



astro

Commercial Establishment (ACE)



Video Everywhere: A Screen For Every Purpose In Home and Out of Home

TV:

Offers unparalleled viewing attention with the ability to reach mass audiences, building broad and targeted brand awareness



Computer :

Desktop/Laptop

Offers a complementary, personal viewing and multitasking capabilities that allow viewers to look for product information while consuming content

Mobile : Smartphone/ Tablet

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

Following Our Audience's Attention Out of Home



99%

Visit commercial establishments in the past month

1-2hours*

time spent during visits

*for F&B establishment, non-football period



71%

are working adults

38%

are from M40 and T20 households



7 in 10

are aware of new products or services through out-of-home ads



54%

are triggered to act upon seeing out-of-home ads

Capitalizing on Valuable OOH Moments

High Relevance



Targeting key consumption points with contextually relevant messaging lets brands seize the 'Moment of Truth' and maximize impact through location-based resonance

High Receptivity



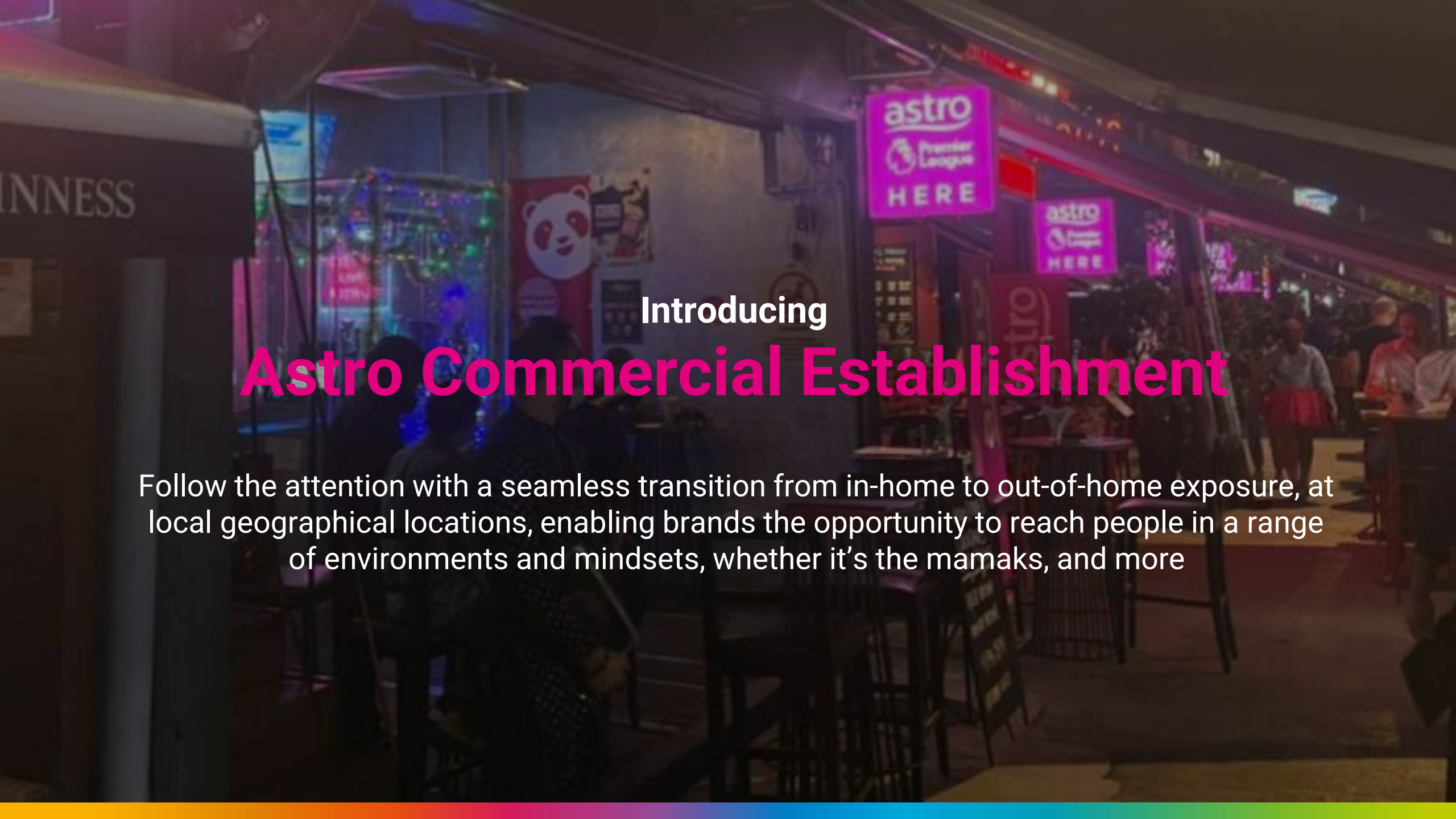
Reach receptive audiences during everyday routines—when they're not rushed, open to discovery, mentally available, and more willing to spend

High Attention



Dwell-time media offers a contextual, low-distraction environment where captive audiences spend more time and higher attention — enabling brands to build a strong and attentive presence

Extended Audience **beyond** Astro Subscribers



Introducing **Astro Commercial Establishment**

Follow the attention with a seamless transition from in-home to out-of-home exposure, at local geographical locations, enabling brands the opportunity to reach people in a range of environments and mindsets, whether it's the mamaks, and more

What is Astro Commercial Establishment?

Opportunity to Follow The Attention and Target POI Audience

Astro Commercial Establishment

Targeting based on CE Segment in valued environments

Astro Commercial Establishment (ACE) extends power of TV to the in-premises environment, delivering effective brand saliency for brands whenever consumers are out and about.

It is targeted advertising messages served only to the intended commercial establishments capitalizing their visitors' profile.



Commercial Establishment Types



Food & Beverage



Hotels



Health & Wellness



Financial



Government



Business



Education



Retail & Service



Entertainment

A Cultural Habit That Cuts Across Malaysians, Mamaks

Fast & Convenient

Dining out is on the rise driven by time-starved dual-income families & the rise of single-person HH



Among all dining venues, **Mamaks Dominate!**
They're affordable, accessible, and deeply embedded in Malaysian culture

+23 % pt

2024 vs 2022

Mamak Screens = An Untapped Attention Goldmine

The Practical Advantage

Go where your audience already is – high-impact screens, high-footfall spaces, extended dwell time, and shared screen attention.

The Emotive Advantage

People are in a relaxed, social, and open state of mind. Whether it's football matches, late-night chats, or spontaneous hangouts; mamaks are where everyday moments are celebrated.

Net Result: Unlike distracted digital scrolls, mamak screens command shared, real-world attention.



What it Means to Your Business

The Smartest Media Buy You're Overlooking

Be where your audience is, and be present when they're most open to your message – while unwinding, bonding, and enjoying the moment.





Food & Beverage 1

Mamak/Indian Restaurants, Warungs



7 in 10 pay attention to TV content during BPL season



High visit frequency of at least once a week during normal period



92% are with MPI of below RM9,000



Number of CEs

1100



Available Segments

Mamak/Indian Restaurants/Warungs – Central



Estimated Monthly Footfall*

1.5-2mil



Example of CEs

*Mr Mamak Corner
Nasi Kandar Pelita
Restoran Ali Maju
Nathan's Corner
Original Penang Nasi Kandar
Kayu Nasi Kandar
ABC One Bistro
Malabar Café
President Curry House*



Industries Relevant

- QSR
- Snacks
- Beverage & Dairy
- Telco
- Mobile payment/ E-wallet

*Estimated monthly footfall based on syndicated research/Lifesight. To be further enhanced with onboarding of external data solutions provider.



Food & Beverage 2

Bar/ Bistro/ Pub



High dwelling time of 2-4 hours during football season with >83% pay attention to TV content



78% pay attention to Sports content during BPL season followed by 20% to Music content



67% are with MPI of above RM5,000



Number of CEs

250



Estimated Monthly Footfall*

474,284



Industries Relevant

- Beverage
- Sports Apparel
- Travel
- Automotive
- Personal Accessories



Available Segments

Bar/ Bistro/ Pub – Nationwide



Example of CEs

*Bavarian Bierhaus
BB Wine Houz
Piccola Kitchen & Bar
Reggae Bar
The Barrel Irish Bar & Restaurant
Thirsty Monkeys Bar & Resto
Victoria Beer House
Uncle Don's
Tiger Bay*

*Estimated monthly footfall based on syndicated research. To be further enhanced with onboarding of external data solutions provider.

COMING
SOON

Food & Beverage 3

Restaurant/ Café

70% visitors are from the 18-39 age group.
81% are with MPI of below RM9,000

61% spend 1-2 hours during visitation

69% pay attention to Sports content on TV, followed by 35% to News content



Number of CEs

220



Estimated Monthly Footfall*

902,805



Industries Relevant

- Coffee beans & Machine
- Mobile & Gadgets
- Automotive
- Local Travel
- FMCG



Available Segments

Restaurant/ Café – Central



Example of CEs

*Al Amar Express
TGI Fridays
Kampachi Restaurants
Bilique Bangsar
Sahara Oasis Restaurant
Samba Brazilian Steakhouse
The Smoke House
Village Park Restaurant
Burnin Pit*

*Estimated monthly footfall based on syndicated research/Lifesight. To be further enhanced with onboarding of external data solutions provider.

COMING
SOON

Business

Office, Management



84% are within age group
of 25-54 years old.
56% are male



78% are likely to purchase a
mobile device in the next
12 months



58% will search for
products/ services on
phone as a results of seeing
out-of-home ads



Number of CEs
550

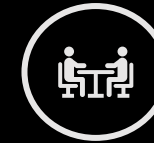


Available Segments

*Business (Office, Management) –
Central*



Estimated Monthly Footfall*
619,816



Example of CEs

*DHL Express Malaysia
Carlsberg Marketing
Pfizer Malaysia
Prasarana Malaysia Berhad
Gamuda Berhad
CapitaLand Malaysia
KLCC Property Holdings
Permodalan Nasional Berhad*



Industries Relevant

- *E-hailing/ Online Delivery*
- *Mobile & Gadget*
- *Automotive*
- *Real Estate*
- *Travel*
- *Home/ Office Furniture*



*Estimated monthly footfall based on syndicated research/Lifesight. To be further enhanced with onboarding of external data solutions provider.
Location of TV screens: Offices/ conference/ VIP room, cafeteria for public, customer service area.



COMING
SOON

Financial

Financial Institution/Banks, Insurance



65% of visitors are from
35+ age group



63% likely to purchase a
financial product in the
next 6 months



67% of visitors are
employed with 13% of
them are self-employed



Number of CEs

270



Available Segments

*Financial & Insurance Institutions –
Central*



Estimated Monthly Footfall*

676,959



Example of CEs

*Affin Hwang Investment Bank
Alliance Bank Malaysia
Bank Rakyat
CIMB Bank/ Investment Bank
Malayan Banking/ Maybank
PricewaterhouseCoopers
Tokio Marine Life Insurance
MCIS Zurich Insurance Berhad
IGB Real Estate Investment Trust*



Industries Relevant

- *Financial Product*
- *Real Estate*
- *Automotive*
- *Travel*
- *Education*

*Estimated monthly footfall based on syndicated research/Lifesight. To be further enhanced with onboarding of external data solutions provider.
Location of TV screens: VIP/ C-Suite room, conference room, customer service area.



Health & Wellness

Hospital, Gym/Fitness Center, Beauty Center



Young visitors with 54% of them are from 18-34 age group



57% are female visitors with high skew towards MPI above RM5,000 (114i)



65% search the internet for products they see advertised out-of-home



Number of CEs

270



Estimated Monthly Footfall*

313,487



Industries Relevant

- *Health Supplements*
- *Beauty & Cosmetic*
- *Sports Apparel/ Equipment*
- *Personal Care*
- *Personal appliances*



Available Segments

Health & Wellness (Fitness, Beauty Centers, Hospital) – Central



Example of CEs

Fitness First
Celebrity Fitness
Twin Towers Medical Centre KLCC
Pusat Dialisis MAIS
Klinik Metro
Thai Care Wellness Centre
Hairpro Zone Studio
Italia Hair Dressing Salon
Kampung Baru Medical Centre

*Estimated monthly footfall based on syndicated research/Lifesight. To be further enhanced with onboarding of external data solutions provider.
Location of TV screens: Patient room, cafeteria for public, specialist/ consultation clinic waiting area.



COMING
SOON

Education

Government & Private School, College & University



63% agree that out-of-home ads help them to become aware of new products/ services



72% have intention to purchase any kind of computers & portables in the next 12 months



46% often talk to friends and/ or family about ads seen out-of-home



Number of CEs

30



Estimated Monthly Footfall*

211,235



Industries Relevant

- Education
- Mobile & Gadgets
- Telco
- Beverage & Snacks
- Travel
- Apparel



Available Segments

Education (Gov & Private) – Central



Example of CEs

*Asia Pacific University
Sunway College KL
UiTM
Universiti Kuala Lumpur
British Malaysian Institute
Taylor's University
Kolej Poly-Tech Mara
Epsom College Malaysia
Institut Jantung Negara
The University of Nottingham*

*Estimated monthly footfall based on syndicated research/Lifesight. To be further enhanced with onboarding of external data solutions provider.
Location of TV screens: Offices/ conference/ VIP room, cafeteria for public.



Entertainment

Recreational Park, Entertainment Center, Leisure Club, Lounge



Young visitors with 65% are from the 18-34 age group



69% agree that out-of-home ads help them to become aware of new products/ services



50% agree that advertisement outside of home influence how they see a brand



Number of CEs

160



Estimated Monthly Footfall*

183,547



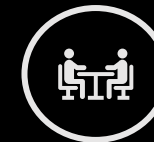
Industries Relevant

- Gadgets
- Beverage & Snacks
- E-commerce
- Telco
- Sports Apparel



Available Segments

Entertainment (Club Houses, Lounges, Rec Centers, etc) – Central



Example of CEs

*Elmwood Leisure
Lost City KTV
IOI Sports Centre
Kelab Golf @ Rekreasi Petronas
Kelab Golf Diraja Pahang
Kuala Lumpur Golf & Country Club
K11 Karaoke
S World Snooker Centre
MST Golf Arena
Kelab PJ*

*Estimated monthly footfall based on syndicated research/Lifesight. To be further enhanced with onboarding of external data solutions provider.
Location of TV screen: Karaoke room, F&B area for public.



COMING
SOON

Retail & Service

Hypermarket, Retail Outlets, Service Center



58% of visitors are from 35+ age group



51% are male visitors.
64% are with MPI below RM5,000



79% have seen In-Store ads in the past 1 month



Number of CEs

110



Estimated Monthly Footfall*

710,381



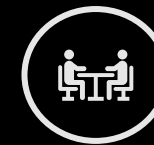
Industries Relevant

- FMCG
- Automotive/ Car Detailing
- Apparels
- E-commerce
- Beverage & Snack



Available Segments

Retail & Service (Grocer, Auto, etc) – Central



Example of CEs

Al-Ikhsan Sports
Bermaz Motor Trading
Decathlon
Eon Auto Mart
Giant Retail/ Hypermarket
Honda Service Center
MYEG Services Berhad
UMW Toyota Motor
Mazda Glenmarie
Lowyat Commerce

*Estimated monthly footfall based on syndicated research/Lifesight. To be further enhanced with onboarding of external data solutions provider.
Location of TV screen: Customer service area.



COMING
SOON

Government

Government Offices – Embassy/Residence



70% of visitors are from
25-54 age group



86% are likely to book a
flight in the next 12
months



83% of visitors have seen
in-store ads in the past 1
month



Number of CEs

400



Estimated Monthly Footfall*

386,070



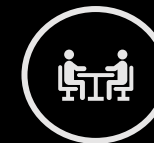
Industries Relevant

- FMCG
- E-commerce
- Digital Payment/ E-wallet
- Travel
- Financial Product



Available Segments

Government
(Embassy/Residence/Office) – Central



Example of CEs

Amanah Raya Berhad
Balai Seni Lukis Negara
Dewan Bandaraya Kuala Lumpur
American Embassy Kuala Lumpur
British High Commission
Jabatan Imigresen Malaysia
Jabatan Perdana Menteri
Kementerian Luar Negara Malaysia
Lembaga Hasil Dalam Negeri
Tourism Malaysia

*Estimated monthly footfall based on syndicated research/Lifesight. To be further enhanced with onboarding of external data solutions provider.
Location of TV screen: Offices/ conference/ Minister room for internal consumption.



Hotel: Mass

Budget hotel: Hostels, 3-stars and below



67% are from 25-54 age group.
24% are from household with 2-3 children.



95% are likely to shop online in the next 30 days



75% agree that out-of-home ads help them to become aware of new products/ services



Number of CEs

170



Available Segments

Budget Hotel (2-3 Stars, Hostel) – Central



Estimated Monthly Footfall*

270,917



Example of CEs

*Holiday Inn Express Kuala Lumpur
Tune Hotel
Hotel Seri Malaysia
Prescott Ace Hotel Kuala Lumpur
Orange Hotel
Sama Sama Express KLIA
Sovotel
MY Hotel Bukit Bintang
Mpalace Hotel Kuala Lumpur*



Industries Relevant

- Car rental
- E-hailing
- Travel
- Entertainment/ Theme parks
- Restaurants



*Estimated monthly footfall based on syndicated research/Lifesight. To be further enhanced with onboarding of external data solutions provider.



Hotel: Premium

High-end Hotel: 4- and 5-star hotel



Slightly skewed towards younger group with 46% are from 18-34 age group. 23% are from household with single child.



90% are likely to purchase from fashion retailers in the next 3 months



60% agree that out-of-home dynamic content capture their attention



Number of CEs

140



Estimated Monthly Footfall*

297,540



Industries Relevant

- E-hailing
- Travel
- Entertainment/ Theme parks
- Restaurants
- Luxury goods
- Fashion/ Apparel



Available Segments

High-end Hotel (4 & 5 Stars) – Central



Example of CEs

*Mandarin Oriental Kuala Lumpur
Shangri-La Kuala Lumpur
Grand Hyatt Kuala Lumpur
Parkroyal Collection Kuala Lumpur
The Westin Kuala Lumpur
JW Marriott
Pavilion Hotel Kuala Lumpur
Sheraton Imperial Kuala Lumpur
Lexis Hibiscus
Hilton Kuala Lumpur*

*Estimated monthly footfall based on syndicated research/Lifesight. To be further enhanced with onboarding of external data solutions provider.

Rate Card – Astro Commercial Establishment

Early Bird Offer
20% Off

CE Type	Segment	Est No. of Outlets	1 month	3 months
F&B	F&B 1: Mamak/ Warung - Central	1100	RM 100,000	RM 250,000
	COMING SOON F&B 2: Bar/ Bistro/ Pub - Central	250	RM 30,000	RM 75,000
	COMING SOON F&B 3: Restaurant/ Café - Central	220	RM 22,000	RM 55,000
COMING SOON BUSINESS	Business – Central	550	RM 54,000	RM 135,000
COMING SOON FINANCIAL	Financial – Central	270	RM 26,000	RM 66,000
COMING SOON HEALTH & WELLNESS	Health & Wellness – Central	270	RM 26,000	RM 66,000
COMING SOON EDUCATION	Education – Central	30	RM 5,000	RM 11,000
COMING SOON ENTERTAINMENT	Entertainment – Central	160	RM 17,000	RM 43,000
COMING SOON RETAIL & SERVICES	Retail & Services – Central	110	RM 10,000	RM 25,000
COMING SOON GOVERNMENT	Government – Central	400	RM 40,000	RM 102,000
COMING SOON HOTEL	Hotel 1: Budget Hotel - Central	170	RM 17,000	RM 44,000
	Hotel 2: High-end Hotel - Central	140	RM 14,000	RM 36,000

All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.

*Final no of outlets might varies during execution with a variance up to +/-15%.

Terms & Conditions :

- i) All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.*
- ii) Utilisation period for Introductory Offer is valid until 31 Dec 2025.*
- iii) Selection of commercial establishment types and segments is subject to inventory availability.*
- iv) Inventory availability is based on first-come, first-served basis.*
- v) Video commercial materials to be submitted via TVCXpress/AdStream with minimum of 5 working days prior to campaign live date.*
- vi) Astro reserves the right to amend any of the rates from time to time.*
- vii) Packages are non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.*
- viii) All offers are subject to the general terms and conditions which can be found at <https://astromedia.com.my>*

FAQs



1

What is Astro Commercial Establishment (ACE)?

Astro Commercial Establishment is a form of advertising that combines the power of TV and OOH advertising with heightened relevancy of ads. It enables you to deliver different ads to different types of commercial establishment based on the visitors' profile.

2

What is a Commercial Establishment?

A Commercial Establishment (CE) is a place used or intended for use in the operation of a business enterprise for the sale and distribution of any product or service.

3

How does Astro Commercial Establishment work?

Astro Commercial Establishment leverages on a unique identifier that allows you to target audiences in specific CE types.

4

What are the ad formats available for Astro Commercial Establishment?

Our ad inventories are available for In-Stream Videos that are in the exact duration 30s. Other durations to be discussed prior for possibility.

5

What are the segments available on Astro Commercial Establishment?

With Astro Commercial Establishment, you can reach your audience in the out-of-home environment based on Commercial Establishment type, largely in the Central region.

A circular icon with a purple and blue gradient border containing the number 6 in a stylized font.

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

Similar to Addressable Advertising, it will take **5 working days for a campaign to go live** upon creative readiness, booking and material submission. (Subjected to current on-boarded/available segment)

A circular icon with a teal and blue gradient border containing the number 7 in a stylized font.

Is campaign measurement in place?

Yes, a post campaign report sourced from a 3rd party tracking vendor with footfalls and audience data will be provided after campaign ends.

A circular icon with a green and yellow gradient border containing the number 8 in a stylized font.

Is there a minimum buy for Astro Commercial Establishment ?

The minimum buy is 1 month, with option to buy in a block of 3 months upon your chosen segment.

A circular icon with an orange and red gradient border containing the number 9 in a stylized font.

What is the advertisement requirement for Astro Commercial Establishment?

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 Astro Commercial Establishment?

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

15s 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

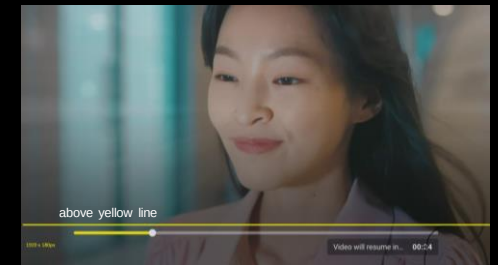
CH.1 & 2: 24-bit, Stereo (L R), 48.000 kHz (1st Lang.)
CH.3 & 4: 20-bit, Dolby E Stream 5.1 (1st Lang.)
CH.5 & 6: 24-bit, Stereo (L R), 48.000 kHz (2nd Lang.)
CH.7 & 8: 20-bit, Dolby E Stream 5.1 (2nd Lang.)

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 are the measurements included for Post Campaign Report?

We are engaging Lifesight, a data & analytics company which uses mobile data & location intelligence to measure connected consumers while they are out of home. Lifesight collects data via its Android and iOS SDK embedded in partner apps and aggregators.

For post campaign report purpose, we can report:

- Monthly reach: the number of unique individuals reached over the last 30 days
- Monthly reach by location/ Commercial Establishments
- Brand/ Category segment: breakdown of which other brands or place categories the exposed visitors have also visited during the attribution window
- Geo-behavioral segment: Top offline movement patterns based on geo behavioral segments that the exposed devices are part of
- Intent: Data from sources connected to the e-commerce sector and data connected to online transactions from affiliate networks to deliver the most accurate segments with purchase intentions. Recency data can range from 7 to 14 days depending on the product category
- Interests: Top interests (online content) consumed by the exposed visitors

THANK YOU