

astro media
solutions

THE MOST UNWANTED NARRA

Capture Attention. Win Hearts. Own the Season.

RAMADAN & RAYA

MALAYSIA'S MOST CHERISHED SEASON OF FAITH, FAMILY AND VIBRANT CELEBRATION!



BIGGEST

cultural moment in
Malaysia

(Based on Google
Search interest activity)

84%

of Malaysians increase
spending during RaRa

(Particularly in food & beverage, fashion
and apparel and personal healthcare)

8%

(RM84mil)

RARA ADEX surge

(Most cluttered time of the year)

Source: Google internal data, Sept 2023-Sept 2024; TikTok commissioned study by Toluna, (TikTok users), MY, 2024

FAMILY LIES IN THE HEART OF FESTIVITIES

69%

Excited to embrace Ramadhan traditions like special meals and family gatherings

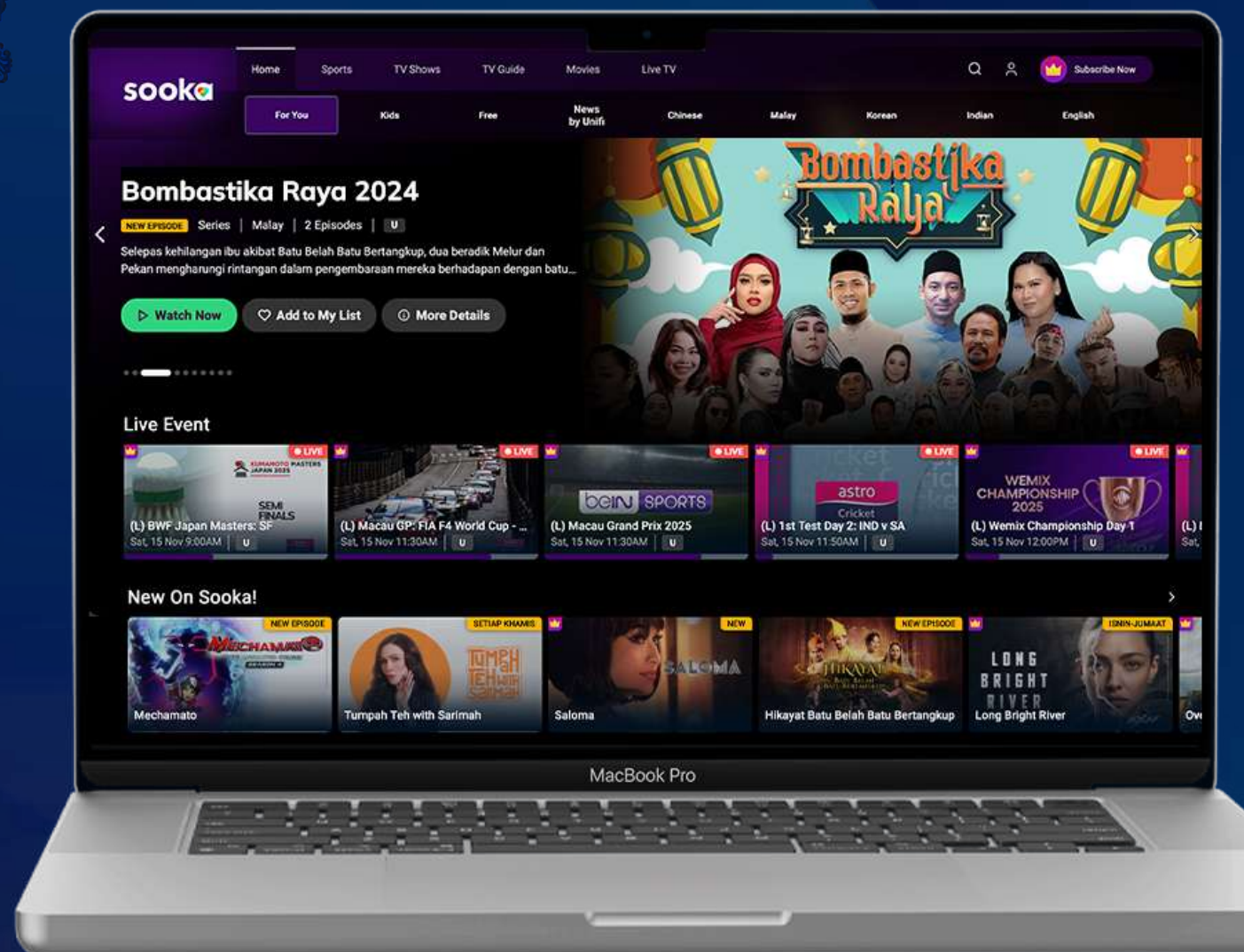


“Aku cemburu pada yg balik kg raya jumpa family. Gather beramai2. Those yg masih ada parents. Balik la beraya. Bila mereka tak de nanti, u know the meaning of raya without them. Lagi2 yg sorang. Even short video raya, buat kau melalak seabaldi. Go, baik raya. Be safe :!”

@ Ranga Bloomwood

ASTRO #1 HOME OF MALAY ENTERTAINMENT

OMNICHANNEL DOMINATION, MAKING IT THE ULTIMATE DESTINATION FOR MALAY STORIES, TALENT AND TRADITIONS



01 **+22%** Total minutes streamed on sooka, out of which, 50% were watched on big screen

02 **+7%** Growth in unique viewers on Astro Go

03 **9.1mil** listeners reached across Astro Audio Malay stations; 7.1mil followers on social media platforms

04 TV viewership rose by **+24%** year-on-year (YoY)

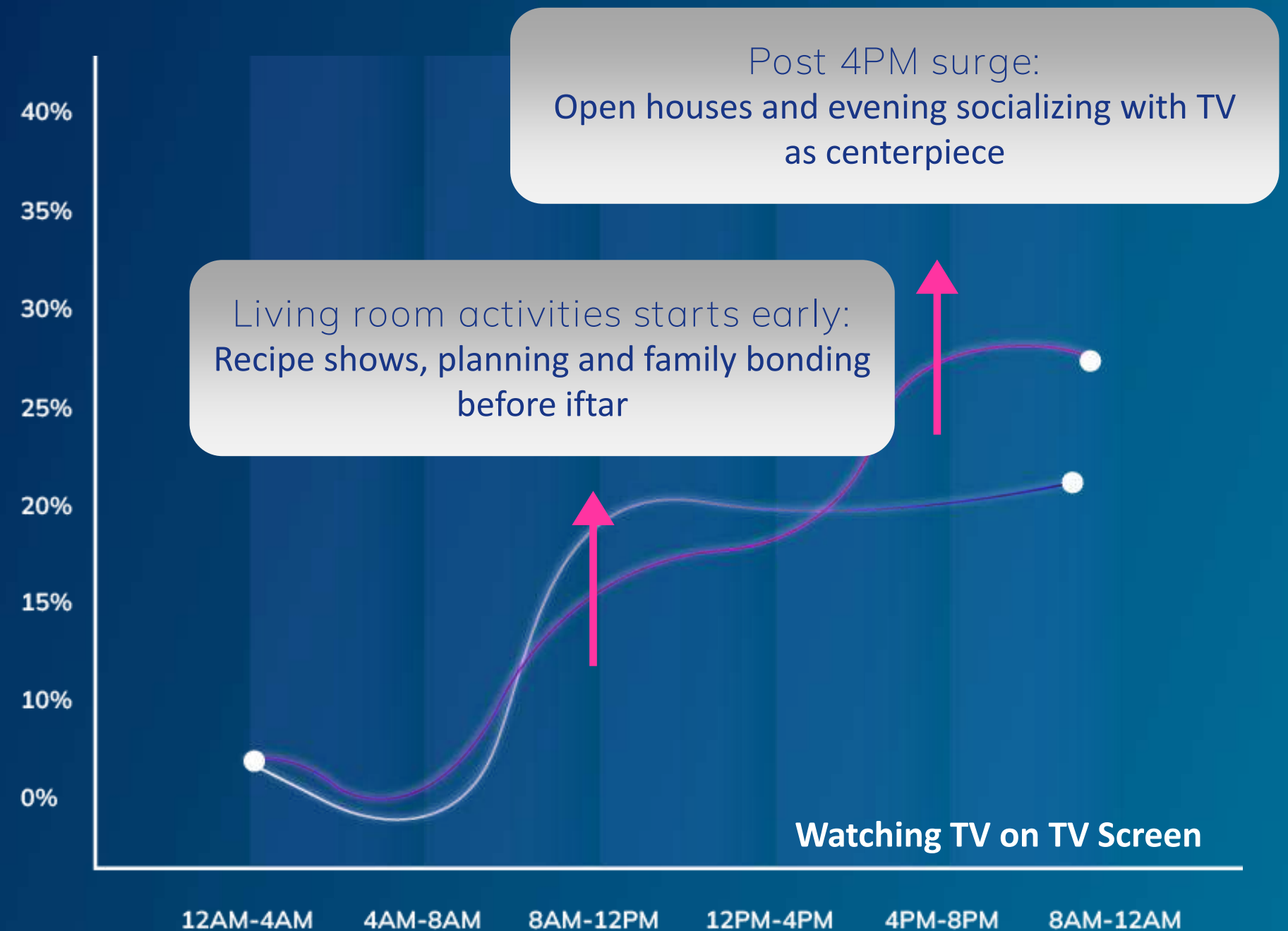
sooka LEADS OTT GROWTH WITH UNPRECEDENTED USER SURGE!

- ✓ 80% Viewing time spent on Entertainment
- ✓ 15% Incremental base amongst TV viewers
- ✓ 35% Increase of mobile user base
- ✓ Movies, TV Shows, Series & Documentaries are Top 3 most watched genre



RETURN OF THE CENTRALITY TO THE LIVING ROOM

MORE TIME SPENT IN COMMUNAL SPACES DURING RARA AS THEY SHARE ACTIVITIES LIKE IFTAR, OPEN HOUSES, AND WATCHING TV WITH FRIENDS AND RELATIVES



FROM RITUAL NEEDS TO COMMUNAL JOY

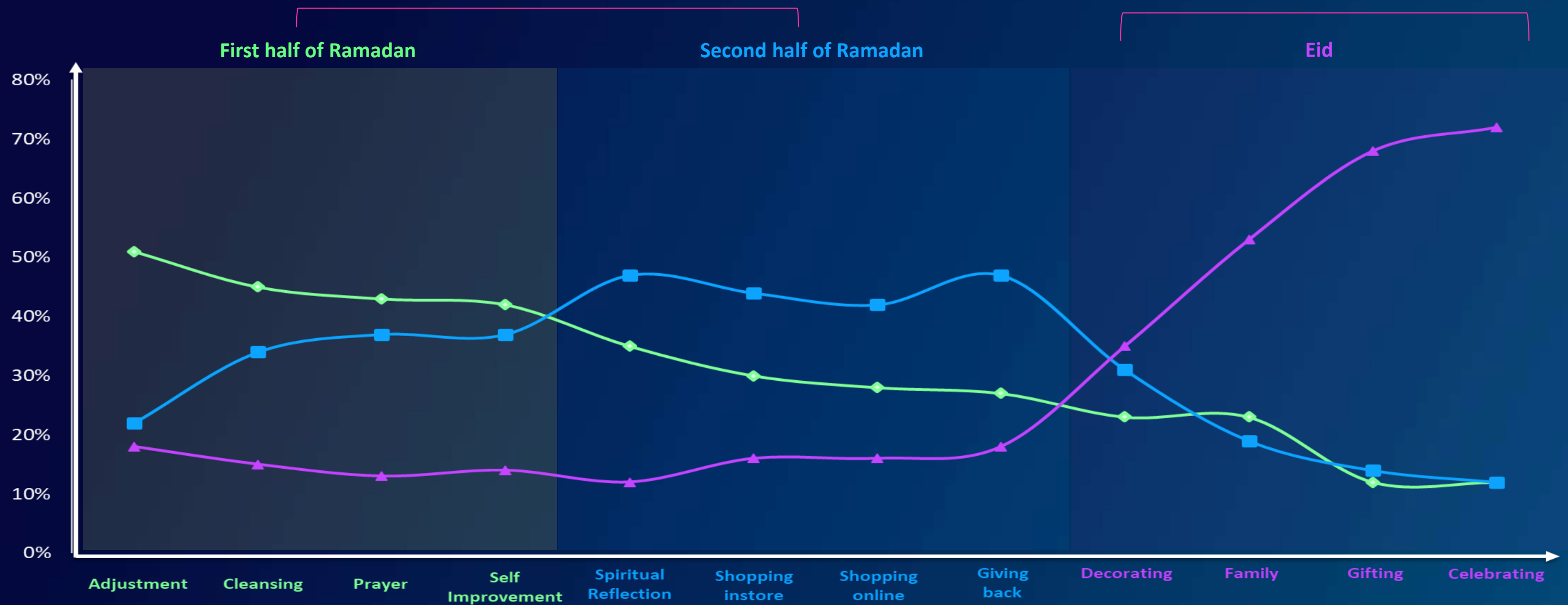
WHEN IT COMES TO CONTENT CONSUMPTION ACROSS RAMADAN AND RAYA PERIOD

RAMADAN

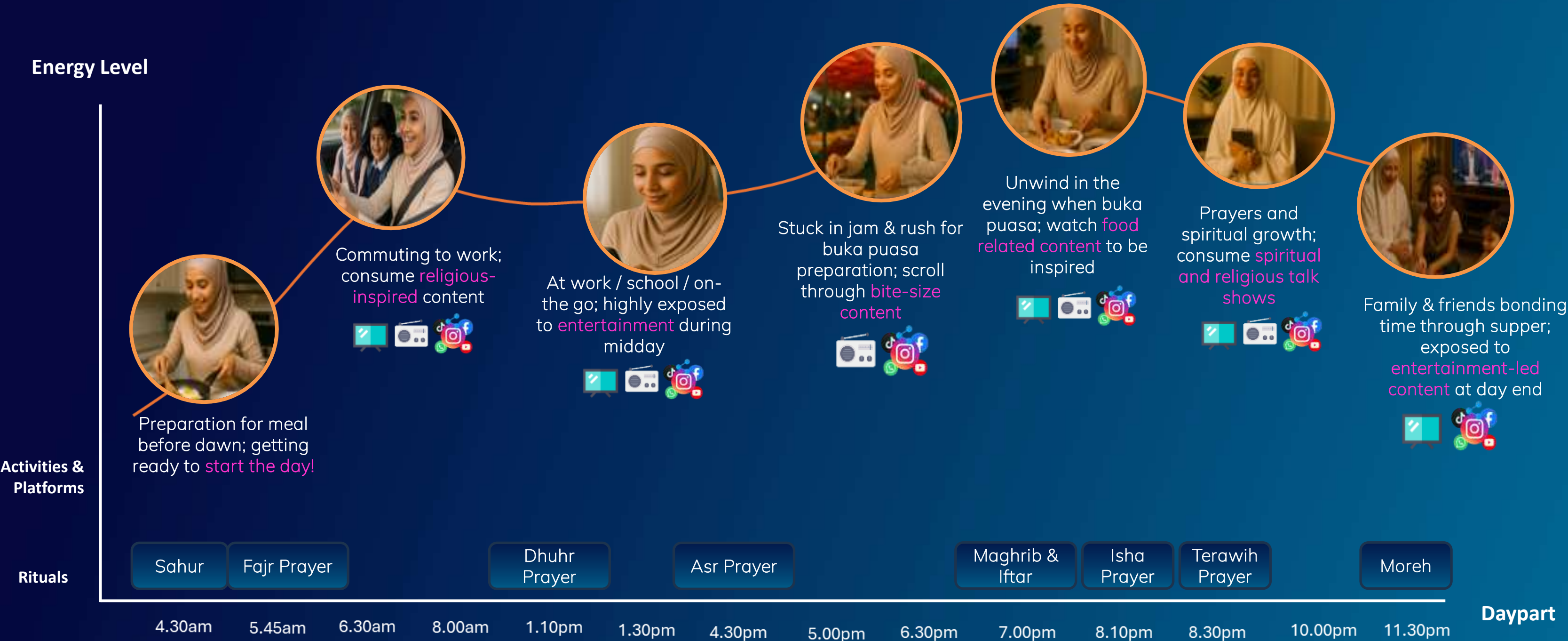
Purposeful & Ritual-Aligned
Content that supports planning, reflection, values

RAYA

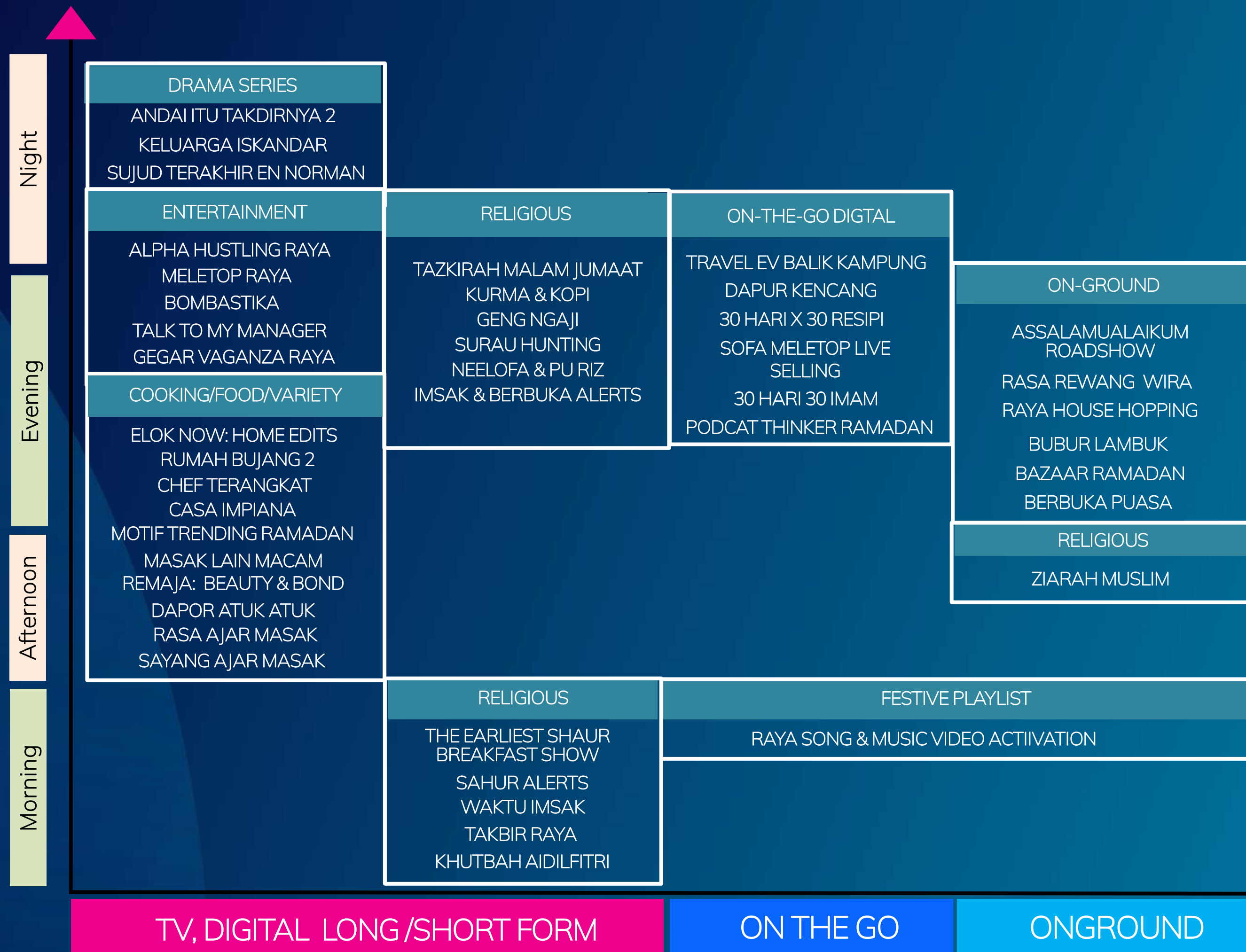
Festive & Social Raya
Content that sparks joy, nostalgia, togetherness



RAMADAN ROUTINE: DAILY ACTIVITIES OVERVIEW



A DAY IN LIFE OF SALEHA DURING RARA SEASON



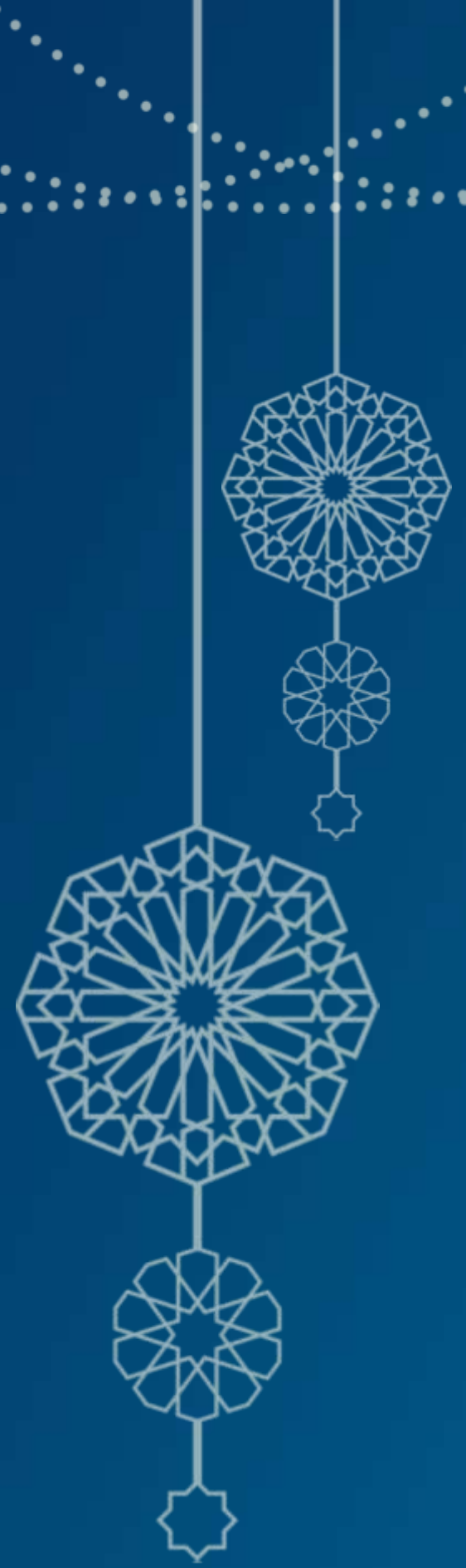


[Click to play video](#)



is the companion for our fellow Malaysians
during Ramadan & Raya
from Sunrise to Sunset

Inviting brands to be part of these moments!



ASTRO'S 5 RARA HACKS

DRIVE DEEPER CONNECTIONS. EXPAND YOUR REACH EFFECTIVELY.





IP ALL-ACCESS

EXPLORE
Our Ecosystem

ONE IP, **ENDLESS POSSIBILITIES**

A SINGLE IDEA BECOMES A POWERFUL IP THAT SEAMLESSLY MOVES ACROSS PLATFORMS TO MEET YOUR OBJECTIVES – DELIVERING OPTIMIZED PRESENCE, VISIBILITY AND MEASURABLE IMPACT



#1 RIM CHART (MALAY SINGLES)
#1 OFFICIAL MALAYSIA CHART
#1 BILLBOARD MALAYSIA
#1 YOUTUBE MUSIC MALAYSIA
#1 YOUTUBE MUSIC KOREA
#1 YOUTUBE MUSIC JAPAN (J-POP)
#1 YOUTUBE MUSIC THAILAND (J-POP)

OVER **1.1 BILLION** STREAMS ON DIGITAL & SOCIAL PLATFORMS

> 888 MILLION VIEWS

> 91 MILLION VIEWS

Meriah LAIN MACAM
HAEL HUSAINI & NADEERA

astro
MEDIA SOLUTIONS

Karya Siti Rosmizah
DIA IMAMKU
Dia Imamku, Dia Kekasihku Hingga Akhir Nyawa
Siti Saleha Kamal Adli

>2.4bil video views

>8.5mil

#1 ENTERTAINMENT PROGRAM IN RAMADHAN RAYA 2025

A GEMPAK ORIGINAL SERIES
PROGRAM REALITI DRAMA MASAKAN PERTAMA

Dapur Goodday
MISI SARIMAH & TUYAH
CHE TON

Winner of APPIES, Dragons Award, MEA Best in Festive Campaign

BAZAR RAMADAN STADIUM SHAH ALAM

CASE STUDY: POS MALAYSIA

Delivering Impact During a Critical Festive Moment

Leveraged our series and a beloved entrepreneurial character→

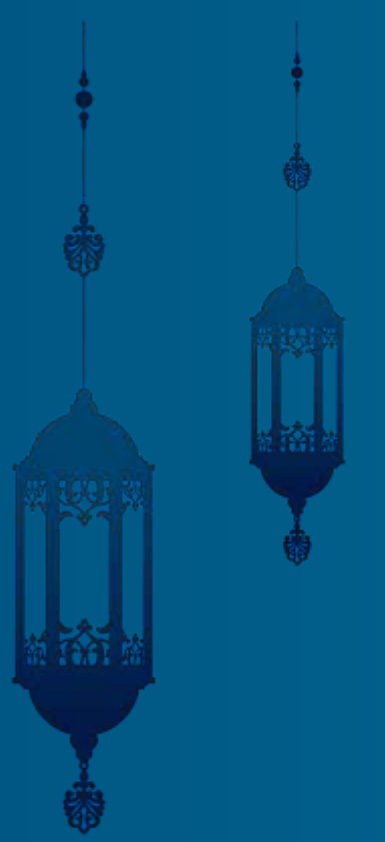
Seamless brand + service storytelling within the show

From TV Screen, Social, On-Ground & OOH



ONE IP, **ENDLESS** POSSIBILITIES

TURNING CONTENT IP INTO DYNAMIC BRAND EXPERIENCES



Karya terbaik
Siti Rosmizah

ANDAI ITU
TAKDIRNYA

1

UGC &
BESPOKE
CONTENT



2

BRAND VOICE /
SPOKESPERSON



3

AI GENERATED
STICKERS



4

DRAMA
INTEGRATION &
FAN MEETING



5

DIGITAL FIRST
CONTENT VIA
CREATIVE CUT



ALPHA IP ALL-ACCESS

TURNING INFLUENCE INTO IMPACT



A dynamic 7-member boy-group formed via Big Stage Alpha, ALPHA blend vocal power, dance energy and individual style, bringing youthful charisma and multi-national appeal as Malaysia's next pop ambassadors.

Overarching Concept “THE ALPHA EFFECT”

Alpha talents are doers, dreamers, and connectors who inspire real action.

Brands can harness Alpha's energy across every Astro platform to drive awareness, trial, and loyalty.



ALPHA IP ALL-ACCESS

UNLOCK THE FULL COMMERCIAL POTENTIAL OF ALPHA – OUR NEWEST STAR ASSET

Music Video or Brand Film

Headlining the Raya music video celebrating togetherness through brand storytelling.

MEET & GREET FAN EVENT

Alphas unite fans and brands at festive bazaars with live games and performances.

ALPHA AMBASSADORSHIP

Hosting sahur/iftar content, styling videos, Raya prep reels, and festive roadshow appearances.

DRAMA TELEMOVIE, FILM CAMEO/STAR LINE UP

Starring/ cameo roles in festive dramas and telemovies.

Special Programme: ALPHA HUSTLING

Alphas cook, rebuild, and give back this Raya powered by a brand.

Radio Announcer for a Day

Alpha host festive talksets with brand shoutouts, contest, and lively giveaways.

BRAND CREATOR COLLABS (UGC)

Partner with causes – feed families, rebuild homes, and mentor youths with Astro Kasih.



Seoul's largest eight-story cafe
ソウル最大規模の8階建てカフェ
首尔最大规模的8层咖啡厅



아메리카노 (프리미엄)
파니마게이샤 (세계 최고급 고)
일반 원두 10배 가격, ㅎ

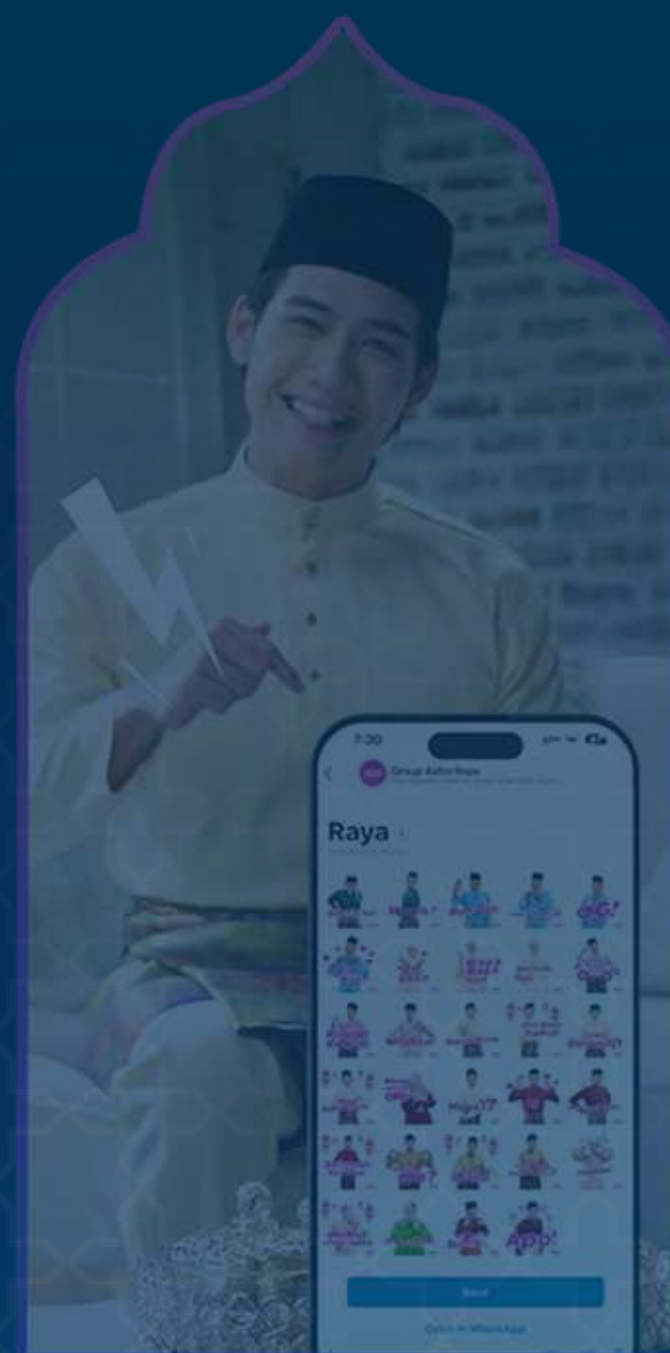
CAFE



 [Click to play video](#)



LIVE-SELLING



SHOP
On The Spot

FROM CONTENT TO COMMERCE

Unlock The Real Time Commerce with Live-Selling



63%

Blending old with the
new on shopping:
Shoppertainment & social
commerce

81%

Price influences
their decision in
shopping

Blending content, commerce and celebrity
influence to transform shopping to
engagement

SOFA MELETOP LIVE: CONTENT MEETS COMMERCE

A signature live-selling IP that reviews Astro's hottest shows whilst selling your product

1



Product Review Videos
with Astro IP Talents

2



Shoppable Content
Integration

3



SOFA **MeleTOP** LIVE
Tapping on latest trends & invite
celebrity hosts

SOFA LIVE SELLING: FROM ON-SCREEN TO ON-GROUND



Here's where it gets exciting for YOU.
*Sofa Live is now ready to go **step out from the screens and hit on-ground!***

Sofa Live Selling anywhere, anytime:

1. Create Pop-Up Stores
2. Tapping onto Client's Locations
3. Following Client's Roadshows

BRINGING RAMADAN BAZAAR TO YOUR SCREEN: REAL TIME, REAL DEALS



A live-selling show hosted on ERA FM's TikTok account during Ramadan Raya.
Powered by Astro's personalities!

How does it work:



Credible personalities



Festive shopping

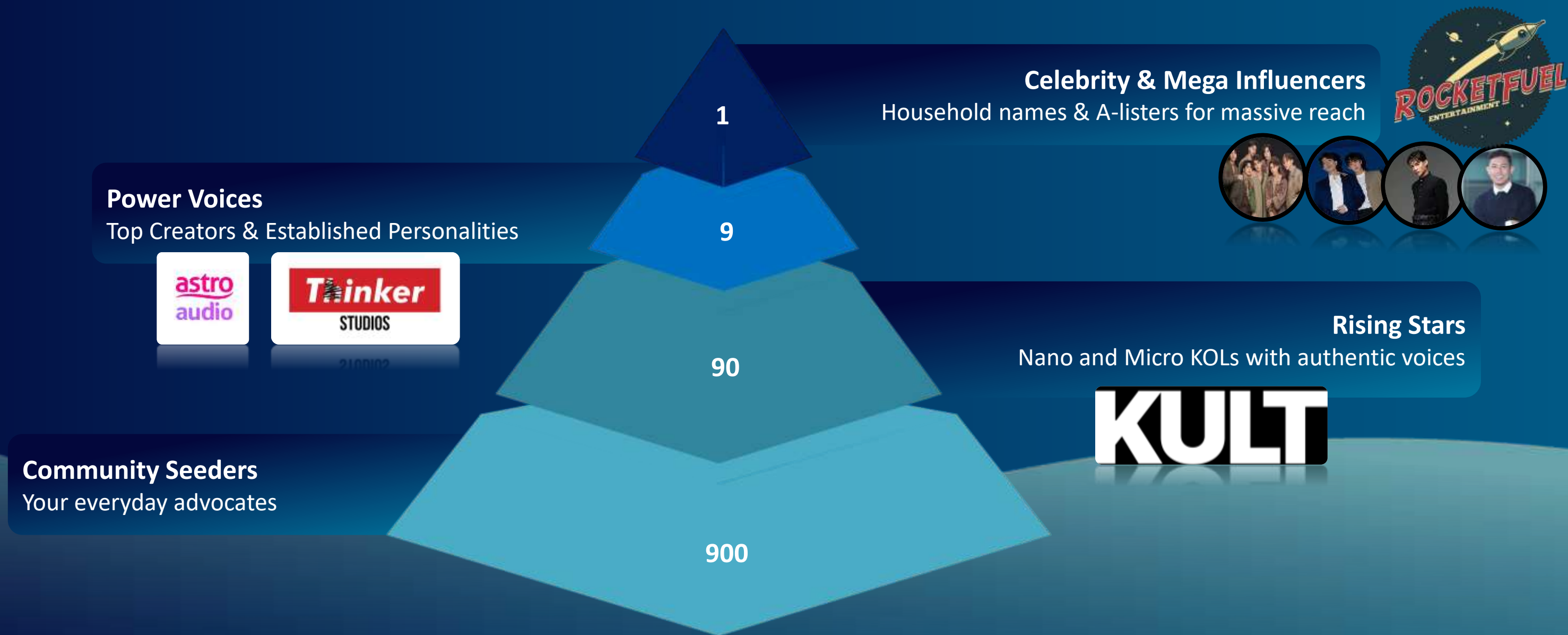


TikTok Shop
Seamless shopping integration



TIERED TALENT NETWORK BUILT FOR EACH BRAND

ASTRO'S STRUCTURED TALENT ECOSYSTEM, FROM RISING MICRO-CREATORS TO A-LISTERS





GAMIFICATION



CONTENT
Gamification

ELEVATING ENGAGEMENT THROUGH GAMIFICATION TO WIN FESTIVE ATTENTION

78%

Prefer to connect
with brands
through
interactive
content

70%

Uses a second
device while
watching TV –
actively
multitasking

While communal viewing is common; individuals simultaneously turn to mobile for connection, entertainment and engagement

RECORD BREAKING ICONIC RAYA HITS, POWERED BY ASTRO

In 2025, Rocketfuel successfully
launched three Raya-themed songs with

32.5mil

views on
Youtube

20mil

engagement
on socmed

40mil

streams

(Results recorded during Ramadhan Raya 2025 Period)

Each release was paired with high-performing music
videos, social media activations,
and media coverage.



Meriah Lain Macam

- ❑ Top 3 2025 Song on YouTube
- ❑ Total view and talkability
- ❑ Topped Siti Nurhaliza's Raya song

BE PART OF OUR MUSIC ROADMAP FOR 2026

HAEL & GUEST



ALPHA



This year, we invite you not just to be part of the song but to be part of the movement.

Don't just appear through passive placements; immerse your brand through gamified experiences that let audiences engage, play, and celebrate your brand story in the most festive way possible.

GAMIFIED MUSIC VIDEOS

ENGAGE BEYOND THE SONG BY JOINING THE MOVEMENT!



An iconic Raya tract becomes the foundation of a music video, blending in with festive visuals, storytelling and hidden “treasures” waiting to be discovered.

HIDDEN TREASURES INCLUDE:

1. Client-branded assets
2. Subtle product placements



[Click to play video](#)



ON GROUND
Activation

CREATE MEANINGFUL BRAND EXPERIENCES THIS FESTIVE SEASON

ASSALAMUALAIKUM 2026



Astro is bringing our content and talents to the locals, giving them the up, close & personal experience.

- 📍 Johor – 24 January 2026
- 📍 Perak – 31 January 2026
- 📍 Terengganu – 6 February 2026

RASA BUBUR LAMBUK REWANG WIRA



RASA teams up with the Fire & Rescue Department (JBPM) to continue its iconic 'Bubur Lambuk' – celebrating gotong-royong, tradition, & community.

A monumental celebration that unites Malaysians and honor our local heroes
Dataran Merdeka – 7 March 2026

INTEGRATION ACROSS ASTRO'S ECOSYSTEM

BRANDING *To drive visibility*

- Client dedicated booth
- Product selling & giveaway
- Product sampling



ACTIVITIES *That drive engagements*

- Dedicated IP Corners across age groups
Rasa Rewang Cooking Corner and Astro
- Ceria Kids Corner
- Digital presence for engagement and talkability



ASTRO KASIH *For community development*

- Drive social movement & community development
- Build brand affinity towards cultural relevance



CELEBRITY *To engage star power*

- Meet & greet with Astro celebs and KOLs
- Tapping onto Star Power boost for digital reach and awareness





DIGITAL

AI GREETING
Stickers

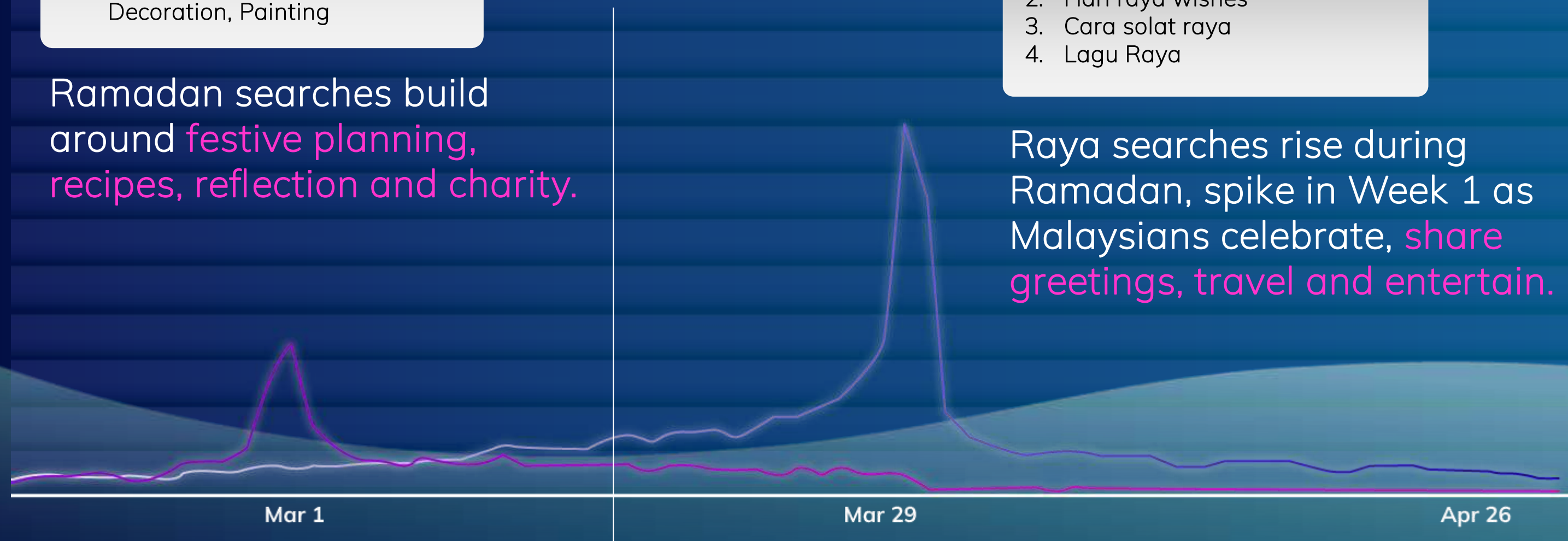
FROM PLANNING TO POSTING – SEVERAL DIGITAL RITUALS THAT DRIVE RAYA CONNECTION

1. Recipe for Ramadan
2. Gift ideas for Ramadan
3. Ramadan hari ke-berapa
4. Preparation: Car service, Decoration, Painting

Ramadan searches build around festive planning, recipes, reflection and charity.

1. Kad raya kreatif / digital
2. Hari raya wishes
3. Cara solat raya
4. Lagu Raya

Raya searches rise during Ramadan, spike in Week 1 as Malaysians celebrate, share greetings, travel and entertain.



AI-POWERED DIGITAL GREETINGS

PERSONALIZED AI PERSONAS CRAFTER FOR BRANDS!



This festive season, create an AI persona that **reflects brand values and audience expectations tailored to the messaging**

INCLUDES:

Client USP mentions | Product Placements |
Voice overs / Dubbing

DIGITAL FORMATS

- Festive greetings
- GIFs/stickers/memes
- AI celebrity avatars

(e.g., a virtual version of a popular TV host)



**HIGHLY SHAREABLE,
HIGHLY MEME-ABLE**

Truly something users cannot resist



From Hacks to Habits

Now that you've seen the hacks, let's
explore the habits to unlock endless
opportunities!



Festive Pop Culture

CONTENT THAT DRIVES TALKABILITY

RARA MOST ANTICIPATED
DRAMA BY SITI ROSMIZAH

2.4bil views on
TikTok In 2025!

Karya terbaik
Siti Rosmizah

MEGA/DRAMA

RARA 2025'S
HIGHEST-RATED
DRAMA SLOT

ANDAI ITU
TAKDIRNYA 2

Anticipated return: "Siti Rosmizah's unreleased new storyline continues the journey of Syed Aizril and Aleya. Unveiling a heart-wrenching storyline, designed to be the talk of the town and bolster a powerful IP

THE ISKANDAR FAMILY IS BACK WITH THEIR
SIGNATURE MOCKUMENTARY MAYHEM



Keluarga Iskandar, the popular Malaysian mockumentary series/movie, is back! With new cast members and a fresh story set in a bustling café, the cameras are rolling to capture the family's dramatic yet funny journey this Ramadhan Raya!

BE PART OF THE ALPHA EFFECT
IN ALPHA HUSTLING



ALPHA is taking a break from the spotlight and hitting the streets! In a brand-new four-episode series and an exclusive interactive 360 activation - onground, tv and digital.

Watch them hustle as they launch a home-based food business; from crafting original recipes and sourcing ingredients to managing customers, fans and tackling unexpected challenges!

MUST-WATCH MUSIC PROGRAMMES



MOST POPULAR TUNES TO TURN UP RAYA

Star-studded celebration! featuring lively Raya tunes, conversations with special guests in an on-ground concert at the central of Ramadhan Raya shopping district



GROOVE WITH TALK TO MY MANAGER VIRAL PARENT-KID DUO

Family biz meets showbiz, lighting up Raya! Featuring special performances that combine Gen Alpha with their Millennial and Boomer parents, this is set to be the most fun programme of the season



ICONIC PERFORMANCE, FESTIVE VIBES

Get ready to time-travel through music in a spectacular retro concert that reunites your favorite legendary singers from the 70s to the 90s!

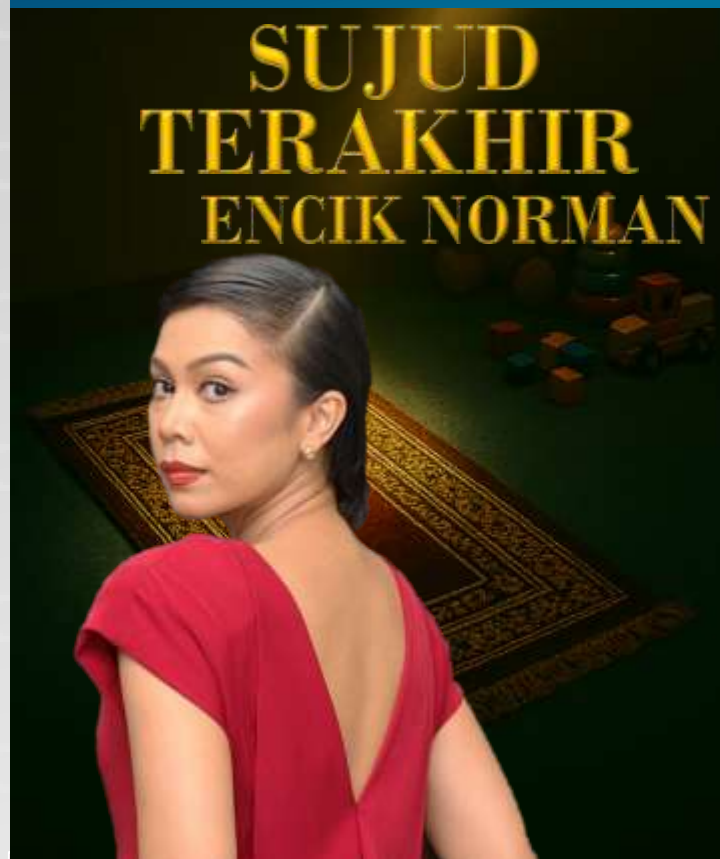


TIMELESS RAYA TUNES: A SHOWCASE WITH GV STARS

Rides the wave of conversation with a spectacular comeback celebration! This Raya, our talented stars share their festive stories and treat fans to a customized showcase."

TOP IPs THAT KEPT OUR VIEWERS COMING BACK

A POWERFUL WOMAN
BEGINS A JOURNEY OF
HEALING, AND SELF-
REDISCOVERY AFTER A
BETRAYAL



Drama IP Written by
Shahrul Ezad

HEARTFELT NEW
STORYLINE TO
A FAN-FAVOURITE DRAMA
THAT ADDRESSED MENTAL
HEALTH



Telemovie Extension of Viral
Drama Series

A FATHER'S PRIDE PUT TO
THE TEST WITH THE
RETURN OF AZHAN RANI
AND AMIR AHNAF



Telemovie Written by
Shahrul Ezad

YOUTH-DRIVEN REALITY
SERIES OF BACHELOR
STARS SQUAD UP
TO SPARK RARA
ENGAGEMENT ACROSS
DIGITAL AND TV



Digital + TV Reality Series

ONE POTION TYPO, A
TRANSFORMED
HUSBAND, NOW SHE MUST
REVERSE IT,
A HORROR COMEDY
FOR RARA



Horror Comedy
Telemovie



Spiritual & Self Growth

SUSTAINING SPIRITUALITY IN AN ENTERTAINING WAY

SIGNATURE TALK SHOW



NEW SEASON

Tazkirah Malam Jumaat is program that features a panel of popular asatizah, or individual preachers as they tackle real-life issues.

FUNNY, LAIDBACK & FAITHFUL



An interactive talkshow that brings religious advice for modern living, a perfect companion to prepare your iman, heart and mind.

EMPOWERING FAITH



Geng Ngaji uniting voices across Malaysia in live Quran recitation, strengthening faith and connection this Ramadan both on Digital and TV .

EVERY SURAU HAS A STORY



Travelogue that explores the soul of suraus across Klang Valley — from village gems to urban sanctuaries.

SPIRITUAL SHARING FROM THE 'IT' COUPLE



Neelofa and PU Riz hosts in this talkshow that talks about life, love, religion and how they balance it all together.

JOURNEY THROUGH THIS FESTIVE SEASON WITH CONTENT THAT INSPIRE INNER GROWTH

SPREAD THE LOVE



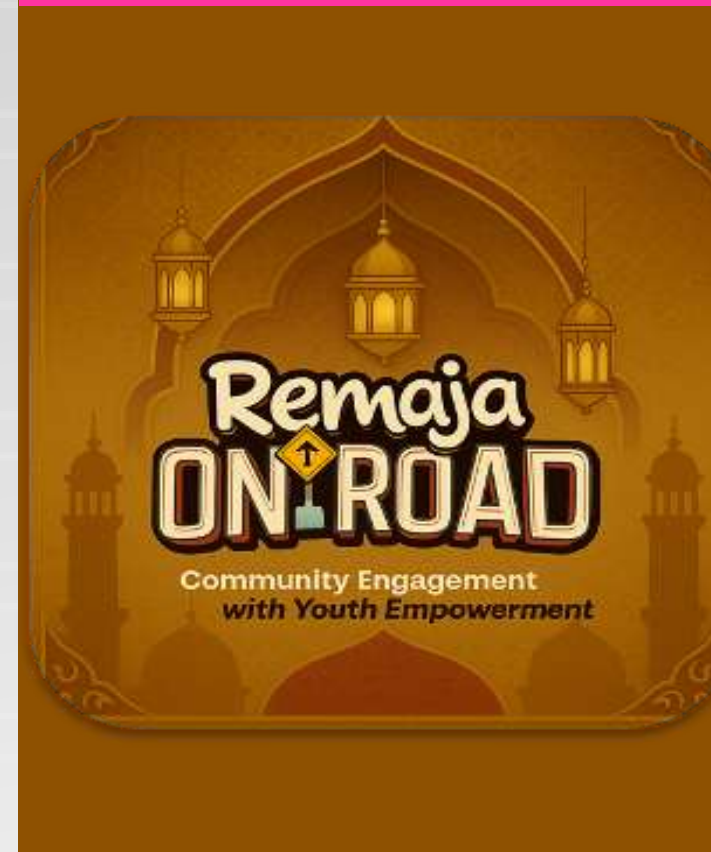
Heartwarming Ramadan stories with Haze celebrating love, gratitude.

BUBUR LAMBUK FOR ALL



Bubur Lambuk giveaway bringing joy to Ramadan gatherings with Astro Radio Announcers

REFRESH. REFLECT. RISE.



Youth-focused Ramadan tour encouraging refreshed minds, healthier bodies, stronger iman daily.

KINDNESS ON TOUR



Multi-state tour transforming R&Rs into sahur, iftar, kindness hotspots.

A stylized, light gray teapot with a curved handle and a spout, positioned behind the text. The teapot is centered within a large, white, arched frame that has a thick, dark blue border. The background is a dark blue with a repeating geometric pattern of interlocking circles.

Cooking & Feasting

COOKING CONTENT THAT SIZZLES, STIRS AND CONNECTS

FAMILY
FLAVOURS



Real families, real
kitchens, timeless
recipes.

STAR
POWER TRIO



Chef Wan, Tok Ram &
Dato' Jalaluddin - A
mix not to be missed!

TASTE OF
NEW GEN



Young stars, bold
flavours, and lifestyle
served fresh.

THE WELLNESS
KITCHEN



Keanu Azman and
Chef Adu serve star-
studded, healthy
meals made simple.

ONSCREEN
ROMANCE MEET
TRADITION



An onscreen couple
learning timeless
recipes with heart

RaRa
Lifestyle

REINVENTING LOOKS AND STYLES THIS FESTIVE WITH OUR EXCLUSIVE MAKEOVER CONTENT

THE OG HOUSE DECORATER



A stylish decor show celebrating unique homes, personal taste, and expert tips from trusted design voices and homeowners.

GLOW UP YOUR HOME



A home glow-up show that turns cluttered spaces into soulful corners.

RAYA RUNWAY REVAMPED



A runway that celebrates modesty, power, and innovation, redefining Raya fashion for the modern woman.

DEWI REMAJA OFF STAGE



A digital series reuniting the dewis for a festive celebration of fashion, beauty, and personal growth.

MULTI- PLATFORM FASHION SHOWCASE



A vibrant Raya fashion showcase brought to life by Astro Audio uniting styles, cultures, and communities on-ground, on-air and online.

CONNECT WITH OUR VIEWERS THROUGH RAMADAN RAYA RITUALS

COOK, SHARE AND
CONNECT ON SOCIAL



30-day recipe series that inspires what to cook daily and brings the Rasa community together on Telegram and social media.

YOUR GUIDE TO RARA
MUST-WATCH



The Ramadan Raya watchlist buddy helping audiences to choose what to watch and jump into the conversation.

EV GUIDE FOR YOUR
RAYA JOURNEY

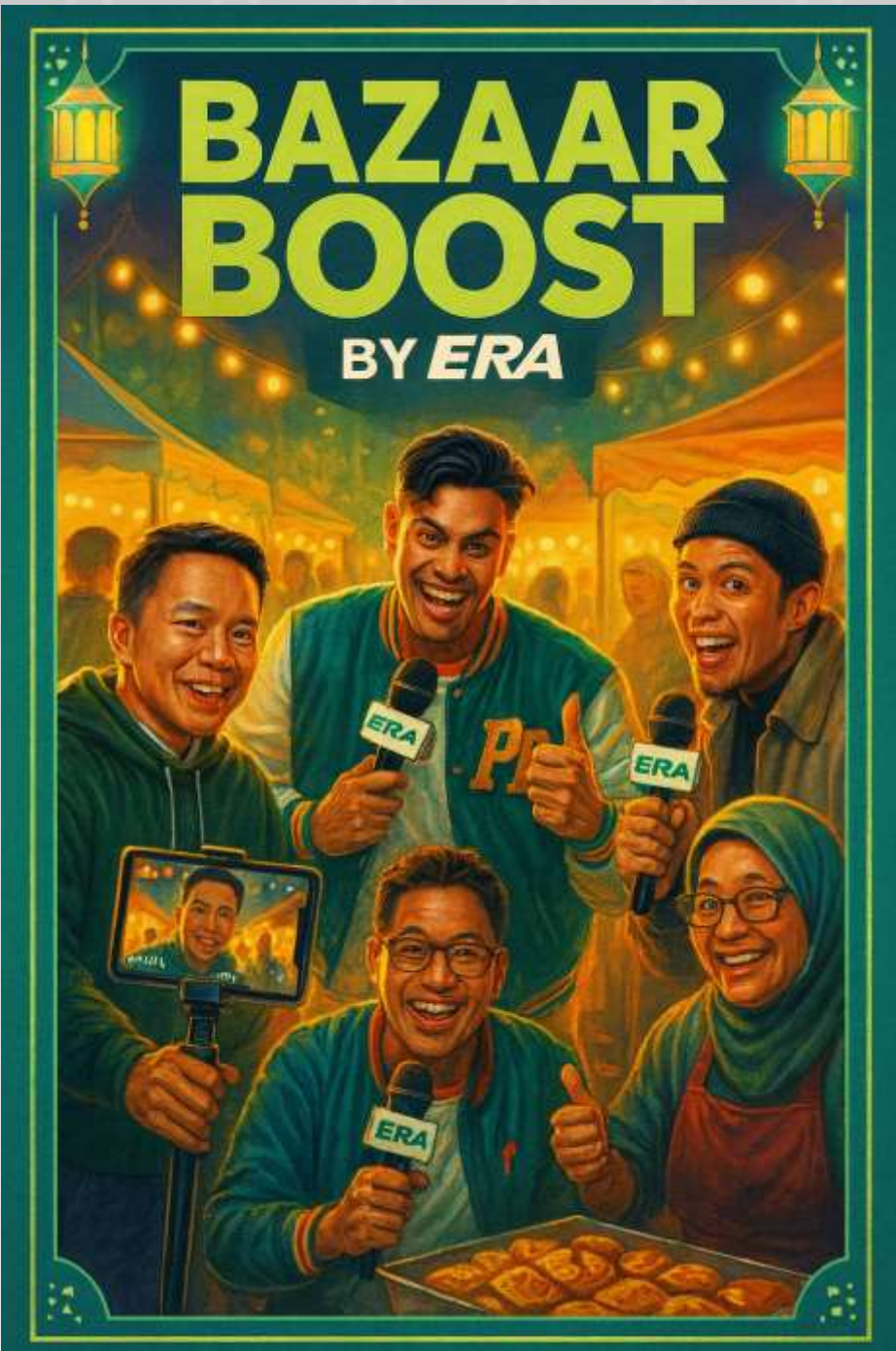


A travelogue that follows an EV journey balik kampung during the Raya season, sharing EV travel tips and tricks



Celebrating Togetherness

BRINGING COMMUNITIES CLOSER TOGETHER THROUGH JOYFUL CELEBRATIONS



PASAR RAMADAN COMMUNITY

A multi-platform activation that empowers small Ramadhan bazaar businesses as ERA announcers hit the ground, amplify their stalls, creating new dishes or recipe with brands and connect with the community through live TikTok moments.



OPEN HOUSE VIP WITH ASTRO'S CELEBRITIES

Welcoming fans to our special "Rumah Terbuka", an exclusive open-house hosted by radio announcers, where we come together to celebrate in true Raya spirit.

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Capture Attention. Win Hearts. Own the Season.