



# VERTICAL UNIVERSE

THE VERTICAL CONTENT CREATION HUB

**Elevate Your Brand with Astro's New Vertical  
Content Offerings, Where Stories Rise to Engage**

Proposal By



MEDIA  
SOLUTIONS





# WHY VERTICAL FORMAT

In today's rapidly evolving digital landscape, video consumption habits are shifting towards mobile-first experiences, with vertical video content leading the charge.

Platforms like TikTok & Instagram have become the primary stage for short-form content, where audiences now prefer vertical videos over traditional formats such as advertorials or articles.

To leverage this trend, we propose the creation of a comprehensive vertical video content universe, branded as "Vertical Universe"

This ecosystem will offer innovative content packages designed to captivate audiences and provide unique sponsorship opportunities.

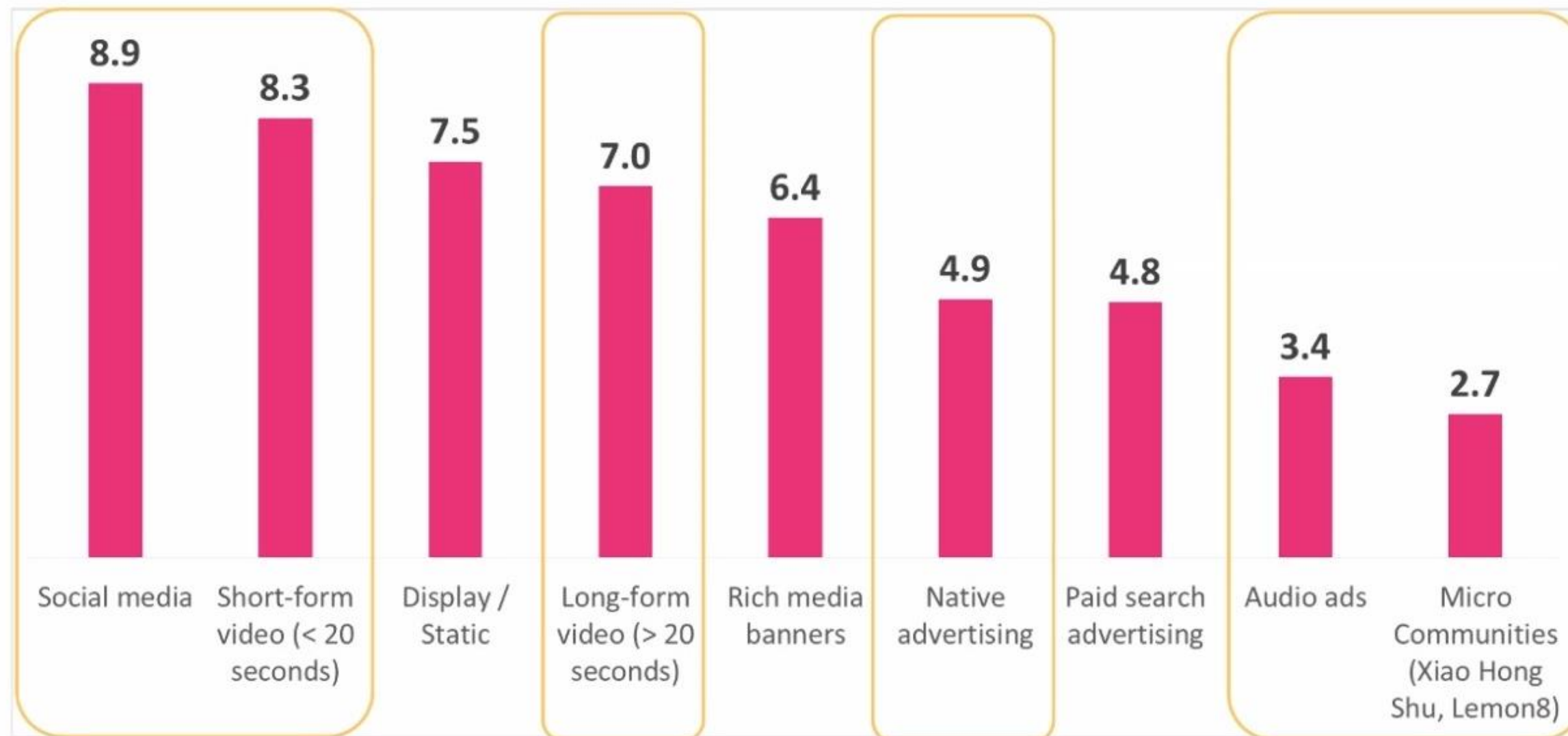
- 
- **SCREEN TIME**
  - **COMPLETION RATE**
  - **CLICK THROUGH RATE**



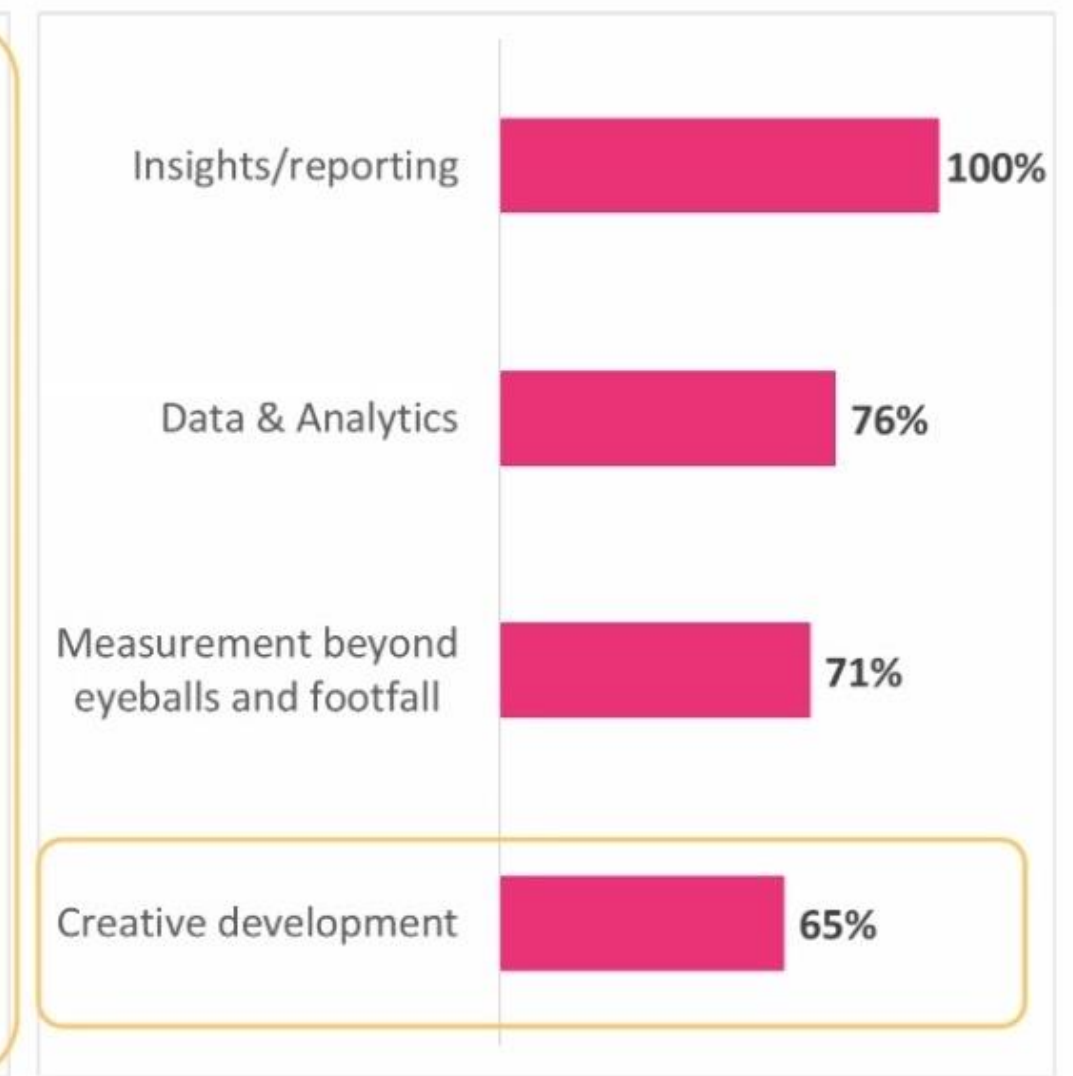
# VIDEO IS THE MOST OFTEN USED FORMAT FOLLOWED BY DISPLAY & STATIC FOR ADVERTISING

Areas that Astro can compete

### What formats do you mostly advertise on?



### Added values advertisers expect to be extended by Digital media partners?



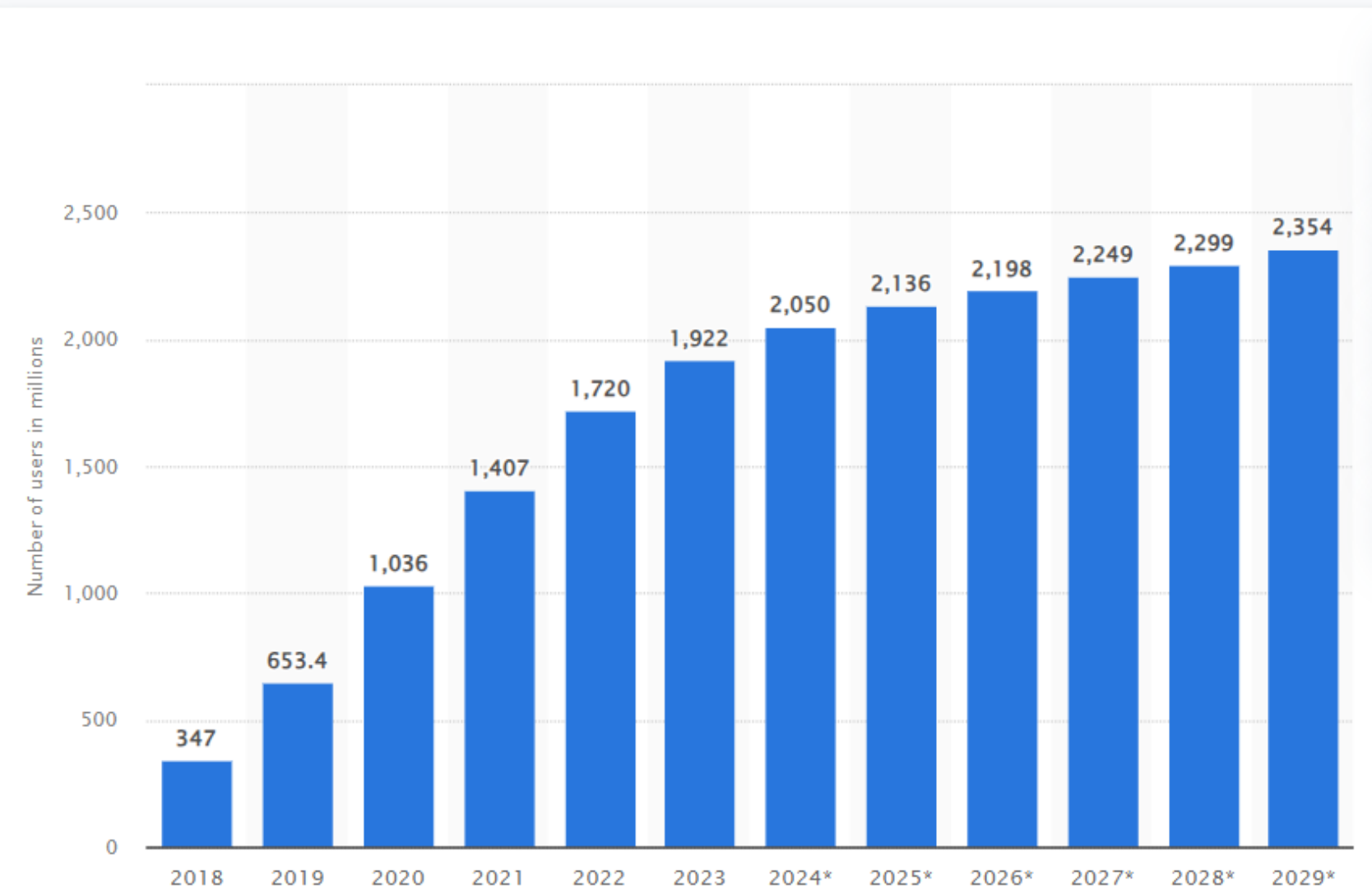
# TIKTOK REACHED 1.92bil USERS IN 2023

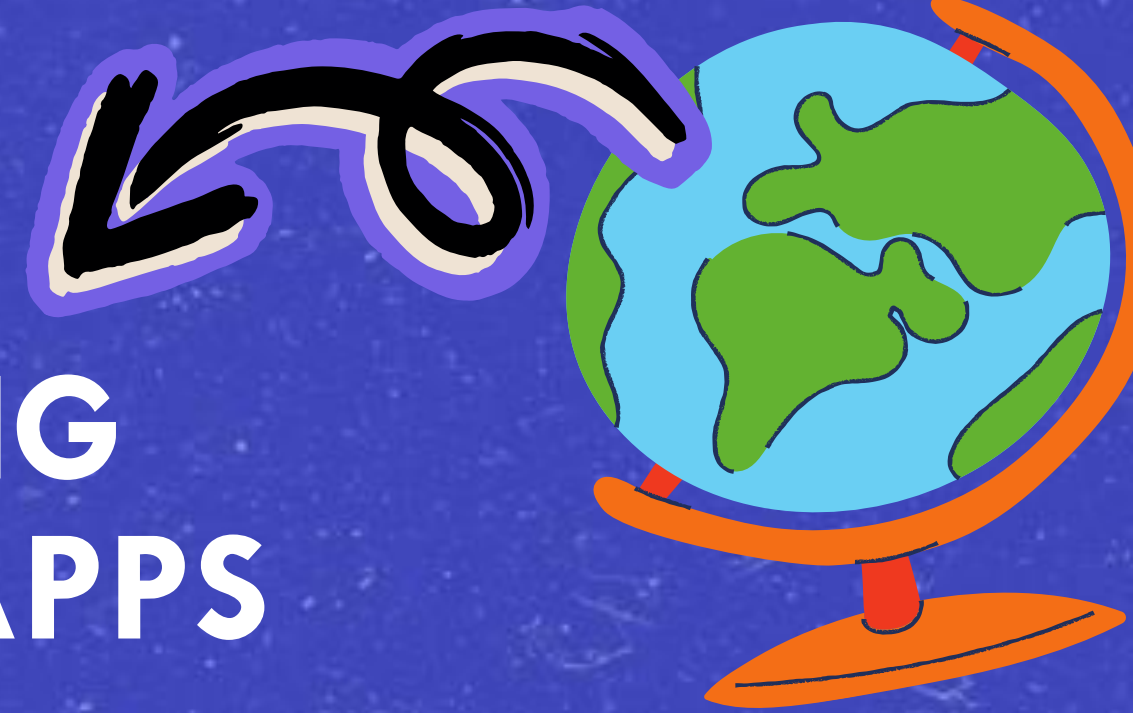
- +16% increase from the previous year. The app is expected to reach 2 BIL by the end of 2024.
- TikTok Celebrated a Milestone of 1 BIL Active Users in 2021
- 4.8 billion internet users in the world and 20.83% of them use TikTok



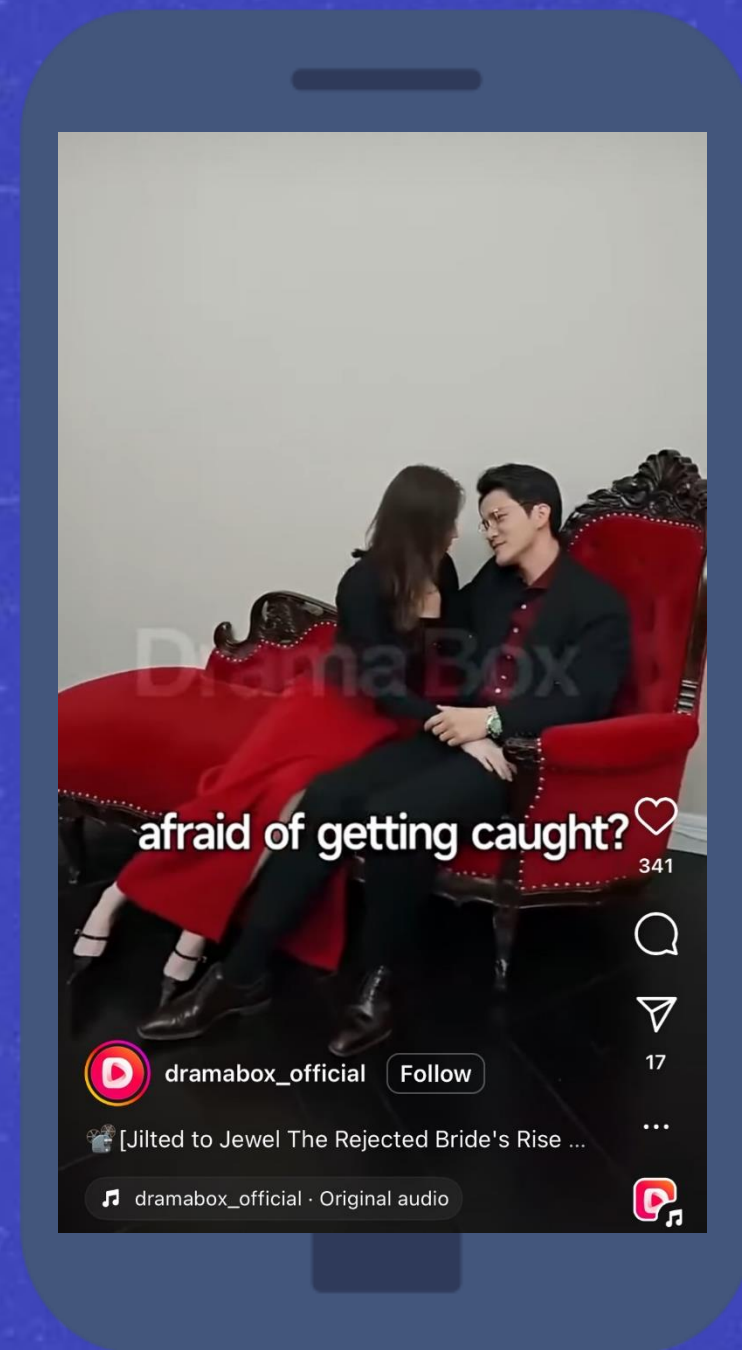
Source:  
[https://blog.hootsuite.com/tiktok-stats/#TikTok\\_usage\\_statistics](https://blog.hootsuite.com/tiktok-stats/#TikTok_usage_statistics)  
<https://www.statista.com/forecasts/1142687/tiktok-users-worldwide>  
<https://thesocialshepherd.com/blog/tiktok-statistics>

Number of TikTok users worldwide from 2018 to 2029  
(in millions)





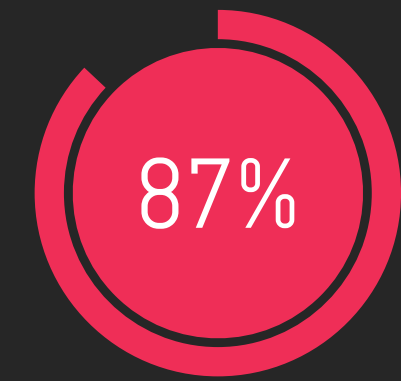
# \$146M IN GLOBAL SPENDING FROM 66 VERTICAL DRAMA APPS



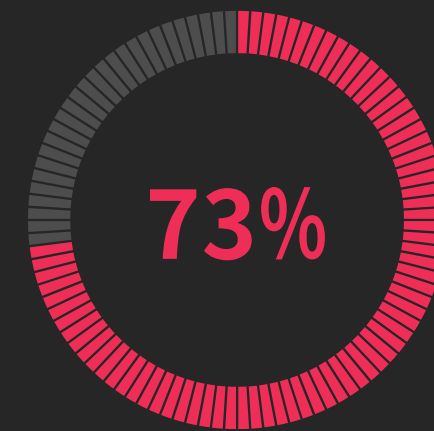
# THE INSIGHTS



**SHORT FORM VIDEO  
ADEX TO EXCEED 10B**



**MARKETEERS ACKNOWLEDGE  
ITS IMPACT ON SALES**



**CONSUMERS PREFER  
SHORT FORM VIDEOS**

**2.5X**

**INCREASE IN  
ENGAGEMENT**



# EXPENDED CONTENT CONSUMPTION HABIT

## Expended Content Consumption Habits

### Short-Form Appeal:

With the rise of short-form content, vertical videos cater to the diminishing attention spans of audiences, offering quick, engaging content

### Snackable Content:

The format "snackable" format - brief, impactful pieces that provide entertainment, information, or product insights in just a few seconds

## Creative Expression

### New Aesthetic Norms:

Vertical content challenges brands to think creatively within a different frame, leading to fresh, innovative storytelling that resonates particularly well with younger audiences.

## Instant Accessibility

### Low Barrier to Entry:

Vertical content creation is accessible to anyone with a smartphone, democratizing the content creation process and allowing more voices to be heard.

### Seamless Sharing:

Vertical videos are easily shareable across platforms, making them highly effective in reaching broader audiences and increasing engagement.



WE LISTENED AND CRAFTED  
ASTRO'S BRAND-NEW OFFERING

**astro** **VERTICAL  
UNIVERSE**

**THE VERTICAL CONTENT CREATION HUB**





# NEW VERTICAL CONTENT OFFERINGS

1

## MEGA-TIKTOK

Pioneering vertical drama series with 100 episodes. Each episode is designed to be highly engaging, keeping audiences hooked while providing multiple touchpoints for brand integration.

2

## VERTI-REVIEW

Product reviews by nano-talents, offering an authentic and relatable way for brands to showcase their products.

3

## MEGA VERTI-DRAMA SNAPS

"MVDS" extends the storytelling of popular dramas by offering exclusive behind-the-scenes content, and alternative storylines that cater to brand integration.





## WHAT?

Mega-TikTok captures the essence of binge-worthy drama in a format that's perfect for the fast-paced, mobile-first world of TikTok.

By leveraging the popularity of existing MegaDrama titles OR original titles, this series taps into an already-engaged fanbase while attracting new viewers with its fresh, dynamic storytelling.

Brands can seamlessly integrate into the narrative, making Mega-TikTok not just entertainment, but an innovative marketing platform as well!

**Vertical Drama  
Mobile-first  
viewing  
with 1- minute  
each episode**

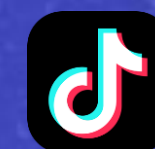
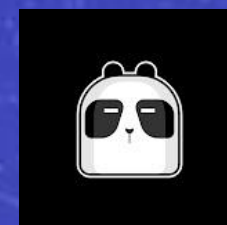
**60 Episodes Series  
with  
rapid-fire  
storytelling**

**High-intensity  
episodes, each  
leaving viewers  
eager for more**

**Daily Engagement  
Daily episodes  
release, creating  
daily anticipation  
and conversation**

**Option to  
Reimagine popular  
titles with new  
twists or alternative  
storylines**

**PLATFORM TO DEPLOY**



**You Tube**

BAM BAM STUDIOS



## THE ENTITLEMENTS

- 15 sec Mid-Roll Video Ad Insertion across min. 40 Mega Tik-Tok Vertical Drama Originals videos
  - Product Placement+Interaction+Mention across min. 40 episodes
  - Product Placement + Integration in scenes (min. 40 appearances)
- (No blatant advertising of product/services is allowed)*
- Branded Logo Bug Placement per episode throughout the entire duration of the video
  - Actor / KOL posting
  - Branded Video Promo

### SAMPLE SPINOFF TITLES:

SURI HATI MR. RACER



ANDAI KITA TAK BERTADIR



SYURGA PILIHAN KU





## THE ENTITLEMENTS

- 15 sec Mid-Roll Video Ad Insertion across 1 x 2-min Verti Review video
- Product Placement + Integration in product review across 2-min Verti Review video
- Logo bug placement across 1 x 2-min Verti Review video
- Branded Promo Video

## WHAT?

Bite-sized product reviews by nano-talents, offering an authentic and relatable way for brands to showcase their products. Nano talents, with their highly engaged, niche audiences, provide genuine insights and create trust through personal recommendations

### Brand Integration:

Seamlessly integrate brand messaging within the reviews while maintaining an organic, authentic tone of product review

## PLATFORM TO DEPLOY

Dedicated **ideaktiv**  brands

**Wanita** <sup>Mingguan</sup> **Pa&Ma** **Rasa** **keluarga** **LIBUR**  
**hijabista** **IMPIAPAN** **Rapi** **Pengantin**   
**MASKULIN** **NONA** **KASHOORQA**

To be posted across



# MEGA VERTI- DRAMA SNAPS!

MEGA/DRAMA DRAMA/AGANZA



## WHAT?

Mega Verti-Drama Snaps re-edits popular TV dramas by highlighting the most exciting moments and retelling them in a fresh, vertical format for a new audiences.

By compressing entire seasons into 100 episodes, each episode is packed with drama and intensity, this format delivers a more powerful and captivating experience for viewers!



## THE ENTITLEMENTS

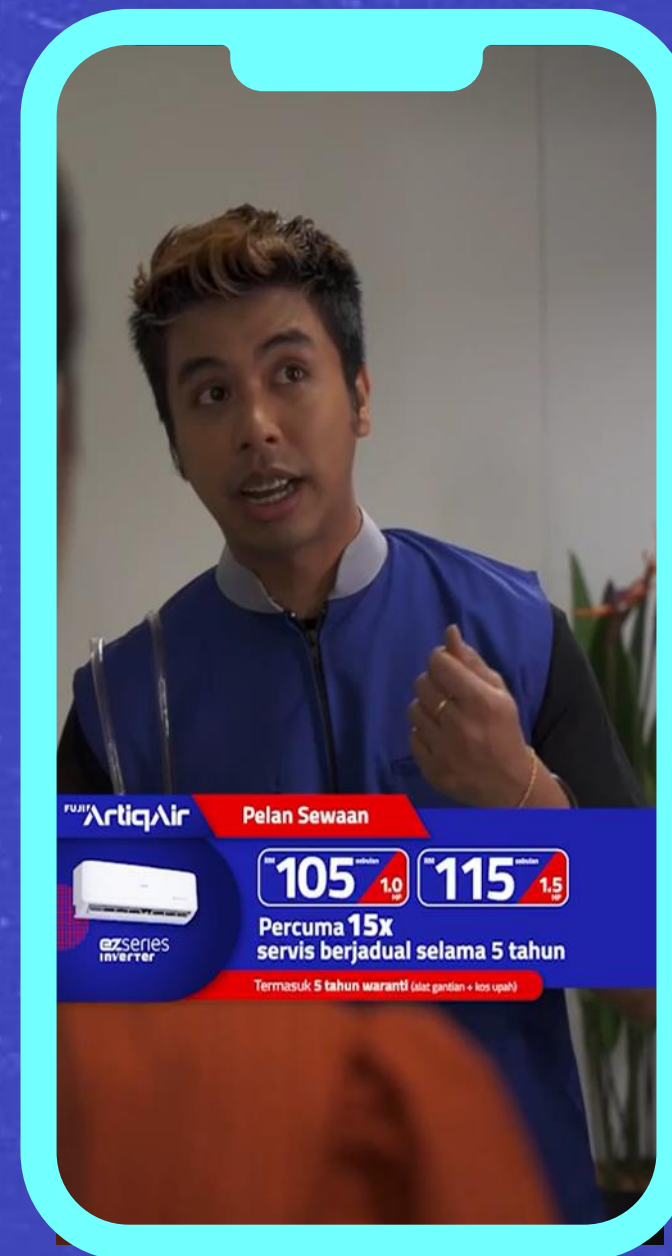
- 100 eps of Drama Snaps
- 15 sec Mid-Roll Video Ad Insertion across min. 40 Verti Drama Snaps videos
- Logo bug placement across 40 Verti Drama Snaps videos
- Branded Promo Video



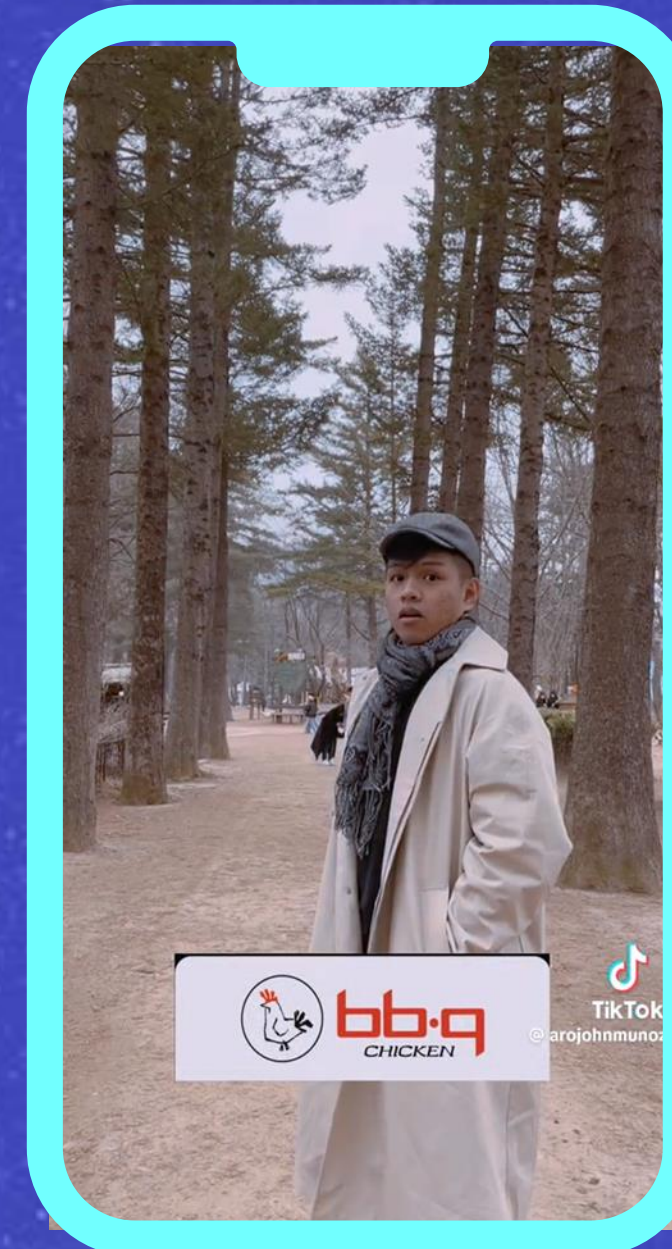
# SPONSORSHIP BENEFITS EXAMPLE



MID ROLLS



PRODUCT  
PLACEMENT



END CREDIT  
LOGO





# SPONSORSHIP BENEFITS EXAMPLE



LOGO



BANNER



BRANDED  
PROMO



# TERMS AND CONDITION

- The package is valid until 31 December 2025.
- 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.
- 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.
- 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.
- All package entitlements must be fully utilised 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 unutilised digital entitlements shall be automatically forfeited and the Client shall be deemed to have waived the right to use the unutilised 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 us / Astro in writing.
- 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.).
- 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)



# VERTICAL VIEWING INSIGHTS



# TikTok – The Facts

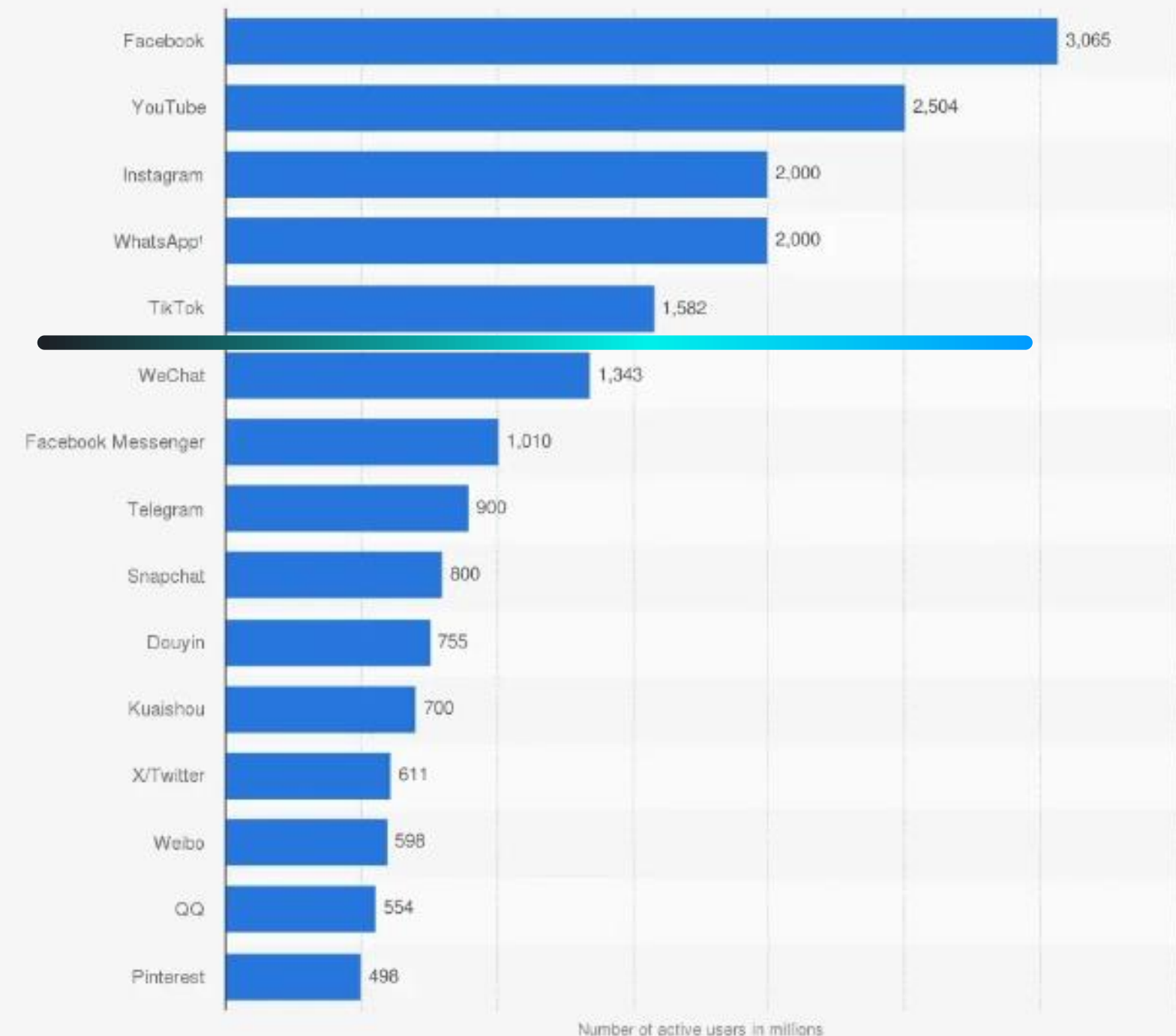
01

## It's the 5th Most Popular Social Media Platform Worldwide

- TikTok falls behind the following: Facebook, YouTube, Instagram and WhatsApp.

Source:  
[https://blog.hootsuite.com/tiktok-stats/#TikTok\\_usage\\_statistics](https://blog.hootsuite.com/tiktok-stats/#TikTok_usage_statistics)  
<https://www.statista.com/forecasts/1142687/tiktok-users-worldwide>  
<https://thesocialshepherd.com/blog/tiktok-statistics>

Most popular social networks worldwide as of April 2024, by number of monthly active users (in millions)



# TikTok – The Facts

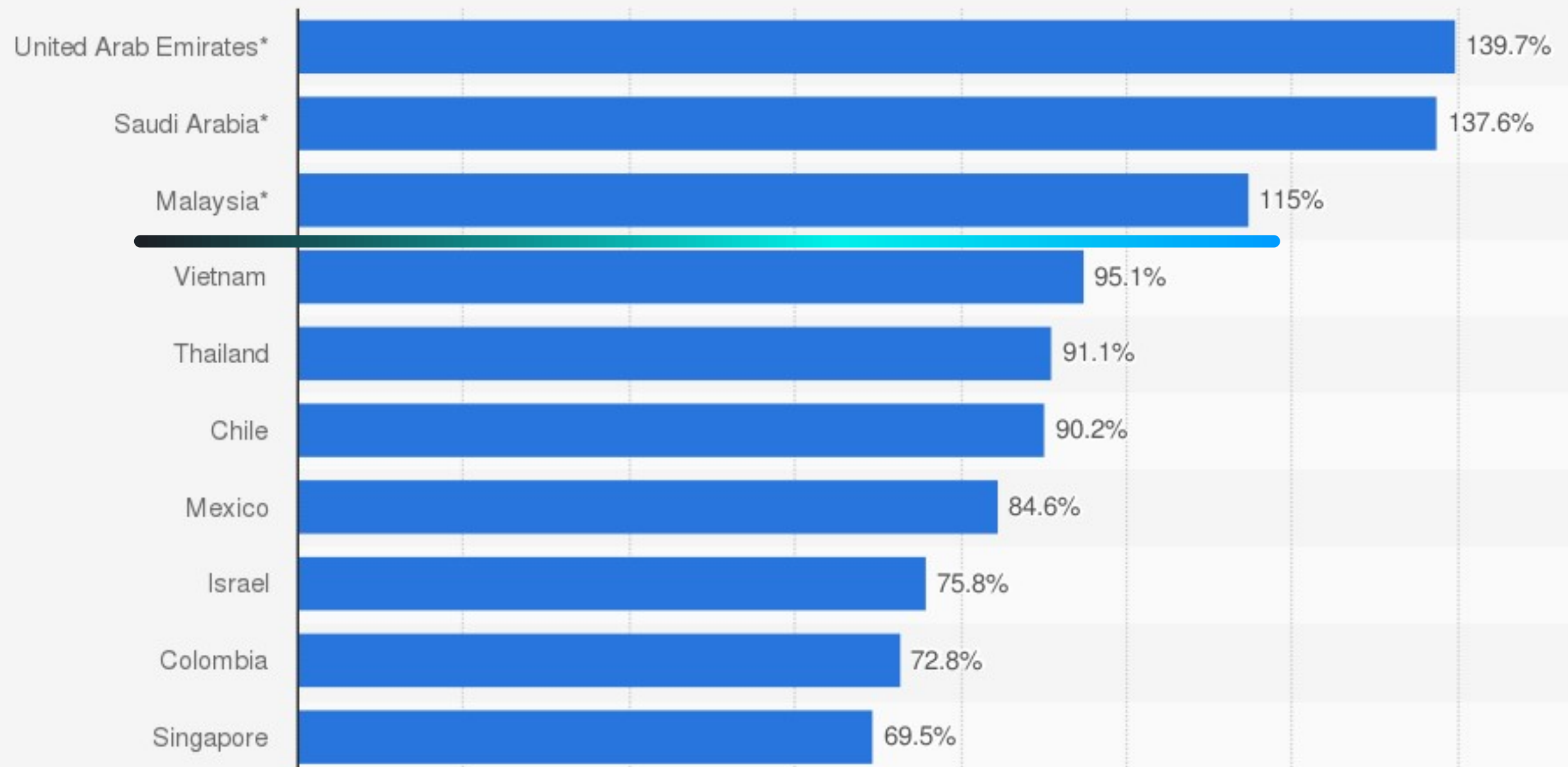
02

## TikTok Penetration

- Douyin, China’s version of TikTok, has 750 Mil daily active users
- As of April 2024, Malaysia with the 3<sup>rd</sup> highest TikTok reach, with virtually almost 115 percent of the population aged 18 and older using TikTok.

Source:  
[https://blog.hootsuite.com/tiktok-stats/#TikTok\\_usage\\_statistics](https://blog.hootsuite.com/tiktok-stats/#TikTok_usage_statistics)  
<https://www.statista.com/forecasts/1142687/tiktok-users-worldwide>

TikTok penetration in selected countries and territories as of April 2024



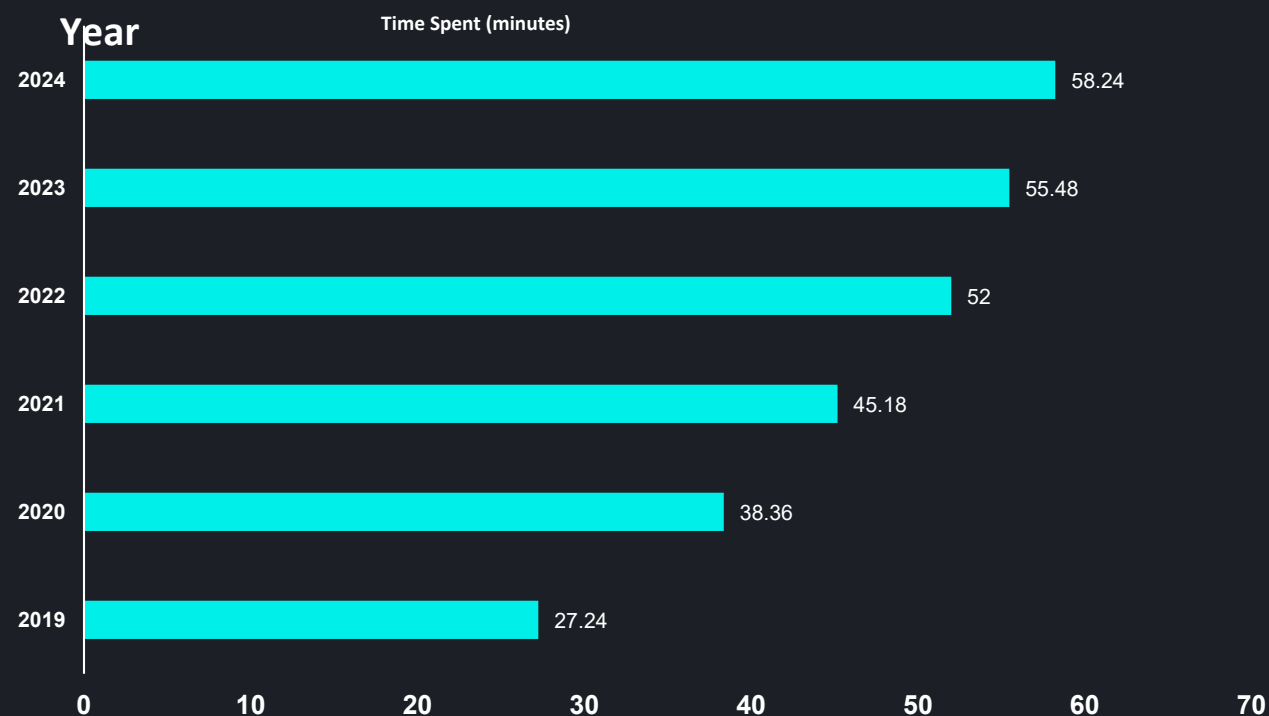
# TikTok – The Facts

03

## Global Users Consumption

- 29% of TikTok users open the app every day. TikTok is the second most engaging app after Instagram
- > 625 Million Videos viewed In One Internet Minute In 2023, an incremental of +274.25% compared to the videos viewed in 2021 (167 million videos were viewed on TikTok every minute).

- Increased of 2 minutes and 36 seconds in TikTok usage per day.
- The time spent daily on TikTok increased by 113.14% between 2019 and 2024.



Source: [https://blog.hootsuite.com/tiktok-stats/#TikTok\\_usage\\_statistics](https://blog.hootsuite.com/tiktok-stats/#TikTok_usage_statistics)  
<https://www.statista.com/forecasts/1142687/tiktok-users-worldwide>  
<https://thesocialshepherd.com/blog/tiktok-statistics>



SEARCH LOGISTICS

The following table displays the average engagement rate per post on selected social media platforms.

Social Media Platforms	2020	2021	2022
TikTok	5.11%	5.96%	4.25%
Instagram	0.9%	0.83%	0.6%
Facebook	0.2%	0.13%	0.15%
X/Twitter	0.06%	0.05%	0.05%

Source: Statista.

# TikTok – The Facts

04

## Global Users Consumption

- 53% of users come to TikTok looking for “funny” content
- Gen Z users prefer TikTok to podcasts. 41% of Gen Z users say they have spent less time listening to podcasts since joining TikTok.



### Best Time To POST

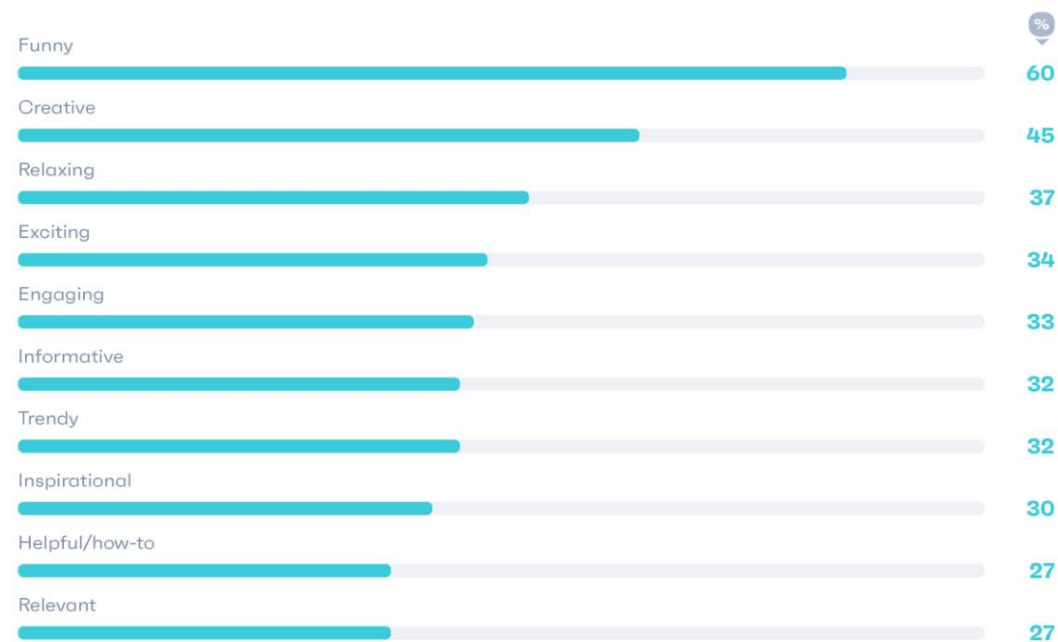
Tuesday, 9:00 am  
Thursday, 12:00am  
Friday, 5:00am

### Best Time To Go LIVE

Monday – Friday, 9:00am -11:00am  
Monday – Friday, 7:00pm

### TikTok is a space to laugh and be inspired

% of weekly TikTok users (outside of China) who say they'd like to see the following content on the platform



? Which of the following describes the type of content you would like to see on TikTok?

GWJ Zeitgeist April 2023 2,374 weekly TikTok users in 11 markets aged 16-64

Global People

- For Gen Z, traditional shopping is out, and community recommendations are in.

1.8x

Gen Z e-commerce journeys on TikTok are 1.8x more likely to be motivated by community (vs. shopping directly on marketplaces).

Source: TikTok Marketing Science Global Growing TikTok in eCommerce Study 2022 conducted by Material May 2022 (n=580)

TikTok for Business

# TikTok – The Facts

05

JAN 2024

## TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



MALAYSIA

TOTAL POTENTIAL REACH OF ADS ON TIKTOK



28.68 MILLION



TIKTOK AD REACH vs. TOTAL POPULATION



83.1%

we are social

TIKTOK AD REACH vs. TOTAL INTERNET USERS



85.4%



QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH



+7.1% +1.9 MILLION



YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH



+48.6% +9.4 MILLION

SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+



44.3%



SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+



55.7%



ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+



113.6%



ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+



102.4%

we are social

ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+



124.4%

# TikTok – The Facts

06

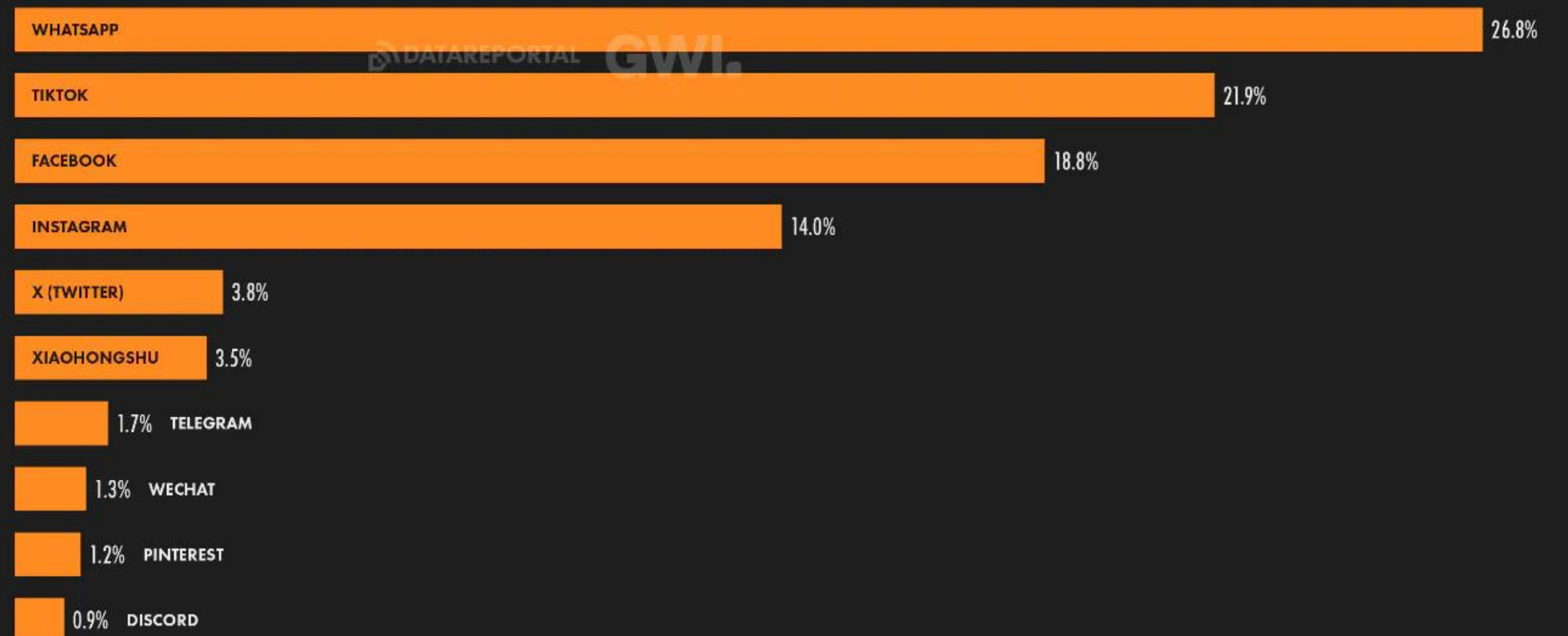
## Users Consumption in Malaysia

- Malaysia's most popular social media sites are TikTok, which is loved by 21.9% of users for its engaging short-form video content, and
- Facebook, which has captured 18.8% as a mainstay of social media for its all-around uses.
- Instagram is also a popular social media platform in Malaysia and is the favorite app for 14% of Malaysian users.

JAN 2024

### FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM



Source:  
<https://www.meltwater.com/en/blog/social-media-statistics-malaysia>  
<https://www.meltwater.com/en/blog/social-media-statistics-malaysia>

# TikTok – The Facts

07

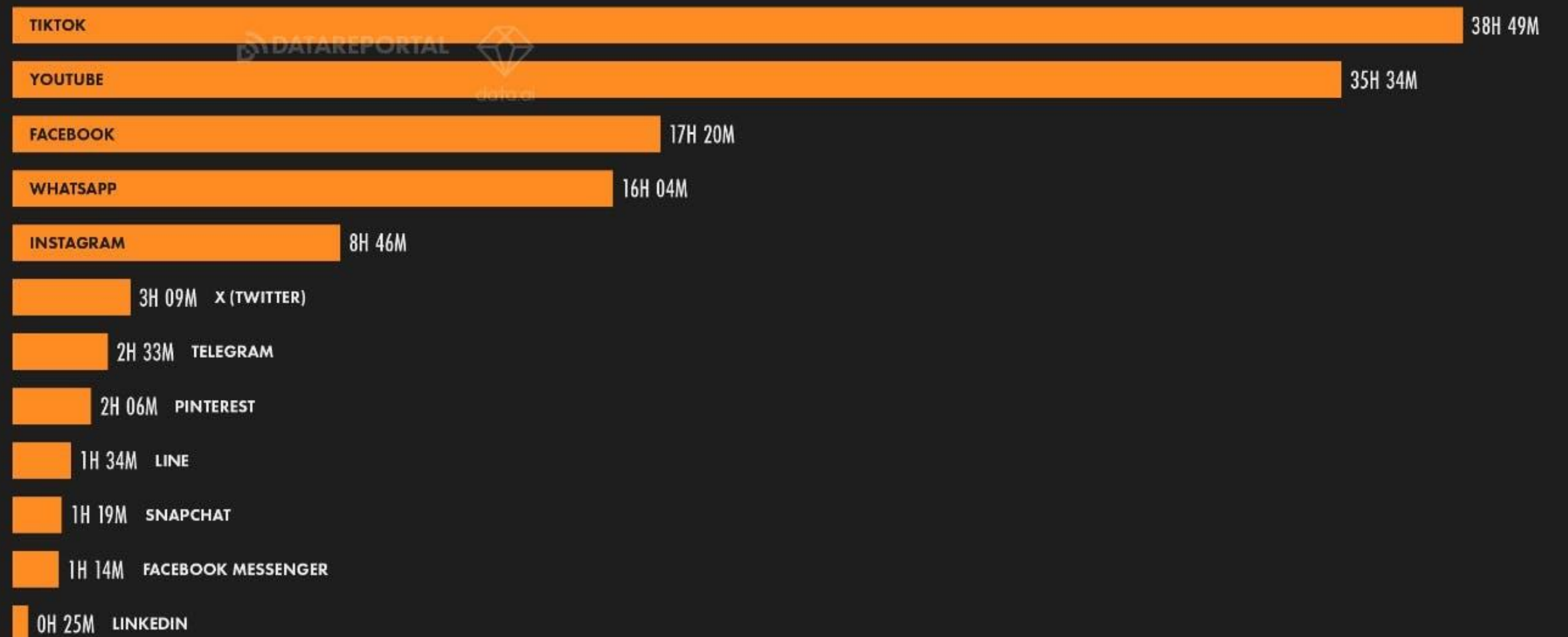
## Users Consumption in Malaysia

- Malaysians spent the most time on TikTok with 38 hours and 49 minutes per month due to its short-form, algorithm-boosted content.
- YouTube is ranked #2 second most popular app in Malaysia, for users who like watching videos for leisure followed by Facebook, which remains a center for connection with others and news browsing, comes afterward with users committing 17 hours and 20 minutes.

JAN 2024

### TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023



Source:  
<https://www.meltwater.com/en/blog/social-media-statistics-malaysia>  
<https://www.meltwater.com/en/blog/social-media-statistics-malaysia>



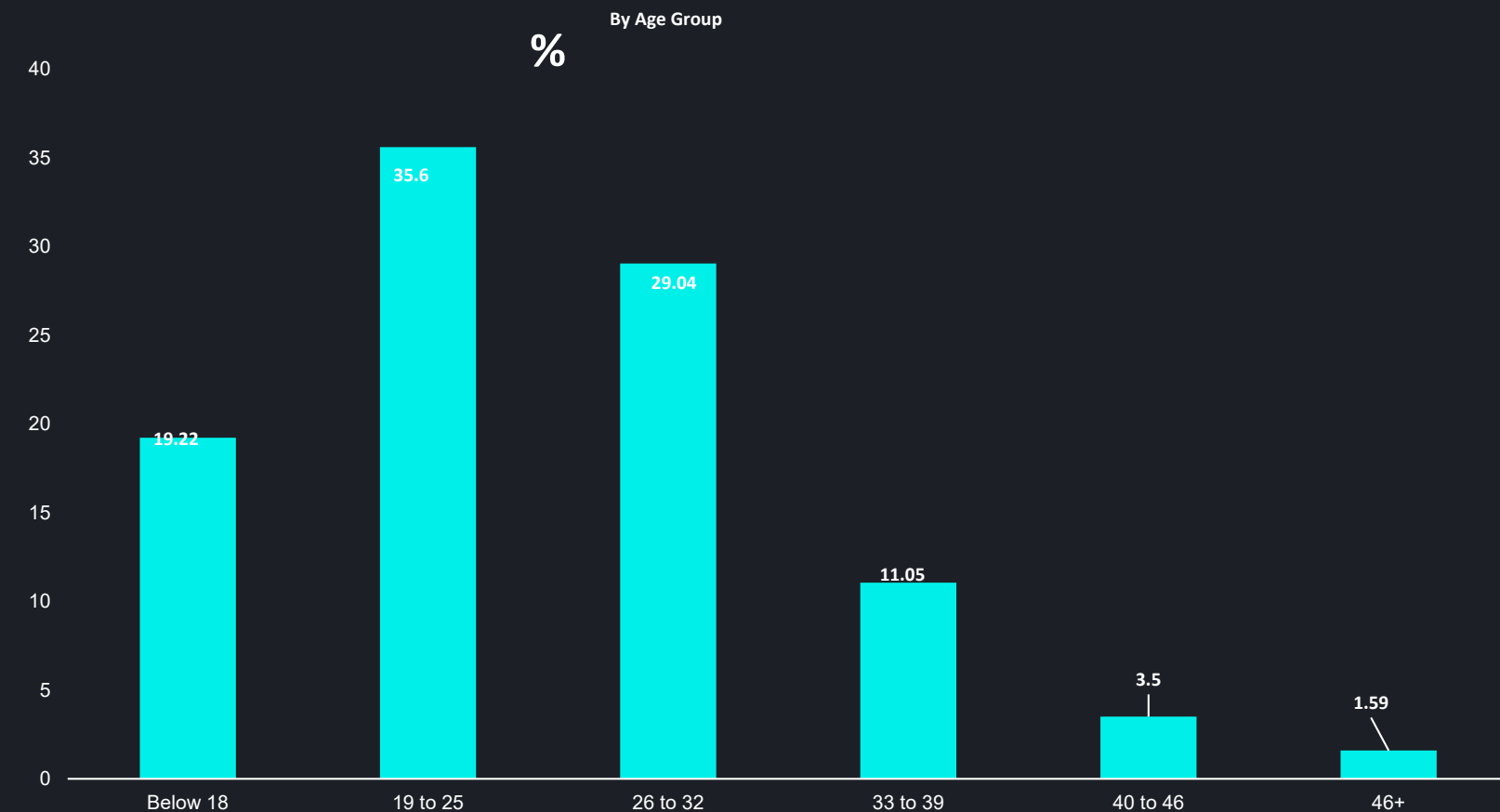
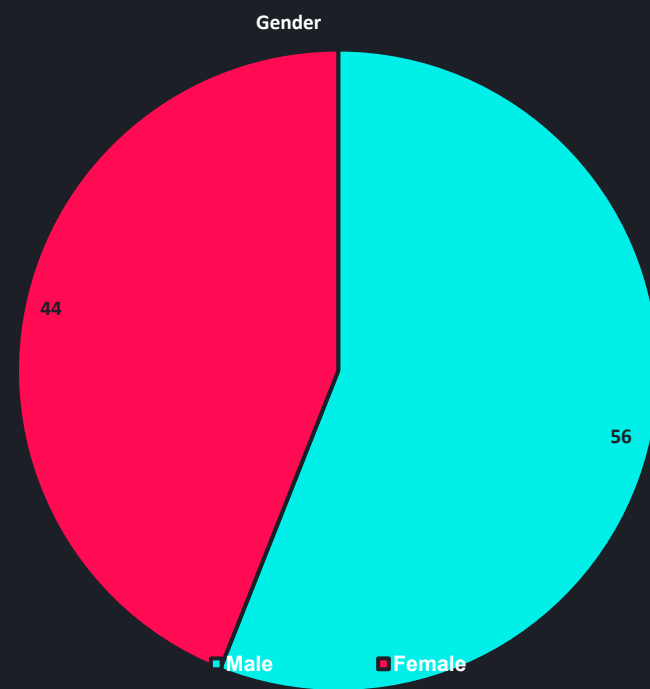
# TikTok – The Facts

08

## Users Demographic

TikTok had 28.68 million users aged 18 and above in Malaysia in early 2024.

- Gen Z (19 to 25 years), made up the majority of the user base in Malaysia, with 35.6% .
- The Millennials (26 to 32 years), comprising around 29% users.
- The share of TikTok users decreases in size as age groups advance, with only 16.1% of users being above 33 years.



An illustration on a dark blue background with white speckles. On the left, a girl in a red dress holds a pink tablet. Below her, a girl in a yellow and red dress uses a black tablet. On the right, a boy in an orange sweater uses a black smartphone, and a girl in a teal shirt uses a black smartphone. Above the boy's head is a glowing yellow lightbulb with radiating lines. At the top center, a large black arrow with a white outline points downwards.

**THANK YOU**  
**LET'S GET**  
**VERTICAL**