

# sooka



## Premier League

2024/2025

# SPONSORSHIP



# sooka

## Malaysia's Leading OTT Streaming App

- ▶ Top 3 Grossing Entertainment App on Google Play Store
- 🏆 No.1 Sports App on Apple App Store



**6.5 million**  
APP  
DOWNLOADS



**3+ million**  
REGISTERED  
USERS



**1.5+ million**  
MONTHLY  
ACTIVE USERS



**1.2K mins**  
STREAMED PER USER  
PER MONTH  
(avg 40mins per day)

# sooka GOT ALL

The only stand-alone freemium OTT offering both Sports & Entertainment in Malaysia

**ALL SPORTS**  
(LIVE + VOD)

ASTRO / SOOKA  
**ORIGINALS**

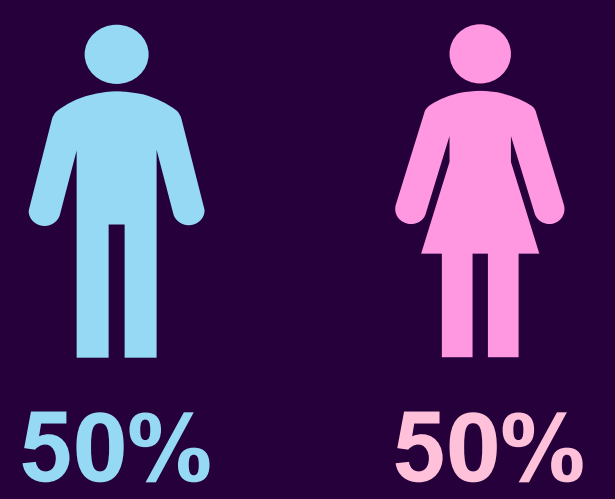
**80+ LINEAR CHANNELS**  
(INCL 30 FREE)

ASTRO / SOOKA  
**EXCLUSIVE VARIETY**

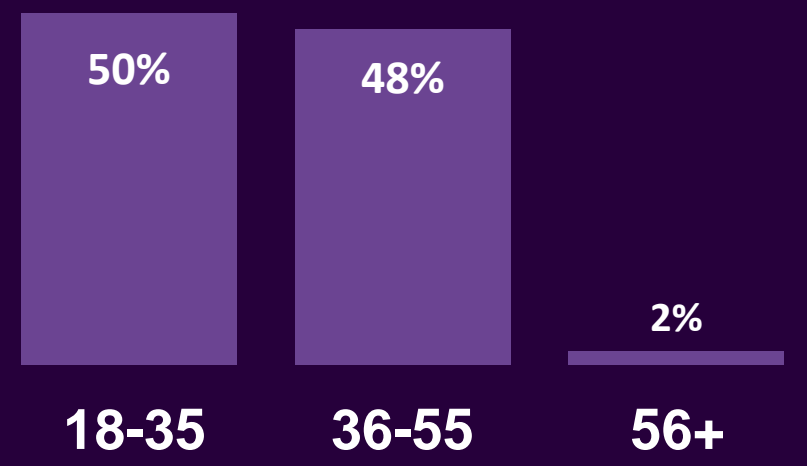


# sooka Audience Demographics

## Gender



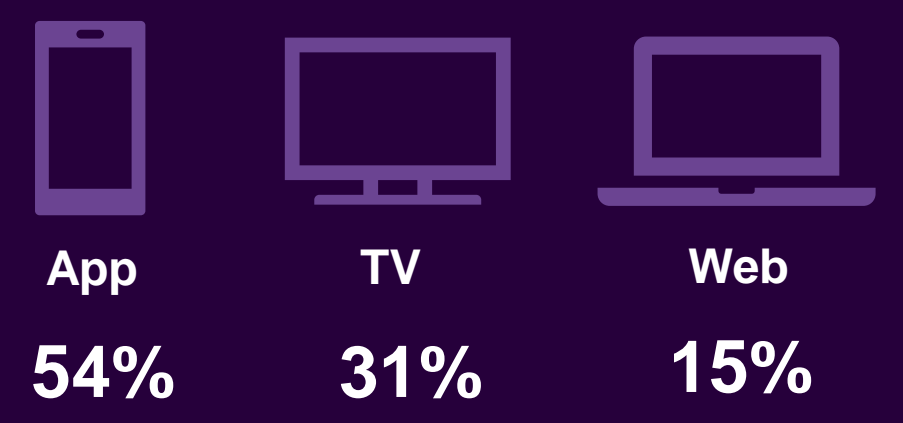
## Age



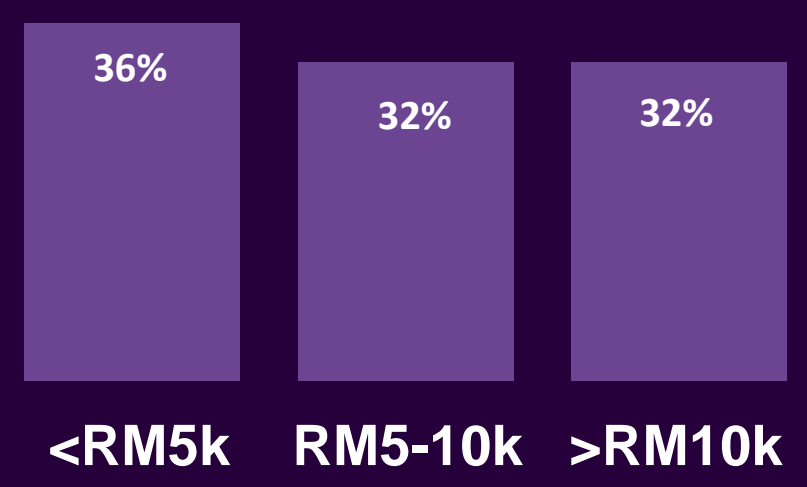
## Location

- 71% Klang Valley (KL, Selangor, Putrajaya)
- 11% South (Johor, Negeri Sembilan, Melaka)
- 11% North (Penang, Kedah, Perlis, Perak)
- 6% East Malaysia (Sabah, Sarawak, Labuan)
- 1% East Coast (Kelantan, Terengganu, Pahang)

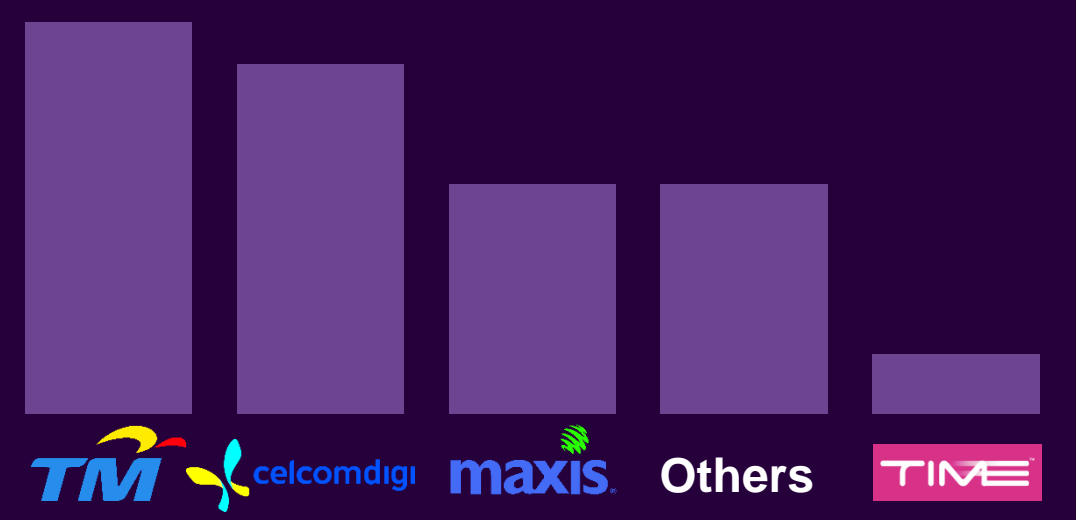
## Devices (time spent)



## Household Income



## Telco Provider



## THE BACKGROUND



# Premier League

## NO.1 MOST WATCHED FOOTBALL LEAGUE IN THE WORLD!

The Premier League is the top level of the English football league system and is the most-watched sports league in the world. Contested by 20 clubs, it operates on a system of promotion and relegation with the English Football League (EFL). Seasons run from August to May with each team playing 38 matches (playing all 19 other teams both home and away). Most games are played on Saturday and Sunday afternoons and occasionally on Monday or Friday night.

Fans around the world tuned in to watch the famous Super 6 clubs, namely Arsenal, Chelsea, Liverpool, Manchester United, Manchester City and Tottenham Hotspur.

**Super 6 Clubs:** Arsenal, Chelsea, Liverpool, Manchester United, Manchester City and Tottenham Hotspur.

Clubs categorized under others are clubs categorized as Super 6 Clubs (as per above).

sooka

Football is the **most popular sports** in Malaysia.

The football fanaticism in Malaysia is huge!

Unscripted.  
Exciting.  
Emotional.


Capturing fans' attention. Everyday.  
All the time.




# English Premier League dominated European rivals, the Bundesliga, Ligue 1, La Liga and Serie A, attracting 3.2 billion viewers worldwide and bringing in 500,000 tourists in 2019-20 – while contributing £7.6 billion to the UK economy, despite Covid

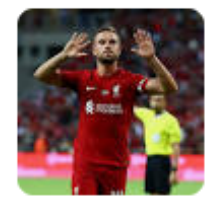
- New analysis of the Premier League published today reveals worldwide appeal
- Report by EY financial services for 2019-20 season shows popularity overseas
- Premier League also generated £7.6 billion for the UK economy; the 20 elite clubs paid out £3.6 billion and supported 94,000 jobs despite Covid pandemic

By CHARLIE WALKER FOR MAILONLINE  
PUBLISHED: 08:33 BST, 17 January 2022 | UPDATED: 08:33 BST, 17 January 2022


 New Straits Times  
**Fahmi mulls revisiting plan for EPL direct telecast on RTM**  
KUALA LUMPUR: The Communications and Digital Ministry will be looking at airing more sports programmes via Radio Television Malaysia (RTM),...  
21 Jan 2023

 Soya Cincau BM  
**EPL belum mula, tapi Liverpool sudah bolot carta popular Google Malaysia - SoyaCincau.com**  
Dalam senarai carian popular Google ini, ada banyak carian mengenai bola sepak. 3 darinya adalah mengenai perlawanan Liverpool.  
3 Aug 2022

**Veteran sports pundit Bob Holmes explores the Malaysian obsession with English football**



**UNRESERVED**



According to a Premier League survey, Malaysia with a population of over 32 million, has approximately 13.6 million football fans and 9.4 million English Premier League fans. Malaysian billionaires Tony Fernandes and Vincent Tan own British football clubs.

There is no doubt that we as a nation are officially football mad.

## EPL anti-piracy campaign returns in Malaysia

October 4, 2022  
By Colin Mann

# MALAYSIAN LOVES ENGLISH FOOTBALL!



**Gan: It is incredible how much Malaysians love football**

 Astro Awani  
**Coca-Cola Malaysia bakal bawa peminat bola sepak tonton EPL di UK**  
Kempen 'Kickstart Your Football Dreams' bakal memberi peluang kepada enam peminat bola sepak untuk terbang ke United Kingdom.  
21 Aug 2019



 New Straits Times  
**EPL title race: Malaysian fans feel the heat too**  
KUALA LUMPUR: The intense battle between Liverpool and Manchester City for the English Premier League title has spread to the shores of...  
6 Mar 2019



## (Video) British TikToker Claims Every Taxi Driver In Malaysia Is A Premier League Fan

Some call it a religion, others an addiction: Even if it is not quite either, football has an extraordinary hold on us. The Harimau Malaya may be a subterranean 167th in the Fifa world rankings but in a recent survey, Malaysia is placed a lofty sixth out of 200 countries for “interest in football”.

**Rise of the global fan: Just ONE PER CENT of Manchester City's supporters actually live in the UK as the biggest Premier League clubs use social media, content in 14 languages and even the metaverse to reach out to fans around the world**

- Manchester City's head of marketing has described how the club is trying to give overseas supporters an authentic fan experience , including on match days
- Only one percent of City's 'audience' is in UK - vast majority never go to a game
- Club produces material in 14 languages, often specifically for other countries
- All top-flight clubs are seeking to increase overseas following to raise revenues

By CHARLIE WALKER FOR MAILONLINE  
PUBLISHED: 18:00 BST 29 May 2022 | UPDATED: 18:00 BST 29 May 2022

## Chance to view Manchester City's EPL Trophy in Sunway Pyramid



English Football Fans in Malaysia are **PASSIONATE!**





# EPL'S FOOTPRINT ON sooka

## ENGLISH PREMIER LEAGUE'S MONTHLY PERFORMANCE



**600,000**

Viewership/Month



**>60 Mins**

Average Viewing Duration/ User/ Match

**BRANDING OPPORTUNITIES**

ON

**sooka**



# BRANDING OPPORTUNITIES WITH SOOKA

On mobile app and desktop

## VIDEO AD

Pre-roll & Mid-roll



Buying model: CPM

Targeting Capabilities

BY CONTENT:

Sports

Entertainment

Channel

Language

Title

BY PLATFORM:

Device



Browser



Mobile Operator



BY LOCATION:

City

State

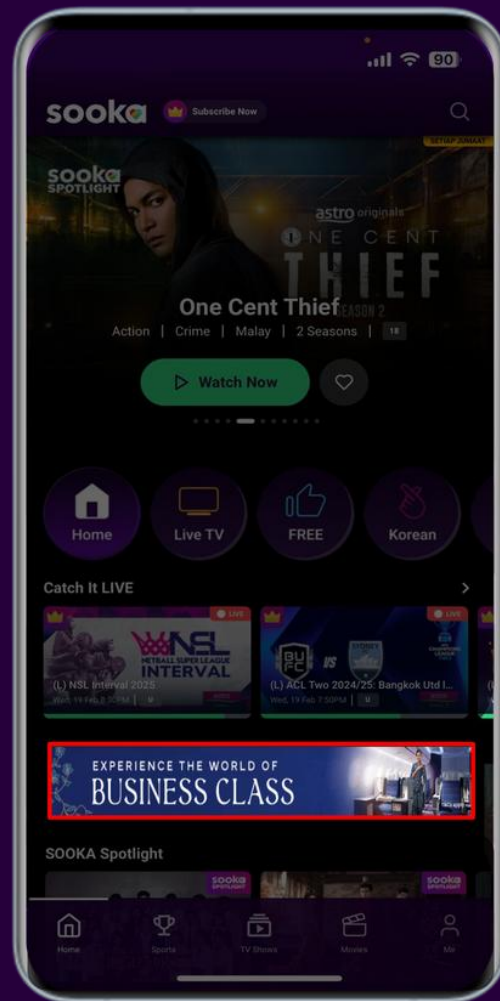
Country

# BRANDING OPPORTUNITIES WITH SOOKA

On mobile app and desktop

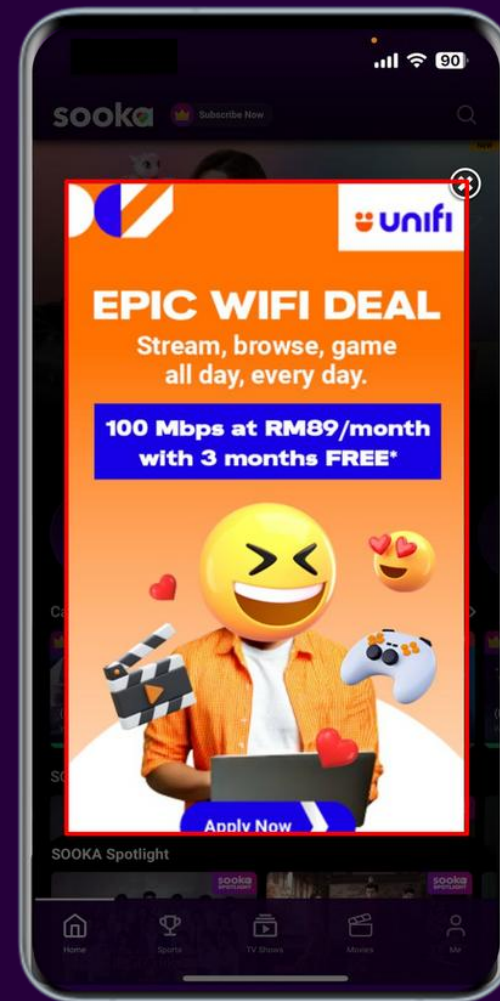
## DISPLAY

Leaderboard



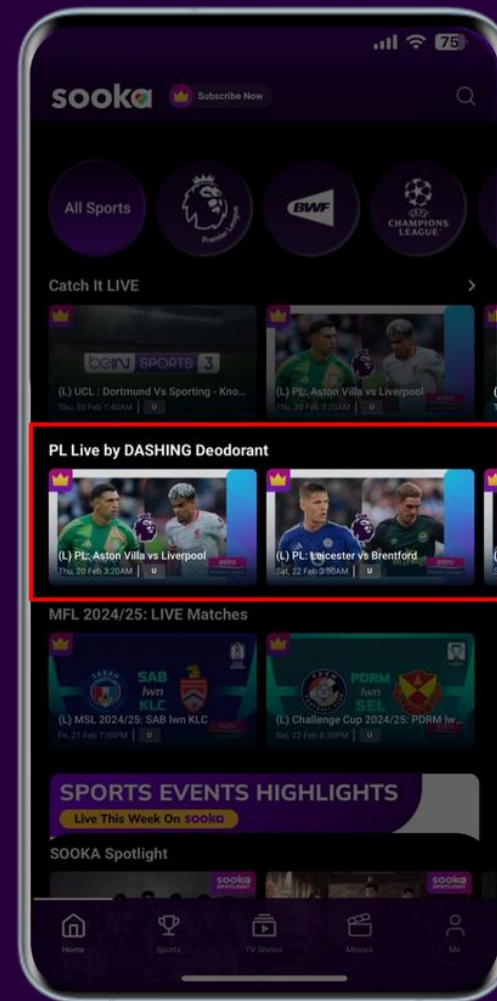
Buying Model: CPM

Pop Up Banner



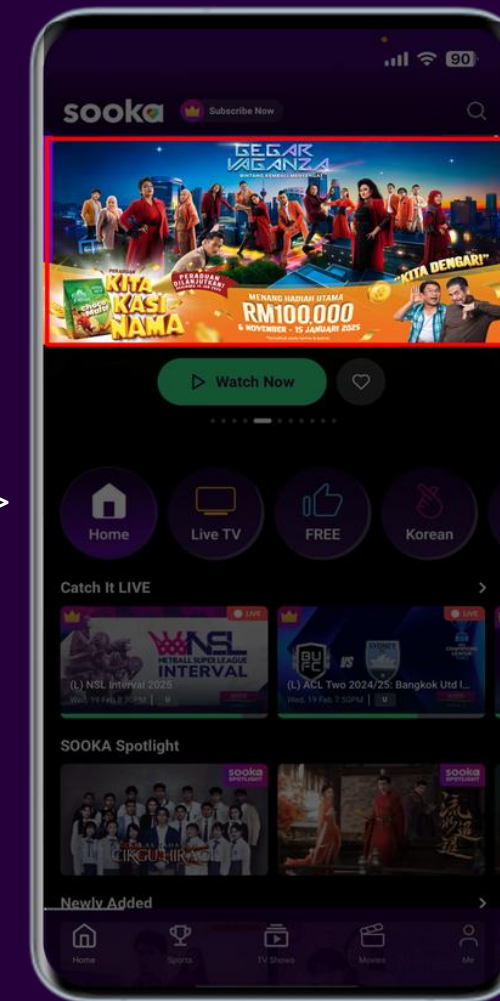
Buying Model: CPM

Sponsorship Rail



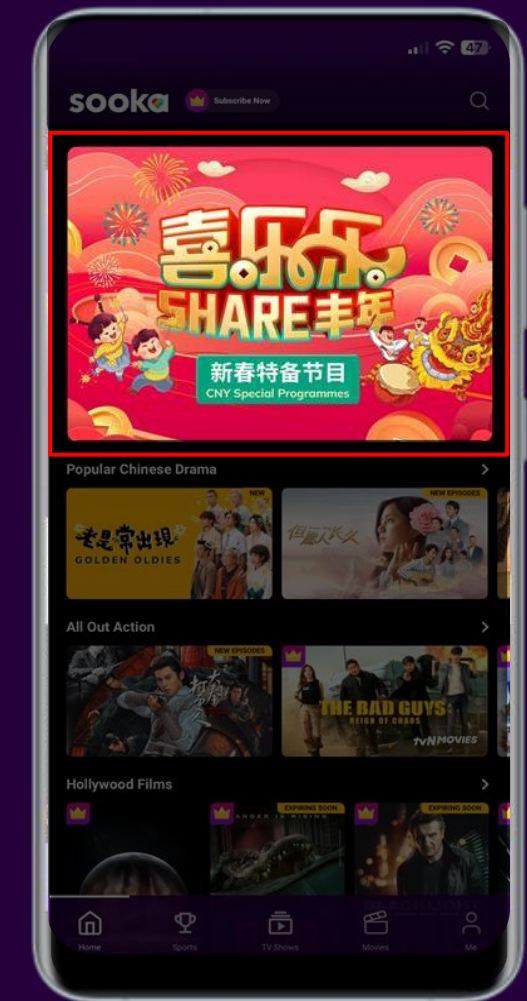
Buying Model: monthly inventory

Carousel Banner



Buying Model: monthly inventory

Spotlight Banner



Content  
Official  
Sponsors  
Exclusive

# BRANDING OPPORTUNITIES WITH SOOKA

Buy Type: Per Post

## SOCIAL



107K  
Followers



315K  
Followers



# 1 - MONTH SPONSORSHIP PACKAGE ON **sooka**

Platform	Product Category	Ad Product	Buy Type	Quantity
sooka Sports	Video	Pre/Mid-roll ad 15s (clickable, non skippable)	Impressions	450,000
		Display	Leaderboard	Impressions
	Pop Up Banner		Impressions	300,000
	Sponsorship Rail		Month	1
	Carousel Banner		Month	1
	Spotlight Banner		Month	1
	Social	Instagram static Post	Post	1
		Instagram Story (24 hours)	Story	1
		Facebook static Post	Post	1
		Facebook Story (24 hours)	Story	1

# 2 - MONTHS SPONSORSHIP PACKAGE ON **sooka**

Platform	Product Category	Ad Product	Buy Type	Quantity
sooka Sports	Video	Pre/Mid-roll ad 15s (clickable, non skippable)	Impressions	900,000
		Display	Leaderboard	Impressions
	Pop Up Banner		Impressions	600,000
	Sponsorship Rail		Month	2
	Carousel Banner		Month	1
	Spotlight Banner		Month	1
	Social	Instagram static Post	Post	2
		Instagram Story (24 hours)	Story	2
		Facebook static Post	Post	2
		Facebook Story (24 hours)	Story	2

# TERMS & CONDITIONS

- This package is valid until 31 May 2025.
- Each package is designated for ONE (1) product/brand only. No sharing of product/brand is allowed.
- All entitlements/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.
- 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)



COME **sooka** WITH US  
THANK YOU!

