



astro
addressable
advertising



Astro Addressable Advertising combines the best of Digital's precision targeting with TV's persuasive power, effectively delivering the right message to the right audience with multiscreen impact, in a premium and brand safe environment.



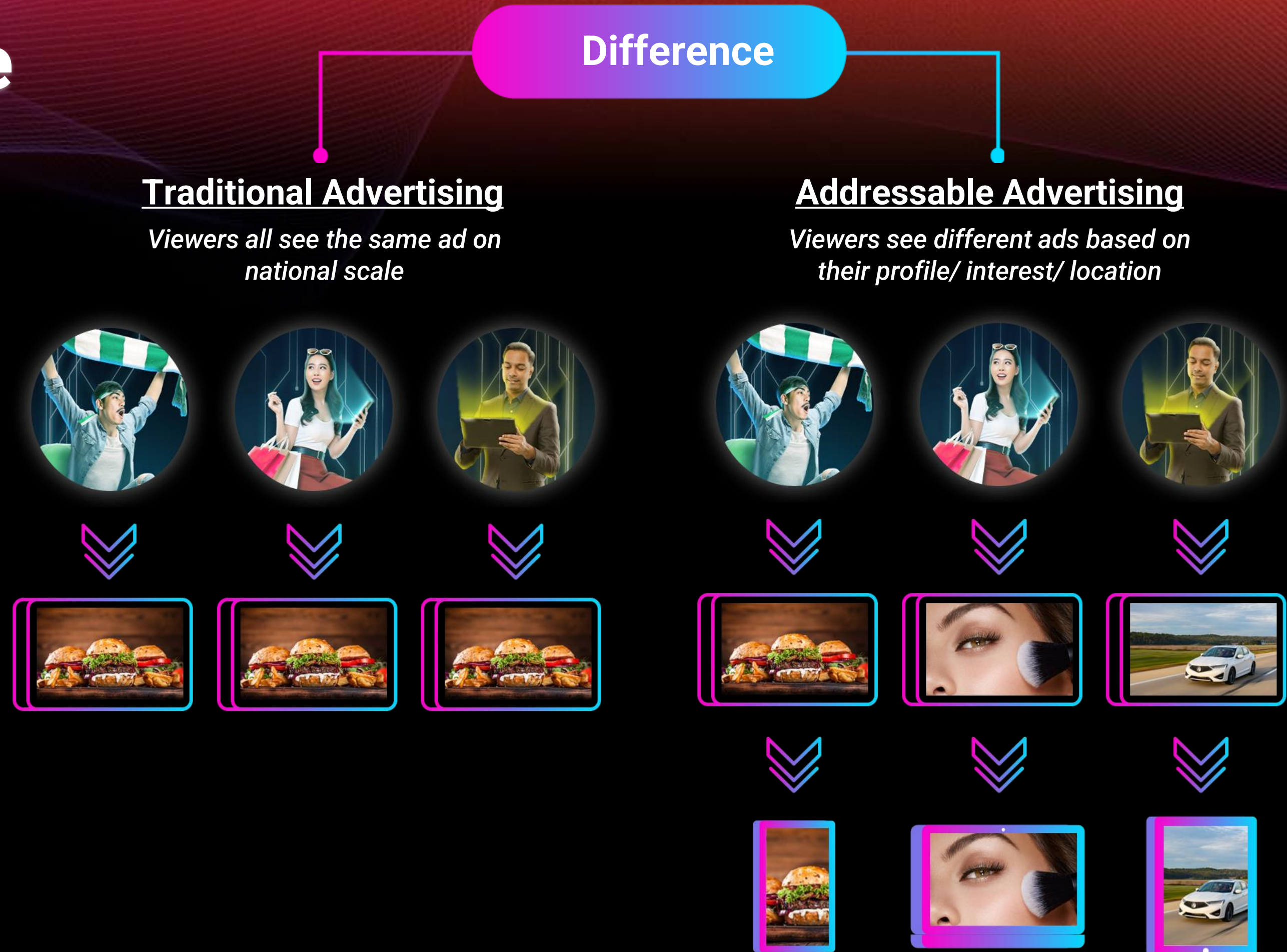
What Is Addressable Advertising?

Astro Addressable Advertising is an audience-centric solution that combines the best of Digital's precision targeting with TV's persuasive power. Fused with first-party data representing real audiences, relevant ads are delivered to intended households, whether live or on-demand, regardless of when, where or how they consume content in a multiscreen world.

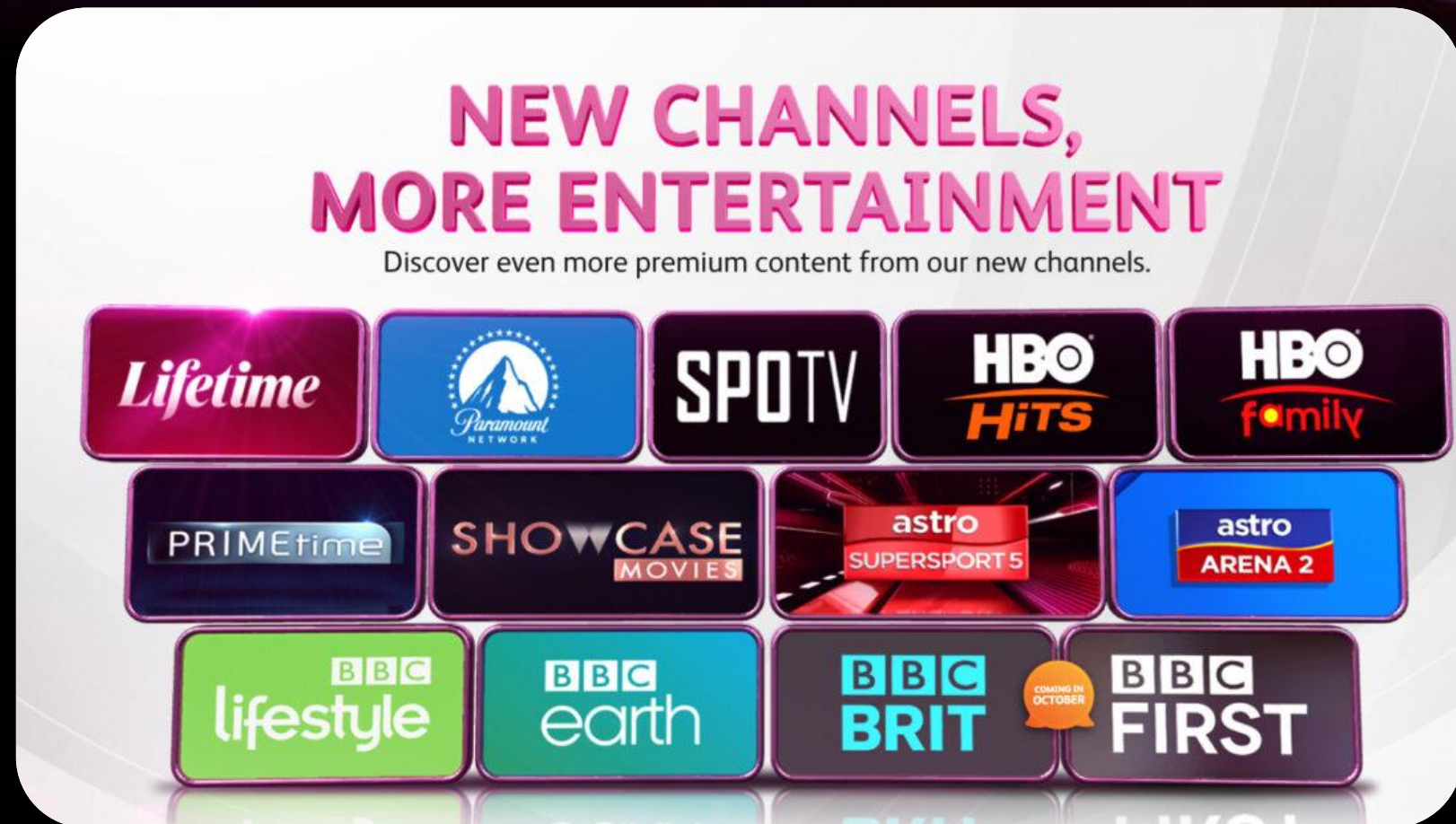
Your brand message can effectively reach the right audience with high relevancy, better engagement, and maximum multiscreen impact across TV and OTT platforms, all within a premium, brand-safe environment.

Ctrl+Click to play video

[AAA Intro Video](#)



Key Differences

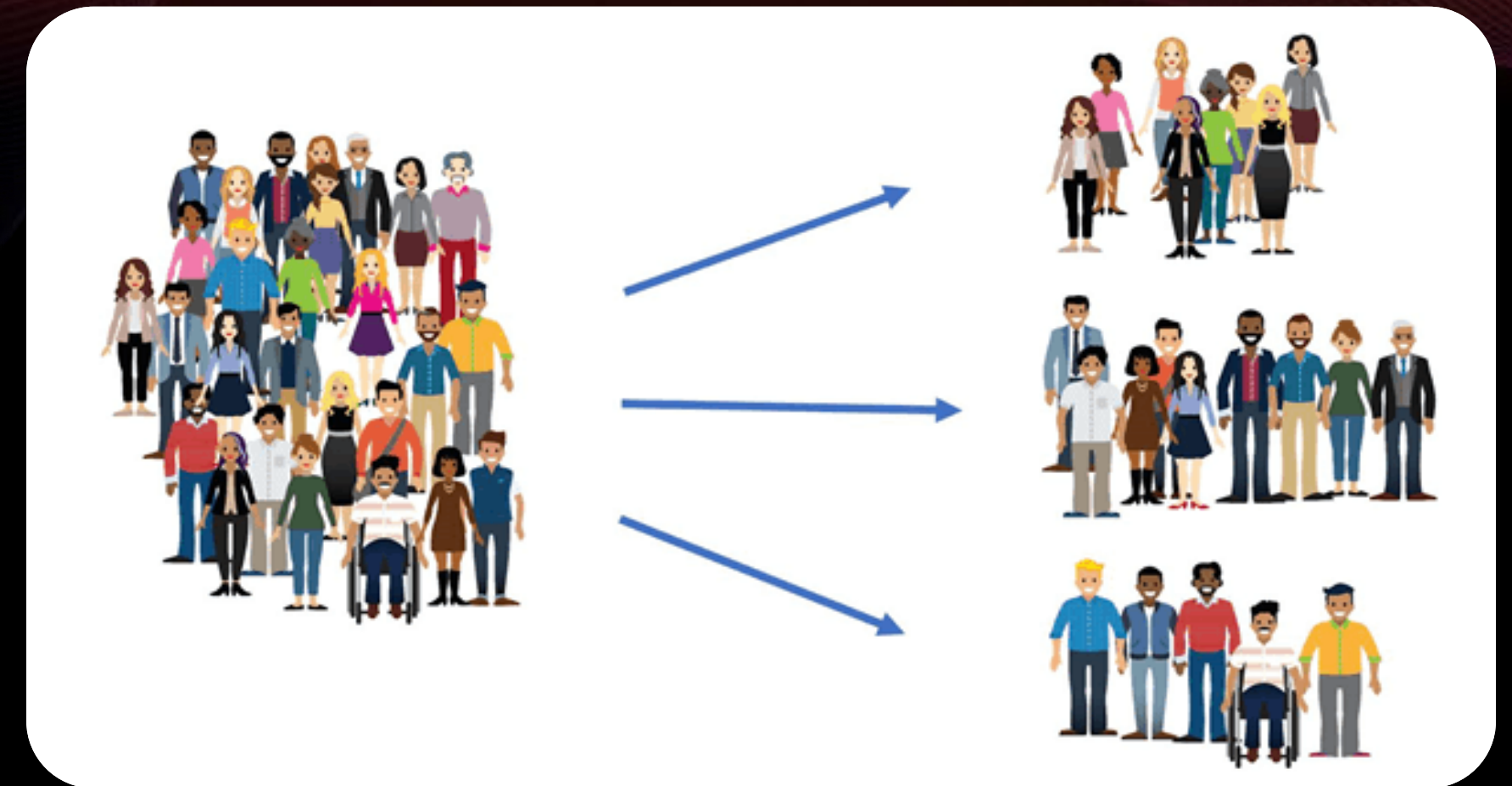


Traditional TV Buying

Channel Viewership | Measurement @ Ratings

Sold on cost per spot

Costs predicated on duration



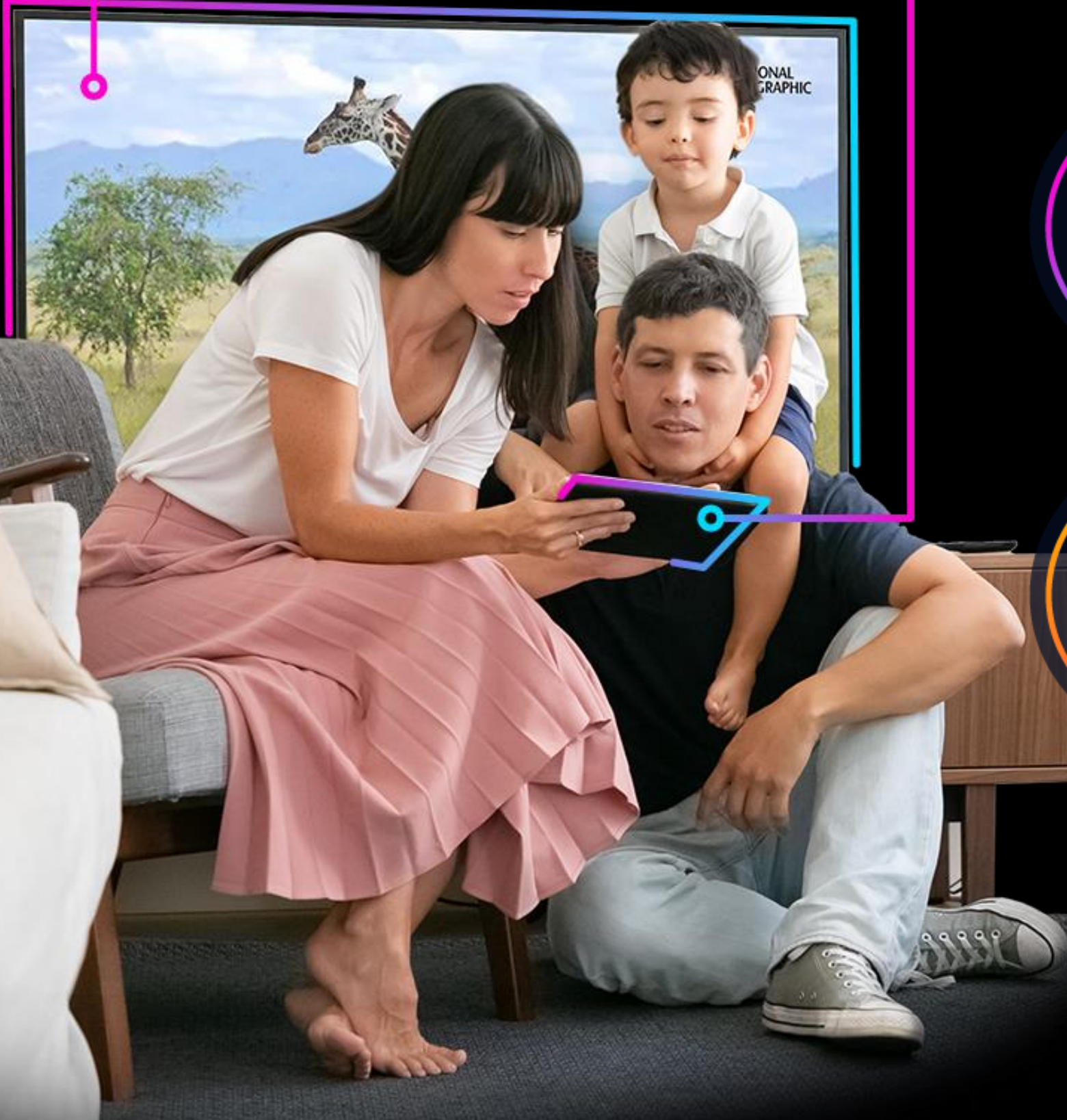
Addressable Advertising

Audience Segments | Measurement @ Impressions

Sold on **Household** CPM basis

Costs is not predicated on duration but audience scarcity

Absolute Brand Safety & Allow Brands to Focus on Outcomes



**Relevant Advertising
With Brand Safety As A
Key Priority**



**Improve Targeting
Through Audience Data
Expansion**



**Something For Everyone
Big Or Emerging**



**Maximising Efficiency
Pay Only For Impressions
Reached**

Identify & Reach Your Audience With Addressable Advertising

Build ideal audience segment from multiple combinations that best suit your campaign needs.



Race



Income group



Geography



Purchase behaviour



Interest



Select Your Stream Type(s)* and Audience Segment(s)* that Best Suit Your Campaign



VOD & OTT Linear
RM80 CPM



TV Linear
RM60 CPM

Rates are applicable to ALL Audience Segments

RACE

Malay

Chinese

Indian

Others

INCOME GROUP

B40

M40

T20

GEOGRAPHY

Region

Central

East Coast

Northern

East Malaysia

Southern

State

Selangor + WP Kuala Lumpur+ WP Putrajaya

Perak

Negeri Sembilan

Kelantan

Johor

Terengganu

Melaka

Pahang

Kedah

Sabah + Labuan

Penang

Sarawak

Perlis

Metro

Market Center

Non-Market Center

INTEREST

Automotive

Football

Parenting

Badminton

Golf

Property

Business

Health Conscious

Sepak Takraw

Drama

House Proud

Sports

Early Tech Adopters

Islamic

Tennis

Entertainment

Korean

Travel

Fashion

Movie

Wedding

Foodie

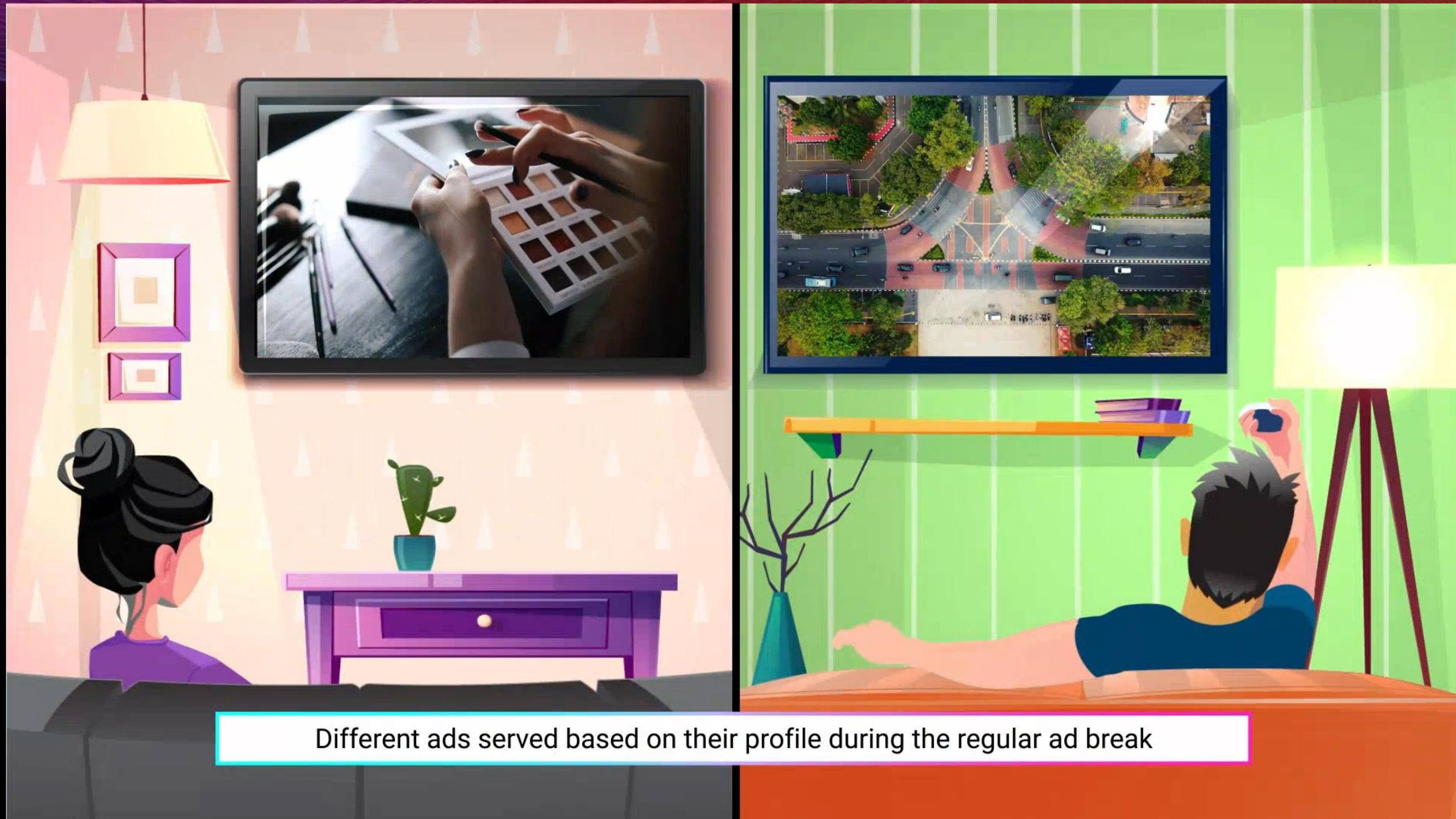
News

CREDIT CARD

Payment with Credit Card in the last 6 months

* Stream type and audience selection are subject to inventory availability

How Addressable Linear TV works



Different ads served based on their profile during the regular ad break

Addressable Ad Solution on Our **Content** & **Consumer** Based Ecosystem

On Linear
TV

71%

TV Viewership Share

143mins

Average Daily Viewing

8.1 mil

Average Daily Viewers

VOD

12.8 bil

(jumped 9% YoY)

(Total Minutes Streamed
Feb-Oct 2024)

1,419mins

Average Monthly
Viewing

astro
GO

519k

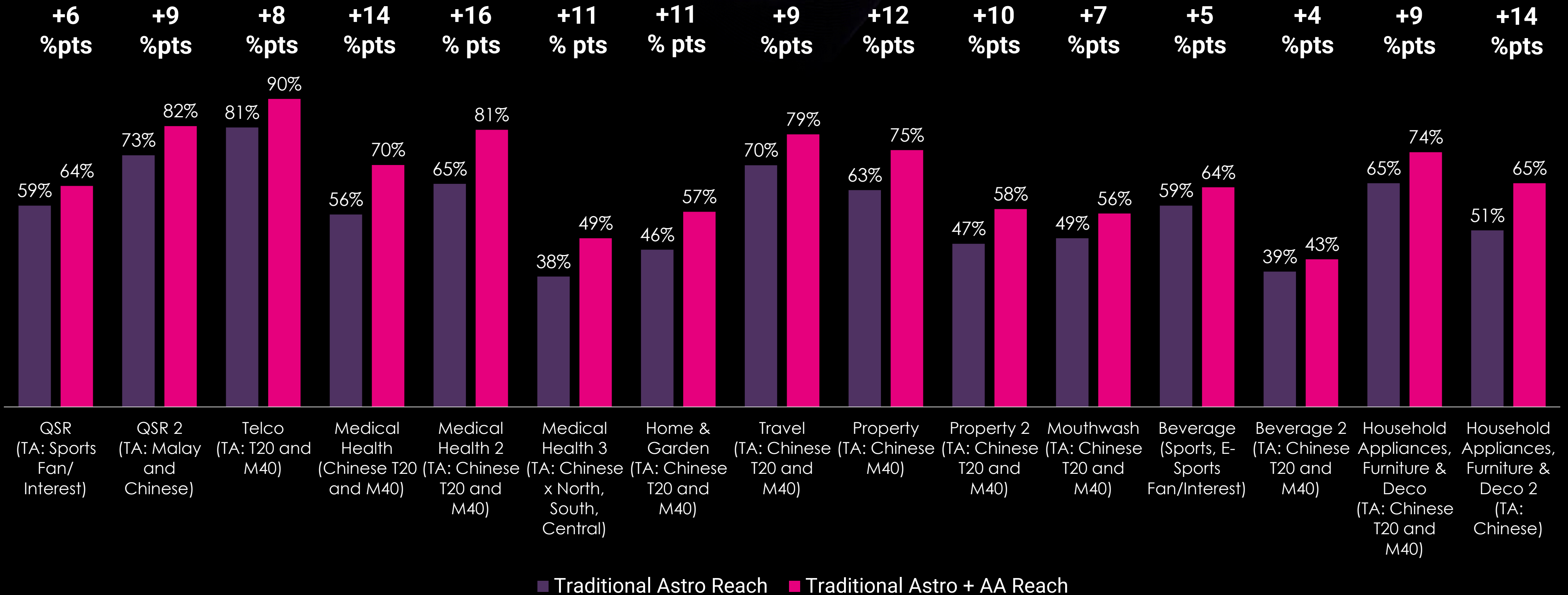
Monthly Active Users

182mins

Average Weekly
Viewing



AA Platform Increases Total Reach by 4 to 16 ppt's Incrementally



Source: Internal Kantar x Astro Postbuy. Incremental reach subject to the base traditional buying performance

The Power Of Our Addressable Solutions



FIRST PARTY DATA @ REAL AUDIENCES

Link first party data across the marketing ecosystem in a unified automated platform for addressable targeting



HIGH VALUE AUDIENCE & NATIONAL SCALE

Access to high value audience spanning Linear TV, OTT and CTV audience segments



UNIFIED VIEW @ HOLISTIC ANALYSIS

A unified view of households to identify audiences across channels and devices



OUTCOME DRIVEN

Analyse campaign performance against both media and business KPIs

Astro Invites You to Grow Your Brand with the *First Addressable Advertising service in Southeast Asia*

Bringing you the next-level of Audience Advertising that merges the best of digital targeting capability with TV's emotional persuasive power, leveraging on first party data to deliver your brand messaging to the most relevant audience on household level, whenever they are watching on any screen. All this is made available to you at a competitive rate. .



FAQ



1

What is Addressable Advertising?

Addressable Advertising is a form of advertising that *heightens the relevancy of ads*. It enables you to *deliver different ads to different household audiences that are watching content on linear TV across live stream and OTT platforms* such as the Astro Go app & video on demand.

2

How does Addressable Advertising work?

Addressable Advertising is customisable. It *leverages on a unique identifier that allows you to target audiences in specific households via their set top boxes or desktop web/mobile app* versions of Astro Go.

3

How does Addressable Advertising differ from programmatic advertising?

Addressable Advertising has the ability to *display different ads to different households while they are watching the same content*. Programmatic advertising on the other hand, simply means the ability to buy ads via a platform according to an automated process.

4

What are the ad formats available for Addressable Advertising?

Our ad inventories are available for *In-Stream Videos that are in the exact duration of 6s, 10s, 15s, 20s and 30s*. Ad formats will be expanded in the coming phases.

5

Can advertisers book both normal linear TV spots and Addressable Advertising at the same time?

Yes. Addressable Advertising inventory and ad management environment are different. They operate separately from the normal linear TV spots.

6

What are the targeting capabilities on Addressable Advertising?

With Addressable Advertising, you have the advantage of reaching your *high value audiences based on household data that includes location, demographics, affluence, e-commerce, lifestyle interest. Refer to Slide 7 for more info.*

7

How long do we need to get a campaign to go live?

Upon creative readiness, booking and material submission, it will take *3 working days for a campaign to go live.*

8

How do I know if the reporting is accurate?

To ensure the data is robust *we will engage an independent audit of the measurement methodology.*

9

How is Addressable Advertising traded?

Addressable Advertising is *traded on a cost per thousand impression HH (CPM) basis.*

10

What is the advertisement requirement for Addressable Advertising?

To comply with the Perbadanan Kemajuan Filem Nasional Malaysia Act, 1981 and the Communications and Multimedia Act, 1998 (and any amending or superseding Act). To comply with the other laws, by-laws, rules and regulations from time to time in force in Malaysia. To comply with the “Advertising Code for Television and Radio” and any other advertising code or guidelines issued by the Ministry of Information and/ or the Communications and Multimedia Commission or any other authority from time to time and any amendments/revisions thereto or superseding Act.



What is the material deliverable requirement for Addressable Advertising?

The Advertisement Material *shall be submitted by the Client /Advertiser online via the registered vendors providing digital delivery service i.e. TVC Express (M) Sdn Bhd and Adstream Asia On Time (M) Sdn Bhd (or any other registered vendor as may be determined by MBNS).*

FORMAT

Quicktime (QT)

WIDTH X HEIGHT

1920x1080 pixel

ASPECT RATIO

16:09

FRAME RATE

25

BITRATE MODE

CBR

CODEC TYPE

XDCAM HD422 1080i50 (50Mb/s)

DURATION

6s, 10s, 15s, 20s and 30s

FILE SIZE

No file size limit though we recommend it to be 1GB and below.

FILE CONTAINER

.mxf OP1-A (file wrapper) .mxf file extension OR
.mov (file wrapper)

AUDIO DECODER

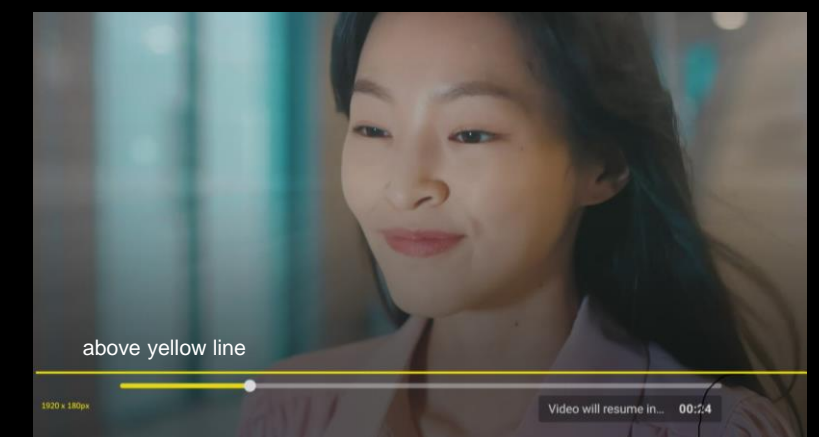
CH.1 & 2: 24-bit, Stereo (L R), 48.000 kHz (1st Lang.)
CH.3 & 4: 20-bit, Dolby E Stream 5.1 (1st Lang.)
CH.5 & 6: 24-bit, Stereo (L R), 48.000 kHz (2nd Lang.)
CH.7 & 8: 20-bit, Dolby E Stream 5.1 (2nd Lang.)

OR

CH.1 & 2: 24-bit, Stereo (L R), 48.000 kHz (1st Lang.)
CH.3 & 4: 24-bit, Stereo (L R), 48.000 kHz (1st Lang.)
CH.5 & 6: 24-bit, Stereo (L R), 48.000 kHz (2nd Lang.)
CH.7 & 8: 24-bit, Stereo (L R), 48.000 kHz (2nd Lang.)

SAFE ZONE

Above 1920(w) x
180(h) pixel for any
subtitles/disclaimers





What is the audience profile and how is the content consumption of Astro Go?

Viewer demographics and content consumption of Astro Go are as follows :



OVERVIEW

MAU

540K

ACTIVATED SUBSCRIBER

1.02 Mil



DEMOGRAPHICS

AGE GROUP

18-34 : 16%
35-49 : 42%
> 50 : 40%
Undisclosed : 2%

GENDER

Male : 59%
Female : 34%
Undisclosed : 7%

RACE

Malay : 69%
Chinese : 13%
Indian : 13%
Others : 5%



CONTENT CONSUMPTION

AVG TIME SPENT PER UNIQUE USER

476 minutes

TOTAL CONTENT VIEW TIME

145 Mil minutes

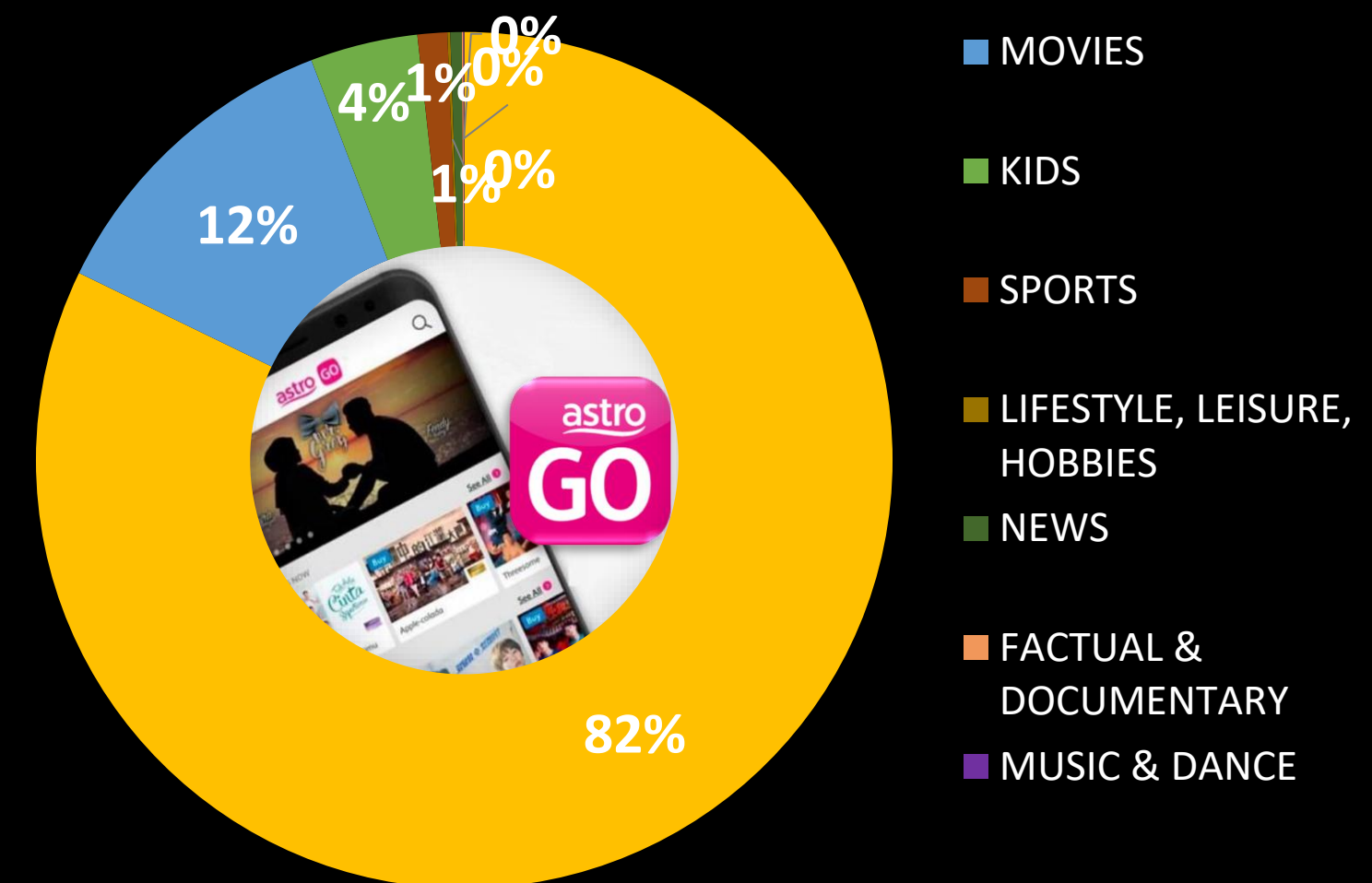
WEEKDAY & WEEKEND VIEWERSHIP

68% Weekday
32% Weekend

LINEAR VS VOD

50% LINEAR
50% VOD

VIEW TIME %

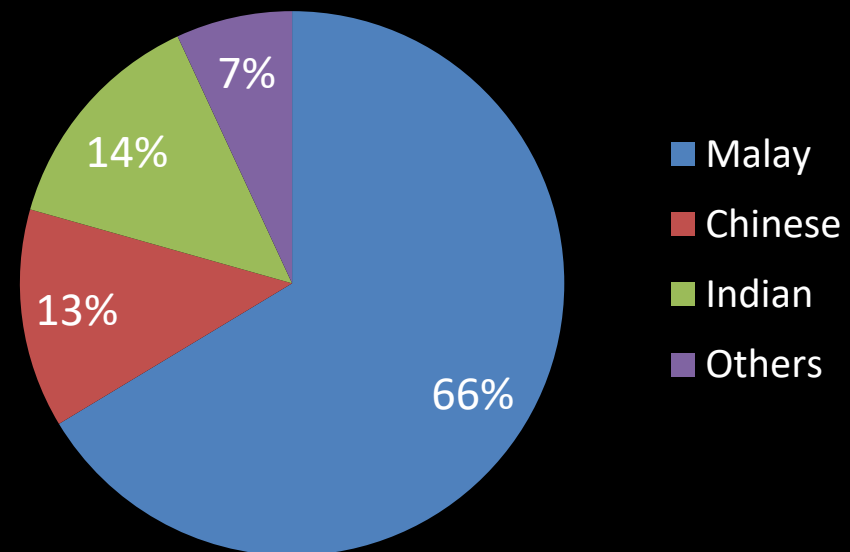




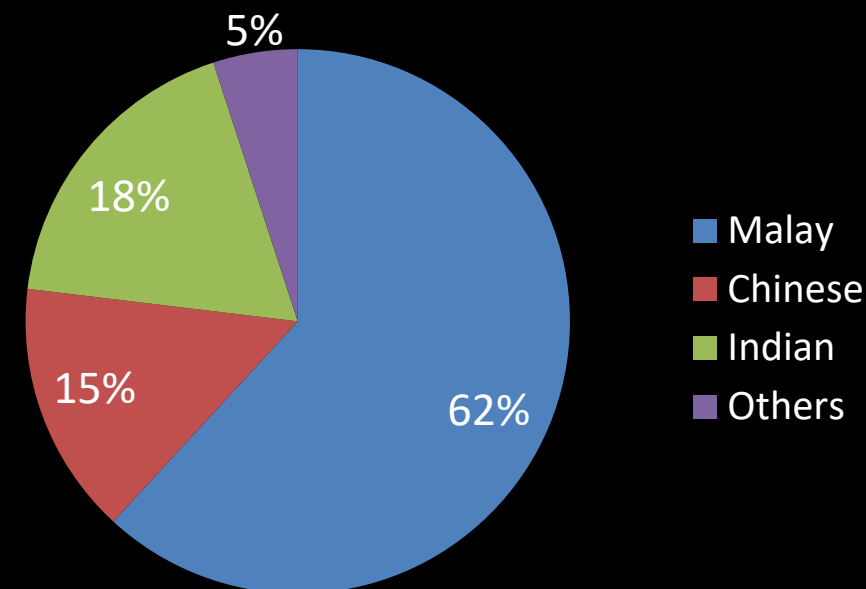
What are the audience profiles for Total Astro vs Connected Homes vs OD viewers ?

Race

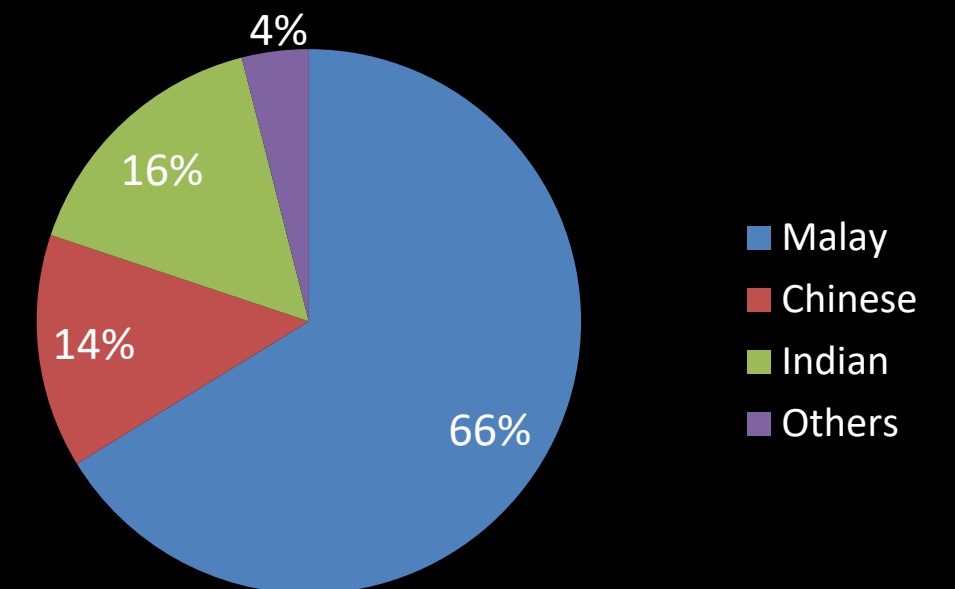
Total Astro



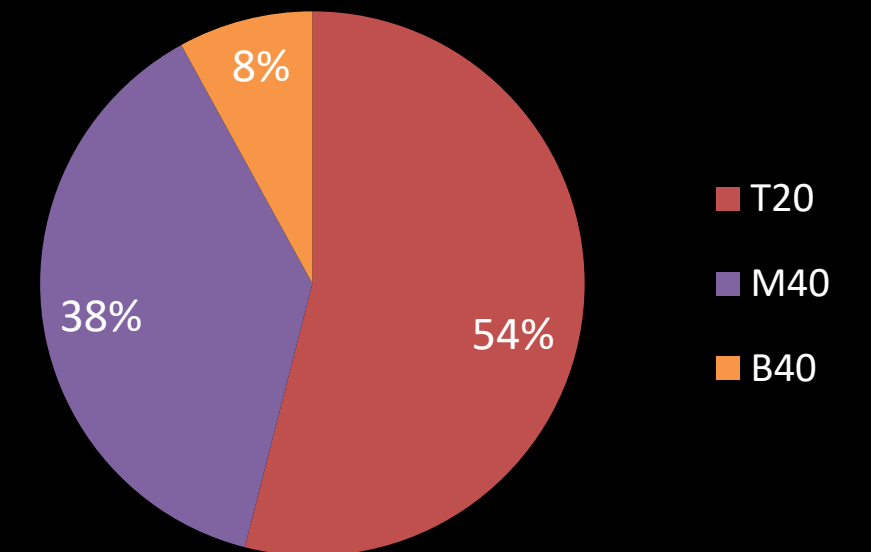
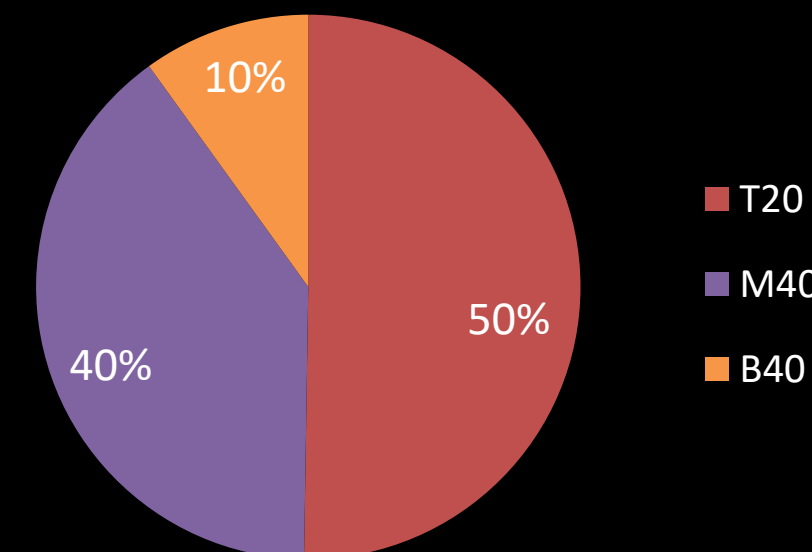
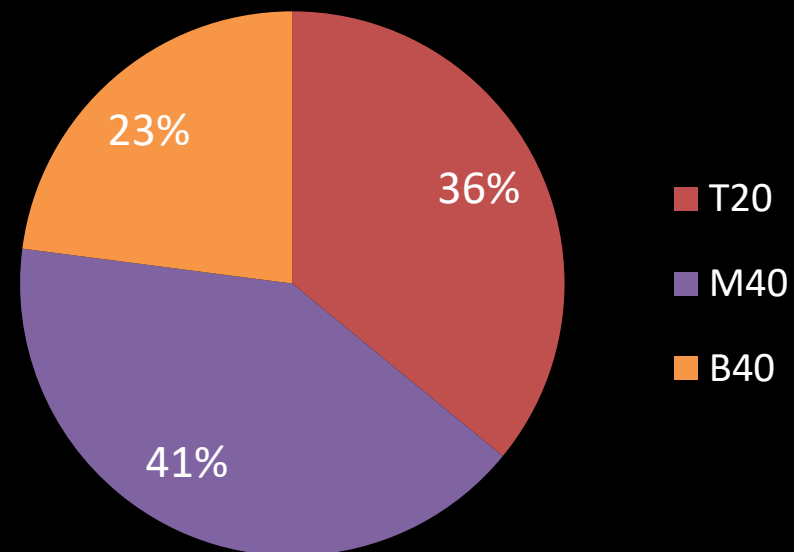
Connected Homes



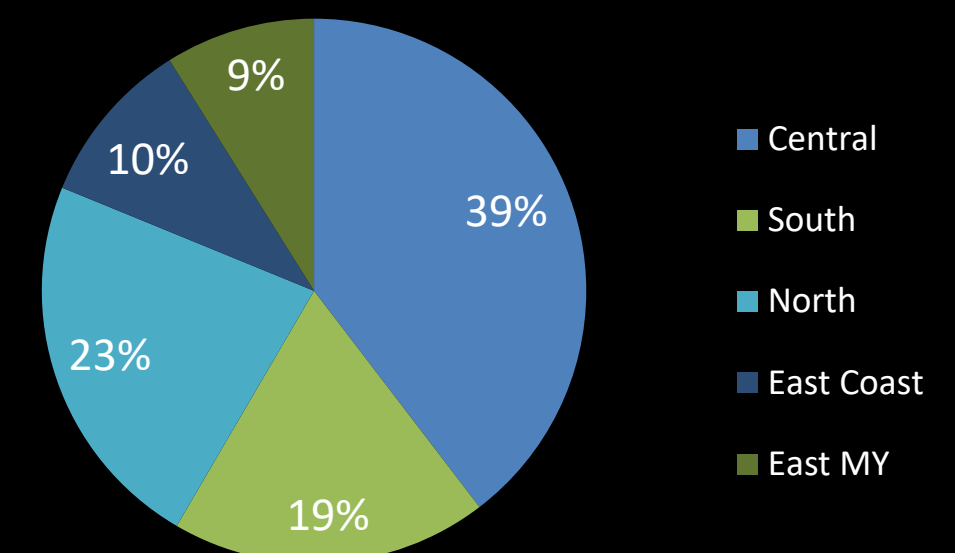
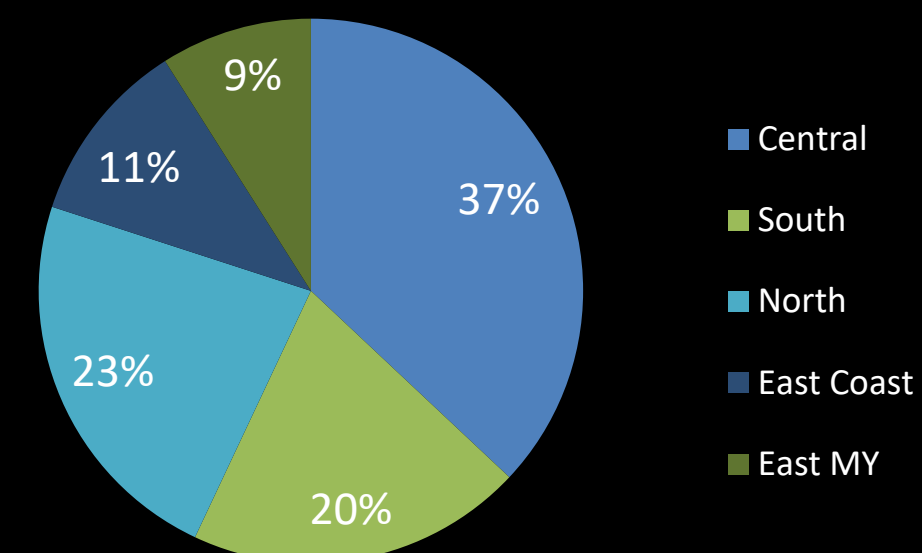
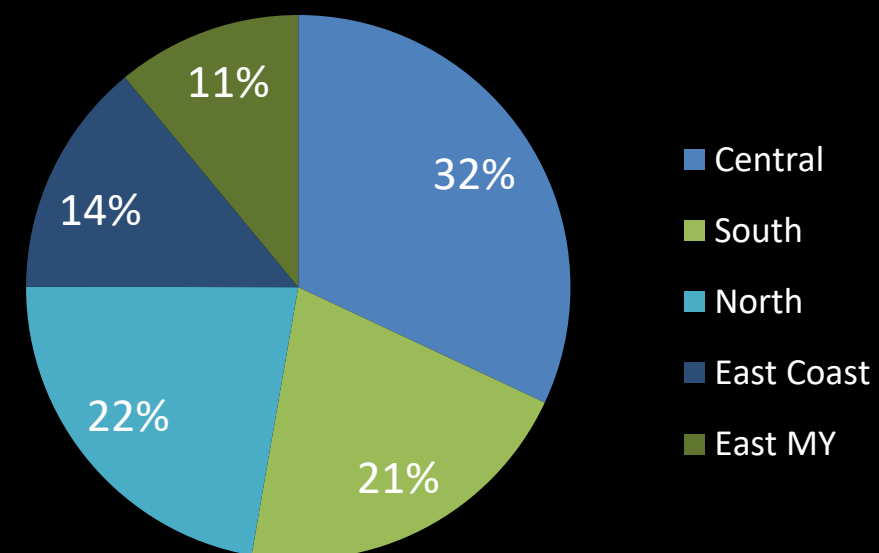
OD Viewers



Income



Region





What are the different stream types available for Addressable Advertising?

There are two (2) stream types for Addressable Advertising : Linear and Video on Demand (VOD)

Linear

Linear is the traditional form of viewing where it follows a predetermined broadcasting schedule. Addressable ads are served through a set-top box (STB) to the targeted households, replacing only one (1) 30sec on-air promo (OAP) in every 15-minute window. Non-targeted STBs will not be affected and will continue to display existing OAP line-up.

Stream Type	Device	Connection	Platform	Ad Insertion
Linear	Set-top box(STB)	Satellite	TV	OAP Break
	Set-top box/ Mobile App/ Web (Astro GO)	Broadband	OTT	OAP Break

Video On Demand(VOD)

VOD allows connected users to stream any video on their own schedule through the connected set-top box (STB) and mobile app/web version of Astro Go. Ad insertion for VOD includes pre-roll and mid-roll formats in the following manner:

- Less than 10mins : No ad insertion
- 10mins – 29mins : Pre-Roll only
- 30mins & above : Pre-Roll & Mid-Roll

Stream Type	Device	Connection	Platform	Ad Insertion
Video on Demand (VOD)	Set-top box(STB)	Satellite / Broadband	OTT	Pre-Roll & Mid-Roll
	Mobile App/ Web (Astro GO)	Broadband	OTT	Pre-Roll & Mid-Roll



In what circumstances a LPF cert is required ?

LPF is mandatory for any commercial on Linear TV. To have a better understanding, please refer to the table below:

Stream Type	Device	Connection	Platform (TV or OTT)	TVC LPF
Linear	Set-top box(STB)	Satellite	TV	Yes
	Set-top box/ Mobile App/ Web (Astro Go)	Broadband	OTT	No
Video on Demand (VOD)	Set-top box(STB)	Satellite / Broadband	OTT	No
	Mobile App/ Website (Astro GO)	Broadband	OTT	No



How does Astro Addressable Advertising handle targeting when the campaign involves material in different languages?

Targeting will be based on a specific ethnic group; or the language used in each material. To have a better understanding, please refer to the table below:

Language of Material	Linear	Video on Demand (VOD)
Malay / English	To be targeted at a specific ethnic group or-Featured on all channels (if ethnic groups are not specified)	To be targeted at a specific ethnic group or-Featured on all content (if ethnic groups are not specified)
Chinese	To be targeted at a specific ethnic group (e.g. Chinese) or-Featured on all Chinese channels (if ethnic groups are not specified)	To be targeted at a specific ethnic group (e.g. Chinese) or-Featured on all Chinese content (if ethnic groups are not specified)
Tamil	To be targeted at a specific ethnic group (e.g. Indians) or-Featured on all Indian channels (if ethnic groups are not specified)	To be targeted at a specific ethnic group (e.g. Indians) or-Featured on all Indian content (if ethnic groups are not specified)

17

How often will Addressable Ads be served across targeted household ?

Generally, the Addressable ads will be served to the targeted household on a daily basis as long as they're consuming our content through set-top box or Astro Go.

18

Are all Astro channels available for Addressable Advertising ?

Selected channels are enabled for Addressable Advertising, with the list expanding as we progress. You may reach out to your servicing partner to understand the details of the channel listing.

19

Can Addressable Advertising targeting on specific content ?

No, AA is an Audience First approach. However, should there be specific requirements or advertiser mandates, Addressable Advertising can be confined to the selected channels, content & time belts. (exclusion process).

Thank You