



2026 RAMADAN RAYA OFFERINGS









































IMPORTANT DATES 2026

	Description	Date
1	Ramadan	19 February 2026 (*subject to JAKIM's dates, TBC)
2	First Day of Raya	20 March 2026 (*subject to JAKIM's dates, TBC)
3	Ramadan & Raya Rate Period	19 February - 5 April 2026

Ramadan & Raya Announcement



The Keeper of the Rulers' Seal will announce the date for the beginning of the fast and the first day of Raya for all states in Malaysia.

*Subject to scheduling changes

1. Ramadan & Raya Announcement

		Announcement	Additional TVC Spots		
TV Entitlement	TX Channel	astro Ria Prima Oasis astro Citra AWANI	astro Ria Prima Oasis astro Citra AWANI		
	TX Date	Ramadan: 19 Feb 2026 Raya: 20 Mar 2026 (*subject to JAKIM's dates, TBC)	To be utilized within 19 February - 5 April 2026		
	Deliverable	10 sec Opening & Closing Credits	30 sec TVC Spot (ROS)		
	Total Spots	20	140		
	Recommended Target Segment	Malay I M40			
Addressable Advertising	Household Impressions (To be utilized within 17 Feb – 5 Apr 2026)	500,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 100% additional impressions (on Linear TV)			
NEW	Publisher	GEM PAK®			
Digital Entitlement	Deliverable	1x Masthead Ad Placement on Gempak Website for 3 days - Countdown before the announcement of the first day of Ramadan and Raya.			

LPF cert application fee (RM2,000 per version) and voice over talent fee start from RM400 depending on material duration.

Berbuka Puasa & Imsak Time Announcement



Definition of Imsak:

This refers to the period of time – about 10 minutes before the dawn prayer begins. This is when some worshippers begin their fast.

Buka Puasa and Imsak Announcement aired throughout Ramadan month.

Complete Buka Puasa & Imsak times for all states in Malaysia. To be updated daily and broadcasted 3 times a day.

*Subject to scheduling changes

2. Berbuka Puasa & Imsak Time Announcement

	TX Date	19 February – 19 ľ	March 2026, TBC (2	29 days) *subject to JAKI	M's dates, TBC		
TV Entitlement	TX Time	Evening: betwee	· · ·				
	Total Duration	2-min Filler (inclus	2-min Filler (inclusive of 10 sec Client's Opening & Closing Credits and Lower 3rd Banner)				
	TX Channel	astro Ria	astro Prima	Oasis	astro AWANI	Bundle Buy (Total 4 channels)	
	Total Spots	261	261	261	261	1,044	
	Recommended Target Segment	Malay I M40					
Addressable Advertising	Household Impressions (To be utilized within 19 Feb – 5 Apr 2026)					1,400,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 10% additional impressions (on Linear TV)	

Terms & Conditions:

- Max 1 client only for each package. Bundle Buy package will not be available once Astro Ria package is sold. Sponsor's exposure consists of 10s Opening & Closing Credits and Lower 3rd Banner.
- Astro will absorb simple production cost subjected to Terms & Conditions below:-
 - All slides, pictures & branding tools are provided by client / agency.
 - Production of TVC to be done within Astro studio.
- Additional cost will be incurred for the following:-
 - More than 1 version is needed, e.g. Languages, additional info, etc
 - More than 1 revision is required.
 - Copyright Materials needed, e.g. Music Library, Image Bank

- Client to provide required material by 16 January 2026 to be incorporated into the announcement.
- All TX dates and times stated herein are subjected to changes.
- LPF cert application fee (RM2,000 per version) and voice over talent fee start from RM400 depending on material duration.

a) Puasa & Berbuka Puasa Greetings

b) Doa Berbuka Puasa



Azan Subuh (Puasa)

Spot placement before the commencing time for Subuh prayer.

Creative Buy Opportunities	Prayer Time
a) Puasa Greetings	Azan Subuh
Between 4:45am – 5:30am	Between 6:00am – 6:30am



Azan Maghrib (Buka Puasa)

Spot placement before the commencing time for Maghrib prayer.

Creative Buy Op	Prayer Time	
a) Berbuka Puasa Greetings	b) Doa Berbuka Puasa	Azan Maghrib
Between 7:00pm – 7:25pm	Between 7:15pm – 7:35pm	Between 7:00pm – 7:30pm

*Subject to scheduling changes

3(a). Puasa & Berbuka Puasa Greetings

	TX Date	19 February – 19 March 2026 (29 days)				
	1X Date	*subject to JAKIM's dat	es, TBC			
		Daily between: 4.45a	m - 5.30am (Before Su	buh Prayer)		
	TX Time	Daily between: 7:00p	m – 7:25pm (Before M	laghrib Prayer)		
TV Entitlement		*subject to change				
i v Enutlement	TX Channel	astro	astro	astro	astro	
		Ria	Prima	Oasis	AWANI	
	15 sec Puasa & Berbuka Puasa Greetings	58	58	58	58	
	Additional 30sec TVC Floaters (ROS)	15	15	15	15	
	Recommended Target Segment	Malay I M40				
Addressable Advertising	Household Impressions	800,0	000 impressions (70%)	on Linear TV & 30% on	VOD)	
	(To be utilized within 19 February - 5 April 2026)	+ B	Sonus 100% additional	impressions (on Linea r	· TV)	

^{*} Position sequence is based on first come first serve.

^{*} Max. 7 clients for each package.

[•] LPF cert application fee (RM2,000 per version) and voice over talent fee start from RM400 depending on material duration.

[•] Subject to scheduling changes.

3(b). Doa Berbuka Puasa

	TX Date	19 February -19 March 2026 (29 days) *subject to JAKIM's dates, TBC					
	TX Time	Daily between 7:15pm – 7:35pm *subject to change					
TV Entitlement	Deliverable	58 spots x 10 sec Opening & Closing Credits 29 spots x 40 sec Doa Berbuka Puasa Filler					
	TX Channel	astro Ria	astro Prima	Oasis Oasis			
	Recommended Target Segment	Malay I M40					
Addressable Advertising	Household Impressions (To be utilized within 19 February - 5 April 2026)	800,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 100% additional impressions (on Linear TV)					

- * Max 1 client only for each package.
- LPF cert application fee (RM2,000 per version) and voice over talent fee start from RM400 depending on material duration.
- Subject to scheduling changes.



Tazkirah Ramadan

4. Tazkirah Ramadan

	Deliverable	Slot Reservation Fee 10 sec Side Banner & 90 sec Tazkirah Ramadan Filler					
TV Entitlement	TX Channel	astro AWANI Ria		Ogsis Ogsis			
	TX Time	AWANI 7:45	AWANI 7:45 (simulcast with Astro Awani)	Azan Subuh & Azan Maghrib			
	Total Spots	60	52	60			
Addressable	Recommended Target Segment	Malay I M40					
Advertising	Household Impressions (To be utilized within 19 Feb – 5 Apr 2026)	800,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 100% additional impressions (on Linear TV)					
Digital Entitlement	Publisher	GEM PAK®					
ŭ	Deliverable	Client's Tazkirah Ramadan Filler 90sec will be published on Astro Gempak Facebook, Instagram & TikTok as a digital extension , after TV airing. One post per day x 30 days					

- Client to provide the material, the script will be vetted by professionals from Astro Oasis.
- LPF cert application fee (RM2,000 per version) and voice over talent fee start from RM400 depending on material duration.

^{*}Max 1 client only for each package.

Takbir Raya Eve & First Day of Raya

Definition of Takbir:

Essentially an Arabic word. Plays a pivotal role and very close to the heart of Muslim community with reciting its sentimental melody expressing heartfelt sweet moment of joy and gratitude to Allah after a month of fasting during the holy month of Ramadan and striving to be

TX Date: 19 March & 20 March 2026 (Raya Eve & First Day)

*subject to JAKIM's dates

Duration: 1 version x 5 - 8 mins

Host/Cast: Astro Male Celebrities, Personalities, Announcers, Ustaz,

etc.

Genre : Filler

5. Takbir Raya Eve & First Day of Raya

Note: The package will be subjected to a slot reservation fee.

	Material provided by the Channel		Material provided by the Client		
TX Channel	astro Ria Prima Oasis	TX Channel	astro Ria Prima Oasis		
	Max. 1 Client for each package/channel		Max. 2 Clients for each package/channel		
Duration	5 – 8 mins	Duration	5 mins		
Deliverable	4 x 10 sec Opening & Closing Credits 4 x 30 sec TVC Spots Before & After Filler	Deliverable	4 x 10 sec Opening & Closing Credits 4 x 30 sec TVC Spots Before & After Filler		

• LPF cert application fee (RM2,000 per version) and voice over talent fee start from RM400 depending on material duration.

Celebrity Greetings (TV)



SAMPLE: VITAGEN RAMADAN



SAMPLE*: KINOHIMITSU RAYA *with additional charges

6. Celebrity Greetings (TV)

	TX Channel	astro Ria	astro Prima	astro Oasis	astro Citra	astro AWANI	
TV Entitlement	Spot / Channel	115	115	90	90	90	
	Total Spots	500					
Addressable Advertising	Categories	Malay I M40					
	Household Impression (To be utilized within 19 February - 5 April 2026)	500,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 100% additional impressions (on Linear TV)					

Terms and Conditions:

- Package is based on 30s TVC.
- Spots utilization period: 19 February 5 April 2026
 *Dates above are subject to confirmation by JAKIM
 - All bookings must reach Commercial Scheduling min. 2 weeks before the 1st TX date.
- 30s Production cost beared by client based on client's brief and budget
- Talent fee is subject to client's choice and client's brief.
- Any additional customization will incur additional charges

LPF cert application fee (RM2,000 per version) and voice over talent fee start from RM400 depending on material duration.

Spot Buy Package

- a) Spot Buy Package
- a) Drama Spot Buy Package

7(a). Spot Buy Package

TV Entitlement	TX Channel	astro Ria	astro Prima	Ogsis	Citra	astro	
	Spot / Channel	65	65	40	40	40	
	Total Spots	250					
Addressable Advertising	Recommended Target Segment	Malay I M40					
	Household Impression (To be utilized within 19 February - 5 April 2026)	500,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 100% additional impressions (on Linear TV)					

Terms and Conditions:

- Package are based on 30s TVC.
- All spots to be utilized during the RARA Period: 19 February- 5 April 2026
 - *Dates above are subject to confirmation by JAKIM
- Spots are scheduled ROS at Astro's discretion (estimate 36% spots on Prime Time).
- All bookings must reach Commercial Scheduling minimum of 2 weeks before the 1st TX date.

• LPF cert application fee (RM2,000 per version) and voice over talent fee start from RM400 depending on material duration.

7(b). Drama Spot Buy Package

	TX Channel	Time Belts	Spots	TX Channel	Time Belts	Spots	
TV Entitlement	astro Ria	 Megadrama @ Mon-Thur, 10pm-11pm Dramavaganza @ Wed-Thur, 9pm-10pm Special RARA @ Sun, 9pm-10pm 	32	astro Citra	 Astro Originals @ Fri, 9pm-10pm VIU Originals @ Thu & Fri, 10pm-11pm 	16	
	astro Prima	 TIARA @ Mon-Fri, 6pm-7pm Post Megadrama @ Mon – Fri, 9am – 10am Post Tiara Drama @ Mon – Fri, 10am – 11am 	36	astro Ceria	• RARA Drama @ Mon, 9pm-10pm	6	
		Tota	al TV Spots:		90		
Addrossablo	Recommended Target Segment			Malay I M40			
Addressable Advertising		Household Impression (To be utilized within 19 February - 5 April 2026)			+ Bonus 100% additional impressions (on Linear TV)		

Terms and Conditions:

- Package are based on 30s TVC.
- All spots to be utilized during the RARA Period: 19 February- 5 April 2026
 - *Dates above are subject to confirmation by JAKIM
- Spots are scheduled ROS at Astro's discretion
- All bookings must reach Commercial Scheduling minimum of 2 weeks before the 1st TX date.

• LPF cert application fee (RM2,000 per version) and voice over talent fee start from RM400 depending on material duration.

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2026 RAMADAN **RADIO CREATIVE OPPORTUNITIES**





















Waktu Imsak & Waktu Berbuka During the the holy month of Ramadan, Waktu Imsak and Waktu Berbuka will inform Muslim listeners when their fast begins and ends daily.

The Waktu Imsak feature plays twice — once the night before and again around 10 to 15 minutes before the actual Imsak timing (normally around 5.00-5.30am); and the Waktu Berbuka feature plays between 6.30-7.00pm. This feature will air during the whole of Ramadan, from Monday to Sunday.

[Client] will be featured in the recorded promos, and in the recorded outros throughout the fasting month. bar

1(a). Waktu Imsak & Waktu Berbuka (Pen. M'sia)

Stations (Pen. M'sia)	=	sinar _n	THR Gegar	ZALA®			
LIVE Date		Ramadan 19 February — 19 March 2026 *Subject to final dates from JAKIM, TBC					
LIVE Time		Morning - between 5.00am-5.30am Evening - between 6.30pm-7.00pm Night - between 10.00pm-11.00pm					
On Air		20 x 30 sec Recorded Promo 2 x 29 x feature outro Waktu Imsak (brand name and 15 words sales message) 29 x feature outro Waktu Berbuka (brand name and 15 words sales message)					
Digital	1>	1 x Masthead 5 weeks x Content Tile Ad 5 weeks x Promo Page 1 x Branded Content 1 x Facebook Post (promote branded advertorial)					

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Audio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment is subject to Service Tax.
- Investment cost does not include digital production cost, instream / audience extension / boosting.

1(b). Waktu Imsak & Waktu Berbuka (East M'sia)

Stations (East M'sia)	SABAH SARAWAK
LIVE Date	Ramadan 19 February – 19 March 2026 *Subject to final dates from JAKIM
LIVE Time	Morning - between 5.00am-5.30am Evening - between 6.30pm-7.00pm Night - between 10.00pm-11.00pm
On Air	20 x 30 sec Recorded Promo 2 x 29 x feature outro Waktu Imsak (brand name and 15 words sales message) 29 x feature outro Waktu Berbuka (brand name and 15 words sales message)
Digital	4 weeks x Facebook Post 4 weeks x Instagram Post 4 x Instagram Story

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Audio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- Investment cost does not include digital production cost, instream / audience extension / boosting.

1(c). Waktu Imsak & Waktu Berbuka (Pen. M'sia)

Stations (Pen. M'sia)	hitz	mix	Lite				
LIVE Date	Ramadan 19 February – 19 March 2026 *Subject to final dates from JAKIM, TBC						
LIVE Time	Morning - between 5.00am-5.30am Evening - between 6.30pm-7.00pm Night - between 10.00pm-11.00pm						
On Air	20 x 30 sec Recorded Promo 2 x 29 x feature outro Waktu Imsak (brand name and 15 words sales message) 29 x feature outro Waktu Berbuka (brand name and 15 words sales message)						
Digital	1 x Masthead 5 weeks x Content Tile Ad 5 weeks x Promo Page 1 x Branded Content 1 x Facebook Post (promote branded advertorial)						

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Audio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment is subject to Service Tax.
- Investment cost does not include digital production cost, instream / audience extension / boosting.

Berbuka Alerts

Waktu Berbuka coincides with the evening call to prayer. This will inform Muslim listeners that it is time to break their fast.

The Berbuka Alert plays just before Maghrib call to prayer. This feature will air during the whole of Ramadan, from Monday to Sunday.

This message will carry CLIENT brand name, plus an appropriate sales message, for example:

"15 sec client commercial" followed by... "Sekarang telah masuk waktu solat fardhu Maghrib, dan waktu berbuka puasa bagi Kuala Lumpur & kawasan yang sewaktu dengannya. Sinar & CLIENT mengucapkan selamat berbuka puasa."



	1st Right – Maybank (Cut Off: 30 Nov 2025)	1st Right – BHPetrol (Cut Off: 30 Nov 2025)	1 st Right – Yaya Empire (Cut Off: 30 Nov 2025)	1 st Right – TNB (Cut Off: 30 Nov 2025)		
Stations (Pen. M'sia)	ERA	sinar	THR Gegar			
LIVE Date	Ramadan 19 February – 19 March 2026 *Subject to final dates from JAKIM					
LIVE Time	Right before Maghrib call to prayer					
On Air (29 days)						

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Audio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment is subject to Service Tax.

2(b). Berbuka Alerts (East M'sia)

Stations (East M'sia)	SABAH	SARAWAK Name of the same of t		
LIVE Date	Ramad 19 February — 19 *Subject to final da	March 2026		
LIVE Time	Right before Maghrib call to prayer			
On Air (29 days)	29 x 15 seconds promo plus 29 x feature intro for Berbuka Alerts			

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Radio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).

Sahur Alerts

The Waktu Sahur Alert plays approximately 15 minutes before Azan Subuh. This feature will air during the whole of Ramadan, from Monday to Sunday.

This message will carry CLIENT brand name, plus an appropriate sales message, for example:

"Kurang 10 minit lagi untuk waktu Imsak bagi kawasan Kota Kinabalu / Kuching dan sewaktu dengannya. Dapatkan tenaga sepanjang hari dengan secawan susu. Susu Kambing, Yakini Khasiat Semulajadi. ERA & CLIENT mengucapkan Selamat Berpuasa" and followed by 15 sec client commercial.

3(a). Sahur Alerts (Pen. M'sia)

Stations (Pen. M'sia)	E T \ A	sinar _™	THR Gegar	ZAYA®	
LIVE Date		Ramad 19 February – 19 *Subject to final da	March 2026		
LIVE Time	Morning (around 5:15am)				
On Air (29 days)	29 x 15 seconds promo plus 29 x feature intro for Waktu Sahur Alerts				

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Radio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment is subject to Service Tax.

3(b). Sahur Alerts (East M'sia)

Stations (East M'sia)	SABAH	SARAWAK SARAWAK		
LIVE Date	Ramadan 19 February – 19 March 2026 *Subject to final dates from JAKIM			
LIVE Time	Morning (around 4:15am)			
On Air (29 days)	29 x 15 seconds promo plus 29 x feature intro for Waktu Sahur Alerts			

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Radio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).

Takbir Raya

While Hari Raya doesn't feel complete without the melodious Takbir Raya echoing in the eve and early morning of Aidilfitri, it signifies more than just mere vibes. Takbir Raya is to proclaim the greatness of Allah s.w.t. in gratitude for guiding us and allowing us to complete the blessed month of Ramadan.

We will run 10x of Tadbir Raya from 8.30pm till 8.00am on Raya eve till Raya day (before Solat Aldilfitri) on ALL Malay Brands on Astro Audio.

4. Takbir Raya (All Malay Brands)

1st Right – MAYBANK (Cut Off: 30 Nov 2025)

Stations	E 134	SABAH	SARAWAK ™	sinar	THR Gegar	ZAUA®			
LIVE Date		Raya Eve to before Solat Aldilfitri. 19 March 2026 – 20 March 2026 *Subject to final dates from JAKIM							
LIVE Time		8.30pm to 8.00am (before Solat Aldilfitri) *Timing may slightly differ for ERA Sabah and ERA Sarawak							
On Air		10 x Intro 10 x Promo Plus (Tag after intro) 1 x Social Media Post							

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Audio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment is subject to Service Tax.



Khutbah Aidilfitri

There will always be a certain few who cannot make it in time for Aidilfitri prayers on the morning of *Hari Raya* due to work commitments or still stuck in traffic on the way back to *kampung*.

We would like to give them the opportunity to hear **Khutbah Aidilfitri** via radio from wherever they may be.

It will be read by an *Ustaz* from the Federal Territory Religious Department (JAWI).

5. Khutbah Aidilfitri (All Malay Brands)

1st Right – MAHSA College (Cut Off: 30 Nov 2025)

Stations	SABAH ™	SARAWAK	sinar	THR Gegar				
LIVE Date	1 Syawal 20 March 2026 *Subject to final dates from JAKIM							
LIVE Time	8.45am & Repeat 7.30pm (after azan Maghrib) *Timing may slightly differ for ERA Sabah and ERA Sarawak							
On Air	2 x Intro 2 x Outro 4 x Promo Plus (Tag after intro & outro) 2 x Social Media Post							

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Audio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment is subject to Service Tax.

Festive Greetings

This RaRa, we are offering CLIENT an opportunity to take advantage of the increased road traffic. The messaging can tie in with client's product/service without force-fitting. The messaging will be slightly different based on the stations.

This is high repetition for brand with a brand-related call to action.

Eg,

ERA and PETRONAS wishing you and your family a blessed Hari Raya, filled with good health and endless happiness. Have a break at Petronas Café Mesra when you drive home.

6(a). Festive Greetings

Stations	75	SABAH	SARAWAK ™	sinar	THR Gegar	ZALJA# ™			
LIVE Date		Any day during Ramadhan / Raya Period							
LIVE Time		6am – 12am (ROS)							
On Air (3 days)		15 x Sweepers (Greetings) *max 15 words of credit							
On Air (5 days)		25 x Sweepers (Greetings) *max 15 words of credit							

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Audio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment is subject to Service Tax.

6(b). Festive Greetings

Stations	hitz.	mix	Lite	MY.	MEDDA "	goxuan	്രവ്യെ
LIVE Date		Any day during Ramadhan / Raya Period					
LIVE Time		6am – 12am (ROS)					
On Air (3 days)		15 x Sweepers (Greetings) *max 15 words of credit					
On Air (5 days)		25 x Sweepers (Greetings) *max 15 words of credit					

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Audio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment is subject to Service Tax.

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2026
PRE RAMADAN
ON-GROUND
ACTIVATION





STRENGTHENING COMMUNITY BONDS

2025 Achievement:

ASSALAMUALAIKUM 2025 – This event was enlivened by over 10,000 visitors across all three locations, joined by celebrities, radio personalities, media partners, and the local community — all coming together to bring life to the mosque environment and strengthen community bonds.

ASSALAMUALAIKUM RARA 2026

Logline: Astro's Assalamualaikum roadshow returns as a pre-Ramadan activation, reaching communities across four locations. The initiative showcased Astro's commitment to meaningful engagement — bringing content and talents directly to the ground for an up-close experience with the rakyat.

From care pack distributions to interactive activities, the campaign fostered connection, empathy, and excitement ahead of the festive season.

Tentative Date & Event Location *subject to final	16 January 2026 (Friday) – Terengganu / Kelantan
confirmation	24 January 2026 (Saturday) – Johor
	31 January 2026 (Saturday) – Perak
	7 February 2026 (Saturday) - Selangor
Sponsorship Opportunities	Credit and host mentions, buntings, client's booths, product giveaway, announcers' activation and more.



2026 RAMADAN LINE UP OFFERINGS

























RAMADAN CONTENT CATEGORIES 2026

(CLICK LINK TO CATEGORY PAGE)



DRAMA SERIES

RAMADAN & RAYA (SPILLOVER)

FOOD / COOKING

RAMADAN & RAYA (SPILLOVER)

TALK SHOWS

RAMADAN & RAYA (SPILLOVER)

LIFESTYLE / COMMUNITY

RAMADAN & RAYA (SPILLOVER)

RELIGIOUS CONTENT

ENTERTAINMENT / VARIETY / COMEDY

RAMADAN & RAYA (SPILLOVER)

MOVIES & TELEMOVIES

RAMADAN RAYA - RADIO OFFERINGS

RAMADAN RAYA - DIGITAL OFFERINGS





Leverage Malaysia's Finest Scripted Content

— Created by Top Drama Makers, Exclusively on ASTRO.

Partner with us and amplify your brand through unforgettable storytelling!



HITMAKER: SITI ROSMIZAH

From Best-Selling Author to Drama Hitmaker: Siti Rosmizah

 Renowned for her emotionally gripping storytelling, Siti Rosmizah has transformed her best-selling novels into some of Malaysia's most iconic dramas. With recordbreaking hits like "DIA IMAMKU" (2.4B digital views, 82M digital reach, 8.5M TV reach), she returns with another masterpiece — Andai Itu Takdirnya 2!

Starring Award-Winning Casts:

- Shukri Yahaya Nominated for Best Male Lead in a TV Programme for Andai Itu Takdirnya (2023) at Content Asia Awards
- Hannah Delisha Most Popular Artiste (Singapore) at APM 2017 Awards

Strong Emotional Pull & Broad Appeal

• With a massive fanbase built from Season 1 (7M TV reach), *Andai Itu Takdirnya 2* continues the deeply emotional journey of Syed Aizril and Aleya — a story that resonates across generations, capturing hearts from youth to elders.



MEGADRAMA: ANDAI ITU TAKDIRNYA 2

Logline: Adaptation of Siti Rosmizah's latest best-selling novel. *Andai Itu Takdirnya 2* continues the emotional journey of Syed Aizril and Aleya, where love fades, and tragedy strikes. As destiny tests their bond, Aleya faces a life-altering choice — is loyalty worth the price of her freedom?

Synopsis: Aleya had always hoped to leave Aizril, as her feelings for him were fading. She eventually confessed the truth, and Aizril, though heartbroken, let her go. But fate had other plans, Aleya was in an accident that left her right hand paralyzed. Aizril insisted on caring for her until she recovered, and during that time, Aleya began to fall for him again. Meanwhile, Syed Abbas' company faced financial ruin. In a desperate move, Sharifah Azreen and her mother plotted to save the company by marrying Azreen to Aizril. Azreen agreed to be a second wife, and Aizril pleaded with Aleya to accept a polygamous marriage to help his father. But Aleya stood her ground she chose divorce instead.

Date	9 February – 16 April 2026
No. of Episodes	40 episodes
Day & Time	Monday – Thursday, 10PM – 11PM
Duration	60 minutes
Production Date	Currently shooting in blocks , Mid July 2025 – End October 2026
Casts	Syukri Yahya & Hannah Delisha
Genre	Romance / Family Drama
Sponsorship Opportunities	Cross-generational appeal – perfect for brands that champion family values, relationships or empowerments



VISIONARY DIRECTOR: SHAHRULEZAD MOHAMEDDIN

Veteran of 25+ Years in Malaysia's TV and film industry, known for emotionally resonant and socially impactful storytelling.

Co-Founder of Radius One Sdn Bhd, an award-winning production house behind numerous hit dramas.

Creator of Iconic Series: Asian Academy Creative Award-winning *Khunsa 1* — powerful titles that have shaped Malaysia's drama landscape and captivated millions.

Award-Winning Director – National Winner 2024:

Best Direction (Fiction) for KHUN:SA - Hermaphrodite: Che Khun Che Nisa at the 2024 Asian Academy Creative Awards

Cross-Generational Appeal

Themes of love, betrayal, and redemption resonate with both younger and older audiences, making it a family-favorite drama.



DRAMAVAGANZA : SUJUD TERAKHIR ENCIK NORMAN

Logline: A story of ego, redemption, and divine mercy — where love arrives in the most unexpected form.

Synopsis: Emma Khairuddin, a powerful corporate figure known for her cold precision, faces the ultimate betrayal when her husband Norman dies in a plane crash alongside his secret second wife, Alisa, Emma's former assistant. Left to care for their two children, Emma's hardened heart is tested by their quiet resilience and innocence. As she battles legal threats and emotional turmoil, Emma finds herself on a journey of forgiveness, faith, and rediscovery culminating in a soul-shifting moment on the sacred night of 27th Ramadan.

Date	4 February – 7 May 2026
No. of Episodes	28 episodes
Day & Time	Wednesday – Thursday, 9PM – 10PM
Duration	60 mins
Production Date	October / Early November 2025
Casts	TBC
Genre	Romance / Family Drama
Sponsorship Opportunities	Mass household appeal – ideal for brands promoting family values, unity and spirituality.



OKA AURORA'S TIARA DEBUT

- •Award-Winning Indonesian Screenwriter known for emotionally rich storytelling.
- •Cross-Border Success Creator of *Layangan Putus*, a viral hit adapted into both drama and film, appealing to both Indonesian and Malaysian viewers.
- •Malaysian TV Impact Scripted acclaimed dramas like:
 - •Layang-Layang Perkahwinan A gripping tale of betrayal and resilience
 - •Curang Tanpa Niat Explores unintended infidelity with emotional nuance
 - •Mandul Bukan Pilihan Tackles fertility struggles and marital loyalty
- •Collaborates with Top Talent Works with leading Malaysian directors and actors, including Eyra Rahman, Mira Filzah, and Hun Hageem.
- First-Mover Advantage for Brands Her first Tiara slot drama on Astro Prima marks a major milestone, offering brands a first-mover advantage on a premium platform with high emotional engagement.

TIARA: MENCARI ISTERI SEMPURNA

Logline:A devout young man obsessed with finding the perfect wife to uphold his family's ideals discovers that chasing perfection leads him down a flawed path with life-altering consequences.

Synopsis: Reza – an Ustaz – is now faced with the conundrum of picking the perfect lady to be called his rightful wife. His journey leads him to meet Shifa – a lady way older, Zara – a strong-witty lass with great education but sharp tounge – and finally Ayu – a rebelllious girl in the very early 20s.As his journey deepends, so does the specualations and slanders that befalls him and his mother of whom depends on his reputation to keep the business running

Date	9 February - 1 May 2026
No. of Episodes	60 episodes
Day & Time	Monday - Friday, 6PM - 7PM
Duration	60 mins
Production Date	September – December 2025
Casts	Jazmi Juma, Zara Zya, Chacha Maembong
Genre	Romance & Family Drama
Sponsorship Opportunities	Powerful cultural narrative – aligns naturally with brands that promote values, integrity and loyalty





USP:

Multi-Generational Appeal - The show bridges the gap between Gen X, Millennials, and Gen Z, making it ideal for brands targeting diverse age groups within the same household.

Ramadan & Raya Cultural Relevance - Set during the festive season, it offers natural integration points for products related to food, fashion, home, and celebration.

Authentic Malaysian Family Dynamics - Relatable scenarios like takeout vs homecooked meals, tech-sawy kids vs traditional elders, and festive preparations resonate deeply with Malaysian audiences.



RARA SPECIAL (TBC): KELUARGA ISKANDAR GENERASI BARU

Logline: The beloved Iskandar family returns with a fresh twist as the next generation steps into the spotlight. This Ramadan and Raya, old traditions collide with new technology—from hilarious AI mishaps to the timeless debate of takeout versus homecooked meals. With heart, humor, and generational chaos, the Iskandars remind us that family is still the funniest story of all.

Date	13 Feb - 5 Apr 2026
No. of Episodes	24 episodes
Day & Time	Friday - Sunday 9PM-10PM
Duration	60 minutes
Production Date	Dec 2025
Casts	Kismah Johar, Zain Hamid, Susan Lankester
Genre	Family, Comedy
Sponsorship Opportunities	





Sample:

https://gempak.com/video/vWKXVFYIP/budin -kena-paksa-kahwin-dengan-orang-kayasinggah-set-x9gtdn4



NEW

Sample:

https://www.youtube.com/watch?v=6t2yVczcllw&list=PLYlnLDZCVKonEo70sU24ZiPHsFifRMX 4&index=8

FROM THE SET, WITH LOVE

Exclusive Behind-the-Scenes Access - Offers brands a rare opportunity to be part of the real drama behind the drama—where stories are created, rehearsed, and brought to life.

Bite-Sized, Shareable Format - Perfect for digital platforms and social media, increasing visibility and engagement for sponsor content through short, entertaining episodes.

Flexible Brand Integration Opportunities

Options include: Product placement (on set, in games, during interviews)Branded segments (e.g., "Presented by...") Social media extensions (e.g., cast / or crew using sponsor products in BTS reels)

DRAMA EXTENSION: SINGGAH SET

Logline: Exclusively brought to you by BamBam Studios — featuring exclusive behind-the-scenes content and cast moments from current drama titles

Date	24 February - 16 April 2026
No. of Episodes	16 episodes (2 episodes per week)
Day & Time	Tuesday & Thursday, 8:55PM
Duration	5 mins
Production Date	Ongoing with respective Drama Production
Casts	Bambam Studios (featuring Drama Casts as guests)
Genre	Behind The scene



FROM BEST-SELLING COMIC TO REAL-LIFE BIG SCREEN!

Built-In Audience from a Best-Selling IP - Adapted from the popular Islamic comic, Misi Solat 5 Waktu, the show comes with a loyal fanbase of youth, parents, and educators—offering sponsors instant access to a highly engaged and values-driven audience.

Youth-Centric, Family-Friendly Content with Moral Impact – The story blends humor, faith, and personal growth in a relatable school setting, making it ideal for brands targeting families, education, lifestyle, and youth empowerment. It's content that entertains while inspiring positive change.

Creative & Organic Brand Integration Opportunities – From Imran's doodle diary (Buku Conteng-Conteng) to classroom and home scenes, the show offers natural spaces for product placement—stationery, tech, food, fashion, and educational tools—without disrupting the narrative



MISI SOLAT 5 WAKTU

Logline: Based on a **best-selling children's comic series**. A newly transferred, strict Ustaz gives students an impossible challenge: master the **Ujian Amali Solat** in just one week. For Imran—whose lifetime solat count is a grand total of three—it's a race against time to become a pro. With chaos from family and friends, and pressure mounting, Imran documents his hilarious and heartfelt journey in his diary, *Buku Conteng-Conteng*.

Date	20 February - 13 March 2026
No. of Episodes	8 episodes (2 episodes per week)
Day & Time	Every Friday, 3:00PM and 3:30PM (TBC)
Duration	30 mins
Production Date	Q4 2025
Casts	TBC
Genre	Dramedy, Kids
Sponsorship Opportunities	





30 RECIPES, 30 DAYS OF BRAND RECALL

Customizable Format for Any Brand - Adaptable to feature brand ambassadors, products, or faceless chefs—perfect for tailored messaging.

Budget-Friendly & High Impact - Short runtime and simple production make it cost-effective while maintaining strong visual appeal.

Optimized for Digital & Social Media - Bite-sized content ideal for maximizing reach and engagement.

FILLERS: MASAK LAIN MACAM

Logline: Masak Lain Macam is a short-form recipe series that teaches viewers to make Malaysia's best recipes using traditional methods, with no shortcuts. Open to change based on client's need.

Date	16 February -17 March 2026
No. of Episodes	30 episodes x 5 minutes each
Day & Time	Monday – Sunday, 6:55PM
Duration	5 mins
Production Date	January 2026
Host	No host, just audio (only focus on the hand)
Genre	Fillers
Sponsorship Opportunities	The format is open to change based on client needs. Great for ingredient-based branding (e.g., spices, sauces, rice, oil) or tools/appliances (e.g., blenders, cookware).







MASAK STYLE GEN Z

Expect fast-paced cooking, Gen Z chaos, and festive vibes—served with humor, celebrity guests, and trendy challenges that match Gen Z's taste for fun, visual content.

Youth-Centric Appeal: Targets Gen Z and millennials with rising local stars and relatable lifestyle content.

Authentic POV Format: A unique, vlog-style approach that builds personal connection—perfect for organic brand engagement.

Seamless Product Integration: Natural placements in kitchen setups, ingredients, and lifestyle moments—ideal for F&B, home, and wellness brands.

DAPUR KENCANG RAMADAN

Logline:A fast-paced, intimate cooking-talk show where rising Malaysian stars prepare their favorite meals while answering rapid-fire questions—bringing fans closer to their idols, one dish at a time.

Synopsis: Dapur Kencang is a stylish, POV-format cooking show that blends quickfire Q&A with culinary charm. The host stays behind the camera as young Malaysian celebrities cook their go-to meals and share personal stories. With its minimalist setup, vlog-like energy, and authentic moments, the show offers a fresh, relatable way to connect with rising stars through food, fun, and personality.

Date	20 February - 27 March 2026
No. of Episodes	6 episodes (4 Ramadan + 2 Raya)
Day & Time	Friday, 10:00PM
Duration	30 mins
Cast	Various Celebrities
Production Date	January 2026
Genre	Cooking Show
Sponsorship Opportunities	

Reference – https://www.instagram.com/reel/DKGls6qzVdx/?hl=en
Kuali Ok segment - https://www.youtube.com/watch?v=rwNqjuBjOHI



ATOK ATOK IN THE KITCHEN

Star Power Trio – Chef Wan's culinary expertise, Tok Ram's witty charm, and Dato' Jalaluddin's dramatic flair create a dynamic and entertaining mix.

Unexpected Chemistry – Inspired by the viral banter of Projek Bapak Bapak, the show thrives on spontaneous humor and playful clashes.

Real Reactions, Real Fun – Dato' Jalaluddin's aversion to fish and lack of cooking skills add unpredictable, laugh-out-loud moments.

Chef Wan's Signature Style – Combines his world-class cooking with storytelling, cultural insights, and vibrant personality.

Tok Ram's Surprise Talents – Brings musicality, humor, and surprising kitchen skills to the table.

Weekly Celebrity Guests – Adds fresh energy and perspectives, from fellow chefs to entertainers and influencers.

Cultural & Culinary Fusion – Celebrates Malaysian flavors while exploring personal stories, traditions, and lifestyle topics.



DAPUR ATOK ATOK *working title

Logline: A soulful twist on the classic cooking show—Dapur Bapak Bapak blends food and heartfeld conversation, featuring culinary legend **Dato' Chef Wan** alongside beloved icons **Tok Ram and Tok Jalal** from Projek Bapak Bapak.

Synopsis: Dapur Bapak Bapak brings together Malaysia's beloved culinary and veteran icons—Tok Ram, Chef Wan, and Tok Jalal—in a heartwarming cooking show that blends tradition, taste, and timeless wisdom. Each episode invites viewers into an intimate kitchen setting where these legendary figures share cooking tips and cherished memories.

Date	21 February – 28 March 2026 21/2 - 14/3 (4 Ramadan) 21/3 - 28/3 (2 Raya)
No. of Episodes	6 episodes (4 Ramadan + 2 Raya)
Day & Time	Every Saturday, 9:00PM (Ramadan) Every Saturday, 10:00PM (Raya)
Duration	60 mins
Production Date	January 2026
Cast	Chef Wan, Tok Ram, Tok Jalal (wishlist, TBC)
Genre	Cooking Show , Talk Show
Sponsorship Opportunities	

Reference - https://youtu.be/MoeVUYd4c7Y?si=2GAWtoyuMiK-SSN2



CELEBRITY KITCHEN POWERED BY YOUR BRAND!

Health Meets Flavor – Promotes nutritious cooking using Watsons' high-quality health and wellness products.

Star-Studded Kitchen – Hosted by Keanu Azman and Chef Adu, with weekly celebrity guests adding flair and fun.

Entertaining & Educational — Combines cooking tips, product highlights, and lively banter for a feel-good viewing experience.

Watsons Lifestyle Integration – Seamlessly blends culinary content with Watsons' wellness messaging, encouraging healthier living. Can be altered for any client's messaging

CHEF TERANGKAT

Logline: Chef Terangkat is a vibrant cooking show powered by Watsons, where health meets flavor. Hosted by the charismatic Keanu Azman and culinary maestro Chef Adu, each episode features celebrity guests whipping up quick, nutritious dishes using Watsons' wellness products. With its fun, fast-paced format and strong lifestyle appeal, Chef Terangkat is the perfect platform to promote healthy living in a fresh, entertaining way.

Date	14 February - 4 April 2026
No. of Episodes	8 episodes (6 Ramadan + 2 Raya)
Day & Time	Every Saturday, 10:00PM (Ramadan) Every Saturday, 11:00PM (Raya)
Duration	30 mins
Production Date	December – January 2025
Cast	Chef Adu, Keanu Azman & Various celebrities
Genre	Cooking Show

Reference - https://youtu.be/XZ-URMMeXZI?si=OYntbfZKJXesRoOj







COOKING UP RAMADAN WITH THE STARS!

Long-Standing Annual Series:

A beloved Ramadan tradition that audiences look forward to each year. Its consistent return builds trust and familiarity, offering brands a chance to be part of a well-established, emotionally resonant format.

Celebrity-Driven Format

Features popular local personalities cooking with family or close friends. Their presence adds warmth, relatability, and instant audience connection.

Cultural & Emotional Appeal

Recipes are shared alongside personal stories, evoking nostalgia and celebrating heritage. The content resonates deeply with Malaysian audiences during Ramadan.

RASA AJAR MASAK

Logline: A cooking show featuring delightful mix of father-daughter, mother/daughter, husband/wife, grandparent/grandchild pairs teaching cooking in a casual, natural and share cherished recipes. From cherished family dishes to unforgettable moments, this is more than just a cooking show — it's a celebration of love, heritage, and togetherness.

Advertisers can showcase their products, such as cooking oil, butter, and rice, as essential ingredients in these beloved dishes, reaching a dedicated audience of food enthusiasts.

Date	18 February - 19 March 2026
No. of Episodes	22 episodes (Ramadan)
Day & Time	Monday - Friday, 7:00PM (TBD)
Duration	30 mins
Production Date	December 2025 - January 2026
Cast	Various celebrities
Genre	Cooking Show

Reference - https://youtu.be/hc73nPXIEp8?si=NCOSbEciOBtk4SkU Website link - https://www.rasa.my/rasa-ajar-masak/





INSPIRATION, MOTIVATION AND FAITH THROUGH FOOD

Key Elements of Dapur Asatizah

Ramadan & Syawal Inspiration

Casual conversations are always rooted in Islamic values — covering themes like the wisdom of fasting, prayer, patience, forgiveness, and strengthening bonds.

Cooking as a Medium of Dakwah

Traditional Ramadan and Raya dishes serve as the entry point to spiritual and motivational discussions.

Mystery & Surprise Element

The host brings a key ingredient, prompting viewers to guess the menu before the signature dish is revealed.

Authentic Home Setting

Filmed in real ustaz/ustazah homes → natural, warm, and relatable atmosphere.

USTAZ/USTAZAH, JOM KE DAPUR!

Logline: Dapur Asatizah is an inspirational program that blends traditional Ramadan and Raya recipes with spiritual reflections, life stories, and motivational messages. In each episode, the host visits the home of a guest ustaz or ustazah, bringing a key ingredient as a clue. From there, the signature dish is revealed and prepared. The episode concludes with a meaningful message and prayer aired on TV, while the full dining session with the host is exclusively available on RASA's digital platform.

Date	21 February – 11 April 2026
No. of Episodes	8 episodes x 30 mins
	RAMADAN 4EP 21/2 – 14/3
	RAYA 4EP 21/3 – 11/4 (SPILLOVER)
Day & Time	Saturday, 7:30PM (TBC)
Host	TBD
Production Date	Q4 2025
Genre	Inspirational Cooking show
Sponsorship Opportunity	Furniture, F&B, Muslim Wear, Islamic products, Quran, NGOs, SMEs, Islamic Agencies





THE TALK OF THE TOWN, EVERY RAMADAN NIGHT!

MeleTOP Moreh brings you light-hearted entertainment with a **Ramadan twist** — perfect for winding down after Tarawih! Featuring top celebrities, KOLs, and the freshest stories from Malaysia's entertainment scene, the show blends fun, faith, and festive vibes to keep audiences engaged during Moreh time.

MELETOP RAMADAN

Logline: Meletop Moreh is coming for Ramadan 2026 with more fresh contents from entertainment industry.

Date	24 February - 17 March 2026
No. of Episodes	4 episodes
Day & Time	Tuesday, 9:00PM
Duration	60 mins
Cast	Nabil Ahmad, Hawa Rizwana, Namie
Production Date	Pre-recorded
Genre	Talk Show / Entertainment
Sponsorship Opportunities	

MeleTOP Moreh 2025 Reference & Sample Integrations: https://www.youtube.com/watch?v=C5YDI_E7qWY&t=17s







UNFILTERED CELEBRITIES, UNTOLD STORIES

A heartfelt conversations that reveal the soul behind the spotlight—this Ramadan. Leverage the influence and relatability of local stars to enhance brand credibility during the festive Ramadan season.

2025 Reference:

https://www.instagram.com/reel/DHfpRg5Tsoc/

ONE ON ONE RAMADAN

Logline: An in-depth discussion featuring prominent figures from Malaysia entertainment industry.

Date	19 February - 26 March 2026
No. of Episodes	6 eps (5 eps Ramadan and 1 eps Raya)
Day & Time	Thursday, 11.30PM
Duration	60 mins
Host	TBC
Production Date	January 2026
Genre	Entertainment Talk Show
Sponsorship Opportunities	







- CELEBS CHILL, CHAT & CELEBRATE RAMADAN!

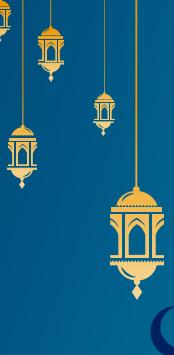
With unscripted celebrity reactions, it feels real — building trust and making both the show and the brand more likable.

SOFA KENTANG RAMADAN EDITION

Logline: Get ready to **lepak and laugh** with **celebrity guests** as they deliver spontaneous, **unscripted reviews** of Astro's latest content — all from the comfort of a cozy, homely set. Fully customizable for Ramadan, each episode brings **festive reflections and themed discussions** that resonate with the season. With its **laid-back vibe and authentic reactions**, Sofa Kentang is your go-to show for relatable entertainment and festive feels.

Date	23 February - 16 March 2026
No. of Episodes	4 episodes
Day & Time	Monday, 8:30 PM
Duration	30 mins
Cast	Tier 1 celebrities
Production Date	January 2025
Genre	Talk Show
Sponsorship Opportunities	







REAL PEOPLE, REAL STORIES

Positive & Uplifting - Unlike many reality shows that focus on struggles, Kisah Hidupku highlights the positive aspects of life, focusing on joy and fulfillment despite financial challenges.

Personal Perspective - The show uses a first-person point of view, giving viewers an intimate, real look at the subject's daily life, building a deep emotional connection.

Culturally Relevant - The show features everyday Malaysians from rural areas, showcasing their jobs and lives, which are often underrepresented in mainstream media.

Feel-Good Factor - It's an inspiring, feel-good show that offers viewers stories of resilience and happiness, perfect for audiences looking for uplifting content.

KISAH HIDUPKU

Logline: Real life stories of everyday heroes who are the heartbeat of the city!

Synopsis: This diary captures a day in the life of various underrepresented individuals in Malaysia. It highlights the dedication and hard work of individuals such as a gravedigger, a hospital janitor, a DBKL worker, an Orang Asli farmer, an elderly person in a mascot costume, a fish market vendor, a prison worker, and an elderly home worker. Each episode showcases their unique challenges and contributions, shedding light on their often-overlooked roles in society.

Kisah Hidupku Ramadan	
TX Details	17 February - 10 March 2026 30 mins x 4 episodes Tuesday, 7:00PM

Kisah Hidupku Raya	
Date	20 March 2026 60 mins x 1 episode Friday, 7:00PM
Host	VO Host
Production Date	TBC
Genre	Reality Show, Humanity
Sponsorship Opportunities	







TRANSFORM YOUR HOME FOR RAYA

Festive-Ready Transformations - Timely home makeovers that help families prepare for Raya with refreshed, organized spaces.

Practical & Heartfelt Guidance - Combines expert organizing tips with emotional support, making the process meaningful and manageable.

Celebrating Everyday Malaysian Homes - Focuses on real families and relatable spaces, showcasing authentic stories and local living styles.

Reference - https://youtu.be/nrkMd4wFk9o?si=BcEMla8UkOJuzklm



ELOK NOW

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

Synopsis: Elok Now: Home Edits is a heartwarming lifestyle makeover show that transforms neglected spaces in Malaysian homes just in time for Raya. From cluttered pantries to chaotic storerooms, our expert team helps families declutter, organize, and breathe new life into their living spaces—celebrating the spirit of renewal and togetherness.

Date	20 February - 13 March 2026
No. of Episodes	4 episodes
Day & Time	Friday, 10:30PM
Duration	30 mins
Production Date	January 2026
Genre	Home Decor
Sponsorship Opportunities	Furniture, Home Deco, Paints, Home Care & Cleaning Products





AFTER THE INCIDENT: HEALING TOGETHER

This special Ramadan edition documentary explores the emotional aftermath of real-life tragedies that unfolded during the sacred months of Ramadan and Syawal in Malaysia. Through stories of fatal accidents and violent incidents, the film reveals how moments meant for joy turned into sorrow. Told from the perspective of those left behind, it's a heartfelt reflection on the fragility of life and the importance of treasuring our loved ones.

Emotional Impact: Real survivor stories offer raw, heartfelt perspectives.

Cultural Relevance: Highlights festive contrasts and social issues. **Reflective Tone:** Inspires appreciation for life, love, and safety.

Reference - https://youtu.be/XD6GZJW 3rl?si=GtDM8g0CJjtlxCPL

TRAGEDIS2

Logline: Tragedi is reality documentary through the life story and tragedy that have been seen and touched the hearts of the Malaysian community. This program will reach out the family members and people around them who know how to receive them after a loss. The host will be visiting the family members and visiting the tragedy site to flashback the event.

Tragedi Ramadan	
TX Details	23 February - 16 March 2026 30 mins x 4 episodes Every Monday, 7:00PM

Tragedi Raya	
Date	23 - 30 March 2026 60 mins x 2 episodes Every Monday, 7:00PM
Host	Datuk Aznil
Production Date	December 2025/ January 2026
Genre	Documentary/Reality
Sponsorship Opportunities	Health, Hospitals, Medical Supplies, NGO, Govt, Telco, FMCG, Retail, CSR support, brand empathy messaging, mental health



CSR PARTNERSHIP WITH ASTRO : GIVE BACK THIS FESTIVE SEASON

Hazeman Huzir will continue to go on the heart-warming journey from one neighborhood to another, from one area to another with one mission in mind; to find the people in need and share their stories with the audience.

Join ASTRO's special CSR initiative to uplift local communities during the festive season. It's the ideal time for brands to step up, spread kindness, and make a real impact. Let's celebrate the spirit of giving — together.

Kongsi Kasih 4 Reference: https://www.youtube.com/watch?v=760yBpp-MvU

KONGSI KASIH S5

Logline: Showcase heartwarming stories of love and gratitude during Ramadan, hosted by Haze, with inspiring tales from diverse communities throughout Ramadan & Raya.

Date	12 February – 2 April 2026
No. of Episodes	12/2-19/3: 30 mins x 6 episodes (Pre-Ramadan & Ramadan) 26/3-2/4: 60 mins x 2 episodes (Raya)
Day & Time	Thursday, 7:30PM (Ramadan), Thursday, 7:00PM (Raya)
Host	Hazeman Huzir
Production Date	December 2025 / January 2026
Genre	CSR/ Community
Sponsorship Opportunities	CSR angle partnership for brands. A special CSR initiative by ASTRO where we give back to local community, It is the best season for brands to be proactive and facilitate giving during the festive season.



EID HOME DÉCOR INSPIRATIONS

Relatable & Inspiring: Showcases unique home details and personal stories that connect with B40 and M40 audiences.

Aspirational Yet Grounded: Features popular celebrities alongside real homeowners, striking a balance between aspiration and authenticity.

Budget-Friendly Tips: Offers practical décor ideas adaptable to various budgets — perfect for everyday viewers.

Reference - https://www.facebook.com/watch/?v=1388849741957406

CASA IMPIANA

Logline: Have you been struggling to figure out how to make your home's interior more appealing? Casa Impiana will be produced to inspire more homeowners with Hari Raya unique & beautiful décor ideas

Synopsis: A decoration program that will display the uniqueness and beauty of the home that the owner has personally created. The host will meet them, and they will share the secrets of beautifying the home in terms of ideas, tips and dreams of personal taste. Decorate the house with items of their own choice. It will cover the entire interior and exterior of the house including special corners that are their own personal touch..

Date	18 February – 8 April 2026 18/2 – 18/3 (5 Ramadan) I 25/3-8/4 (3 Raya)
No. of Episodes	8 episodes (5 Ramadan + 3 Raya)
Day & Time	Wednesday, 9:05PM
Duration	30 mins
Cast	TBC
Production Date	December 2025/ January 2026
Genre	Home Decor
Sponsorship Opportunities	Furniture, Home Deco, Paints, Home Care & Cleaning Products

astro Ria

astro Prima astro

astro

Citra

Oasis





- BRANDED CAPSULE

Astro invites customers to share heartfelt Raya wishes with loved ones—messages of love, gratitude, and celebration to spread joy during the festive season. These wishes will be featured as fillers across Astro Malay channels, bringing warmth and unity to screens nationwide.

Sample link: https://drive.google.com/file/d/1heHERMSseSxD7snN_3XGr-MUfCwnSUZg/view?usp=sharing

BRANDED CAPSULE – KAD RAYA WISH KITA!

Logline: Branded capsule to have public or Astro Customers to give Raya Wish starting 2 weeks before Raya with client's message. Branded capsules to run on multiple top Astro Malay channels

Date	9 March – 5 April 2025
No. of Episodes	1 min branded capsule
Production Date	January 2026
Genre	Fillers
Sponsorship Opportunities	







Join Forces with Malaysia's Most Trusted News Brand

in a First-of-Its-Kind Ramadan CSR Initiative!



Kongsi Juadah Berbuka: program khas kerjasama Astro AWANI, kementerian dan syarikat korporat untuk menganjurkan acara edaran juadah berbuka sewaktu bulan Ramadan di sekitar Lembah Klang. Acara yang membawa mesej berkongsi di bulan mulia julung kali diadakan untuk mengimarahkan bulan yang mulia ini melalui konsep sedekah dan menginsafi diri buat mereka yang kurang berkemampuan.

Ia juga memberi peluang kepada kementerian dan syarikat korporat untuk menjalankan aktiviti Program Khidmat Sosial (CSR) dengan kehadiran hos Astro AWANI selain liputan berkaitan acara melalui platform TV & digital.

Selain itu, program ini dapat mengukuhkan jenama kementerian dan syarikat korporat dalam kalangan khalayak di lapangan serta platform media.





EMPOWERING FAITH THROUGH INTERACTIVE MOMENTS

Geng Ngaji is a spiritually enriching Ramadan programme that encourages audience participation through **live phone or Skype calls**. Viewers are invited to recite the Quran and receive instant feedback from religious experts.

Each episode features a **celebrity guest reciting** alongside viewers, adding warmth and relatability. It will be in **XR** for a more immersive and engaging viewing experience. A full show of **ilmiah content** to nourish the soul throughout the holy month.

Geng Ngaji S6 Reference: https://www.youtube.com/watch?v=xcyr501JII4

[LIVE] GENG NGAJI S7

Logline: GENG NGAJI S7 is a spiritual and educational programme, returning for its seventh season during Ramadan 2026. It's designed to make Quranic learning more interactive and accessible to viewers at home.

Date	19 February – 19 March 2026
No. of Episodes	60 mins x 29 episodes
Day & Time	Daily, 6.00PM (LIVE) Simulcast on Astro Gempak
Cast	Fakhrul, Ustazah Farhatul, Ust Tarmizi, Sheikh Abd Karim & Ammar Muklis
Production Date	LIVE Daily
Genre	Live & Interactive Quran Recitation Show
Sponsorship Opportunities	Furniture, F&B, Muslim Wear, Islamic products, Quran, NGOs, SMEs, Islamic Agencies



FUNNY, LAIDBACK, FAITHFUL

Kurma & Kopi: Sembang Ikat Tepi is lively weekday talk show featuring Mawi, Atu & a prominent Islamic personality as a pairing host, with a special guest each episode. While waiting for Maghrib time, the show offers a relaxed space for discussion on current issues, personal experiences, and reflections on faith. The conversations focus on current topics and issues with a joyful and engaging atmosphere.

Kurma & Kopi Sample Reference: https://www.youtube.com/watch?v=nRUTvYIBUNA

(LIVE) KURMA & KOPI: SEMBANG IKAT TEPI RAMADAN

Logline: Featuring guest scholars, interactive Q&A sessions and practical advice for modern living, a perfect companion to prepare your iman, heart and mind while waiting for Iftar.

Date	19 February 2026 – 19 March 2026
No. of Episodes	60 mins x 22 episodes
Day & Time	Monday - Friday, 7:00PM — 8:00PM (LIVE/PRE- RECORD) Simulcast on Astro Ria
Cast	Hosts: Mawi + Atu Zero Asatizah: Dato Ustaz Kazim Elias/Dato Dr Izhar Ariff/IM Asyraf/Syamsul Debat (TBC) Guest Celebrity: TBC
Production Date	Live
Genre	Live Q&A Talk Show
Sponsorship Opportunities	Furniture, F&B, Muslim Wear, Islamic products, Quran, NGOs, SMEs, Islamic Agencies



SIGNATURE TALK SHOW

Tazkirah Malam Jumaat is program that features either a panel of popular asatizah, or individual preachers as they tackle real-life issues that faced by today's society.

Each episode is hosted from a different mosque or surau, creating an authentic and community-driven atmosphere with a live audience.

TAZKIRAH MALAM JUMAAT S10

Date	19 February 2026 – 19 March 2026
No. of Episodes	60 mins x 5 episodes during Ramadan
Day & Time	Thursday, 9:00PM
Cast	Panel of asatizah
Production Date	February 2025
Genre	Religious Talkshow
Sponsorship Opportunities	Furniture, F&B, Muslim Wear, Islamic products, Quran, NGOs, SMEs, Islamic Agencies



HISTORY BUFFS, DISCOVER ETHIOPIA'S ISLAMIC LEGACY

Join **Zainal Ariffin**, as he explores into the places and experience the footprints left by our Prophets in getting to know the true meaning of Islam. This time, he will be exploring the Islamic history in **Ethiopia**.

Langkah Nabi S2 Reference: https://www.youtube.com/watch?v=HlidhDx_sxc

LANGKAH NABI S3: ETHIOPIA

•

Date	19 February – 9 April 2026
No. of Episodes	8 episodes x 30 mins
	RAMADAN 4EP 19/2 – 12/3
	RAYA 4EP 19/3 – 9/4 (SPILLOVER)
Day & Time	Thursday, 7:30PM (TBC)
Host	Zainal Ariffin
Production Date	Q4 (Nov) 2025 - Production needs at least 2 weeks to complete Visa application to Ethiopia. Cutoff by early Oct .
Genre	Documentary
Sponsorship Opportunity	Ethiopian Airlines, F&B, Muslim Wear, Islamic products, Quran, NGOs, SMEs, Islamic Agencies



astro Oasis



REAL TALK FROM THE 'IT' COUPLE

Showcasing the series of Neelofa & PU Riz's events on Astro for audience to enjoy and learn from the 'It' couple

USP:

Emotional and Raw – Offering heartfelt perspectives from the 'It couple' that resonate deeply with viewers.

Reflective and Thought-Provoking - Encourages viewers to appreciate life, love, and family, all within the boundaries of religion.



NEELOFA & PU RIZ SERIES

•

Date	21 February – 21 March 2026
No. of Episodes	5 episodes x 30 mins
	RAMADAN 4EP 20/2 – 14/3
	RAYA 1EP 21/3 (SPILLOVER)
Day & Time	Saturday, 7:00PM (TBC) Simulcast on Astro Ria
Host	Neelofa, PU Riz
Production Date	Q4 2025
Genre	Talkshow
Sponsorship Opportunities	Furniture, F&B, Muslim Wear, Islamic products, Quran, NGOs, SMEs, Islamic Agencies













Tagline: "Menziarahi, Menyantuni, Membantu – Kasih Sayang Itu Ibadah."

GIVING HOPE: HELPING THE NEEDY

Rezeki Dikongsi is a CSR docuseries that reaches out to Muslim families facing life's hardships yet remain steadfast in their faith. The program captures emotionally moving visits, real-life stories, and the meaningful delivery of aid—made possible through collaboration with NGOs, volunteers, and Muslim corporates.

More than just a reality show, Ziarah Muslim serves as a platform for compassion and inspiration, inviting viewers to join a mission of love and social care within the community.



REZEKI DIKONGSI

Logline: A heartfelt CSR-driven show, highlighting the plights of the needy and less fortunate in the society. Perfect opportunity for brands to showcase real impact, build trust, and connect with communities through meaningful giving

Date	22 February – 12 April 2026
No. of Episodes	8 episodes x 30 mins
	RAMADAN 4EP 22/2 – 15/3
	RAYA 4EP 22/3 – 12/4 (SPILLOVER)
Day & Time	Sunday, 7:30PM (TBC)
Host	TBD
Production Date	Q4 2025
Genre	Docuseries / CSR
Sponsorship Opportunity	Furniture, F&B, Muslim Wear, Islamic products, Quran, Yayasan & NGOs, SMEs, Islamic Agencies, Corporate Muslim, Zakat & Wakaf, Jenama Syariah-Compliant





SUPAU "Every surau has a story. Every story has a soul."
HUNTING

LITTLE HIDDEN GEMS WITH SOUL – EVERY SURAU TELLS A STORY

KEY CONTENT PILLARS

- Unique surau designs & locations
- Community stories & traditions
- Ramadan spirit & reflections
- Travel + spiritual journey

SELLING POINTS

- Fresh, never-before-seen Ramadan concept
- Appeals to all audiences,
- Inspires pride and connection to faith & culture
- The Host: **Nigel Sparks** known for his iconic catchphrase "Jangan cakap abang tak payung!", brings warmth, respect, and genuine care to every encounter. As a non-Muslim, he offers a fresh, respectful lens learning, listening, and connecting.



SURAU HUNTING

Logline: Surau Hunting is a spiritually rich Ramadan travelogue that **explores the soul of suraus across Klang Valley** — from village gems to urban sanctuaries. Each episode uncovers stories of faith, architecture, and community, celebrating togetherness during the holy month.

Date	22 Feb 2026 – 15 March 2026
No. of Episodes	4 episodes x 30 mins
Day & Time	Friday, 9:00PM (TBC)
Host	Nigel Sparks (TBC)
Production Date	Q4 2025
Genre	Lifestyle / Travelogue
Sponsorship Opportunity	Islamic Financial Institutions





USRAH WITH ARTISTS

A talkshow with the concept of Usrah that invites Asatizahs into celebrity homes that unites hearts, strengthens bonds, and brings people closer through meaningful knowledge sharing. Here, relationships are not only forged but also nurtured with a deep understanding of religion.





SYURGA DI DALAM RUMAH

Date	22 February 2026 – 12 April 2026
No. of Episodes	8 episodes x 30 mins
	RAMADAN 4EP 22/2 – 15/3
	RAYA 4EP 22/3 – 12/4 (SPILLOVER)
Day & Time	Sunday, 7:00PM
Host	Asatizahs
Production Date	Q4 2025
Genre	Talkshow
Sponsorship Opportunities	F&B, Muslim Wear, Islamic products, Quran, NGOs, SMEs, Islamic Agencies





SPIRITUAL HEALING

Follow the winners of Mualim Muda where they embark on a journey of spiritual healing and self reflection by travelling to Mekah and Madinah on performing their Umrah activities.



UMRAH WITH MUALIM MUDA

Date	6 March 2026 – 3 April 2026
No. of Episodes	5 episodes x 60 mins
	RAMADAN 2EP 6/3 – 13/3
	RAYA 3EP 20/3 – 3/4 (SPILLOVER)
Day & Time	Friday. 10:00PM
Host	Mualim Muda
Production Date	Q1 2026
Genre	Travelogue
Sponsorship Opportunities	Travel Agencies (Insaf or Irkaz Travel) Airlines, Health Supplements, Health Products, F&B, Muslim Wear, Islamic products, Quran, NGOs, SMEs, Islamic Agencies



RAMADAN & RAYA (SPILLOVER) ENTERTAINMENT / VARIETY / COMEDY



- MORE FROM ALPHA!

A special Variety show specially crafted for Alphanites!

Packed with energy, charm, and surprises—this special edition celebrates the bold, the stylish, and the unforgettable.

Authentic Brand Integration - Products and services become part of the storyline—featured in cooking, business setup, and horror escape challenges.

Multi-Platform Reach - Broadcast, digital, and social media rollout ensures wide visibility and audience interaction across key touchpoints.

Emotional & Viral Engagement - Real reactions, relatable struggles, and fan-favorite personalities drive shareable moments and strong emotional connection with viewers.

ALPHA HUSTLING

Logline: From cooking to chaos—Alphanites step off the stage and into real-life challenges in this special Ramadan and Raya variety series that blends entrepreneurship, entertainment, and thrills.

Synopsis: In this special edition of the Alphanites series, your favorite idols trade the spotlight for the stove as they launch their own home-based food businesses during Ramadan. Across four episodes, they tackle real-world challenges—from recipe creation to customer service. Then, for Raya, the tone shifts with a thrilling Alpha Raya Horror Special, where members must solve a mystery in a haunted building. Blending reality, variety, and suspense, this series offers high engagement, emotional storytelling, and endless opportunities for brand integration across food, lifestyle, and entertainment.

Date	23 February – 30 March 2026 23/2-16/3 (Ramadan), 23/3-30/3 (Raya)
No. of Episodes	6 eps (4 eps Ramadan + 2 eps Raya)
Day & Time	Wednesday, 11:00PM
Duration	30 mins x 6 episodes
Production Date	December 2025/ January 2026
Cast	Alpha
Genre	Variety Show/ Reality
Sponsorship Opportunities	





THE BUJANGS ARE BACK!

Youthful & Diverse Cast - Appeals to Gen Z and millennial audiences with rising stars from various backgrounds—ideal for lifestyle, fashion, and tech brands.

Authentic Storytelling Format - No host, just real interactions and voice-over narration—creating space for subtle, organic brand integration.

Cultural & Festive Relevance - Set during Ramadan and Raya, the show aligns perfectly with campaigns focused on unity, celebration, and shared values.

Reference - https://www.instagram.com/reel/DH-g0ZcyinC/https://www.instagram.com/reel/DHnOJVdSU60/?hl=en

RUMAH BUJANG 2

Logline: A light-hearted reality-variety series where Malaysia's rising bachelor celebrities live together, face fun challenges, and celebrate unity and friendship

Synopsis: Rumah Bujang 2 brings together a multiracial cast of Malaysia's youngest rising stars—models, actors, and singers—as they live under one roof and tackle comedic, meaningful challenges that celebrate unity, festive spirit and friendship, . Each episode features a rotating team leader guiding the group through tasks, while candid reflections reveal emotional and humorous moments. It's a fresh, youthful take on boys living together, perfect for Ramadan and Raya viewing.

Date	23 February – 30 March 2026 23/2 - 16/3 (Ramadan), 23/3 - 30/3 (Raya)
No. of Episodes	30 minutes x 6 episodes (4 eps Ramadan and 2 eps Raya)
Day & Time	Monday, 11:00PM
Host	Fazziq Mukriz, Evertts Gomes, Zarif Ghazi, Jack Gohr, Sky Iskandar, Darien Aeldra
Production Date	January – February 2026
Genre	Entertainment/CSR/ Community



TRENDING & VIRAL TOPICS

Comedy Meets Current Affairs - Blends real trending topics with sharp humor, making news entertaining and relatable.

Ramadan-Themed Satire - Specially tailored for the festive season, with content that resonates with the spirit and quirks of Ramadan.

Social Media-Driven Content - Focuses on viral issues and netizen reactions, keeping the show fresh, relevant, and highly shareable

SHORTS: BERITA SANGAT SERIUS EDISI RARA

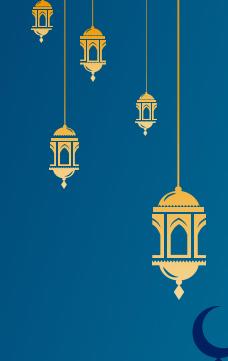
Logline: A parody news show that delivers viral stories and current issues with a comedic twist—because serious news doesn't always have to be boring.

Synopsis: Getting bored with the normal boring news everyday? Want to know about current news and viral issues that are being talked about by netizens? Berita Sangat Serius Ramadan will focus on contents that will make you laugh while providing useful information.

Date	16 February - 20 March 2026
No. of Episodes	25 episodes
Day & Time	Monday – Friday, 9:00PM
Duration	5 mins
Cast	Thinker Studios Talents
Production Date	2 weeks before TX (Every Monday & Thursday shooting date)
Genre	Parody News / Capsules / Infotainment
Sponsorship Opportunities	



RAMADAN MOVIES & TELEMOVIES





PANGGUNG HITAM PUTIH / P. RAMLEE

Logline: On-going movie slot on Prima featuring black and white movies from Cathay Keris.

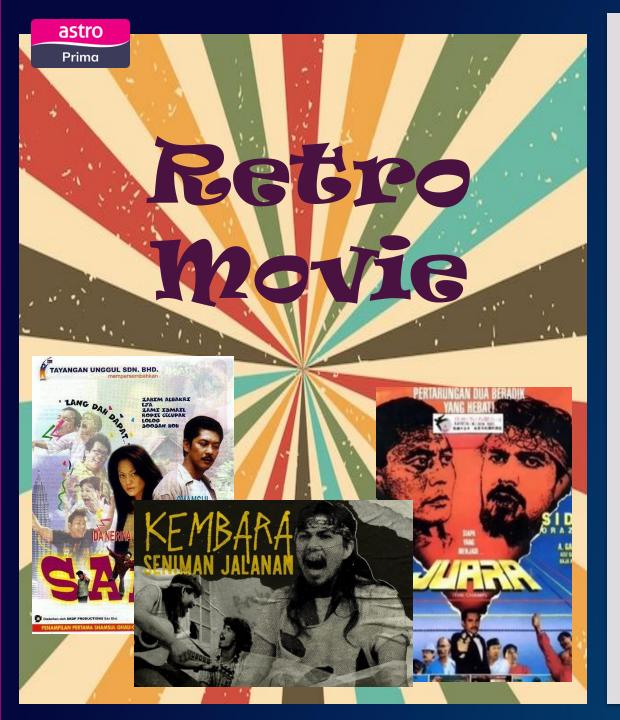
Date	16 February - 16 March 2026
No. of Episodes	5 titles x 120 minutes
TX Day & Time	Every Monday, 9:05PM
Title	TBC
Genre	Telemovies
Sponsorship Opportunities	



COMEDY MOVIES

Logline: Astro Prima will offer an exciting line up of Bollywood Blockbuster movies with great songs and flamboyant costumes. Providing a platform to showcase your brand to a wide audience during the festive season.

Date	17 February - 17 March 2026
No. of Episodes	5 titles x 120 minutes
TX Day & Time	Every Tuesday, 9:05PM
Title	TBC
Genre	Comedy Movies
Sponsorship Opportunities	



RETRO MOVIE

Logline: Astro Prima will offer an exciting line up of Bollywood Blockbuster movies with great songs and flamboyant costumes. Providing a platform to showcase your brand to a wide audience during the festive season.

Date	22 Feb - 15 March 2026
No. of Episodes	4 titles x 120 minutes
TX Day & Time	Every Sunday, 2:00PM
Title	TBC
Genre	Retro Movies
Sponsorship Opportunities	



SERAM MOVIES

Logline: On-going horror movie slot featuring selected Malay, Thai and Indonesian Horror movies

Date	19 February – 19 March 2026
No. of Episodes	5 titles x 120 minutes
TX Day & Time	Every Thursday, 10:00PM
Title	TBC
Genre	Horror Movies
Sponsorship Opportunities	



SINEMA SAHUR MOVIES

Logline: Special curation during Ramadan (daily) featured local movies from well-known cast such as Saadiah, Sarimah, Nordin Ahmad, Jins Samsuddin and more!

Date	19 February – 20 March 2026
No. of Episodes	30 titles x 120 minutes
TX Day & Time	Monday - Sunday, Daily 4:00AM
Cast	Various casts
Genre	Celebrity Thematic (Hero Malaya) - Movies & Telemovies
Sponsorship Opportunities	



SERAM SABTU

Logline: Horror movie slot featuring selected horror movies from Boo.

Date	21 February – 14 March 2026
No. of Episodes	4 titles x 120 minutes
TX Day & Time	Every Saturday, 11:00PM
Title	Titles TBC
Genre	Post BOO Horror Movies
Sponsorship Opportunities	



MALAM FILEM MELAYU

Logline: On-going slot featured local Malay Movies from Retro to the best of 2000s movies. This Ramadan we curated the best comedy movies from 'Senario' for this slot.

Date	22 February – 15 March 2026
No. of Episodes	4 titles x 120 minutes
TX Day & Time	Every Sunday, 7:00PM
Title	Titles TBC
Genre	Thematic: Romance / Comedy
Sponsorship Opportunities	



CITRAVAGANZA

Logline: Our specially curated International / Asian Rom-Rom movies selection is perfect for families to enjoy when reuniting with their loved ones. Providing a platform to showcase your brand to a wide audience during the festive season.

Date	25 February & 11 March 2026
No. of Episodes	2 titles x 120 minutes
TX Day & Time	Every Wednesday, 11:00PM
Title	25 Feb: Transformers 11 Mar: Transformers Dark of The Moon
Genre	International / Asian Movies
Sponsorship Opportunities	



2026 RAYA LINE UP OFFERINGS



astro Prima Citra

Ogsis

astro Ceria

astro originals













RAYA CONTENT CATEGORIES 2026

(CLICK LINK TO CATEGORY PAGE)



FOOD / COOKING

MOVIES & TELEMOVIES

TALK SHOWS

RAMADAN RAYA
- RADIO OFFERINGS

ENTERTAINMENT / VARIETY / COMEDY

RAMADAN RAYA
- DIGITAL OFFERINGS







CELEBRITY CHEFS

Two celebrity families compete in a global culinary challenge.

They travel the world to recreate iconic dishes, guided and judged by world-renowned chefs. Only one family will be crowned Malaysia's best family of cooks.



DRIVENT

THE GREAT FAMILY COOK-OFF

Date	Tentative 27 March -15 May 2026 *TX date is subject to client's confirmation and can be customised to any date
No. of Episodes	8 episodes
Day & Time	Friday, 3:00PM
Duration	30 mins
Cast	TBC
Production Date	TBC
Genre	Cooking Show
Sponsorship Opportunities	





JOIN AMELIA & SEAN FOR THE MOST GEMPAK RAYA!

Gempak Most Wanted Raya is back! Celebrate the season with **Amelia Henderson & Sean Lee** as they host a special edition of Gempak Most Wanted Raya that brings together top celebrities and trending content creators to share their most cherished Raya memories, festive stories, and viral moments.



Past Year Reference: https://www.tiktok.com/@astrogempak/video/7488963253171768594

GEMPAK MOST WANTED RAYA

Logline: Gempak Most Wanted Raya will feature the ultimate trending celebs, KOL, angles and stories related to Raya with Amelia Henderson and Sean Lee

Date	22 March 2026 (Raya Day 2)
No. of Episodes	1 episode
Day & Time	Sunday, 12:00PM
Duration	90 mins
Host	Amelia Henderson, Sean Lee and various celebs
Production Date	January 2026
Genre	Talkshow / Variety
Sponsorship Opportunities	



MeleTOP Raya 2024 Reference: https://www.youtube.com/watch?v=5kZ1sQO2KRI

MELETOP RAYA SPECIAL

Logline: MeleTOP Raya is coming for Raya 2026 with more fresh contents from entertainment industry. The special episode of Meletop Raya featuring invited artists is hosted by Nabil and Hawa Rizwana

24 March & 31 March 2026
60 mins x 2 episodes
Tuesday, 9:00PM
Nabil Ahmad, Hawa Rizwana, Namie
TBC, February 2026
Talkshow / Variety





NEW CONCEPT WITH NEW ASTRO RAYA TAGLINE!

MeleTOP Raya Screening 2026 will be recorded live during Astro Raya Screening 2026, capturing all the excitement and star-studded lineup reveals! This festive showcase will unveil **Astro's exciting lineup of Raya programmes** across TV, digital, and radio platforms — all curated to entertain and unite families nationwide.

Astro warmly invites brands and advertisers to be part of this celebration, connecting with over **10 million Malay audiences**. Let's make this Raya *meleTOP* — together!

MELETOP: RAYA SCREENING!

*working title - TBC

Logline: To capture the excitement, chaos, and star-studded lineup reveal during the Astro Raya Screening 2026, we're bringing you a special edition of Meletop Raya Screening. Get ready for an entertaining Syawal celebration with our exciting Raya programmes with exclusive celebrity appearance!

Date	21 March 2026 (Raya Day 1)
No. of Episodes	90 mins x 1 episode
Day & Time	Saturday, 12:00PM
Cast	Nabil Ahmad, Hawa Rizwana, Namie & various celebrities
Production Date	February 2026
Genre	Entertainment Show
Sponsorship Opportunities	



CELEBRATE RAYA WITH GV12 STARS, JUDGES & VOCAL FIREWORKS!

Missing Gegar Vaganza 12? This Raya, relive the excitement with a festive special featuring the stars and finalists of GV12, hosted by the ever-charismatic Nabil Ahmad. Expect powerful vocal performances, comedic sketches, and cameo appearances by the GV12 judges — all wrapped in vibrant Raya vibes to light up your raya!

GV Raya 2025 Reference: https://www.instagram.com/reel/DHvWKDZyaF9/

GEGAR VAGANZA RAYA SPECIAL

Logline: A raya show that reunites all faces of GV12 through live performances, chit chat and funny sketches; depicting raya celebration of older days and modern today.

Date	21 March 2026 (Raya Day 1)
No. of Episodes	120 mins x 1 episode
Day & Time	Saturday, 10:00PM
Cast (Wishlist)	Nabil, Tok Ram, Tok Naz & GV 12 finalists
Production Date	TBC Feb 2026
Genre	Variety





- PRACTICE MAKES PERFECT

Praktis Kahwin: Raya Edition is a bold tele-reality variety show where popular celebrity couples enter a mock marriage to experience real-life husband-and-wife responsibilities—set during Ramadan and Raya.

Living together under one roof, they face everyday challenges: sahur prep, budgeting, home decorating, ironing Raya outfits, caring for a "mock child," and surviving the chaos of Raya morning. Guiding them is **Mak Ngah**—a strict yet hilarious host who keeps tabs on who's putting in the effort and who's dodging duties.

NEW

PREKTIS KAHWIN

Logline: A variety show to showcase the newlyweds, lover birds and the single ones to practice of being a good husband and wife but on Mak Ngah's watch!

Date	21 March 2026 (Raya Day 1) & 28 March 2026
No. of Episodes	60 mins x 2 episodes
Day & Time	Saturday, 2:00PM
Proposed Casts	Raja Azura, Syed Saddiq, Bella Astillah, Eyka Farhana and husband, Sheryy Al Hadad , Zizan Razak
Production Date	January 2026
Genre	Variety Show
Sponsorship Opportunities	Perfect fit for home products, kitchenware, Raya fashion, delivery services, and telco brands and more!







MALAYSIA'S WEIRDEST TALENTS IN A REALITY MODERN CIRCUS

Step into a world of bizarre, hilarious, and scroll-stopping performances inspired by viral internet moments. Each act starts with something familiar (like animal sounds or magic tricks) and takes a wild twist with creative staging and cheeky storytelling.

Why ODD-THENTIC?

A Light Raya Alternative

Skip the heavy dramas — *ODD-THENTIC* delivers pure fun, high energy, and delightful chaos. It's the perfect break from emotional tearjerkers.

All-Generations Appeal

From nenek to anak TikTok, everyone will laugh, bond, and be amazed by the visual, unpredictable, and hilarious acts.

NEW

THINKER: ODDTHENTIC

Logline: A wild mash-up of circus, talent show, and TikTok — featuring odd and weird talents from across Malaysia, reimagined with **Thinker Studio's signature** wit and cinematic flair.

Date	21 March 2026 (Raya Day 1)
No. of Episodes	60 min x 1 episode
Day & Time	Saturday, 4:00PM
Cast (Wishlist)	TBC
Production Date	January 2026
Genre	Variety / Reality Show
Sponsorship Opportunities	



ICONIC PERFORMANCES, FESTIVE VIBES

Brighten up your Raya night with a star-studded celebration! This show features lively Raya conversations with special guests sharing their festive experiences. Each guest will also perform live, accompanied by a full band to entertain the audience.

2025 Reference:

https://www.youtube.com/watch?v=obQhRRqusH0&Iist=RDobQhRRqusH0&start_radio=1

BOMBASTIKA RAYA

Logline: Bombastika Raya will be back featuring various celebrities to lighten up your Hari Raya night. Liven up your night with the Bombastika Raya 2025!

Date	20 March 2026
No. of Episodes	120 mins x 1 episode
Day & Time	Friday, 10:00PM
Cast	TBC
Production Date	February 2026
Genre	Entertainment Variety



BE PART OF ICONIC CELEBRATION

Talk To My Manager wrapped its season on October 12, 2025, leaving fans with unforgettable highlights. Now, it's back with a **special Raya reunion in 2026**—bringing managers and their artists together for a celebration like no other.

This festive edition delivers laughter, heartfelt conversations, and exclusive behind-the-scenes stories that reveal the powerful bond between talent and their guiding force. All wrapped in vibrant performances and a touch of musical drama to keep audiences entertained.

TALK TO MY MANAGER RAYA

Logline: In this Raya Special of Talk To My Manager, Datuk Aznil takes on the role of the beloved "Atok," gathering all his "grandchildren" — for a nostalgic journey back to the kampung. The program begins with a lively musical drama performance, setting the festive tone.

Once in the kampung, the fun continues as Atok teaches his cucu-cucu traditional kampung chores, creating hilarious and heartwarming moments as they struggle with tasks they've never done before.

As the family settles in, the show transitions into heart-to-heart sessions, where managers and artists share stories, sprinkled with Raya song performances and special duets—making this a celebration of culture, family, and unforgettable bonds.

Date	22 March 2026 (Raya Day 2)
No. of Episodes	120 mins x 1 episode
Day & Time	TBC
Cast	TBC
Production Date	
Genre	Entertainment Variety
Sponsorship Opportunities	





- KEEPING UP WITH THE GEN-Zs!

Every Raya, rich kids usually go back to their hometowns in comfort — with drivers, maids, and fancy meals. But this year, things are different.

In Raya Elite Puasa Sulit, a group of privileged youths are sent to live the kampung life — no helpers, no luxury, and no special treatment. Across two fun and emotional episodes, they'll take on real tasks, help the community, and experience the reality of village living. It's messy, meaningful, and full of surprises.

NEW

RAYA ELITE, PUASA SULIT

Logline: A variety show that dives into the lifestyle of SME top entrepreneurs' children — born in the spotlight and now stepping up to face real-life challenges. They're ready to rule, but first, they must survive kampung life.

Date	22 March (Raya Day 2) & 29 March 2026
No. of Episodes	60 mins x 2 episodes
Day & Time	Sunday, 2:00PM
Cast	TBC CIkB, Qadeeja, Ammar
Production Date	December 2025- January 2026
Genre	Reality Show
Sponsorship Opportunities	Brands targeting Gen Z, young professionals, or family-oriented consumers







THEY WERE VIRAL, NOW WE'RE TRACKING THEM DOWN

Thinker Studios' Award-Winning Mockumentary Returns for Raya Ed.

The Asia award-winning Jejak Tular returns with a festive twist, diving into the viral stories and iconic figures that shaped Malaysia's Raya culture — even before the rise of social media. Blending nostalgia, humor, and cinematic storytelling, the show tracks down once-famous personalities who've since faded from the spotlight.

JEJAK TULAR RAYA

Logline: : Jejak Tular, which was the National Winner in the Best Infotainment Programme category at the Asian Academy Creative Awards 2024.

Date	22 March 2026 (Raya Day 2)
No. of Episodes	1 episode
Day & Time	Sunday, 4:00PM
Duration	60 mins
Cast	Syafa and Haiqal from Thinker Studios
Production Date	January 2026
Genre	Mockumentary Series
Sponsorship Opportunities	



LEGENDS LIGHT UP YOUR RAYA

Get ready to time-travel through music in a spectacular retro concert that reunites your favorite **legendary singers from the 70s to the 90s!** This year, Lagenda Raya makes its grand return, now airing on Astro Ria — bringing you iconic festive hits, nostalgic vibes, and heartwarming chit-chats that celebrate the golden age of Malaysian music.

LAGENDA RAYA 2026

Logline: Lagenda Raya 2026 will be back featuring various celebrities to lighten up your Hari Raya eve

Date	28 March 2026
No. of Episodes	90 mins x 1 episode
Day & Time	Saturday, 10:00PM
Cast	Elly Mazlein and legendary singers
Production Date	February 2026
Genre	Entertainment Variety
Sponsorship Opportunities	



astro



Raja Lawak Reunion Raya

"Ketawa Dulu, Menangis Kemudian – Sebuah Raya Penuh Nostalgia & Realiti"

HOMEGROWN PRODUCTIONS SDN BHD | 2025



Fad Bocey



Atu Zero



Shuib



Shahrol Shiro



Johan



Shuk

NEW

RAJA LAWAK REUNION RAYA

Logline: A special Aidilfitri talk show that reunites Raja Lawak contestants from various seasons — from those who rose to fame as celebrities to those who chose a more ordinary life path — in a relaxed, humorous, and emotionally touching setting.

Date	22 March 2026
No. of Episodes	120 mins x 1 episode
Day & Time	Sunday, 10:00PM
Cast	MLM/MLS Contestant and Winner
Production Date	January 2026
Genre	Sketch Comedy Concert
Sponsorship Opportunities	



astro

Ria

LET'S WATCH TOGETHER

FROM THE PRODUCER OF "KHUNSA"

AND "SERIBU TAHUN"



TELEMOVIE RAYA: CELAKNYA PATAH

Logline: A father's Raya is now in limbo as his own sons refuse to acknowledge him because of his profession — a makeup artist. Roslan's lifelong dedication to feeding and raising his children has become a point of contention, as they now demand that he stop working, claiming his job is "humiliating."

Date	20 March 2026 (Eve of Raya)
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Friday, 10:00PM
Cast	Sharnaaz Ahmad, Zul Ariffin
Production Date	December 2025
Genre	Telemovie, Tear-jerking
Sponsorship Opportunities	

LET'S WATCH TOGETHER

TELEMOME



TAJUL IS BACK?

Nizam Zaidi, Nazim Othman, Ezzany Jasni returns for a special Raya telemovie.



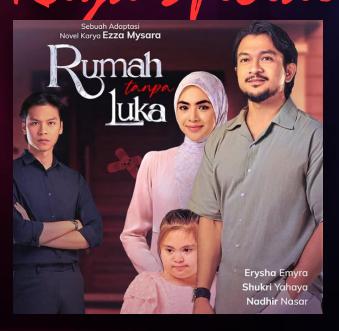
TELEMOVIE RAYA: DIA BUKAN SYURGA RAYA

Logline: Tajul is back at it again. This time, he plans to use his mother, Mak Mona, to sabotage Arham and Nuha's marriage. His ultimate goal — to turn his own mother against Arham

Date	21 March 2026 (Raya Day 1)
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Saturday, 10:00AM
Cast	Nizam Zaidi, Nazim Othman, Ezzany Jasni
Production Date	December 2025
Genre	Family
Sponsorship Opportunities	

LET'S WATCH TOGETHER

TELENOVE.



A RAYA SPIN OFF TELEMOVIE SPECIAL

Nadhir Nasar, Erysha Emira, Shukri Yahya returns for a special Raya episode.



TELEMOVIE RAYA: RUMAH TANPA LUKA RAYA

Logline: Kalsum is upset that Hayyan is released from prison. She had made it her life-effort to imprison Hayyan for the crimes that he had committed. Despite being in her 3rd trimester, she engages legal teams to charge Hayyan, although her husband – Qiuzzi – is against it. Hayyan seeks the service of a shaman to ruin Kalsum's life once and for all.

Date	22 March 2026 (Raya Day 2)
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Sunday, 10:00AM
Cast	Nadhir Nasar, Erysha Emira, Shukri Yahya
Production Date	December 2025
Genre	Family
Sponsorship Opportunities	





A RAYA SPIN OFF TELEMOVIE SPECIAL

Hisham Hamid, Ummi Nazeera (and Zahiril Adzim) returns for a special Raya episode.

TELEMOVIE RAYA: MANDUL BUKAN PILIHAN RAYA

Logline: TBC Storyline

Date	23 March 2026
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Monday, 10:00AM
Cast	Hun Haqeem & Mira Filzah
Production Date	December 2025
Genre	Family Drama
Sponsorship Opportunities	

LET'S WATCH TOGETHER

TELENOME Jeans





FORGIVENESS TOO LATE

Fattah Amin & Emma Maembong will reunite for the Telemovie Raya Special



TELEMOVIE RAYA: LEMBAYUNG JIWA

Logline: The annual 'anak derhaka' Fattah Amin returns—this time as Amri, a troubled soul who camps outside the Tanjung Rambutan mental hospital, hoping to meet his deranged mother who refuses to see him. Amri has only one goal: to seek her forgiveness for everything he did that ultimately drove her to madness. But how does one ask for forgiveness from someone who's no longer truly "there"?

Date	24 March 2026
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Tuesday, 10:00AM
Suggested Casts	Fattah Amin & Emma Maembong
Production Date	December 2025
Genre	Tear-jerking, Family, Romance
Sponsorship Opportunities	

LET'S WATCH TOGETHER

TELEMOME



CHEMISTRY ON FLEEK



TELEMOVIE RAYA: MAGIK FABRIK

Logline: Maziah, Sherly & Rara are dreading going back home to their in-law – Datin Paduka Zalina who is just plain difficult. However, whilst at the house, they all discovered something magical: a certain fabric softener, when used, could make Datin Paduka less difficult. However, upon discovering it, the fabric softener is limited in amount, and everyone of them now are planning of using it to get their ways with their rich mother-in-law

Date	25 March 2026
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Wednesday, 10:00AM
Suggested Cast	Alpha, Arabella Ellen, Qasrina Karim
Production Date	December 2025
Genre	Rom-Rom
Sponsorship Opportunities	Fabric Softener / Laundry, Beauty & Personal Care

LET'S WATCH TOGETHER

TELENOME Jecone



A POWERFUL TALE OF SACRIFICE, PRIDE AND REDEMPATION



TELEMOVIE RAYA: KASIHNYA IBU

Logline: Tales of two children of Haljiah who is abusing her due to their shame of being a poor lady's children. Amir – the eldest – marries into a rich family and would later allow his wife to abuse his own mother who is taken in to be the maid.

Date	26 March 2026
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Thursday, 10:00AM
Suggested Casts	Ummi Nazeera, TBC veteran actress/actor
Production Date	December 2025
Genre	Tear-jerking, Family
Sponsorship Opportunities	

LET'S WATCH TOGETHER

TELENOME.







FEATURING NEW RISING STARS



TELEMOVIE RAYA: iWANNA/DEWIKU

Logline: TBC the storyline to feature Mierul Aiman and the newly crowned Dewi Remaja 2025.

Date	27 March 2026
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Friday, 10:00AM
Suggested Cast	Mierul Aiman, Winner of Dewi Remaja 2025
Production Date	December 2025
Genre	Rom-Rom
Sponsorship Opportunities	

astro Prima

LET'S WATCH TOGETHER

TELEMONE Jecral





DARI MACHO KE MELETOP!

A laugh-out-loud comedy drama about a wife's desperate love, a husband's magical transformation, and the hilarious chaos that follows.



TELEMOVIE RAYA: KUIH RAYA KANGKANG (W.T)

Logline: Sheryna is desperate to win back her husband's love. In a final attempt, she turns to a bomoh Siam for help. But due to a translation error on her phone, the potion meant to soften his heart begins to change him — making him more feminine (pondan) with each passing day. Now, Sheryna must find a way to reverse the spell before she loses him completely.

Date	21 March 2026 (Raya Day 1)
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Saturday, 3:00PM
Cast	Awie, Zizan, Everts
Production Date	December 2025
Genre	Comedy
Sponsorship Opportunities	

astro Prima

LET'S WATCH TOGETHER

TELEMONE.



NEW STEPS, NEW LIFE

This Aidilfitri, three women vow to change — but will their past let them go?



TELEMOVIE RAYA: DOA SANG PENDOSA

Logline: Three women of different ages — ranging from their 40s to 70s — who are repeat offenders at the Narcotic Rehabilitation Centre (Serenti), are making their final attempt at repentance. This Aidilfitri, they vow to turn over a new leaf. However, their personal circumstances make the journey to redemption more difficult than imagined. Maria, Rina, and June have only each other to rely on as they struggle to break free from the destructive path they've been on.

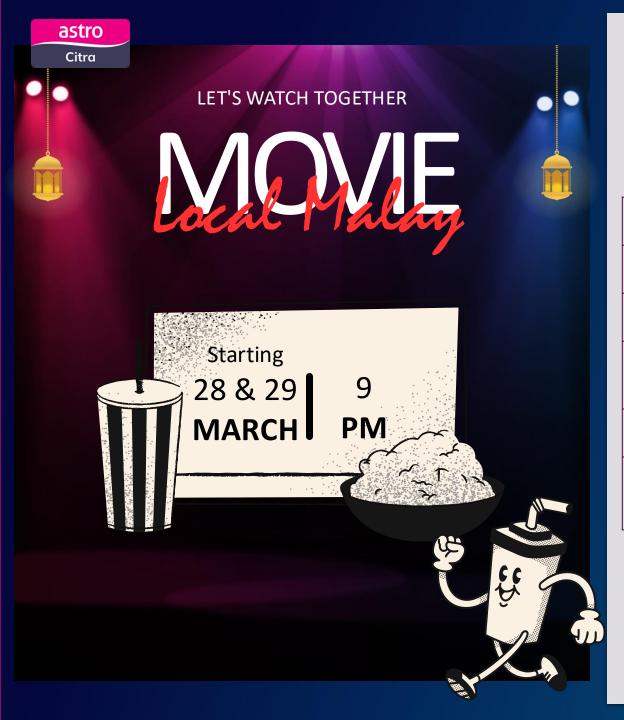
Date	22 March 2026 (Raya Day 2)
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Sunday, 3:00PM
Cast	Ogy Ahmad Daud, Elly Suriati, Farah Ahmad
Production Date	December 2025
Genre	Heartwarming/Air Mata
Sponsorship Opportunities	



CITRAVAGANZA RAYA SPECIAL: ENGLISH MOVIES

Logline: Compilation of English movies starring by A-List and award-winning English movie stars.

Date	23 March – 27 March 2026
No. of Episodes	5 titles x 120 minutes
TX Day & Time	Monday – Friday, 11:00PM
Title	Titles TBC 1. 23 March Monday, 3pm 2. 24 March Tuesday, 3pm 3. 25 March Wednesday, 3pm 4. 26 March Thursday, 3pm 5. 27 March Friday, 3pm
Genre	English Curation
Sponsorship Opportunities	



RAYA SPECIAL: LOCAL MALAY MOVIES

Logline: Special Malay movies with different genres, featuring well-known casts.

Date	28 March – 29 March 2026
No. of Episodes	2 titles x 120 minutes
TX Day & Time	Saturday & Sunday, 9:00PM
Title	Proposed Titles TBC
Genre	Action/ Comedy/ Romance
Sponsorship Opportunities	



astro audio

2026 RAMADAN RAYA RADIO **OFFERINGS**





sinar Zaga* hitz. mix Lite







RAMADAN CONTENT CATEGORIES 2026

(CLICK LINK TO CATEGORY PAGE)



FOOD / COOKING

ANNOUNCEMENT / GREETING

ON-GROUND





ETA ETA SARAWAK SINAY THR Gegar ZGUG®

CITA RASA RAMADHAN

Campaign Period : wc 23 February – wc 16 March 2026

Duration : 4 weeks

Genre : Cooking Ramadan Recipes

Target Audience : Mass Malay

The Idea:

Ramadhan is coming, in collaboration with Astro Radio (Client can choose which station to anchor) brings you exciting suggestions for recipes and food pairings to celebrate the season.

Client's Integration Opportunities:

"Citarasa Ramadan" Capsules featuring client's branded recipes and food pairings. This will be aired during drive time (between 4 and 5 PM) and repeated at night (between 10 and 11 PM).

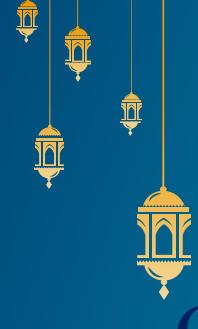
There will be 10 variations

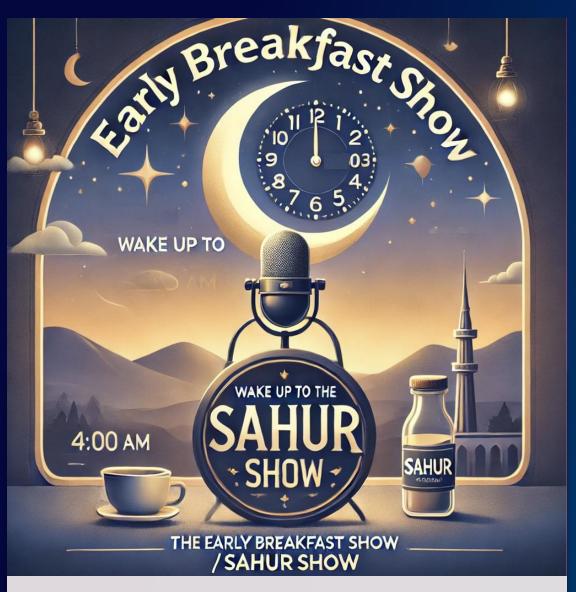
- 4 suggestions for berbuka (breaking fast)
- 4 for sahur (pre-dawn meal)
- 2 dessert suggestions.

In addition, we will produce 4 videos (featuring a special dish once a week). These videos will be shared on Station's Facebook page and website, prominently featuring client's products.

"Citarasa Ramadan" will be anchored by Stations's top radio talent, renowned for their engaging and lively personality, ensuring the campaign reaches and resonates with a wide audience.









THE EARLIEST BREAKFAST SHOW

Campaign Period : 19 February – 19 March 2026

Duration : 4 weeks during Ramadan, 4:00 AM – 6:00 AM

Genre : Sahur show
Target Audience : Mass Malay

The Idea:

For 4 weeks during Ramadhan month, ERA, SINAR, ZAYAN, & GEGAR will have an early Breakfast show from 4am – 6am; hosted by selected announcers, different from the existing breakfast show. Hosted by selected announcers, distinct from the existing breakfast show team.

Content will be skewed towards Sahur and morning rituals, tailored to the Malay brands. Expect meaningful discussions around Ramadan routines, spiritual insights, and community activities relevant to the Sahur period.

Client's Integration Opportunities:

A daily talkset (before Sahur time) will highlight the benefits of the client's drink. This key slot ensures visibility at the right moment, right before Sahur, to engage listeners when they're preparing for the meal. There will be three talksets per hour, and an additional teaser break (featuring client credit) that builds anticipation for the content.

Weekly Rewinds:

Catch up with the best moments from the week! There will be weekly updates where listeners can enjoy key highlights and rewinds from the show, giving more exposure to the client's message.



BERBUKA ALERT

Campaign Period : 19 February – 19 March 2026

Duration : 29 days

Genre : Buka Puasa Announcement

Target Audience : Mass Malay

The Idea:

During the fasting month, Waktu Berbuka coincides with the evening call to prayer. This will inform Muslim listeners that it is time to break their fast.

The Berbuka Alert plays just before Maghrib call to prayer. This feature will air during the whole of Ramadhan, from Monday to Sunday.

Client's Integration Opportunities:

This message will carry CLIENT brand name, plus an appropriate sales message, for example:

"15 sec client commercial" followed by.

Sekarang telah masuk waktu solat fardhu Maghrib, dan waktu berbuka puasa bagi Kuala Lumpur & kawasan yang sewaktu dengannya. Sinar & CLIENT mengucapkan selamat berbuka puasa.

Client will be featured in the recorded intro throughout the fasting month.





SAHUR ALERTS

Campaign Period : 19 February – 19 March 2025

Duration : 29 days

Genre : Sahur Alert Target Audience : Mass Malay

The Idea:

During the fasting month, the [station] will inform Muslim listeners when their fast starts daily.

The **Waktu Sahur Alert** plays approximately 15 minutes before Azan Subuh. This feature will air during the whole of Ramadhan, from Monday to Sunday.

Client's Integration Opportunities:

This message will carry CLIENT brand name, plus an appropriate sales message, for example:

Timing: 5.15am

"10 minit lagi untuk waktu imsak bagi seluruh Pantai timur. Dapatkan tenaga sepanjang hari dengan secawan susu. Lazz Susu Kambing, Yakini Khasiat Semulajadi. Gegar & CLIENT mengucapkan Selamat Berpuasa" Followed by 15 sec client commercial.

Client will be featured in the recorded intro throughout the fasting month.



WAKTU IMSAK DAN BERBUKA 2026

Campaign Period : 19 February – 19 March 2026

Duration : 29 days

Genre : Waktu Imsak & Berbuka Announcement

Target Audience : Mass Malay

The Idea:

During the holy month of Ramadhan, **Waktu Imsak and Waktu Berbuka** will inform Muslim listeners when their fast begins and ends daily.

The **Waktu Imsak** feature plays twice – once the night before and again around 10 to 15 minutes before the actual Imsak timing (normally around 5.00-5.30am); and the **Waktu Berbuka** feature plays between 6.30-7.00pm. This feature will air during the whole of Ramadhan, from Monday to Sunday.

Client's Integration Opportunities:

[Client] will be featured in the recorded promos, and in the recorded outros throughout the fasting month.



Sinar THR Gegar ZGUGA

TAKBIR RAYA 2026

Campaign Period : RAYA eve to Raya (Before Solat Aldilfitri)

Duration : 1 day

Genre : Reminder before Raya

Target Audience : Mass Malay

The Idea:

While Hari Raya doesn't feel complete without the melodious Takbir Raya echoing in the eve and early morning of Aidilfitri, it signifies more than just mere vibes. Takbir Raya is to proclaim the greatness of Allah s.w.t. in gratitude for guiding us and allowing us to complete the blessed month of Ramadan.

We will run 10x of Tadbir Raya from 8.30pm till 8.00am on Raya eve till Raya day (before Solat Aldilfitri) on ALL Malay Brands on Astro Audio.

Client's Integration Opportunities:

[Client] will be featured in the recorded intro and commercial tag after the intro on Raya eve till early morning of Raya (Before Solat Aldilfitri).





KHUTBAH ALDILFITRI 2026

Campaign Period : 1SYAWAL

Duration : 1 day

Genre : Praying for 1 Syawal

Target Audience : Mass Malay

The Idea:

There will always be a certain few who cannot make it in time for Aidilfitri prayers on the morning of *Hari Raya* due to work commitments or still stuck in traffic on the way back to *kampung*.

We would like to give them the opportunity to hear **Khutbah Aidilfitri** via radio from wherever they may be.

It will be read by an *Ustaz* from the Federal Territory Religious Department (JAWI).

Client's Integration Opportunities:

[Client] will be featured in the recorded intro & outro on the 1st Syawal.





FESTIVE GREETINGS

Campaign Period : 19 February – 17 April 2026

(Ramadhan & Raya Period)

Duration : 3 to 5 days

Genre : ON AIR Greetings

Target Audience : Mass Malay / Chinese / Indian

The Idea:

For every festival, we are offering CLIENT an opportunity to take advantage of the increased road traffic.

Client's Integration Opportunities:

The messaging can tie in with client's product/service without force-fitting. The messaging will be SLIGHTLY different based on the stations.

This is a high repetition for brand with a brand-related call to action.





TAZKIRAH SEBELUM BERBUKA

Campaign Period : 19 February – 19 March 2026

Duration : 3 weeks

Genre : Tazkirah Sebelum Berpuasa on ground

Target Audience : Mass Malay

The Idea:

During Ramadan, the most anticipated time is iftar, often celebrated with family and community gatherings. Additionally, many Muslims attend religious or motivational talks.

ERA, SINAR, GEGAR, and ZAYAN aim to combine these two elements into one event, fostering relationships between brands and consumers. The open-concept gathering will take place at Dataran Kuantan for GEGAR, with **200 listeners** receiving free drinks and food vouchers for berbuka.

An hour and a half before iftar, a customized stage truck will arrive at the venue, with the event hosted by announcers and featuring a religious talk by a well-known Ustaz.

In Klang Valley, ERA, SINAR, and ZAYAN will host one event per weekend, while GEGAR will hold a standalone event on the East Coast.



ETA ETA SINAY Gegar, ZAUAR

BUBUR LAMBUK BERSAMA...

Campaign Period : 19 February – 19 March 2026

Duration : 3 weeks

Genre : Bubur Lambuk on-ground

Target Audience : Mass Malay

The Idea:

Bubur Lambuk is very common among the Malay community, and it is one of the many famous dishes preferred by Muslims as their "buka puasa" dish.

It is very delicious and light consumption therefore, ERA / SINAR / GEGAR / ZAYAN would like to take this opportunity to give away free Bubur Lambuk to the consumers during Ramadhan.

All they got to do is to come to the selected venue and they can get the Bubur Lambuk for FREE! Client branding will be on the Bubur Lambuk packaging.

Client's Integration Opportunities:

For client, they will enjoy visible branding on ground as well as on the Bubur Lambuk packaging (sticker). Client credit in the recorded promos and live liners on air. Plus, client will be highlighted on our digital platform via Facebook & Instagram.



SAHUR

Campaign Period : 19 February – 19 March 2026

Duration : 3 weeks

Genre : On-ground Sahur Visit

Target Audience : Mass Malay

The Idea:

During Ramadan, the Sahur meal is an important part of the Ramadan practice. Station is inviting clients to join in Sahur campaign, where selected station personalities will visit the winner's house and "bersahur" with them.

For listeners to participate in this event, station will drive listeners to go to the station's website and tell why they would like the station to bersahur with them.

The most creative slogan will get a visit from station and client during "Sahur" and receive a client's hamper.

Client's Integration Opportunities:

To support this event, station together with client will run capsules to talk about the different types of sahur meals that help to energise oneself and families. Content can be adjusted based on client's brief.

Proposed visitation time: 4.30am - 5.50am (subject to winner's availability and also Prayer time).





BERBUKA PUASA

Campaign Period : 19 February – 19 March 2026

Duration : 4 weeks

Genre : Buka Puasa Event

Target Audience : Mass Malay

The Idea:

In conjunction with the holy month of Ramadhan, ERA PM / ERA Sabah / ERA Sarawak / SINAR / GEGAR / HITZ / MIX / LITE / ZAYAN would like to invite listeners to 'berbuka puasa' together in selected locations.

Starting first week of Ramadhan, on every Saturday or Sunday, the station can organize a 'buka puasa' event with the listeners which will be hosted by selected announcers.

Campaign Mechanics:

Listeners can join the event by being the first caller through after the sonic trigger, answer simple questions regarding the station or client to win 4 invites to the 'buka puasa' event; plus RM150 cash or hampers (from client).



BAZAAR RAMADHAN

Campaign Period : 19 February – 19 March 2026

Duration : 4 weeks

Genre : On ground Bazaar

Target Audience : Mass Malay

The Idea:

In conjunction with the holy month of Ramadhan, [stations] would like to create a direct connection between Client with the end users during the crosses at Bazaar Ramadhan in Klang Valley (Kelantan for GEGAR)

Client's Integration Opportunities:

By giving out the products, end users will get the chance to enjoy it during their Buka Puasa meals. And also increase brand recall for the product during the Festive season. At selected location, the ground crosses will be joined by station announcers.



RAYA HOUSE HOPPING

Campaign Period : w/c 23 March – w/c 13 April 2026

Duration : 3 weeks

Genre : On-ground Raya Visit

Target Audience : Mass Malay

The Idea:

During 'Raya', [station]'s team will visit listeners open house together with (client)!

Campaign Mechanics:

Listeners to submit on station's website and tell why they want us to visit their Raya Open House! The most creative slogan will get a chance to have [station]'s team on their Raya Open House!

The 5 entries with the most creative slogan will be selected and get RM400 duit raya and a chance to station's team visiting their open house!













RUMAH TERBUKA 2026

Campaign Period : w/c 31 March – w/c 21 April 2025

Duration : 3 weeks

Genre : Raya Open House On-Ground

Target Audience : Mass Malay

The Idea:

Join our radio announcers this year at our "Rumah Terbuka" (Raya Open House) this Hari Raya to celebrate the wonderful festival specially brought to you by STATION & [CLIENT].

Client's Integration Opportunities:

Station will run online contest to get invites to Rumah Terbuka, STATION & [CLIENT].

Campaign Mechanics:

- Listeners need to submit their entries on station's website and tell us why they want to join the open house.
- They will also need to answer one client based question (client to provide). The most correct answer with best slogan will win.
- Stations will select the best few winners and put them on air to share what they enjoy about the Ramadhan / Raya season.
- Each winner will get 4 exclusive invites to the Rumah Terbuka [Station] & [CLIENT] plus "Duit Raya"!
- On the event day, all the winners and guests will get a chance to meet all the station's announcers for an enjoyable Rumah Terbuka with [CLIENT] and [Station]'s team.

^{*}Date & Venue - TBC





DUIT RAYA / RAYA GIFT GIVEAWAY

Campaign Period : wc 16 February – wc 6 April 2026

Duration : 1 week
Genre : Contest

Target Audience : Mass Malay

The Idea:

Simple On air contest on ERA / SINAR / GEGAR / ZAYAN to giveaway duit raya / Raya gift.





2026
RAMADAN RAYA DIGITAL
OFFERINGS







RAMADAN DIGITAL OFFERINGS TALK SHOW / TRAVELOGUE / COOKING SHOW



A FRESH CONCEPT, INSPIRING, UPLIFTING, AND JOYFULLY BOLD

The live audience response during the last RaRa season was fantastic, so we're keeping it going. This time, we're adding a twist — combining the talk show format with fun activities based on the guest's favorite hobbies to make the experience even more engaging.

Proposed Guest: Adam Qorie, Michael Ang, Nora Danish, Chew Kin Wah

Previous Epi Reference: https://www.youtube.com/watch?v=qGQQyZUEGis

BORAK DULU BARU KAMU S2 RAMADAN SPECIAL

Logline: After seeing how great the live audience was during the last Rara season, we think it's a good idea to keep it going. This time, though, we're mixing things up by combining the talkshow with some fun—like doing one of the guest's favorite activities to make the experience even more enjoyable.

Date	TBC
No. of Episodes	2eps x 60 minutes
TX Day & Time	Starting Friday 3rd week of Ramadan
Title	Borak Dulu Baru Kamu Ramadan Special S2
Genre	Talkshow / Podcast
Sponsorship Opportunities	Chair, Drinks, Food & Beverages, Telco, Men's Care Products



2022	2023	2024
24,078,490	9,454,995	14,312,116

Total Digital Views	
47,845,601	





RAMADAN VIBES, VIRAL STORIES

Motif Trending blends viral digital culture with real-life stories, making it highly relatable and shareable. With its upcoming Ramadan twist, it adds emotional depth and spiritual relevance — making it the perfect platform for brands to connect with audiences in a meaningful, culturally resonant way.

Previous Eps:

https://youtu.be/SpVDjWahLJg?si=8P2Ai9U-ua4LAUm1

MOTIF TRENDING S5 RAMADAN SPECIAL

Logline: "Motif Trending" is a show that highlights viral and trending digital content. This season, we're adding a meaningful twist — exploring spiritual and religious insights related to Ramadan, while keeping the content fresh and relevant.

Date	TBC
No. of Episodes	2eps x 30 minutes
TX Day & Time	TBC
Title	Motif Trending S5 Ramadan Special
Genre	Talkshow / Podcast
Sponsorship Opportunities	Chair, Drinks, Food & Beverages, Telco, Men's Care Products

Total Digital Views

20,420,369



THE INTERSECTION OF AL-QURAN, CULTURE, AND ART

The rhythm in Quranic recitation is one of the arts that not everyone is well-versed or skilled in, yet it's a fascinating subject to explore. In *Hype Hafiz* Season 4, the recitation of the Quran, its content and meaning, as well as the way it is melodically delivered, form the core of the show's narrative.

Previous Eps:

https://youtu.be/SpVDjWahLJg?si=8P2Ai9U-ua4LAUm1

HYPE HAFIZ S4

Logline: Qawiyaro, an influencer and Hafiz of the Al-Quran known for his public Quran recitation challenges, will once again be tested by verses chosen by the public—but this time, he will go beyond Kuala Lumpur to explore the deeper connection between culture and the Quran.

Date	TBC
No. of Episodes	8eps x 10 minutes 2eps x 30 minutes
TX Day & Time	2X per week
Title	HYPE HAFIZ S4 Ngaji Quran di Jalanan
Genre	Social Experiment / Travelogue
Sponsorship Opportunities	Drinks, Food & Beverages, Telco, Men's Care Products

Total Digital Views

6,019,124



FEATURING FAN-FAVOURITE TALENTS FROM THE RARA SERIES





Sample Product Placement

Previous Eps: https://youtu.be/SpVDiWahLJg?si=8P2Ai9U-ua4LAUm1

SAYANG AJAR MASAK S3

Logline: This beloved light-hearted cooking show is back with a fresh twist, pairing local celebrities with unexpected kitchen mentors for a laughter, and heartwarming moments. This season, the twist gets even more exciting: celebrities attempt to recreate their loved ones' favorite **Ramadan buka puasa dishes** — but they can't see each other while cooking! Expect kitchen chaos, laugh-out-loud moments, and sweet surprises in every episode. It's cooking but make it *Sayang*.

Date	TBC
No. of Episodes	4 eps X 30 minutes
TX Day & Time	TBC
Title	Sayang Ajar Masak S3
Genre	Cooking Show/Variety
Sponsorship Opportunities	Food Brands, Kitchen Appliance, Supermarket/Retailer, Online Grocery Platform, Fridge or any Kitchen

Total Digital Views

5,196,839





RAYA DIGITAL OFFERINGS TALK SHOW / TRAVELOGUE / COOKING SHOW / DRAMA



A FRESH CONCEPT, INSPIRING, UPLIFTING, AND JOYFULLY BOLD

The live audience response during the last RaRa season was fantastic, so we're keeping it going. This time, we're adding a twist — combining the talk show format with fun activities based on the guest's favorite hobbies to make the experience even more engaging

Previous Eps:

https://youtu.be/SpVDjWahLJg?si=72d3COcvRcSBG0cw

BORAK DULU BARU KAMU RAYA

Logline: Join Malaysia's rising digital host UBAI MZ in a rather 'different' talk show, interviewing actors, comedians, athletes, and influencers! Unquestionably and effortlessly funny with humors stories from the beginning to the end!

Date	TBC
No. of Episodes	2eps x 60 minutes
TX Day & Time	TBC
Title	Borak Dulu Baru Kamu Raya Lah Yeah
Genre	Talkshow / Podcast
Sponsorship Opportunities	Chair, Drinks, Food & Beverages, Telco, Men's Care Products



2022	2023	2024
24,078,490	9,454,995	14,312,116

Total Digital Views
47,845,601



COOKING SHOW WITH BIDUANITA

In *Dapur Irama Siti*, Dato' Sri Siti Nurhaliza welcomes viewers into her kitchen for an intimate blend of traditional Malaysian cooking, soulful storytelling, and musical interludes. Each episode is a sensory experience — where every dish carries a rhythm, and every recipe tells a story.

DAPUR IRAMA SITI

Logline: Join our Malaysia's Biduanita Dato' Sri Siti Nurhaliza as sheshares her favorite recipes, stories, and flavors that bringfamily and tradition to the table.

Date	ТВС
No. of Episodes	5 eps X 30 minutes
TX Day & Time	ТВС
Title	DAPUR IRAMA SITI
Genre	Cooking Show/Variety
Sponsorship Opportunities	Food Brands, Kitchen Appliance, Supermarket/Retailer, Online Grocery Platform, Fridge or any Kitchen



RANGE ANXIETY? WATCH THEM SURVIVE!

Along the way, they face challenges like finding charging stations, dealing with range anxiety, and navigating tough terrain. Viewers will see how they overcome these with smart solutions—and realize that traveling with an EV isn't as hard as they thought. In fact, it's surprisingly fun!

Previous Eps:

https://youtu.be/SpVDjWahLJg?si=8P2Ai9U-ua4LAUm1

TRAVEL EV BALIK KAMPUNG

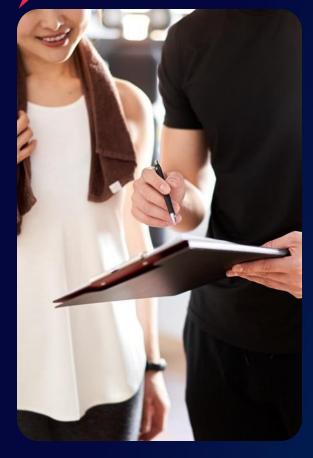
Logline: 3 influencers will travel to a 'Kampung' to celebrate Ramadan but the travel experience will be something new for them as they will be heading there using an electric car. During their journey, they will stop at several charging ports and complete the wishlist they've been given.

Date	TBC
No. of Episodes	5 ep x 30 mins
TX Day & Time	TBC
Title	Travel Balik Kampung
Genre	Travelogue/Reality Show
Sponsorship Opportunities	EV Car, EV Charger Provider, Clothing Brand, Telco, Skincare

Total Digital Views

4,548,466





Fresh off a messy, high-profile divorce, powerful CEO Diana is left with a penthouse, a reputation, and a deep emptiness. Seeking control over her life again, she joins an exclusive gym — and meets Danial, a warm, optimistic trainer with a gift for breaking down walls.

What starts as workouts and small talk soon turns into something deeper, challenging everything Diana thought she wanted. Their growing bond sparks gossip and risks both their worlds — but could it also be the real thing?

The Weight Between Us is a slow-burn romance about rediscovery, desire, and taking a chance on the unexpected.

THE WEIGHT BETWEEN US (TBC)

Logline: After a messy divorce, a lonely CEO begins personal training and finds herself drawn to a younger, optimistic trainer chasing his own dreams. Their chemistry is undeniable — but so are the consequences of crossing professional boundaries.

Date	TBC
No. of Episodes	30 eps X 3-4 minutes
TX Day & Time	TBC
Title	The Weight Between Us *title TBC
Genre	Vertical Drama
Sponsorship Opportunities	VIDA C Telco, Fashion, Beauty & Luxury

Terms & Conditions

Validity:

- Spots utilization period: -
 - Ramadan & Raya Rate Card Period: 19 February 5 April 2026
 - Ramadan: 19 February 2026
 - First Day of Hari Raya: 20 March 2026
 - * Date above is subject to confirmation by JAKIM
- The package must be booked as is, with no changes or replacement to any entitlements. All inclusions are fixed and cannot be modified.
- Each package is designated for ONE (1) product/brand only. No sharing of product/brand is allowed.
- All spots must be booked under one (1) media order.
- The above package is non-cancellable and non-transferable. A 100% surcharge will be imposed upon any cancellation.

Pricing & Taxes:

- All prices are exclusive of Government Tax and are subject to an 8% Service Tax, if applicable.
- The investment cost is subject to production cost(s), such as LPF cert application fees, voice-over talent charges, etc. These costs shall be advised by Astro in accordance with campaign brief.

Product Category Barring refers to the prohibition of competitor sponsorship within a designated sponsored product category. Under this clause:

- Competitors are prohibited from sponsoring or purchasing advertising spots in proximity to the specific sponsored programme.
- This prohibition is not applicable to audience-buy advertising, such as Addressable Ads, which are determined based on audience segments and not on the specific programming.

Package Entitlements:

• Digital entitlements are subject to change. In particular, if no campaign goes live within three (3) months from the date of signing off the media booking, Astro reserves the absolute right to revise the digital entitlement and/or pricing in accordance with the prevailing rate. Astro will notify you of any such changes, if applicable, in the updated schedule.

Utilization of Package Entitlements:

- All package entitlements must be fully utilized within three (3) months from the date of first broadcast of the advertiser's advertisement material or within the TX period, whichever applies. This is subject to an extension granted by Astro, in its sole discretion.
- In the event of any rescheduling of the original booking, the Client must use the digital entitlements within three (3) months after the last date of the campaign ("Deadline"), failing which any unutilized digital entitlements shall be automatically forfeited, and the Client shall be deemed to have waived the right to use the unutilized digital entitlements. Upon expiry of the Deadline, Astro shall have no obligation to accept any bookings or deliver any Deliverables related to the unutilized digital entitlements. No extension of the Deadline shall be permitted unless otherwise agreed upon by Astro in writing.

Scheduling and Availability:

- All TVC spots are scheduled at Astro's discretion and are subject to airtime availability.
- Astro reserves the right to block certain dates and/or special programming (e.g. Festive, Key Signature Programme, etc.).

Confidentiality & Other Provisions:

- The creative concepts contained in this document have been developed by Astro. All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole, in any form whatsoever.
- This agreement is private and confidential, and no content herein shall be divulged to parties other than the intended agency and client.
- · Astro reserves the right to amend any of the above pricing categories and/or its time belts from time to time.
- The package is subject to the general terms and conditions for the provision of airtime, which can be found at www.astromedia.com.my

