





RIDE THE TRENDS, GALLOP INTO PROSPERITY!







DURING CNY

1. MOVIE

2. DRAMA

3. FOOD

4. ENTERTAINMENT

5. MUSIC

6. FENG SHUI



Big Screens for Together, Small Screens for Me.



PRE CNY

1. DRAMA

2. MOVIE

3. LIFESTYLE

4. MUSIC & DANCE

5. KIDS

6. DOCU

DURING CNY

1. DRAMA

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YEAR OF THE FIRE HORSE



YEAR OF THE FIRE HORSE

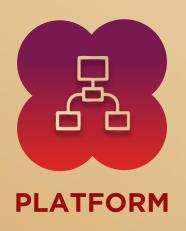
We Celebrate What Stays; and Embrace What's New















HOLISTIC UNIVERSE OF CHINESE AUDIENCE



PLATFORM

Astro AEC is the NO.1 CNY CHANNEL (4.4X of 8TV's share) with **Highest Growth (+40% YoY)**



























12 Mil Digital Chinese Audience

















CONTENT

NO.1 Content IP Across Key Genres











PERSONALITIES

>60

Celebrities with High Follower Base

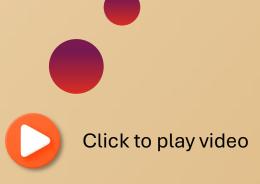


Followers	林德荣 Jack Lim	颜薇恩 Mavis	颜江瀚 Jiang Han	萧慧敏 Hui Mei
FB	749 K	637 K	410 K	349 K
IG	173 K	251 K	54 K	100 K

Viewership peaks where it matters most

CNY viewership builds across the weeks, led by the genres that define the season





Source: Kantar DTAM & ASTRO Internal Data

Strong Year-on-Year Growth across Astro's platforms



TV share domination during CNY period (vs same period 24)

+18% More time spent On TV YOY

+7% Higher reach On TV YOY



Weekly listeners 3.7mil
Digital MAUs 200k









+73% Growth in active users YOY



+200% Fastest growing OTT app in Malaysia

Content aggregator

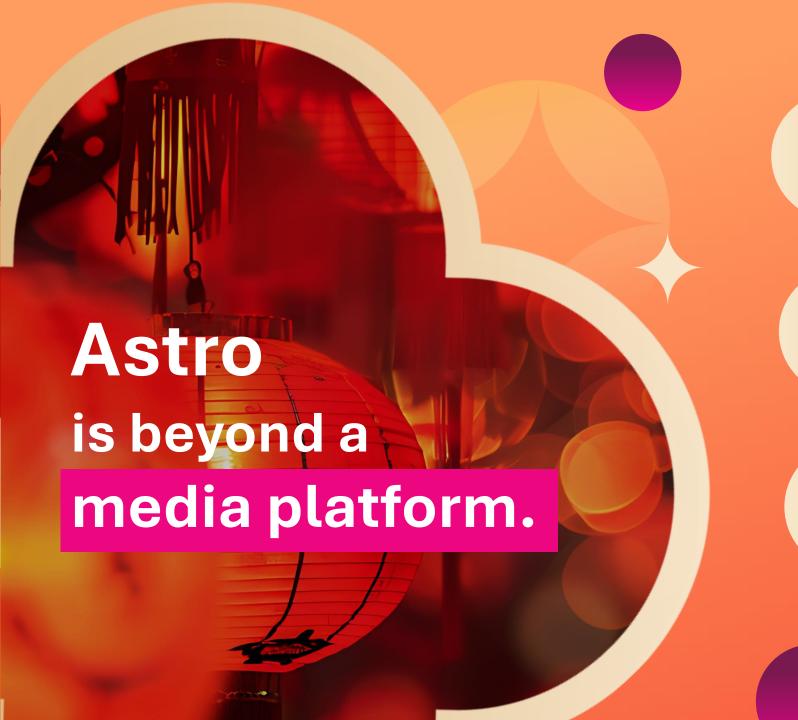
for the other Chinese OTT platforms







10.8x more Active users on CNY Day 1!



CELEBRATION

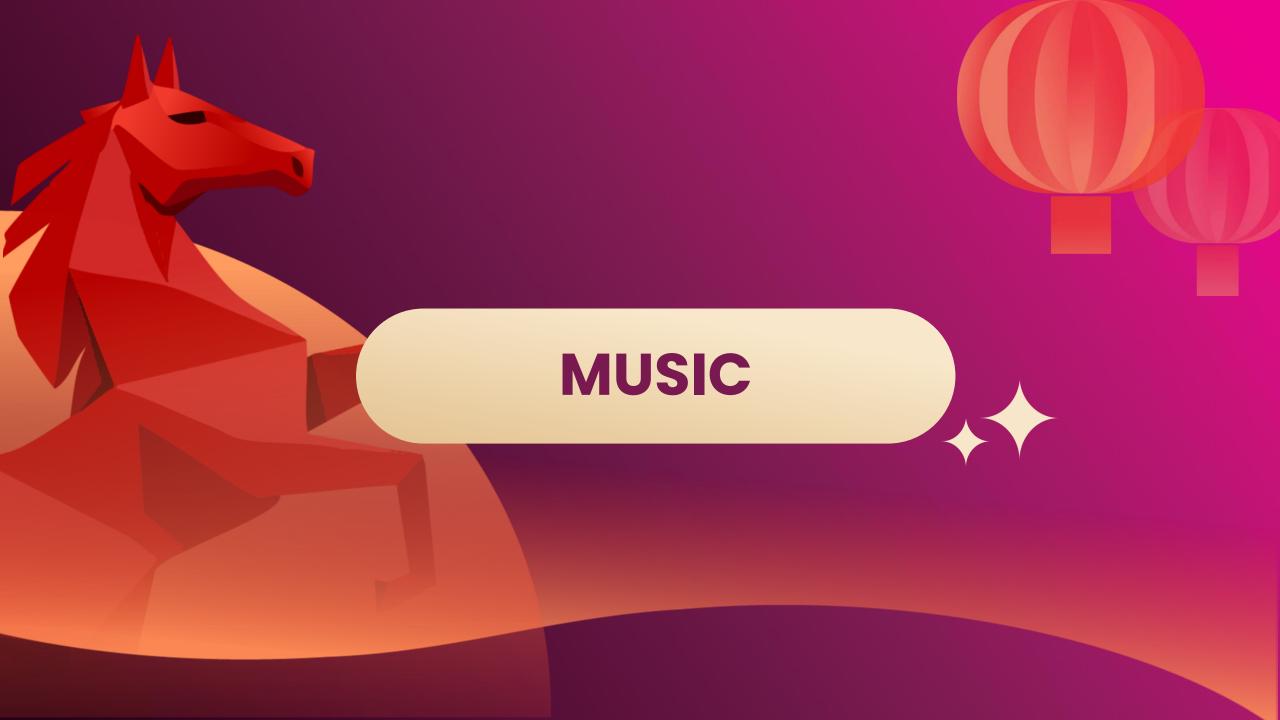
Enabler

Brand CONNECTOR

COMMERCE

Agent





Astro's 18 years of Chinese New Year melodies









2025

Q

2016 - 2019













Music

Raise The Ong, Play The Beat!

CNY MUSIC FOR THE FESTIVE FEELS

>11mil

Views captured on social platforms through Astro's CNY Music Video

i114

Music content viewership over-indexes throughout CNY period

NEW BEATS, NEW REACH

86%

Chinese Music streamers stream CNY songs on digital platforms

~300

CNY Songs produced and streamed on socials in 2025

THE SOUND OF CELEBRATION

Tap into the viral energy of CNY music

And Astro continues to spark new celebration with creativity!

We get ready with 3 key different vibes across our Music Videos:

PAST



Time Travel | Ancient China

PRESENT



Present | Modern Day | Family

FUTURE



Futuristic | Youthful | Vibrant

Astro's year of FIRE horse Blind Box series – 2026 exclusive collectibles

Proudly presents limited-edition blind box plushie:

- 6 unique plushies horses
- 2 1 ultra-exclusive 7th horse plushie horse



Evolve Astro's CNY MV into viral-worthy content

Astro personalities to start a social movement prior to MV launch.

Turn the movement into a social contest

to search for the next Chinese New

Year idol!



30sec Spin Off idea for digital first and paired with strong call to action















From on-air, to onground where we extend the CNY music experience

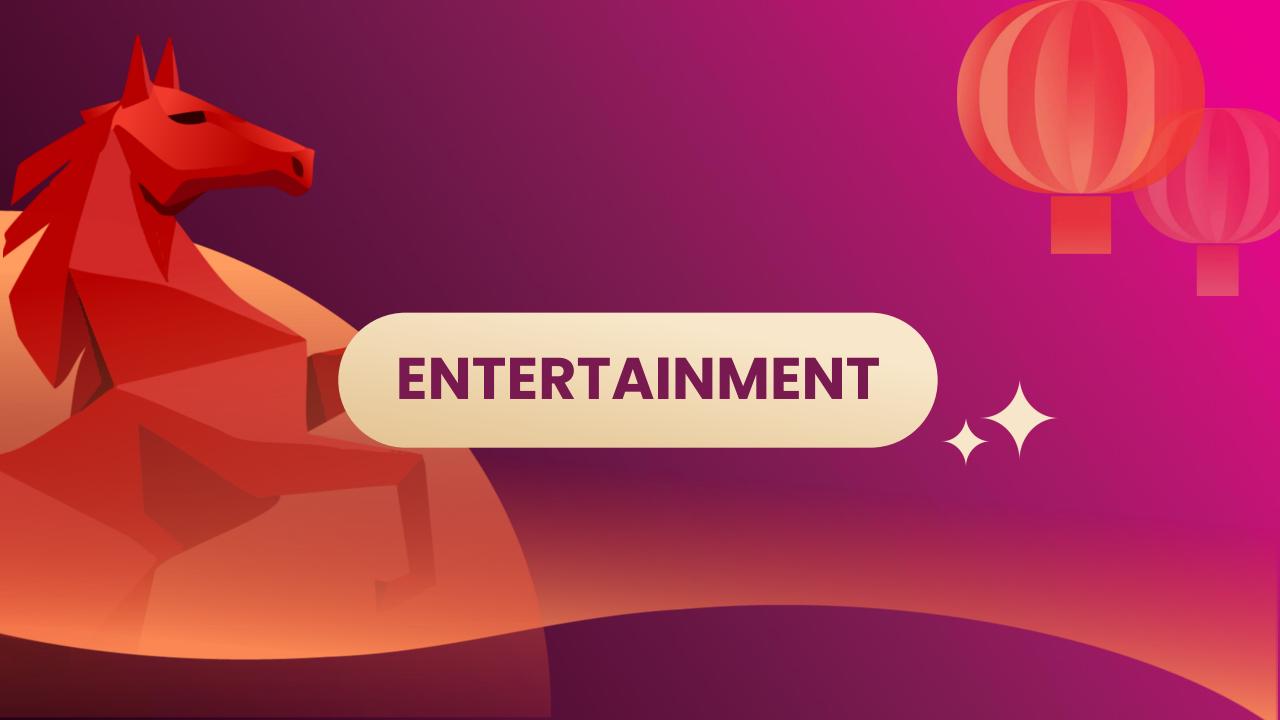
On-ground Activation:

Invite Astro's star power and take our music video on-ground for viewers to experience the music video in real life.

Proposed locations:

AEON Mall Kinta City, AEON Mall Bukit Tinggi, AEON Mall Bkt Tebrau, QUEENSBAY Mall Penang





Entertainment

CNY is watched together ... and apart

FAMILY TIME = TV TIME

+18% viewership during CNY

IncreasedCommunal
TV viewing

Astro = FESTIVE SCREEN OF CHOICE

ENTERTAINMENT, ON OWN TERMS

>60%

2.5x

ON THE RISE

Gen Z watch on YT/TT Dual-screen: Engage beyond TV On-demand & snackable formats

Big screen or small screen, capture

WHERE THE ATTENTION GOES

TV SCREEN



Entertainment **CLASSIC GOLDEN MELODY CNY CONCERT**





Entertainment **ASTRO CNY COUNTDOWN GALA**





News PRIME TALK CNY SPECIAL



Entertainment **TVB CNY EVE SPECIAL**

5



Entertainment **CMG SPRING FESTIVE GALA**

OTT SCREEN



Capture digital-first viewers

12 mil

opportunities to connect with our Chinese audiences















REDEMPTION CODE: AMSPARTNERS1



Our theme for the Year of Fire Horse

(Kudada sparks a new celebration)

万事All Right 酷哒哒

(A thousand things, alright)

Infuse tradition with fresh, creative energy

Bold expression of confidence + positivity

Break free from routine + reimagine CNY



Feng Shui



Modern Luck, Ancient Wisdom.

TRADITION LIVES ON

+3,500%

Feng Shui related topic searches i157

Higher ratings for Feng Shui IPs (when launched)

THE FUTURE OF FORTUNE, FROM TV TO SOCIAL



Gamified readings and Aldriven zodiacs



Social views for Feng Shuirelated content

From primetime to prime scroll time, Feng Shui is

BEING REIMAGINED FOR BOTH BIG AND SMALL SCREENS

FENG SHUI VOYAGE

Make zodiac tips and trending forecasts accessible

SOCIAL-FIRST FENG SHUI WISDOM



Click to play video





SIFU, MAYIASK?



SIFU, MAYIASK?

Puts a twist onto our staple Feng Shui content with a personalized touch



Click to play video

FESTIVE FORTUNE ISN'T ONE SIZE FITS ALL

Horoscope

Tailored content for fortune, for different age groups.

Feng Shui















Festive Know-Hows

Where Entertainment Meets Information

RITUALS & PREP ARE PASSED DOWN

72%

Still rely on offline media for festive prep >60%

Of Chinese sees TV as a primary content platform

GUIDANCE GIVEN ACROSS SCREENS

65%

Malaysians search on YT/TikTok for festive hacks FESTIVE RELATED HASHTAGS

Spike 3-4 weeks before CNY

GUIDANCE THAT EARNS GOODWILL:

Tips and tricks that solves seasonal challenges

Introducing Ong Leng Leng: Home hacks for good fortune

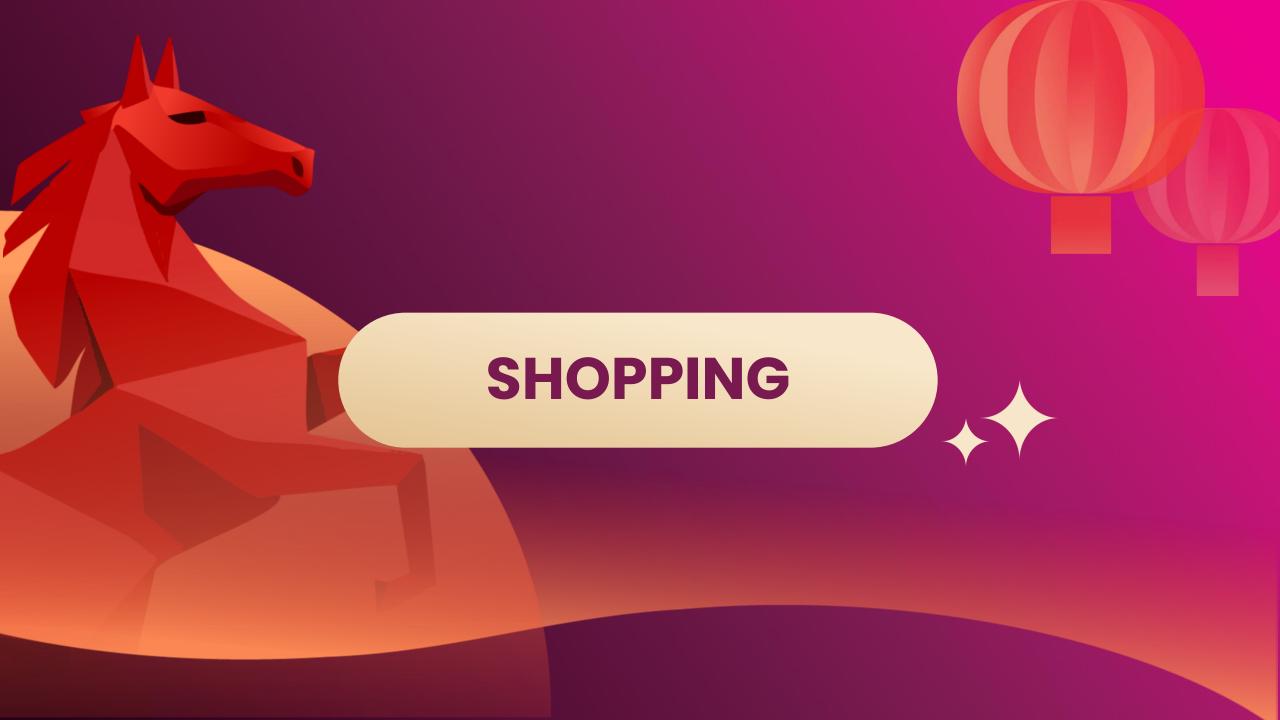
A parody character "Ong Leng Leng" brings viewers festive cleaning and home improvement hacks for auspicious outcomes!



Introducing Ong Leng Leng







Shopping



Shopping Here, There, Everywhere.

A KNOWN TRADITION TO BE READY FOR NEW YEAR

CROSS CHANNEL

Drives promo awareness

62%

Will buy products having seen/heard an ad on TV/Radio DIGITAL-FIRST, INTERACTIVE & IMPULSIVE

+116%

+36%

4-6wks

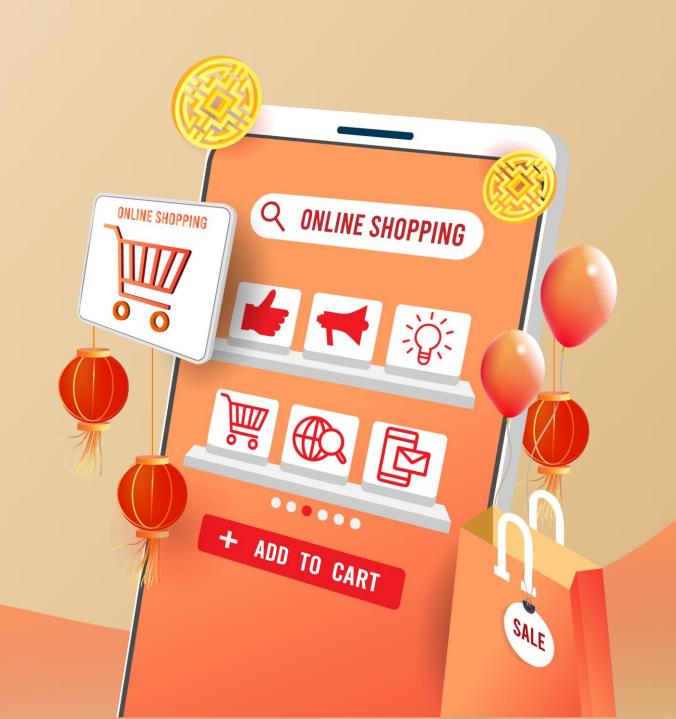
Interaction with sellers

Discounts triggered Prep before CNY

Human voices win trust where automated feeds overwhelm

TRUST TURNS CONTENT INTO COMMERCE

With the shift in festive shopping behaviours, Astro steps up to help Malaysians to shop with confidence.





Radio's Group Purchase Activation with our announcers

Turn our radio announcers into sales agent – unlock special discounts for shoppers

#1 - Build product awareness through seeding period



#2 - Drive sales with special promos / discount









Success case study for OAT-Bedient Milk

1.2K products sold in 1-day through group purchase, strong traction and high engagement!

Showcase product reviews and introduce shopping promos













Cooking

A New Recipe to Cooking Shows

RECIPES CONNECT GENERATIONS

80%

4 weeks before

Agree: Traditional dishes brings meaning to CNY

CNY cooking preparations

COOKING FOR MODERN LIFESTYLES

Convenience > Complexity Shift to bite-size, fusion & recreating new recipes

For a new generation of food lovers

FROM LONG-FORM FUSION TO DIGITAL BITES

Astro's cooking content IPs remain a powerful vehicle for brand integration and audience engagement



MARIA'S AUSPICIOUS MENU



TASTE OF HOME



GRANDMASTER COOKOFF

Reel recipes, real results: made-for-social foodie content



COOK LIKE MARIA

Taste Without Tears: Influencer cook provides hacks for recreating Maria's feast without the fuss



CHEF'S CHEAT CODES

Where chefs drop their best hacks for prepping, plating, and perfecting festive dishes fast / on a budget.



Reunion Feast

Reunion Dinners Reimagined

TOGETHERNESS AROUND THE TABLE

8 in 10

Malaysians think reunion is most important in CNY +7%

Unique viewers during CNY eve on ASTRO

FROM EATING IN TO EATING OUT

>60%

Rely on online reviews and recommendations ~60%

Restaurants fully booked during CNY eve

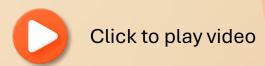
As reunion dinners move beyond the home

TRUSTED VOICES GATHERED FAMILIES AROUND GOOD FOOD

Tap onto our Astro's influencers to unbox CNY's well-known menus!

Providing honest and entertaining reviews to serve as festive food guides for reunions or gatherings

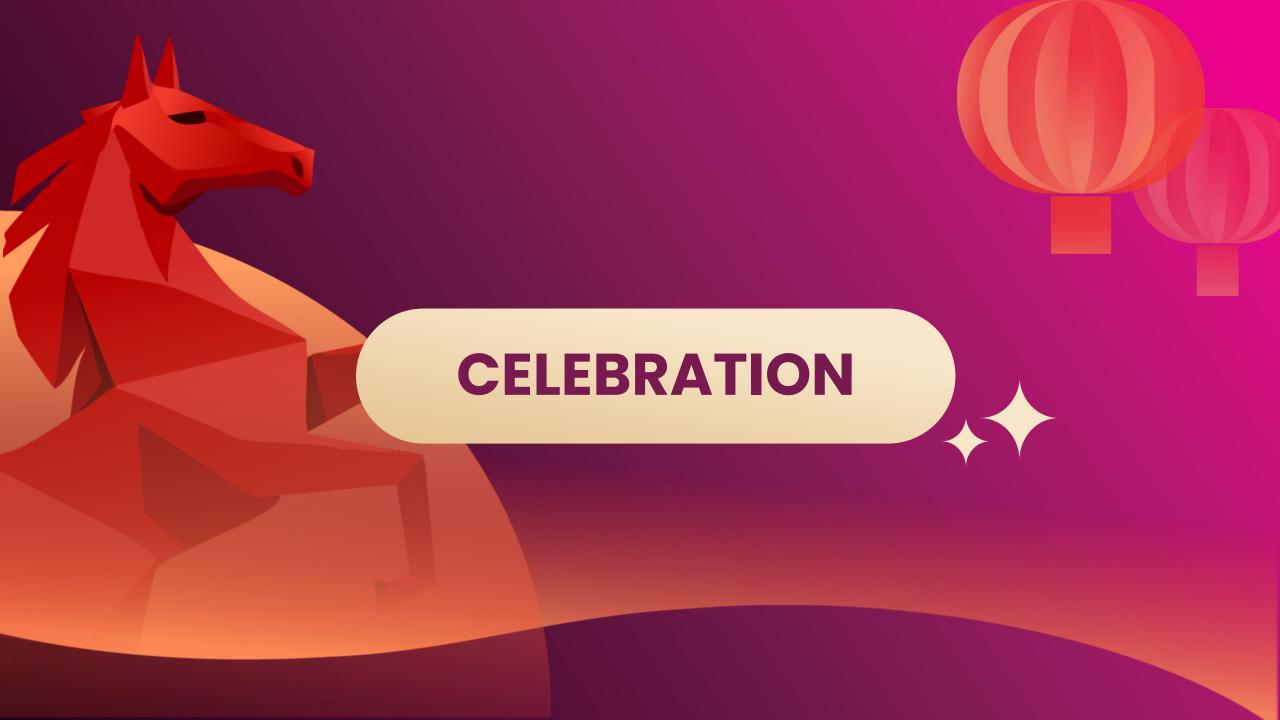
Astro's influencers be the first to unbox menus and recipes











Celebration

Prosperity Shared is Prosperity Multiplied



GIVING BACK IS PART OF THE CELEBRATION

ACT OF GIVING

Reflects the Chinese value of sharing prosperity SPREAD JOY BEYOND HOMES

Count donation or support as blessings

MAKE CELEBRATIONS MEANINGFUL

70%

Of Gen Zs prefer companies committed to doing good

69%

Malaysians agree to support local communities during festive period

TRUE FORTUNE IS IN THE GIVING

Doing good is the new festive must



Celebrate with Purpose

Astro brings joy beyond the screen and microphone



Click to play video

ASTRO personalities to pay visitations to welfare/care homes to share this joyous occasion together.



