



MALAYSIA'S

# MOST TRU8TED

NEWS BRAND IN 2025

Source:  
Reuters Digital News Report 2025



SHAPING NARRATIVES . BUILDING CREDIBILITY . DRIVING IMPACT .

**CONTENT SOLUTIONS 2025**



**Source:**  
Reuters Institute for the Study of Journalism  
Digital News Report 2025

## TRUST

Trust in the news increased significantly in 2021, possibly due to greater dependence on media reports during the pandemic, and remained largely stable ever since. Broadcast brands tend to have higher levels of trust, with many politically aligned national-language and vernacular newspapers often having lower public trust scores.

## WEEKLY REACH OFFLINE AND ONLINE

### TOP BRANDS

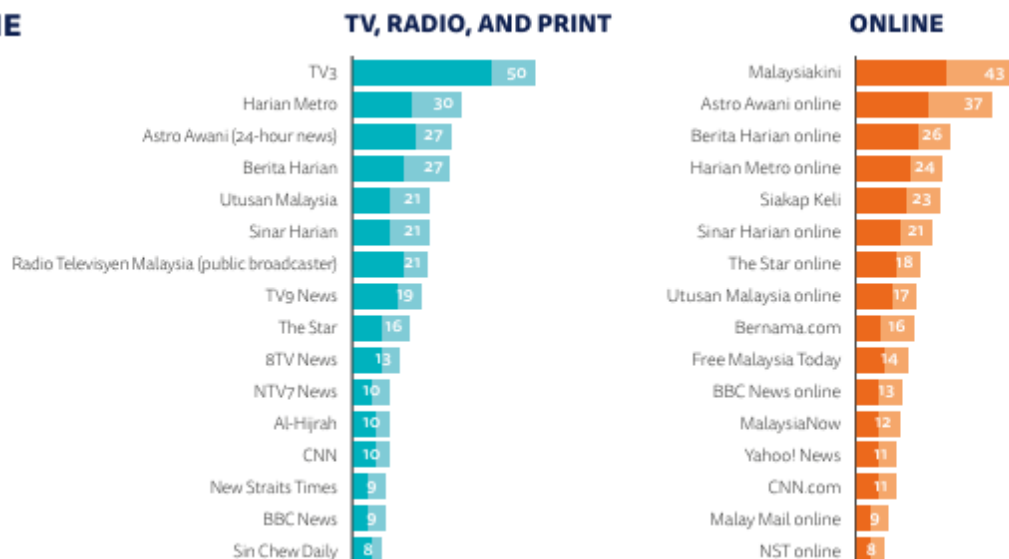
% Weekly usage



**18%**  
pay for  
**ONLINE NEWS**

**38%**

**SHARE NEWS**  
via social, messaging,  
or email



### TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News	For All	Rank	Brand	For News	For All
1	Facebook	47% (+4)	65%	4	YouTube	38% (-)	67%
2	WhatsApp	42% (-)	73%	5	Instagram	24% (+3)	46%
3	TikTok	40% (+9)	60%	6	Telegram	19% (+3)	40%

## PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Astro Awani	66%	24%	10%
Berita Harian	62%	26%	12%
Bernama.com	59%	29%	12%
Free Malaysia Today	52%	33%	15%
Harian Metro	59%	28%	13%
Malaysiakini	59%	28%	12%
Radio Televisyen Malaysia	64%	25%	11%
Regional or local newspaper	59%	30%	12%
Sin Chew Daily	45%	36%	18%
Sinar Harian	60%	27%	12%
The Star	58%	30%	12%
TV3 News	64%	24%	12%
TV9 News	62%	27%	11%
Utusan Malaysia	58%	27%	15%
Yahoo! News	48%	36%	16%

**Q6\_brand trust.** How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.



# #1

## NEWS BRAND ON SOCIAL MEDIA



**3.6 Mil**  
FOLLOWERS



**5.2 Mil**  
FOLLOWERS



**85K**  
SUBSCRIBERS



**1.96 Mil**  
SUBSCRIBERS



**1.4 Mil**  
FOLLOWERS



**835K**  
SUBSCRIBERS



LIVE stream on Web, Mobile,  
Facebook, YouTube and TikTok



**3.8 Mil**  
FOLLOWERS



**192K**  
FOLLOWERS

Malaysia's Largest News Community

**17.1 Million**

Followers and Growing



astro

AWANI

Channel 501

Malaysia's first 24-hour news & information channel - delivering in-depth analysis and balanced, transparent coverage of news and current affairs.

Malaysia's Most Trusted News Brand

Monthly Reach  
(Ave. Past 3 Months)

2.1 Mil

Source: Kantar Media DTAM, Individual  
(Total Universe: 15,262K), Jan-Mar 2025  
Index is against Total TV Universe.

## GENDER

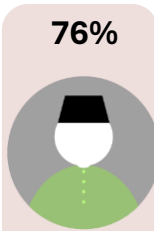


FEMALE  
46%



MALE  
54%

## ETHNIC



76%

MALAY



7%

CHINESE



5%

INDIAN



2%

OTHERS



10%

OTHER  
BUMIPUTRA

Skewed Malay [Index: 115],  
Others [Index: 200] & Other Bumiputra [Index: 333]

## OCCUPATION



30%

PMEBs



6%

BLUE  
COLLARS



25%

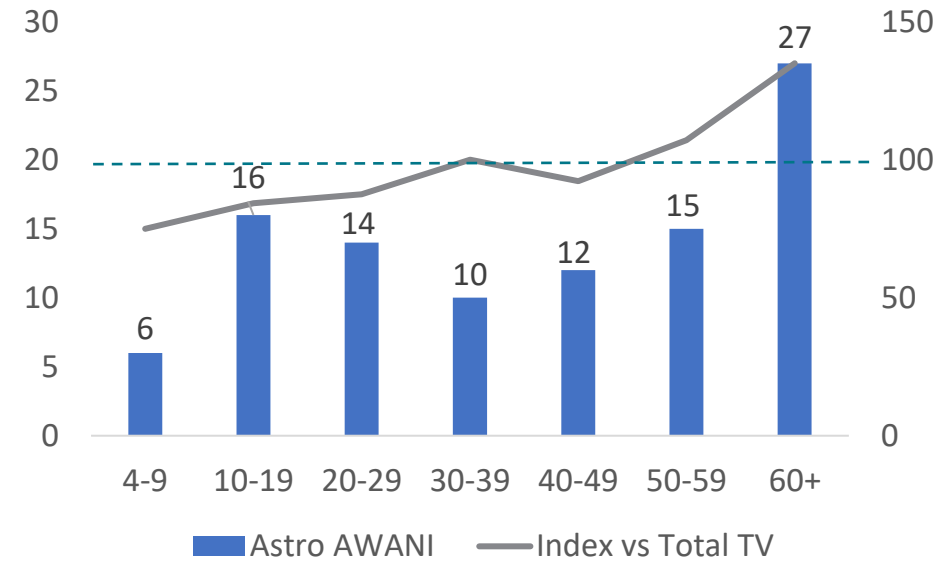
STUDENTS



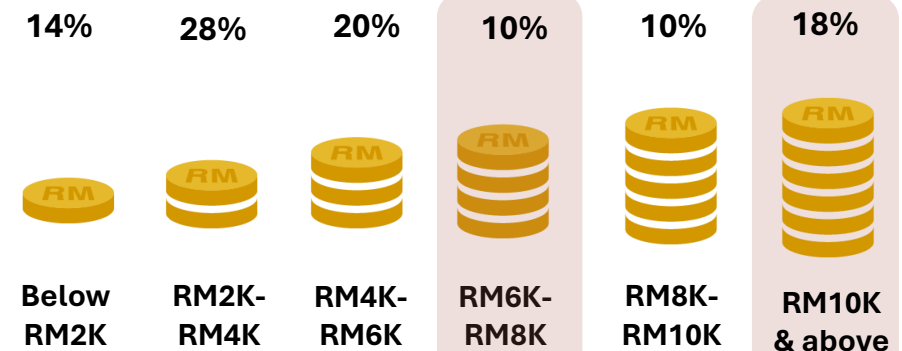
39%

HOUSEPERSONS/  
NOT WORKING

## AGE



## MONTHLY HOUSEHOLD INCOME



Skewed HHI RM 6K – RM 8K [Index: 111] &  
RM10K+ [Index: 113]



# IN A NUTSHELL



**Breaking News  
Destination**



**Fact Checking &  
News Verification**



**Thought Leadership  
Discourse Catering To  
Progressive Malaysians**



**Multiple Content Touchpoints  
TV, Web, Mobile, Social Media  
and Events**



**Specialized In Editorial Narratives  
And Content Creation For News,  
Current Affairs And Branded Content**





# OUR VALUES

## HUMAN INTEREST STORYTELLING

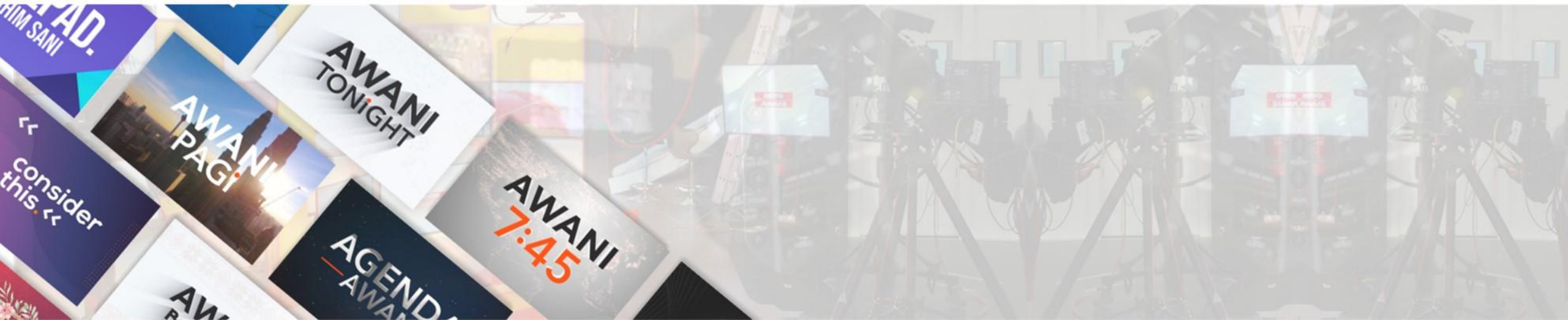
We believe in the power of human connection. Our branded content campaigns are driven by authentic narratives centered around real people and their real stories. These stories are told with integrity, creating impactful and powerful storytelling that helps to enhance or elevate your brand stories and strengthening the public perception about your business.

## LOCALIZED PERSPECTIVES

Our branded content team works hand in hand with newsroom editors to ensure that our editorial narratives are aligned with and attuned to the global and regional trends, while keeping our content relevant by offering hyperlocal perspectives on the impact to Malaysians.

## DYNAMIC APPROACH

As a part of an agile newsroom, our branded content strategists & editors stay curious about emerging trends and innovations. This spirit enables us to stay ahead in how we present your brand story, ensuring your brand voice remains relevant in a dynamic media landscape.





# CHOOSE YOUR STAGE – MAKE AN IMPACT

## YOUR BRAND . YOUR VOICE . YOUR MOMENT .

NEWS IMPACT SOLUTIONS 

AWANI 7:45

BULETIN AWANI

EXPERT-LED INSIGHTS 

AWANI PAGI

NIAGA AWANI

STRATEGIC LEADERSHIP CONVERSATIONS 

AGENDA AWANI

LEADERSHIP CONVERSATIONS

DIALOG ANAK MUDA

DIGITAL-FIRST ENGAGEMENT 

AWANI byte

AWANIBYTE+ VERTICAL VIDEO

LIVE ENGAGEMENT HUB 

HYPERLOCAL LIVE STREAMING ACTIVATION

TALK SERIES

BESPOKE STORYTELLING 

BRANDED CONTENT

BRAND RECALL 



FLASH AD



# NEWS IMPACT SOLUTIONS




Astro AWANI's signature Prime Time news bulletin, bringing bold and impartial coverage on the biggest news of the day, and the latest stories & updates from Malaysia and the rest of the world.

TX Channel	TX Time
	<b>Live Broadcast</b> 7:45pm – 8:30pm   Mon – Sun   45mins
	<b>Simulcast</b> 8:00pm – 8:30pm   Mon – Sat   30mins



Stay ahead with the latest happenings and news including politics, entertainment, sports and business updated hourly.

TX Channel	TX Time
	7:00am 8:00am 12:00nn 1:00pm 3:00pm 4:00pm 5:30pm 12:00am  Mon – Sun   30mins






# EXPERT-LED INSIGHTS




Kick start your mornings with AWANI Pagi featuring the headlines of the day, as well as invited guests touching on multiple topics ranging from women, parenting, family, tech, education, entrepreneurship and much more.

TX Channel	TX Time
	8.30am – 9:00am   Mon – Sun   30mins



As the market opens at 9am on weekdays, Niaga AWANI will bring you the latest news and information on a wide range of topics related to business and the economy, both locally and internationally. Topics include market reaction, what investors should expect, and the main issues of the day. The show will provide a morning briefing for businesses and investors in the community.

TX Channel	TX Time
	9:00am – 10:30am   Mon – Fri   90mins



# STRATEGIC LEADERSHIP CONVERSATIONS



AWANI's renowned signature current affairs program that boldly delves into the hottest topics in the country and from around the world featuring prominent guests consisting of subject matter experts and public figures.

TX Channel	TX Time
	9pm – 9:30pm Mon - Wed   30mins



Leadership Conversations, where Melisa Idris and Cynthia Ng will share insights on key business and leadership topics, including navigating change, building high-performance teams, and driving innovation.

TX Program (Choose 1)	TX Time
Consider This with Melisa Idris	10:00pm – 10:30pm Mon - Fri   30mins
AWANI Review with Cynthia Ng	10:30pm – 11:00pm Sat   30mins



A one-hour talk show serving as a platform for youth dialogue, where young Malaysians discuss pressing issues such as economics, employment, entrepreneurship, education, politics, technology, and the environment. It amplifies their voices, celebrating their contributions in shaping the nation's future.

TX Channel	TX Time
	8:30pm – 9:30pm Bi-monthly   Fri   60mins



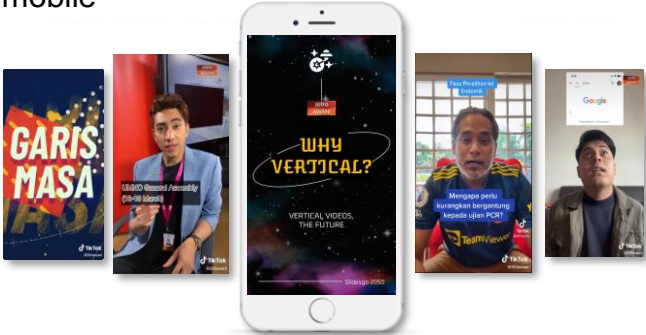
An informative 60 sec capsule featuring selected topics, themes and initiatives.

- ✓ **1-min**  
Bite Size Capsule
- ✓ **70% + 30%**  
Text + Interview
- ✓ **Explainers**  
Client's key messages & product highlights
- ✓ **Simple**  
Easy to understand, comes with subtitles



Vertical video has evolved into a more acceptable marketing medium. Here's why you can't ignore this trend.

- ✓ 3 out of 5  
online videos are watched on mobile
- ✓ People hold their phones  
vertically 94% of the time
- ✓ People use social media  
on mobile 70% of the time.
- ✓ Most social media platforms  
support video.
- ✓ New markets are exclusively mobile.



## HYPERLOCAL LIVE STREAMING ACTIVATION



- ✓ Media coverage around key national and international events.
- ✓ Content development that spans across multiple programmes on TV, Radio & Digital.
- ✓ Potential to reach more than \*half a million viewers on TV & Digital for every hyperlocal activations.

TX Program	TX Time
AWANI 7:45 @ Astro AWANI	<b>Live I</b> 7:45pm – 8:30pm Mon – Sun   45mins
AWANI 7:45 @ Astro Ria	<b>Simulcast I</b> 8:00pm – 8:30pm Mon – Sat   30mins
AWANI Pagi	8.30am – 9:00am Mon – Sun   30mins
Buletin AWANI	7:00am 8:00am 12:00nn 1:00pm 3:00pm 4:00pm 5:30pm 12:00am Mon – Sun   30mins

## TALK SERIES



A collaborative platforms by AWANI and partners, Talk Series is the go-to platform for insightful learning and meaningful connections.

From pocket talk to workshops, we bring together experts and changemakers to exchange ideas, spark innovation and shape the future.

On-Ground	Detail
	Pocket talk (50 – 80 attendees)





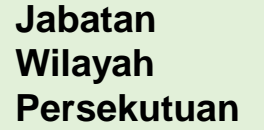
# BESPOKE STORYTELLING



## Elevate Your Brand with Trusted Storytelling

We help brands earn attention,  
own the narrative through authentic,  
editorially crafted 30 mins stories  
on Malaysia’s Most Trusted News Platform.

### BRANDED CONTENT SAMPLES



*Note: The production cost is subject to confirmation based on the scale and production requirements.*



# BRAND RECALL

FLASH AD



Figuring out what the brand presence  
of a logo or character might be worth?

We have the solution for you!  
Targeted Short-form Ads,  
Quick Brand Activation.



# TOP UP PACKAGES

**BOOST YOUR REACH . AMPLIFY YOUR IMPACT .**

## RADIO PACKAGE



BRANDED NEWS  
CONTENT

SHARING  
IS CARING

## TV PACKAGE



BORAK SEENI  
SEGMENT SPONSORSHIP




# TOP UP PACKAGES

## RADIO



Branded News Content on Astro Radio News aims to cover clients' events, products and campaigns on radio and digital.

**SEE IT** as visual content across platforms,  
**SHARE IT** though engagement & interaction, and  
**HEAR IT** on traditional radio.

Station	TX Time
	Morning - Between 6am – 10am
	Drive - Between 4pm – 8pm

*Note: Top up package for Branded News Content is available only package AWANI 7:45, Buletin AWANI. T&Cs Apply.*



Interviews with professionals from different industry (etc. legal, educational), to give a more in-depth view and discussion. Client could arrange their SME experts / professionals to talk about SME-related topics, SME news or the ever-changing landscape of the industry - skew the content related to client's expertise. Client could extend their interview and useful information via Facebook Pre-record video.

Station	On-Air
	<b>Feature Sponsorship - Sharing is Caring</b> Any Weekday   11am

*Note: Top up package for Sharing Is Caring Feature Sponsorship is available only package AWANI Pagi, Niaga AWANI, Agenda AWANI, Leadership Conversations, Dialog Anak Muda.*






# TOP UP PACKAGE

## TV



Borak SeeNI is an infotainment magazine live talk show hosted by Faizal Ismail, Erra Fazira, Nana Mahazan, Keanu Azman, Dahlia Syazwan, featuring inspiring individuals, trendy topics and lifestyle. Performance from buskers and also showcases SME's that want to present their products.

TX Channel	TX Time
	<b>Talk Show (Live)</b> 11am – 12nn   Tue - Fri   60mins

Note: Top up package for Borak SeeNI segment sponsorship is available only package [AWANI Pagi](#).

## TV

### Validity

- 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

- There is a loading fee to be charged as the AWANI's editorial team meticulously crafts captivating special report, curating a compelling angle and direction to transform the story into an engaging narrative.
- 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.
- Astro reserves the right to amend any of the above pricing categories and/or its time belts from time to time.

### 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.
- Suggested a 3-week campaign for all the digital deliverables.
- 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.
- Campaign Booking is on a first-come-first-served basis.
- Digital video impressions are delivered on a Run-On-Network basis. Final ad placement is based on ad products, ad formats and platforms availability subject to Astro's final discretion.
- Strictly no changes of materials: video, pictures, caption or write up on article and social post after it goes live OR there will be a 100% penalty for any changes.
- The content direction such as topics, narratives and guests are subject to editorial approval.

### Scheduling and Availability

- Spot scheduling is subject to airtime availability, national breaking news and acts of God uncontrollable events.
- Should there be any breaking news, the special report will be pushed back to the next available time slot.
- 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.).

## RADIO

### Package: Astro Radio News - Branded News Content

- 2 weeks' advance notice needed to arrange for availability of broadcast journalist.
- Coverage within Klang Valley. Additional production cost applied for outstation coverage. "
- Spot scheduling is subject to airtime availability and national breaking news.
- If capsule is within Petronas news update, petrol stations and campaigns associated with petrol stations are a no-go.

### General

- This agreement is private and confidential, and no content herein shall be divulged to parties other than the intended agency and client.
- 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](http://www.astromedia.com.my)



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NEWS BRAND IN 2025

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**THANK YOU**