Video360+

Maximising Your Brand’s Impact Across Every Screen



Video Everywhere: A Screen for Every Purpose

- In-Home vs. Out of Home
- Lean-in vs. Lean-back
- Solo vs. Social Viewing
- Time of day
- User Demographics



Computer : Desktop/Laptop

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

TV

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

Mobile : Smartphone/ Tablet

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

Malaysia Embraces a Hybrid Media Future

87%

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

67%

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

50%

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



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

Be Where The Attention Is

Astro Multiscreen Video+ brings together the precision targeting of in-stream video, the on-demand flexibility of OTT, and the unmatched impact of Connected TV - creating a unified solution that delivers measurable results across multiscreens



astro GO

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



Up to **96%**
average video completion rate

sooka

+128% YoY
on monthly total minutes streamed

35 Astro Digital Platforms

12 MIL
Monthly Views

Impact Across Every Screen

astro GO + sooka + Astro YouTube Channels (Randomly assigned channels) + 35 Astro Digital Platforms (across 30 Randomly assigned platforms)



Inventory Commitment	CPCV
Up to 999,999 Completed Views	RM 0.15
≥1,000,000 Completed Views	RM 0.05

Addressable Reach through Astro Digital by Life Stage and Segment

Life Stage



Segment

Arts & Entertainment
(Est. Audience: 11 mil)

News
(Est. Audience: 17.3 mil)

Sports
(Est. Audience: 3.2 mil)

Finance
(Est. Audience: 1.2 mil)

Automotive
(Est. Audience: 173K)

Home & Garden
(Est. Audience: 2.7 mil)

Travel
(Est. Audience: 991K)

Food & Beverage
(Est. Audience: 950K)

Islamic
(Est. Audience: 206K)

High Income (T20)
(Est. Audience: 130K)

Beauty & Fashion
(Est. Audience: 367K)

Dairy
(Est. Audience: 4.4 mil)

Health & Fitness
(Est. Audience: 1.3 mil)

Video Gaming & eSports
(Est. Audience: 5.4K)

Video Ad Format

	DESKTOP / CTV	MOBILE
Dimension (W x H)	1920x1080	800x600
Aspect Ratio (W x H)	16:9	4:3
File Size	> 256 MB	
Duration	30 sec (max)	
Bitrate Mode	CBR	
Frame Rate	60	
Audio Playback	Stereo	
File Format	Quick Time (.mov)	

Terms & Conditions :

- All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
- **Astro Video360+ impressions are delivered on a Run-On-Network basis. Final ad placement is based on ad products, ad formats and platforms availability subject to Astro's final discretion.**
- Requests for specific inventory placements (e.g. Astro GO only) will be subject to review and approval by the designated PICs prior to booking confirmation.
- The rates stated herein are not applicable in conjunction with any other promotions, discounts, rebates, vouchers, bundled offers, or special pricing arrangements unless otherwise approved in writing by the designated PIC.
- Strictly no changes of materials, pictures, caption or write up on article, videos and social post after it goes live OR there will be a 100% penalty for any changes.
- Audience selection is subject to inventory availability.
- Video commercial materials to be submitted at least five (5) working days prior to the campaign launch date.
- For digital materials, all pointers, directions and visuals to be provided by advertiser and is subject to Astro's final approval.
- The delivery of the digital entitlements will be based on the recommended duration. Any changes such as addition targeting/duration adjustment, it will subject to availability of inventories upon campaign booking submission.
- All entitlements to be booked under One media order.
- Astro reserves the right to amend any of the above pricing from time to time.
- Packages are non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.
- This document, the recommendations and creative concepts 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.
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- In the event of any rescheduling of the original booking, Client must use the digital entitlements within 3 months after the last date of the campaign ("**Deadline**"), failing which any unutilized digital entitlements shall be automatically forfeited and 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 us / Astro in writing.
- The above package is subject to the general terms and conditions for the provision of airtime, which can be found at www.astromedia.com.my