



CREATING CULTURAL CONNECTIONS

Conquering Ramadan & Raya is as easy as



Meriah berbeza starts here



astro
MEDIA
SOLUTIONS



THE INSIGHTS FOR RAMADAN & RAYA

 *Attitude*

*towards religious
activities &
preparation for
RARA*

 *Behaviour*

*preferences in
shopping &
purchases for
RARA*

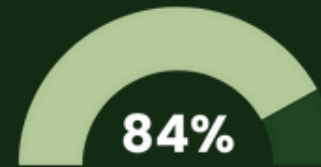
 *Consumption*

*of media content
& viewing habit
shifts during
RARA*



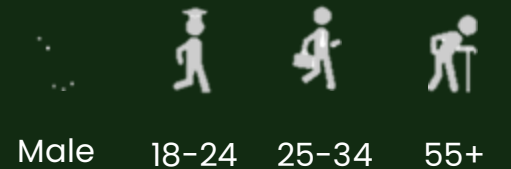
Attitude

towards religious activities



Will increase my religious activities during Ramadan

Profile Affinity



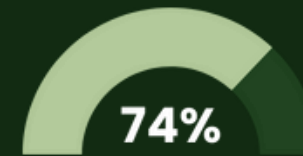
Drive impact with campaign rooted in **cultural values, spiritual reflection and community building.**

Source: YouGov Omnibus (Sep '24)
 Respondents: Malay aged 18 and above (n=1,000)
 Q: Do you agree or disagree with the following statements? [Agree]. Profiles highlighted are those with high affinity index.



Attitude

towards financial preparation for RaRa



Plan to start saving early to prepare for Ramadan and Raya

Profile Affinity



Tap into this mindset with campaigns emphasising financial planning, early bird promotions and smart spending.

Source: YouGov Omnibus (Sep '24)
Respondents: Malay aged 18 and above (n=1,000)
Q: Do you agree or disagree with the following statements? [Agree]. Profiles highlighted are those with high affinity index.



Attitude

towards festive spending for RaRa



73%

Will look out for big discounts and promotions for Ramadan Raya shopping

Profile Affinity



Female



18-24



25-34

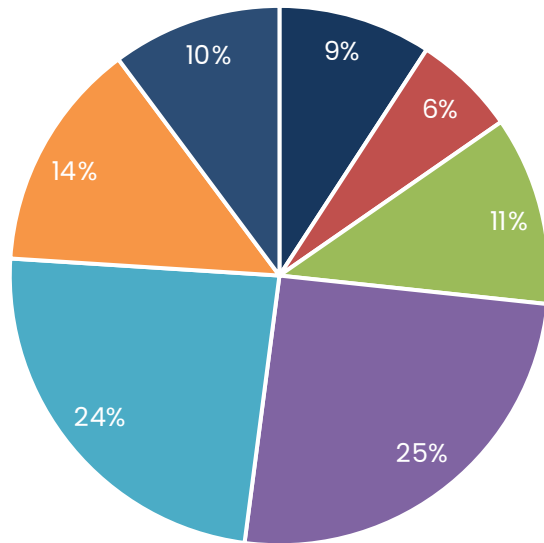


Leverage this with timely deals, exclusive offers, and tactical campaigns to capture their attention.

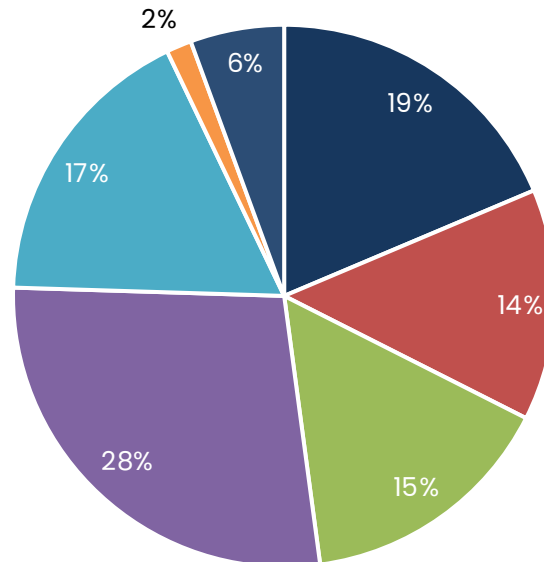
Source: YouGov Omnibus (Sep '24)
Respondents: Malay aged 18 and above (n=1,000)
Q: Do you agree or disagree with the following statements? [Agree]. Profiles highlighted are those with high affinity index.

Almost 50% Malaysians start Raya preparations over 2 weeks in advance

Preparing for Ramadan and Raya



Ramadan



Raya

- More than 1 month before
- 3 to 4 weeks before
- 2 to 3 weeks before
- 1 to 2 weeks before
- Less than 1 week before
- During Ramadan / Raya month itself
- I do not prepare anything for Ramadan/Raya

75% Malaysian start Ramadan preparation at least less than a week before.

Source: YouGov Omnibus (Sep '24)
 Respondents: Malay aged 18 and above (n=1,000)
 Q: How early do you usually start your Ramadan/ Raya preparations?



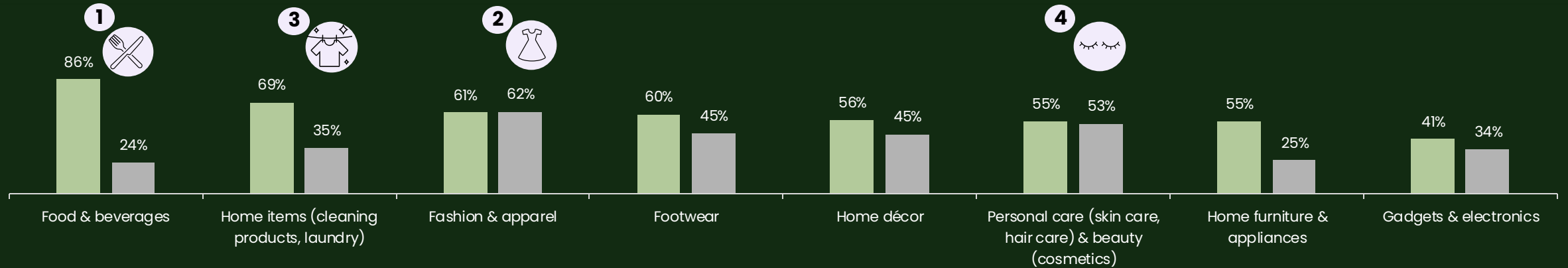
Behaviour

Navigating through highly contested categories

Insights

Our Audience & Persona

Content Lineup



Purchase intent during Ramadan and Raya

■ Offline ■ Online

Stand out in **top purchase categories** by **tailoring communication** to varied RaRa preparation timelines, **capturing higher spending** while **breaking thru the festive clutter**.

Source: YouGov Omnibus (Sep '24)
 Respondents: Malay aged 18 and above (n=1,000)

Q: Thinking about Ramadan/ Raya, what items do you plan to purchase and where will you more likely to make the purchase?



Drama/Series



Cooking Show



Variety/Entertainment

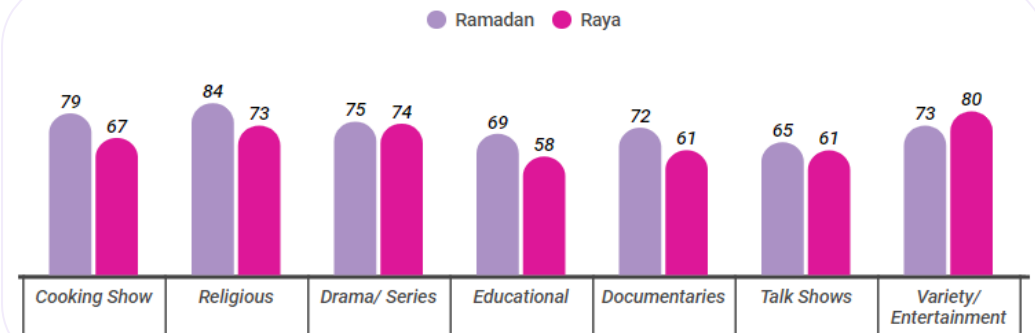


Religious

Consumption

Access to high-demand content genre

Content interests during Ramadan Raya



Source: YouGov Omnibus (Sep 2024)

During Ramadan, target 'me-time' with **cooking and religious** content. For Raya, focus on **big-screen storytelling** that celebrates **family gatherings and festive entertainment**.

Source: YouGov Omnibus (Sep '24)
Respondents: Malay aged 18 and above (n=1,000)

Q. What type of content will you watch on the following mediums during Ramadan month/ Raya period?



Consumption

Navigate diverse content preferences across generations through multiscreen viewing experience



Malaysians shifting screen habits highlight the importance of **multiscreen planning**.

During Ramadan, combine TV for drama and religious shows with mobile content for 'me-time'.

For Raya, prioritise big-screen to capture family-centred viewing of festive entertainment

The younger audience groups switch across all mediums (18 - 34 yrs old)

TV is the most preferred medium for the older audience group (45 - 55+ yrs old)



Source: YouGov Omnibus (Sep '24)
Respondents: Malay aged 18 and above (n=1,000)
Q: What type of content will you watch on the following mediums during Ramadan month/ Raya period?



Winning with Astro as we dominate RaRa festivities across screens and conversations

Top-Tier Content Creators

>920m

TikTok views from **over 180 content** catered for RaRa2024 by best showrunners

Lead Drama Viewership Across Screens

>620m

TikTok views with **Takdir Itu Milik Aku & Khun:sa** topped the drama chart

Create Cultural Connection & Talkability

>100 *daily*

Mentions of Astro RaRa 2024 campaign "*Masa Anugerah Terindah*" + **30 mil views** on TikTok

High On-Demand Viewing & Engagement

>1.5b

Minutes of **on-demand viewing** for both Ramadan & Raya

**Which Ramadan content
gets you hooked every year?**

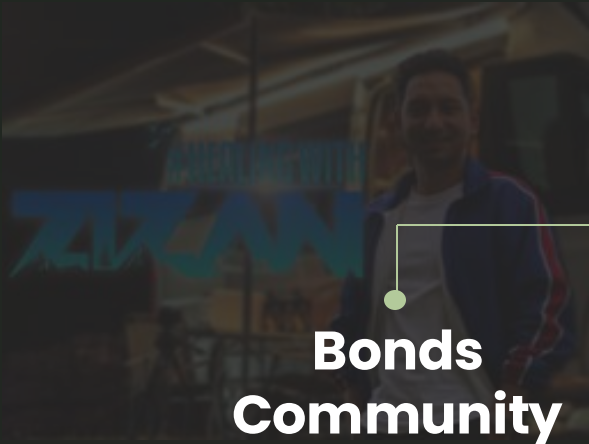
Play Video : <https://youtu.be/vsr2DWf8i4M>



Astro's **ABC** Unveiled: Bringing Festive Stories to Life



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**Bonds
Community**



**Boosts
Conversations**



**Bridges Content
Gap**



Achieve Big Connections with Astro

BRIDGES CONTENT GAP



TIME GAP

SAHUR

BUKA PUASA

MOREH

FILLING THE GAP

Start their day early with religious reminders & empowerment

End their day with lightheartedness, self reflection & togetherness

CLOSING THE GAP

CELEBRITY POWER

HIGH RATED CONTENT

MULTI PLATFORM

HIGH FREQUENCY MESSAGING

CONTENT



Sahur Macam Berbuka



The Earliest Breakfast Show



MeleTOP Moreh



BRIDGES CONTENT GAP



SAHUR MACAM BERBUKA

Astro RIA will keep you entertained during Sahur while you're preparing the food, having your sahur with family before Subuh prayer with fresh talk show, hosted by Alif Satar.



THE EARLIEST BREAKFAST SHOW

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



MELETOP MOREH

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.

BONDS COMMUNITY



INTEREST

COOKING

CSR

ENTERTAINMENT

COMMUNITY SENTIMENT

Preserving culture & legacy

Good deeds

Spirit of celebration

REACH THE COMMUNITY

FAN'S FAVOURITE

ON GROUND ACTIVATON

ENGAGEMENT

CONTENT



RASA: Ajar Masak



Assalamualaikum



Kongsi Kasih



Gegarvaganza Raya



Bombastika Raya



Geng Biker Makeover Surau



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OASIS

ASSALAMUALAIKUM

A pre-activation program for the Ramadan campaign conducted at several locations with the aim of engaging more closely and spending time with the local community.

THE DETAILS

Johor
1 Feb 2025

Negeri Sembilan
8 Feb 2025

Terengganu
15 Feb 2025

Penang
22 Feb 2025

THE CONTENT

- Mini Tazkirah, Prelude Ramadan after Maghrib at mosques
- Local/orphanage CSR and Community Activation
- Marhaban, Islamic Podcast with renowned Ustazs and iconic Islamic preachers
- Content showcase, radio, sales activation, Islamic entertainment mini-gig

THE OPPORTUNITIES



Sponsorship of Tazkirah
Malam Jumaat on
Oasis



High visibility on-ground
branding and booth set up
(sample only)



Radio collaboration and
ads on Zayan and Gegar



BONDS COMMUNITY



BOMBASTIKA RAYA

Raya Eve Entertainment !

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



GEGARVAGANZA RAYA

GV11 contestants will entertain you with singing and sketches during Raya.



RASA : AJAR MASAK

A cooking show featuring delightful mix of mother-children, husband-wife, grandparent-grandchild cooking.



BONDS COMMUNITY



GENG BIKER MAKEOVER SURAU

Dato Awie & friends 'bergotong-royong' with local community to make over surau for upcoming Eid.



KONGSI KASIH

Haze & Abe Hae with a mission to capture and share real, inspiring stories this Ramadan.

BOOSTS CONVERSATION



INTEREST

SPIRITUAL

CONTROVERSIONAL

KNOWLEDGE

CONVERSATION MATERIAL

Real stories

Good values

Life Lessons

CONVERSATION BOOSTER

PROMINENT FIGURES

STRONG STORY LINES

MULTI SCREEN PLATFORMS

CONTENT



Chef Wan : Life on a Plate



Healing with Zizan S2



Seribu Tahun



Dapur Abang Hot



BOOSTS CONVERSATION



SERIBU TAHUN

Story of Sacrifice and Reconciliation from

VISIONARY PRODUCER SHAHRUL EZAD,

known for his impactful storytelling. His notable works include the hit series *Juvana*, *Nur 1 & 2*, and *Khunsa*.

Podcast: *Seribu Tahun Dalam 10 Minit* – uncovering the many social issues these dramas address



RARA SPECIAL : HONEY MINTA MAAF

Story of Redemption" from **INOVATOR PRODUCER : WAN HASLIZA,** who has produced several hit comedy series, including *Keluarga Iskandar* and *Kampung People*, beloved for their humor and relatable storytelling



DIA IMAMKU

Story about Pride and Forgiveness from the acclaimed pen of **SITI ROSMIZAH,** **A BEST-SELLING NOVELIST AND HITMAKER RENOWNED FOR HER GRIPPING DRAMAS !**



DENDAM SEORANG MADU

Story about Betrayal and Resilience from **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.

BOOSTS CONVERSATION

Insights

Our Audience
& Persona

Content
Lineup



CHEF WAN: LIFE ON A PLATE

After a long hiatus, Malaysian's beloved, Chef Wan, debuts in a cooking/talk show. He will share his life journey as a father, husband, son and his mother's cancer battles through his cooking and storytelling.



HEALING WITH ZIZAN S2

A unique camping talk show that gained social media attraction comes back with second season. Zizan, a known comedian, goes into deep and candid conversations with male celebrity guests about life.

Average rating : 238k
Peak rating: 332k



DAPUR ABANG HOT

The hottest, most-talked-about Dudas (Divorcee) are coming together in a cooking show where they'll show off their cooking prowess. The show will be attended by female celebrity guests.

BOOSTS CONVERSATIONS WITH KEY OPINION LEADERS



GREETINGS

KOLs can create personalized video messages to audiences during festive seasons or special events.

Engage fans directly with tailored greetings that feel authentic and relatable.

MUSIC VIDEOS

Integrate KOLs into music videos to connect with their fanbase.

Use trending tracks or original music to create viral moments.

ON GROUND ACTIVATIONS

Include KOLs in experiential marketing events, meet-and-greets, or product launches to attract crowds and generate buzz.

BRAND FILM

Feature KOLs in short, engaging films that align with Astro's storytelling.

STICKERS

Stickers: Design digital and physical stickers featuring KOL-inspired visuals to drive interaction on social platforms.



ASTRO BUILDS CONTENT



2024 | KHUN:SA



- Tackled sensitive and taboo societal themes with a bold approach.
- Cut through the clutter of conventional content.
- Provoked thought and conversation.
- Highlighted Astro's commitment to meaningful, impactful narratives.

Breaking Barriers with Bold Storytelling

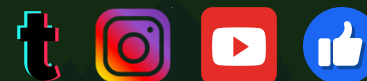
THE RESULTS

Ranked among the **top show** on demand !

TV Reach **6 Mil**



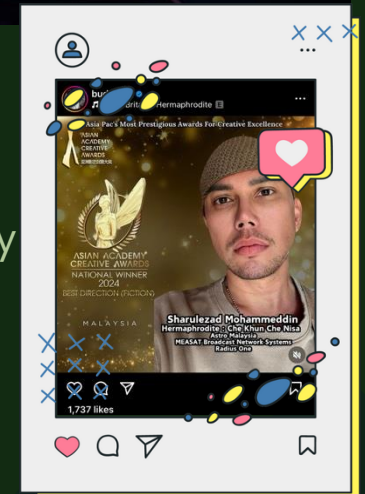
Social Media Reach **18.8 M**



2025 | SERIBU TAHUN



Produced by the same **award-winning director Sharulezad**



ASTRO BUILDS CONTENT



2024 | TAKDIR ITU MILIK AKU



- Focused on redefining traditional gender norms.
- Showcased a woman's strength, resilience, and empowerment.

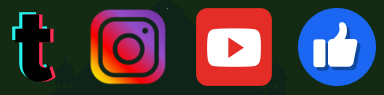
Empowering Women through Megadrama

THE RESULTS

TV Reach
7.2 Mil



Social Media
Reach **40.5 M**



2025 | DIA IMAMKU



A story by the
**hitmaker
Malaysian
novelist –
Siti Rosmizah**



Preserving Culinary
Heritage Across
Generations

ASTRO BUILDS CONTENT



THE CONTENT

Celebrating the bond between generations of Malaysians through vibrant feasts and shared moments, honoring our heritage and the timeless ties of family



THE RESULTS

- Last year's edition surpassed the 10M benchmark, showcasing its strong audience appeal.
- Over 5% engagement rate across total impressions, maintaining buzz from the daily TV episodes





ASTRO BUILDS CONTENT



Perfect mix of heartwarming moments and unforgettable humour, we create experiences that audiences eagerly anticipate and connect with deeply every festive season

Festive Joy, Unmatched Entertainment



ASTRO BUILDS CONTENT



Catering to Religious and Cultural Audiences

DEDICATED ISLAMIC CHANNEL

- Muslim lifestyle channel that contains Islamic-based educational, entertainment and documentary styled programmes.
- Exclusive content for the religious segment during key periods.

THE CONTENT



2024 Musim 8
Reach: 5.2 Mil

Tazkirah Malam Jumaat features popular *asatizah* or individual preachers addressing current societal issues, held in different mosques or surau with a live audience each episode.



2024 Musim 2
Reach: 1.6 Mil

Lisa Surihani & Ustaz Jafri: an inspiring talkshow expanding on Bidadari Syurga focusing on lessons from the prophet's time and their relevance today.



2024 Musim 1
Reach: 2 Mil

Langkah Nabi: Inspiring documentary ft Zainal Ariffin as he explores the footprints of our Prophets to understand the true meaning of Islam, this time in Russia, Chechnya, and Georgia.



*Astro Bonds
Community*

WE CREATE and CRAFT experiences that bring communities together



*Astro Bridges
Content Gap*

WE SPARK CONVERSATIONS and celebrate CULTURE by bridging diverse content needs



*Astro Boosts
Conversations*

WE CONNECT audiences to stories that spark meaningful interactions

CREATING CULTURAL CONNECTIONS

with **astro**





THANK YOU

Let's ABC this RaRa together for Meriah Berbeza



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