll Video Ad Placement (50,000 Impressions) |
| Branded Article & Social Media | <p>1x Branded Article to promote Client's Campaign Guaranteed Reach: 100,000</p> <p>1x Facebook Post to promote Branded Article</p> <p>1x Facebook Story to promote Branded Article</p> <p>1x Instagram Post to promote Branded Article</p> <p>1x Instagram Story to promote Branded Article</p> |
| Ben Di Quan | |
| Branded Playlist | 4x Weeks Branded PT Playlist |
| Branded Hashtag | 4x Weeks Branded Hashtags on sponsored PT Videos |
| Branded Video Thumbnails | 4x Weeks Logo Feature on Sponsored PT Video Thumbnails |
| Non-skippable Short Ad Video (Up to 20s) | <p>1x Version Non-skippable Short Ad (Up to 20s)</p> <p>Guaranteed Impressions: 600,000</p> |

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

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

1 Month

Sponsorship Package (Evening Edition Only)

| Hotspot | |
|---|--|
| Sponsored Video | 140 x Sponsored Videos with Brand Exposure: A) 4 Weeks x 35 Branded Logo Placement on sponsored EE Video Thumbnail B) 4 Weeks x 35 Brand Mention "brought to you by BRAND NAME" with PIP Client Material Playout in sponsored EE Videos (brand mention duration not more than 5sec) C) Cross Posting of Videos across 3 platforms - 1 FB post per day , YT & Hotspot Website (All sponsored videos) |
| Pre-roll Video Ads (Non-Skippable up to 15s) | 1x Version Pre-roll Video Ad Placement (50,000 impressions) |
| Branded Article & Social Media | 1x Branded Article to promote Client's Campaign Guaranteed Reach: 100,000 1x Facebook Post to promote Branded Article 1x Facebook Story to promote Branded Article 1x Instagram Post to promote Branded Article 1x Instagram Story to promote Branded Article |
| Ben Di Quan | |
| Branded Playlist | 4x Weeks Branded EE Playlist |
| Branded Hashtag | 4x Weeks Branded Hashtags on sponsored EE Videos |
| Branded Video Thumbnails | 4x Weeks Logo Feature on Sponsored EE Video Thumbnails |
| Non-skippable Short Ad Video (Up to 20s) | 1x Version Non-skippable Short Ad (Up to 20s) Guaranteed Impressions: 600,000 |

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

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

1 Month

Sponsorship Package (Prime Talk + Evening Edition)

| Hotspot | Prime Talk | Evening Edition |
|---|--|---|
| Sponsored Video | <p>112 x Sponsored Videos with Brand Exposure:</p> <p>A) 4 Weeks x 28 Branded Logo Placement on sponsored PT Video Thumbnail</p> <p>B) 4 Weeks x 28 Brand Mention "brought to you by BRAND NAME" with PIP Client Material Playout in sponsored PT Videos (brand mention duration not more than 5sec)</p> <p>C) Cross Posting of Videos across 2 platforms - YT & Hotspot Website</p> | <p>140 x Sponsored Videos with Brand Exposure:</p> <p>A) 4 Weeks x 35 Branded Logo Placement on sponsored EE Video Thumbnail</p> <p>B) 4 Weeks x 35 Brand Mention "brought to you by BRAND NAME" with PIP Client Material Playout in sponsored EE Videos (brand mention duration not more than 5sec)</p> <p>C) Cross Posting of Videos across 3 platforms - 1 FB post per day , YT & Hotspot Website (All sponsored videos)</p> |
| Combined Pre-roll Video Ads (Non-Skippable up to 15s) | 1x Version Pre-roll Video Ad Placement (100,000 Impressions) | |
| Branded Article & Social Media | <p>1x Branded Article to promote Client's Campaign Guaranteed Reach: 100,000</p> <p>1x Facebook Post to promote Branded Article</p> <p>1x Facebook Story to promote Branded Article</p> <p>1x Instagram Post to promote Branded Article</p> <p>1x Instagram Story to promote Branded Article</p> | |
| Ben Di Quan | Prime Talk | Evening Edition |
| Branded Playlist | 4x Weeks Branded PT Playlist | 4x Weeks Branded EE Playlist |
| Branded Hashtag | 4x Weeks Branded Hashtags on sponsored PT Videos | 4x Weeks Branded Hashtags on sponsored EE Videos |
| Branded Video Thumbnails | 4x Weeks Logo Feature on Sponsored PT Video Thumbnails | 4x Weeks Logo Feature on Sponsored EE Video Thumbnails |
| Non-skippable Short Ad Video (Up to 20 sec) | 1x Version Non-skippable Video Ads (Runs Across all playlist on BENDIQUAN YT Channel) (1,400,000 Impressions) | |

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

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

Terms & Conditions

- All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
- Package availability is based on first-come, first-served basis.
- Strictly no changes of materials, pictures, caption or write up on article, videos and social post after it goes live OR there will be a 100% penalty for any changes.
- Video commercial materials to be submitted via email with minimum of five (5) working days prior to campaign live date.
- For digital materials, all pointers, directions and visuals to be provided by advertiser and is subject to Astro's final approval.
- The delivery of the digital entitlements will be based on the recommended duration. Any changes such as addition targeting/duration adjustment, it will subject to availability of inventories upon campaign booking submission.
- All entitlements to be booked under One media order.
- Astro reserves the right to amend any of the above pricing categories from time to time.
- Packages are non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.
- This document, the recommendations and creative concepts have been developed by Astro. All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole in any form whatsoever.
- This agreement is private and confidential and no content herein shall be divulged to parties other than the intended agency and client.
- All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole in any form whatsoever.
- The above package is subject to the general terms and conditions for the provision of airtime, which can be found at www.astromedia.com.my.

THANK YOU

