

astro addressable advertising



A family is shown in a modern living room. A woman is lying on a white sofa, looking at her smartphone. A man is sitting on the same sofa, holding a remote control and looking towards a television. A young boy is sitting on the floor, using a tablet. A person is sitting on the floor, using a laptop. The room has a large coffee table with drinks and a bowl of fruit. A television is visible in the background.

We are a nation of multi-screenerers

Today, most of consumers are in front of a screen – smartphone, TV/CTV, tablet, and computers throughout the day, whether at work for leisure and entertainment

Malaysia Embraces a Hybrid Media Future

Content consumption across screens from big impact viewing to smaller personal consumption

87%

of Malaysians consume TV content. However, viewing behavior has evolved to multiscreen, with audiences switching between devices based on time, location, and context.

67%

Of Malaysians are on video streaming in the P3M in Malaysia, second only to social media. This indicates that Malaysian media consumption habits are more diverse and digitally advanced.

50%

Video streaming is evenly split – 50% on Smart TVs/Connected TV and 50% on mobile devices, reflects a highly fluid content consumption behavior whether at home or on the go, live or on-demand.



Source: (1) Statista Market Insights, Nov 2024. (2) Group M Consumer Eye: Media Streaming 2024, (3) YouGov (4) Nielsen

Devices we use are often driven by context

Where content consumption is tailored to consumers as and when, and how they want it depending on what they want to accomplish and the amount of attention or time there is for media and entertainment

Video Everywhere: A Screen for Every Purpose

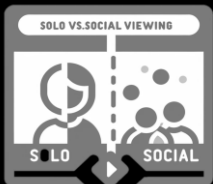
Viewers move from one screen to another, either sequentially or simultaneously depending on context



In-Home vs.
Out of Home



Lean-in vs.
Lean-back



Solo vs.
Social Viewing



Time of day



User
Demographics



Computer : Desktop/Laptop

Offers a complementary, personal viewing experience and multitasking capabilities (multi-tab behaviour)

TV

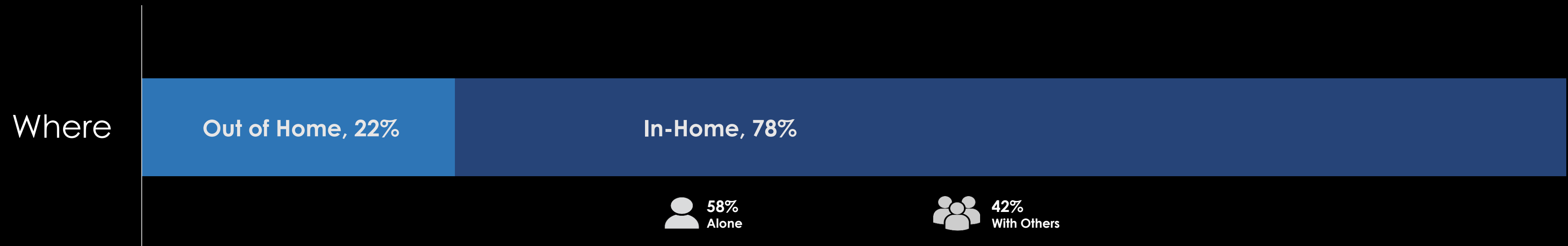
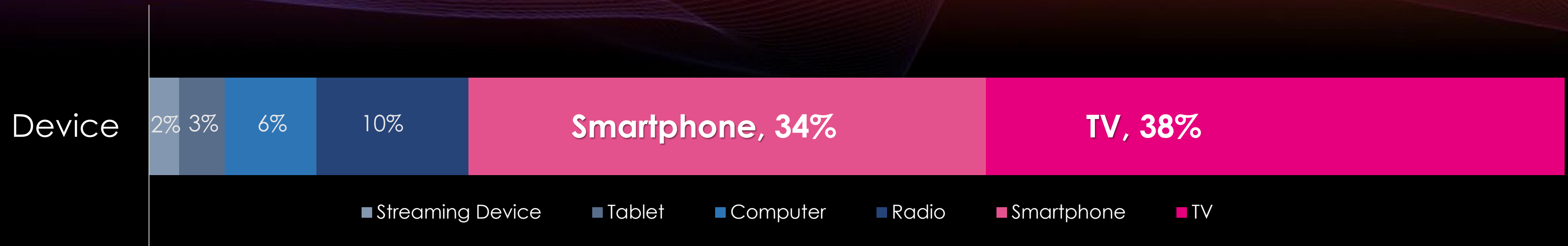
Offers an immersive, shared experience that commands attention; a trusted space where content carries cultural weight and credibility.

Mobile : Smartphone/ Tablet

Offers the flexibility to view content anytime, anywhere, making them ideal for on-the-go consumption.

Dual Dominance: TV and Mobile Share the Spotlight

Whilst multi-screening content consumption. big screen and mobile lead



Follow Where the Attention Is: Astro's Multiscreen Video Universe



CONNECTED STB (Satellite)



TV Linear

Tailored for households seeking a reliable, high-quality shared viewing experience, even in areas with limited internet access.



CONNECTED STB (Internet)



OTT Linear



VOD

Ideal for viewers who value both immersive group viewing and the freedom to watch what they want, when they want, via on-demand access and a rich content library.



MOBILE –
Smartphone & Tablet



OTT Linear



VOD

Perfect for individuals who prioritise flexibility and convenience, consuming content on-the-go, anytime and anywhere.



COMPUTER –
Laptop & Desktop



Designed for solo viewers who integrate entertainment into their personal routines, often while multitasking across tabs and tasks.

Reaching the multi- screeners beyond linear with

astro
addressable
advertising

Post the pandemic, there was clear and progressive incline in connected & and on the go viewing, giving rise to addressable solutions

Astro Pioneering Addressable Advertising in Southeast Asia by Combining Digital Precision with TV's Persuasive Power

» Multiscreen

» Targeted

» Quality Attention

» Brand Safe



**" THE BEST OF
BOTH WORLDS "**

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.

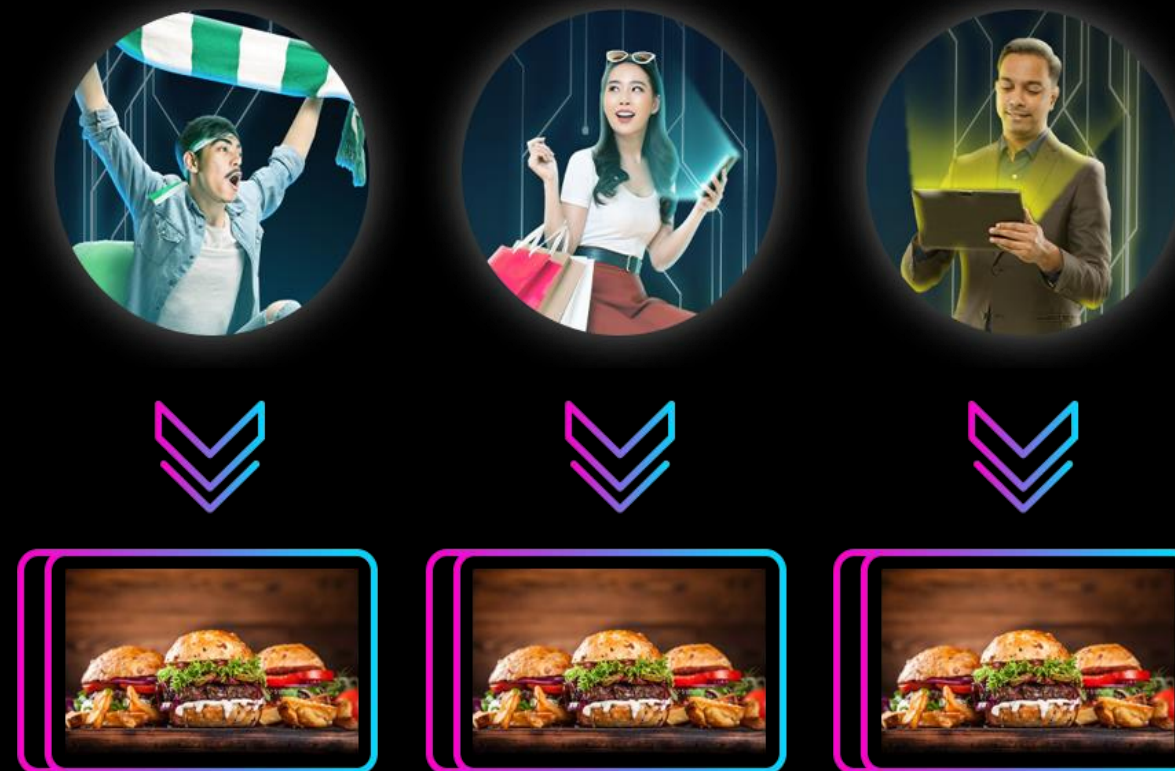
Ctrl+Click to play video

[Astro Multiscreen Video](#)

Difference

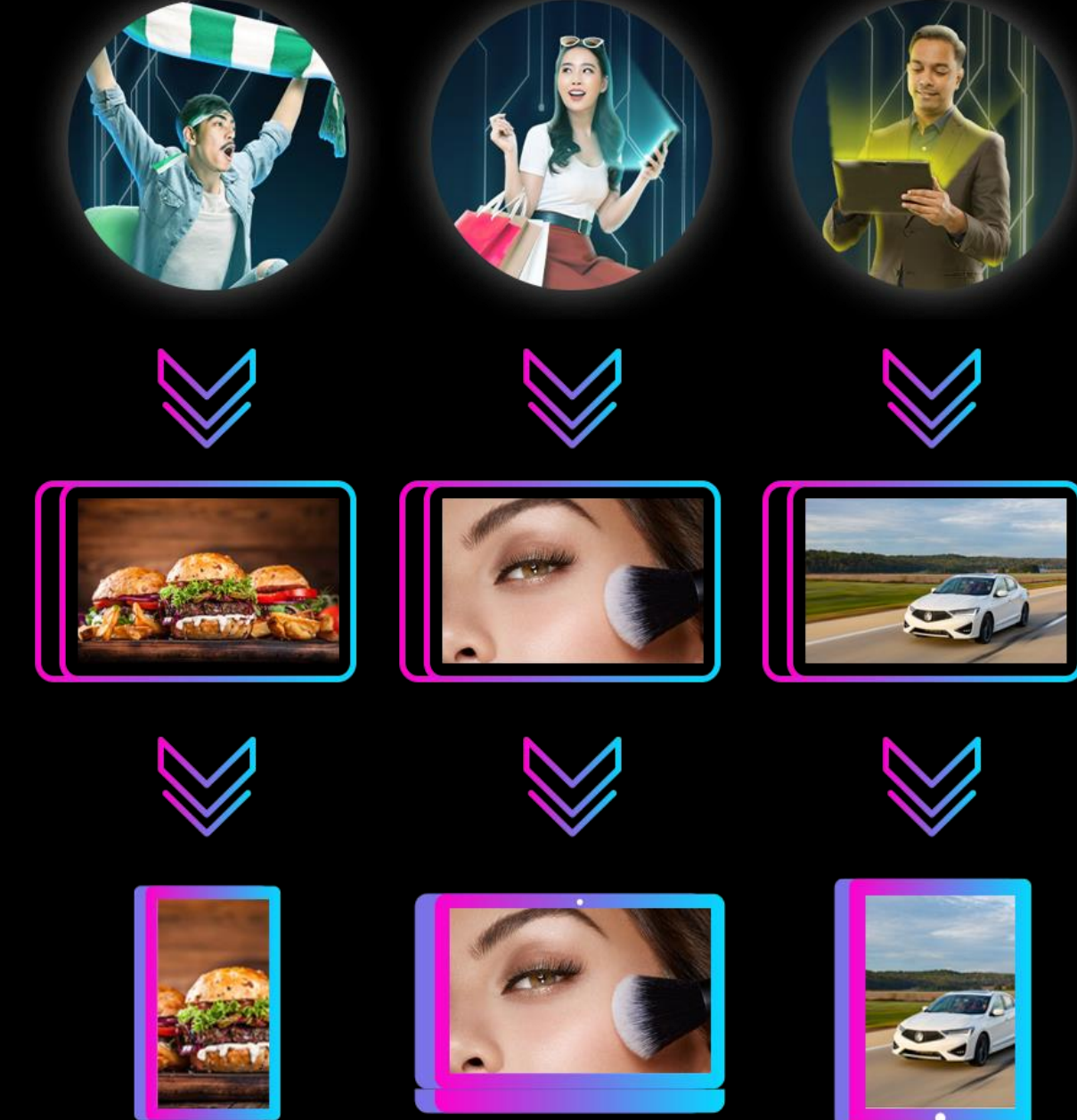
Traditional Advertising

Viewers all see the same ad on national scale



Addressable Advertising

Viewers see different ads based on their profile/ interest/ location



Identify & Target Real Audiences

Backed by **First Party Data**, build ideal audience segments from multiple combinations that best suit your campaign needs.



Race



Income group



Geography



Purchase behaviour



Interest



Astro subscribers are
70% higher
skew of T20 homes

** Monthly household income >RM10K*



Astro subscribers are
25% more
likely to have bought a car
in the past 12 months



Astro subscribers are
54% more
willing to pay for
monthly entertainment



Astro subscribers are
41% more
willing to pay for luxury brands



Astro subscribers are
27% more likely to have
invested in various financial product



Almost **50%**
of Astro viewership
came from youngsters
aged below 35



14% more
Malay households
**against total population – DOSM*

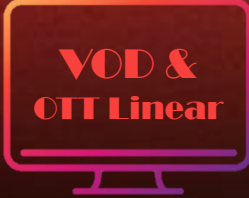
Reach & Influence **HIGH VALUE** Audiences

The impact is maximized given our
audiences command bigger
purchasing power and pay higher
attention in a less cluttered ad
environment

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



TV Linear
RM60 CPM



VOD & OTT Linear
RM80 CPM

Rates are applicable to ALL Audience Segments

RACE		Region		INTEREST			
Malay		State	Central	East Coast	Automotive	Football	Parenting
Chinese			Northern	East Malaysia	Badminton	Golf	Property
Indian			Southern		Business	Health Conscious	Sepak Takraw
Others			Selangor + WP Kuala Lumpur+ WP Putrajaya	Perak	Drama	House Proud	Sports
INCOME GROUP			Negeri Sembilan	Kelantan	Early Tech Adopters	Islamic	Tennis
			Johor	Terengganu	Entertainment	Korean	Travel
			Melaka	Pahang	Fashion	Movie	Wedding
			Kedah	Sabah + Labuan	Foodie	News	
			Penang	Sarawak			
			Perlis				
		Metro	Market Center		CREDIT CARD		
			Non-Market Center		Payment with Credit Card in the last 6 months		

* Stream type and audience selection are subject to inventory availability

Brand-Safe Video Ecosystem providing **High Attentive Reach** with **Growing Consumption**

astro
addressable
advertising

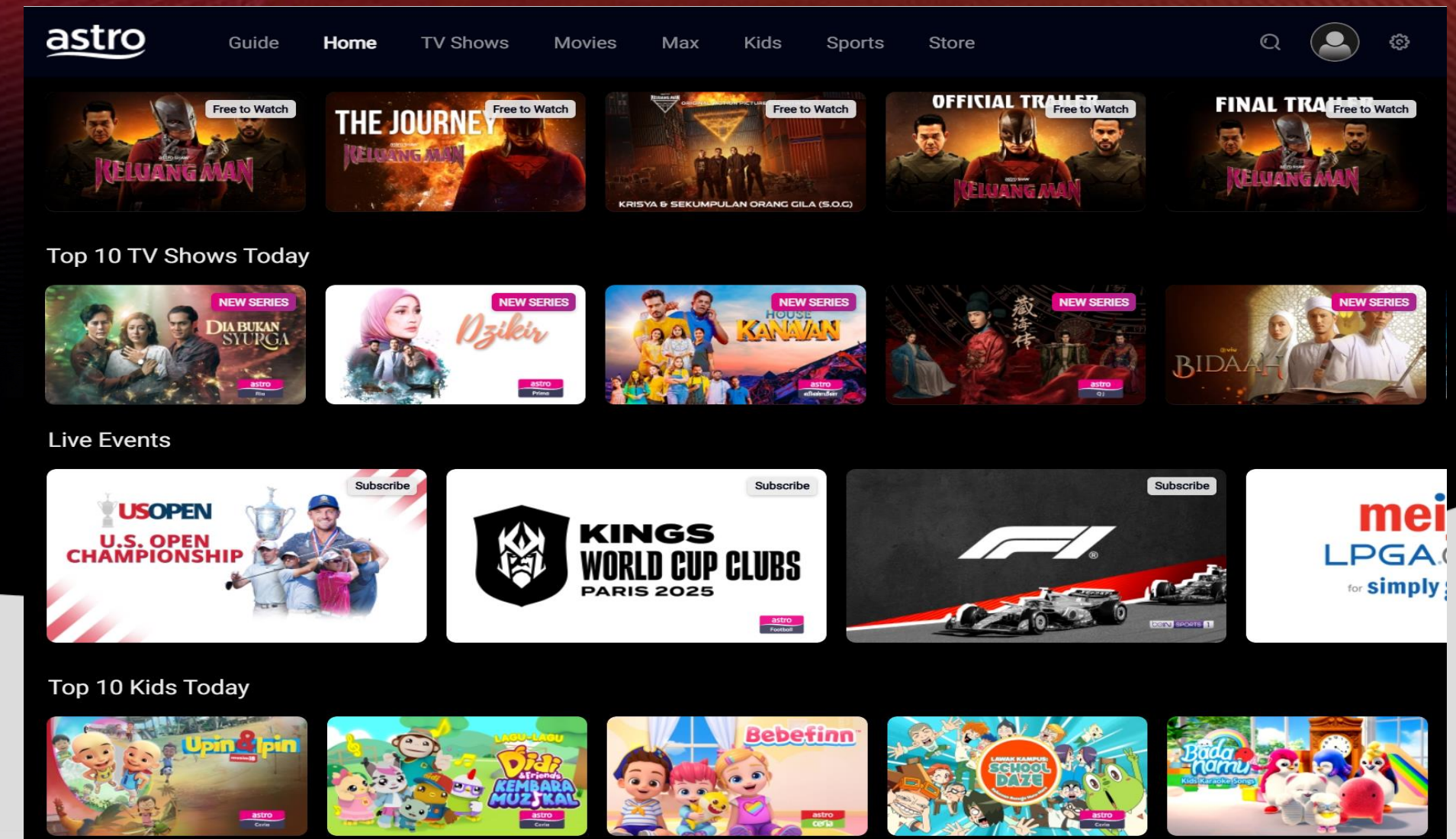
96%
Average Video
Completion Rate



+34% YoY
on monthly total minutes
viewed on-demand



>1 BIL minutes
viewed monthly on Astro STB
On-Demand (+10% YoY)



Unified Measurement & Effectiveness

Multiscreen campaigns can now be measured by Kantar. Independent brand studies have also shown how addressable has improved mind measures & post exposure action

Addressable Advertising with Unified Audience Measurement

Cross-screen attention all in one audience view

Consumers have adopted new technologies much faster than research methodologies have evolved in the era of time shifted viewing; hence we have worked with Kantar to develop a Unified Measurement, covering cross screen impact.

Better Targeting, Real Audiences

Leveraging first-party data filtered by Race, Location/Geographical, Income level, Interest based targeting etc



astro
addressable
advertising

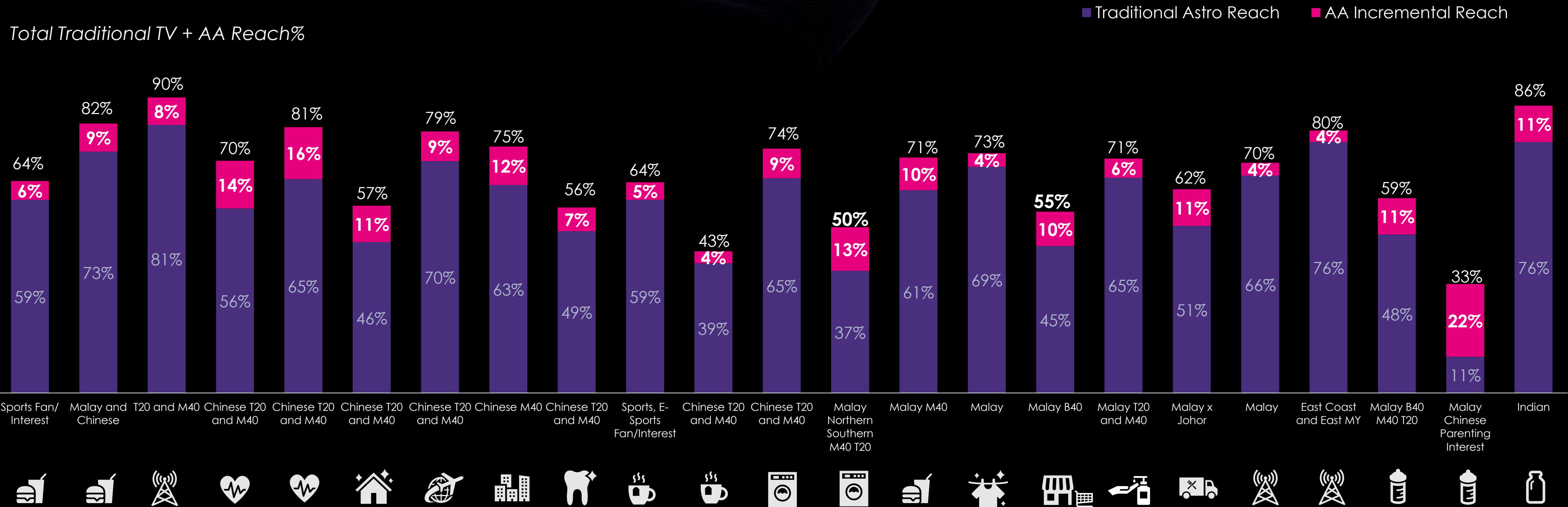


True Addressable Multiscreen Impact

Across multiscreen TV, connected devices (Linear, VOD, and soon Digital)

Catch the Attention of Hard-to-Reach Audiences

Strong incremental reach seen especially for more affluent and/or time-pressed individuals (e.g. parents), including in highly competitive categories (e.g. QSR and retail)



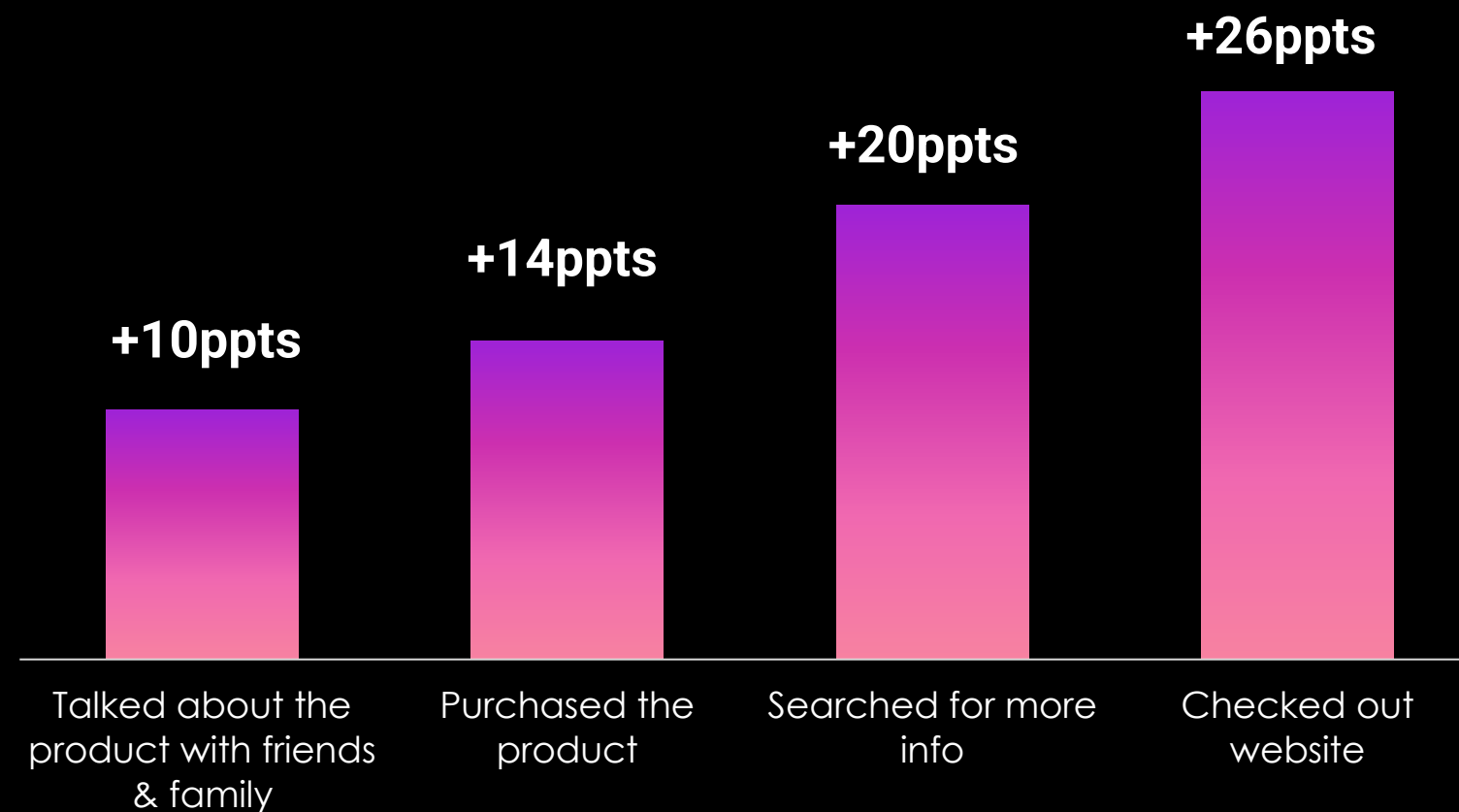
Source: Internal Kantar x Astro Postbuy. Incremental reach subject to the base traditional buying performance. Product categories include QSR, Telco, Pharmaceutical, Home Improvement, Travel, Property, Toothcare, Beverage, Home Appliances, Home Products, Retail, Services, Baby Products, Dairy.

Better brand outcomes with Addressable Advertising

Campaigns triggered interest, improved consideration, intent and better outcomes

Short-term impact that improved brand's owned/earned media, as well as actual conversion and talkability

Moving the brand needle close to future conversion



Average scores across relevant brand lift studies conducted with CTA.

Call-to-Action shift is measured by comparing action performed between exposed and not exposed group.

+20ppts
Consideration Shift



Average scores across brand lift studies conducted for qualifying brands.

Consideration shift is measured by comparing future brand consideration between exposed and not exposed group.

Better brand outcomes with Addressable Advertising

CAMPAIGN EFFECTIVENESS, BY CATEGORY

Overall Average Brand Consideration Uplift: +20ppts

TELCO



+22 ppts

Brand Consideration
uplift

+38 ppts

Website Visits
uplift

HOME APPLIANCES & FURNITURE



+25 ppts

Brand Consideration
uplift

+20 ppts

Online Info Search
uplift

GROWING UP MILK



+19 ppts

Brand Consideration
uplift

+15 ppts

Brand Talkability
uplift

FOOD & BEVERAGE



+18 ppts

Brand Consideration
uplift

+22 ppts

Brand Purchase
uplift

E-COMMERCE



+11 ppts

Brand Consideration
uplift

+18 ppts

Brand Purchase
uplift

Better brand outcomes with Addressable Advertising

CAMPAIGN EFFECTIVENESS, BY CATEGORY

Overall Average Brand Consideration Uplift: +20ppts

TRAVEL



+22 ppts

Brand Consideration
uplift

+26 ppts

Online Info Search
uplift

PERSONAL CARE



+23 ppts

Brand Consideration
uplift

+17 ppts

Brand Purchase
uplift

AUTOMOTIVE



+24 ppts

Brand Consideration
uplift

+18 ppts

Website Visits uplift

DEVICES



+7 ppts

Brand Consideration
uplift

+8 ppts

Brand Purchase
uplift

EXECUTIVE SUMMARY

Why Astro Addressable Advertising?



Deliver attentive reach that commands desired action

High-quality and brand safe media environments with unparalleled cross-channel synergies amplify creative storytelling for brands.

3x Higher Active Attention

Go where the attention is – TV delivers 2x to 3x higher active attention than social and digital video ⁽¹⁾



Engage the right audience at the right time with top trending content -delivered at scale.

Rapid, simultaneous mass reach remains critical to brand building – decisively establishing a brand in popular culture.

Dominate 79% Local Viewership ⁽²⁾

Be an attention magnet by leveraging on Malaysia's most popular and trending content, titles and personalities



Reach and influence high value audiences that matter most

The impact is maximized given our audiences command bigger purchasing power and pay higher attention in a less cluttered ad environment.

70% More T20 Homes

Astro audience profile is 70% higher skew of T20 homes with monthly household income above RM10K⁽³⁾



Pioneer in Addressable Advertising with unified measurement

Balance trust with precision - our tech-enabled addressable advertising bridges the gap for targeted impact, supported with unified measurement.

+20 ppts Consideration Uplift

Reach the right people at the right time with multiscreen impact for superior brand and business outcomes



Drive full funnel effectiveness on brand and business

Media powerhouse that deliver attention has a compounding effect across the funnel to drive stronger performance.

Up to +6x Brand Lift & Sales

Proven results: from a +19% market share of a FMCG brand, to 6x increase in distribution of a paint company ⁽⁴⁾

Thank You

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

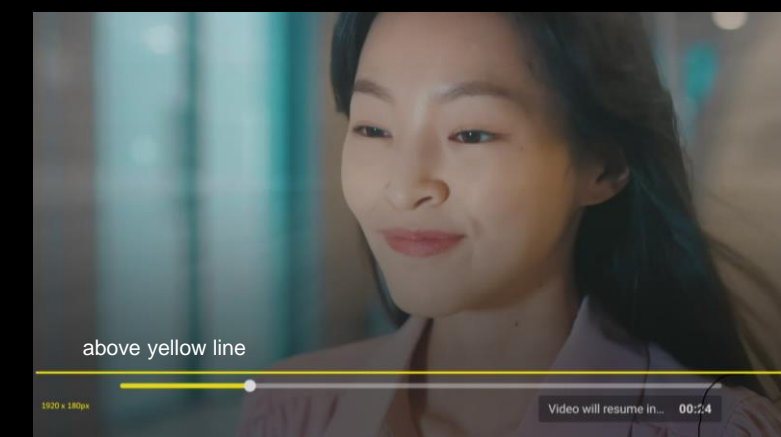
CH.1 & 2: 24-bit, Stereo (L R), 48.000 kHz (1st Lang.)
CH.3 & 4: 20-bit, Dolby E Stream 5.1 (1st Lang.)
CH.5 & 6: 24-bit, Stereo (L R), 48.000 kHz (2nd Lang.)
CH.7 & 8: 20-bit, Dolby E Stream 5.1 (2nd Lang.)

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

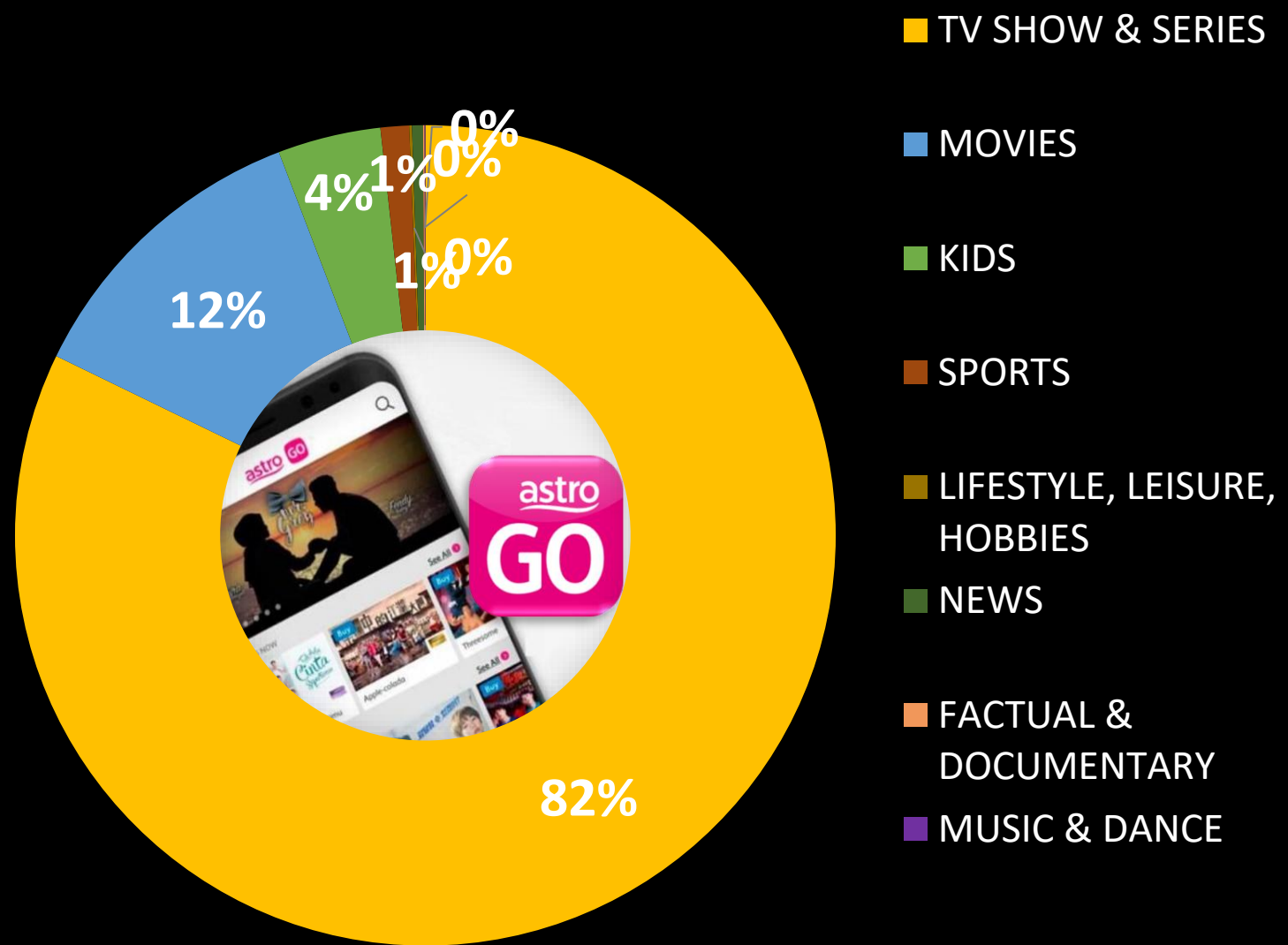
AGE GROUP	18-34 : 16% 35-49 : 42% > 50 : 40% Undisclosed : 2%
GENDER	Male : 59% Female : 34% Undisclosed : 7%
RACE	Malay : 69% Chinese : 13% Indian : 13% Others : 5%



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 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)

16

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.

17

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.

18

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).

19

What is the difference between Traditional TV Linear and Addressable Advertising?

Traditional TV Linear is traded on a cost-per-spot basis and measured using channel ratings and viewership data. Campaigns are typically executed at a national level, reaching broad audiences.

In contrast, Addressable Advertising is traded on a cost-per-thousand impression basis (CPM) at the household level and measured by actual impressions delivered. It enables advertisers to target specific audience segments, offering greater precision and efficiency.



Are there any new developments in 2025?

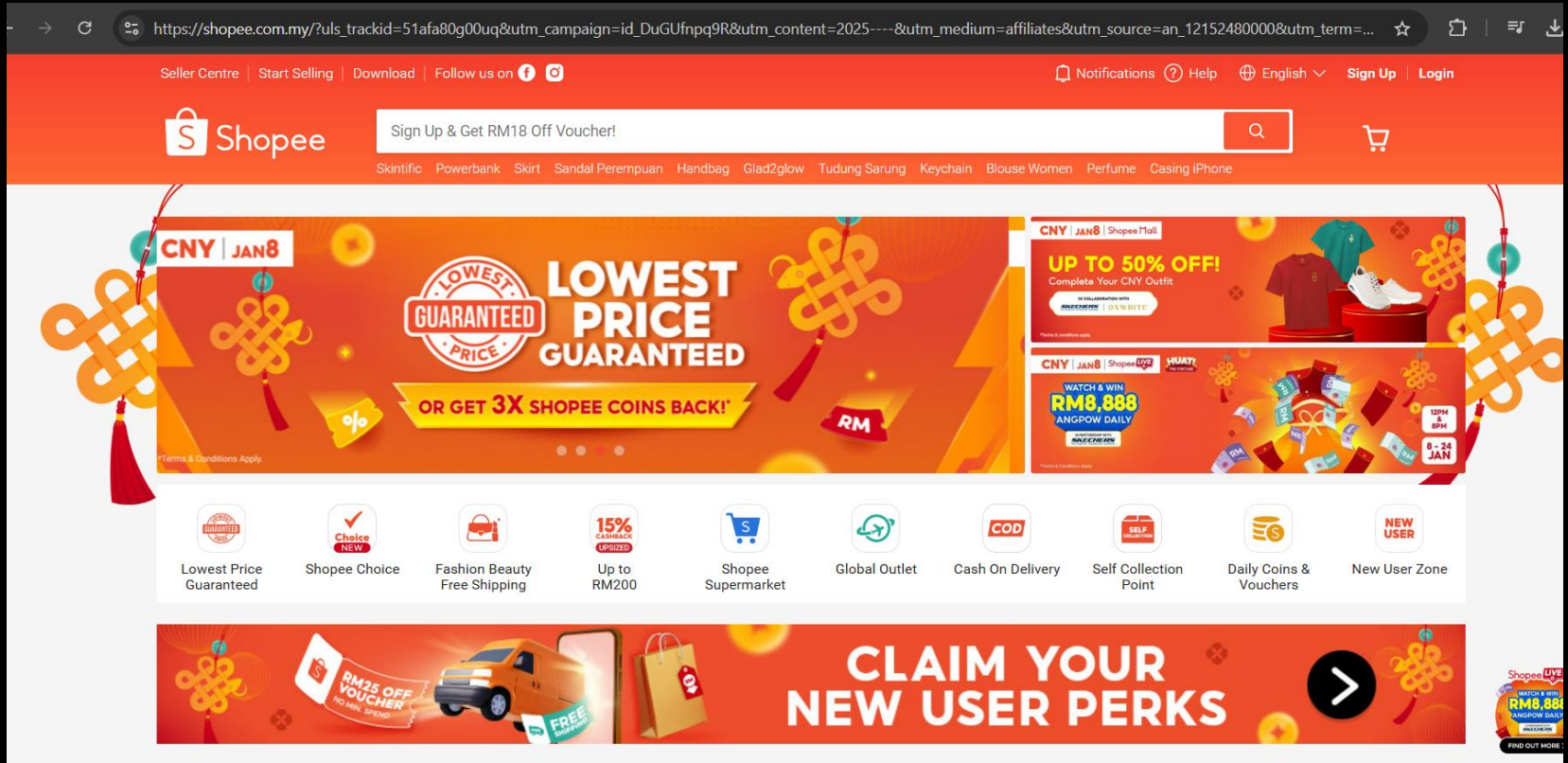
Astro Addressable Advertising is constantly evolving to meet advertisers’ needs. We’re excited to introduce a new feature: Clickable Ads on Astro GO (VOD)—designed to drive better engagement and conversion. This enhancement allows viewers to click directly through to the advertiser’s website while watching VOD content on Astro GO, creating a seamless path from awareness to action.

URL Submission Deadline	URL must be submitted together with the AA booking
URL Format	bit.ly
Reporting	Measurement in GAM
Measurement Metrics	Click-Through Rate (CTR) CTR represents the percentage of individuals who click on an advertisement after viewing it. For example, if an ad is displayed 100 times and receives 5 clicks, the CTR would be 5%.

1. Click Ads will have a “Visit Advertiser” link



2. After clicking “Visit Advertiser”, user will be directed to the link provided by the advertiser. When the browser is closed it will bring the user back to the player on paused position.



Appendix

(Other use cases / engagement time)

On-Demand & Astro Go

drive significant audience engagement

MALAY

Gegar Vaganza S11

24 Nov'24 - 9 Feb'25 [12 Episodes]

Engagement (time/HH)

TV Linear	10hrs 26mins
On-Demand	8hrs 46mins
Astro Go	4hrs 19mins

Dia Imamku

17 Feb'25 - 18 May'25 [52 Episodes]

Engagement (time/HH)

TV Linear	13hrs 11mins
On-Demand	19hrs 21mins
Astro Go	8hrs 45mins

Big Stage Alpha

27 Apr'25 - 15 Jun'25 [8 Episodes]

Engagement (time/HH)

TV Linear	3hrs 45mins
On-Demand	2hrs 40mins
Astro Go	1hr 20mins

CHINESE

Astro C.G.M. Singing Competition

20 Jul'24 - 12 Oct'24 [12 Episodes]

Engagement (time/HH)

TV Linear	6hrs 12mins
On-Demand	6hrs 2mins
Astro Go	2hrs 1mins

INDIAN

Pasanga S2

13 Aug' 24 - 9 Feb'25 [100 Episodes]

Engagement (time/HH)

TV Linear	3hrs 57mins
On-Demand	2hrs 35mins
Astro Go	2hrs 25mins

SPORTS

Premier League (PL 24/25)

17 Aug'24 - 28 May'25 [38 Episodes]

Engagement (time/HH)

TV Linear	24hrs 17mins
On-Demand	2hrs 27mins
Astro Go	4hr 16mins

Unlocking New Actionable Insights

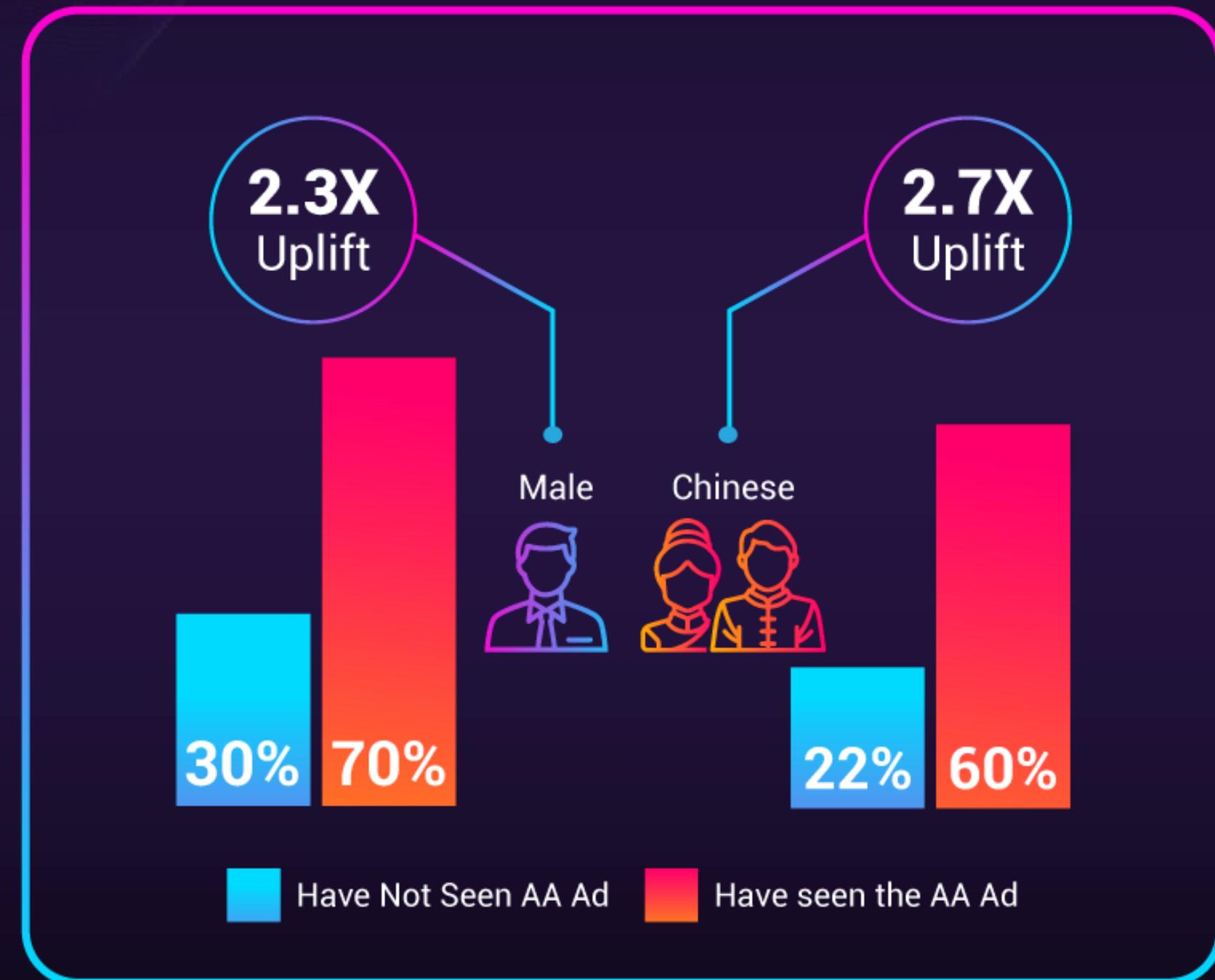
Identifying high potential audience for future campaigns



Online Delivery brand aiming to drive awareness and consideration amidst stiff competition

+25%

OVERALL BRAND
CONSIDERATION LIFT



Improving Brand Perception

Positioning the brand as the market leader



Telco brand wanted to improve its perception as the most reliable indoor connection with zero downtime – always ahead of one

+17%

**"BRAND FOR ALL MALAYSIANS"
PERCEPTION SHIFT**

**+17%pts
Uplift**



Most
Reliable
Network

**+21%pts
Uplift**



Fastest
Network

**+30%pts
Uplift**



All-ways
Connected
Solution

High Relevancy Targeting

Activating and reaching out to audience that matters



Network provider brand introduced a new bundled entertainment package and wanted to increase visibility to families with high entertainment spending behavior

+28%

OVERALL BUNDLE PACKAGE
CONSIDERATION SHIFT

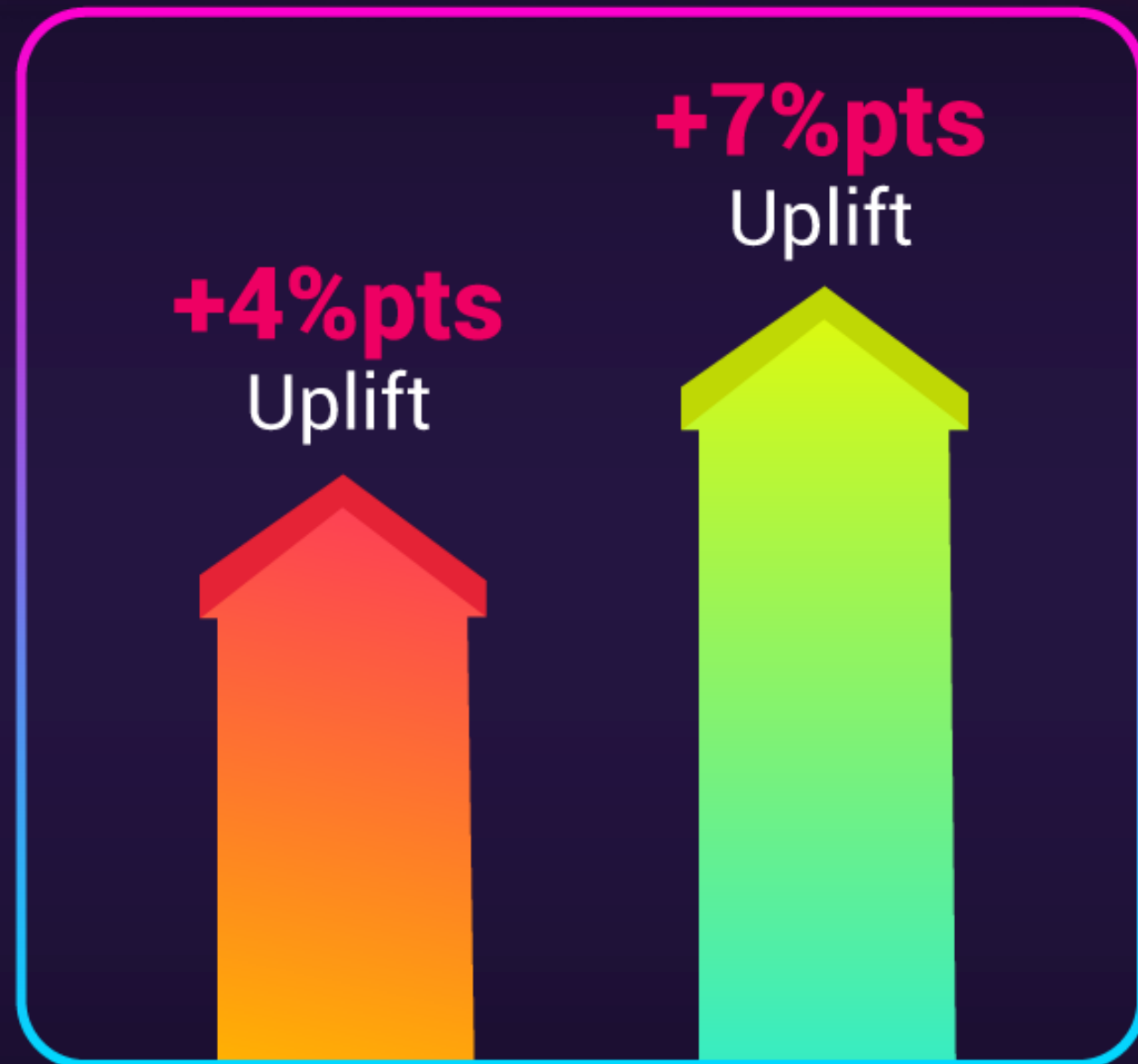


6 IN 10

of premium entertainment subscribers
who were already spending RM300+
were **persuaded** to consider the package

Shifting Consumer Behavior

Encouraging digital payment methods when dealing with government agencies



Brand A

Brand B

While cash is still the preferred method, there has been a **shift in consideration to use digital payment brands.**



Chinese



Central

