THE NEW LAW OF SOCIAL ATTENTION

If you are only seen occasionally, you don’t exist.

SOCIAL IS THE NEW DECISION ENGINE

From discovery to consideration, social is now where choices begin – not just where content lives.

70%

Malaysians are active social media users, *above global average of 68%*.

167

minutes is the average time a Malaysian spent on social, *17% more than global average*.

96%

Malaysians are watching online videos every week, and short-form video is growing fast.

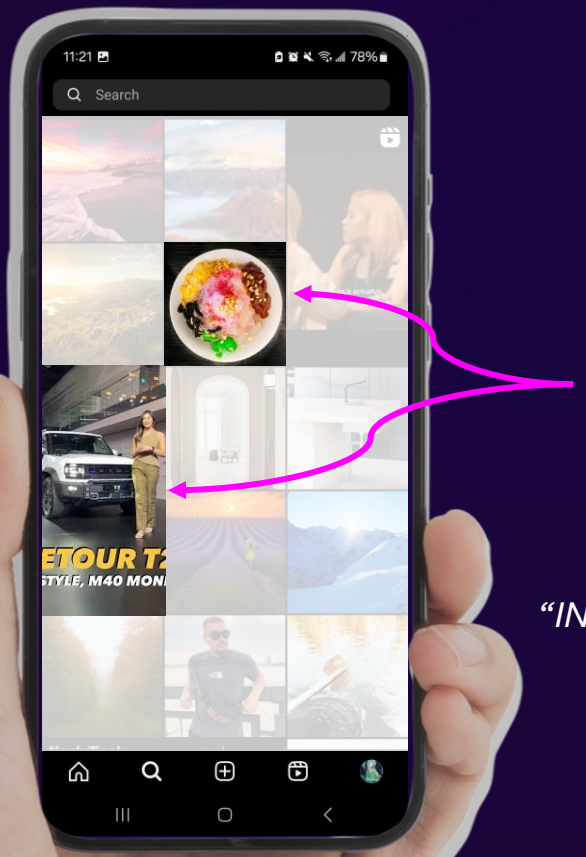
75%

Malaysians use social to do their purchase research.

Source: Dataportal

EVERYONE CAN CREATE. FEW GET SEEN.

Content is abundant. Attention is limited and increasingly expensive to earn.



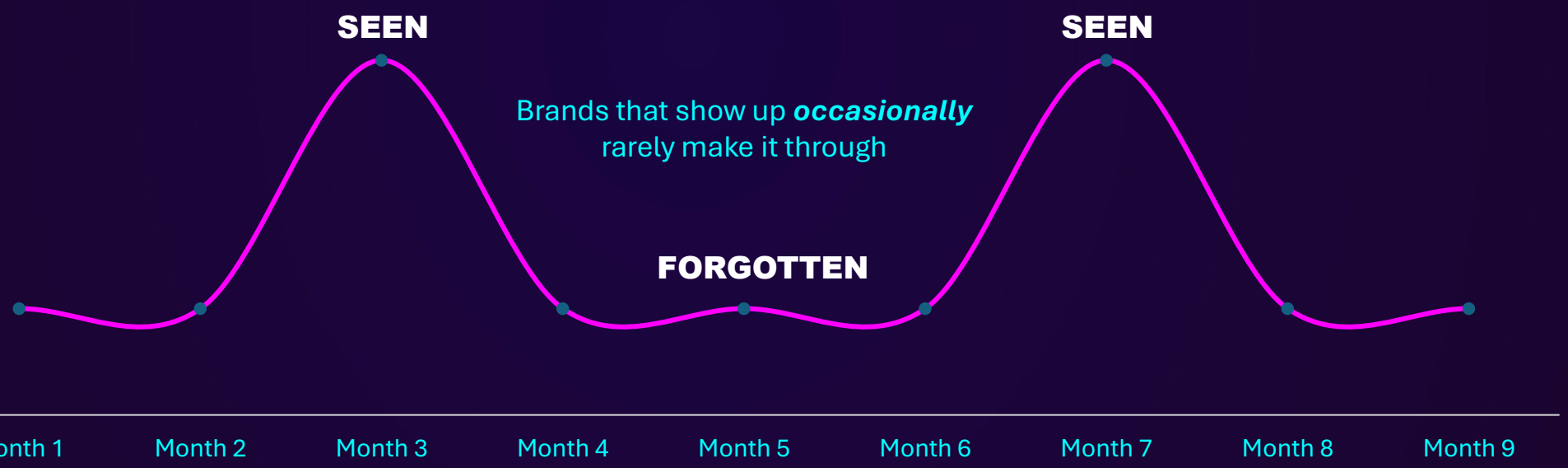
SELECTIVE ATTENTION

(n.) The human tendency to focus only on content that feels relevant, interesting, or useful — while ignoring everything else.

“IN A WORLD OF INFINITE CONTENT, RELEVANCE DECIDES WHAT GETS SEEN.”

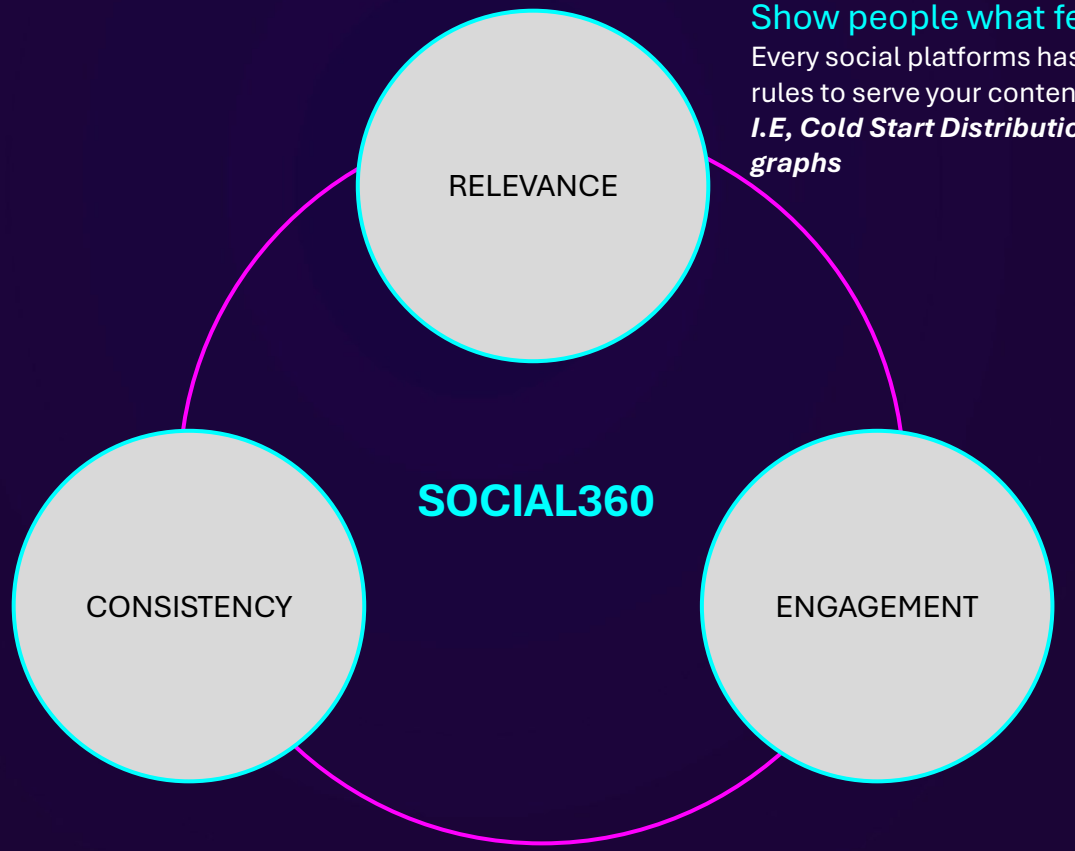
MOST BRANDS DON’T BREAK THROUGH.

In a selective attention economy, being present doesn’t mean being noticed.



WHAT THE ALGORITHM REWARDS

Visibility is not random. It is shaped by relevance, engagement, and consistency.



Show people what feels most relevant

Every social platforms has their own deciding rules to serve your content to the audiences.
I.E, Cold Start Distribution, Interest & Social graphs

Repeated signals help content travel further

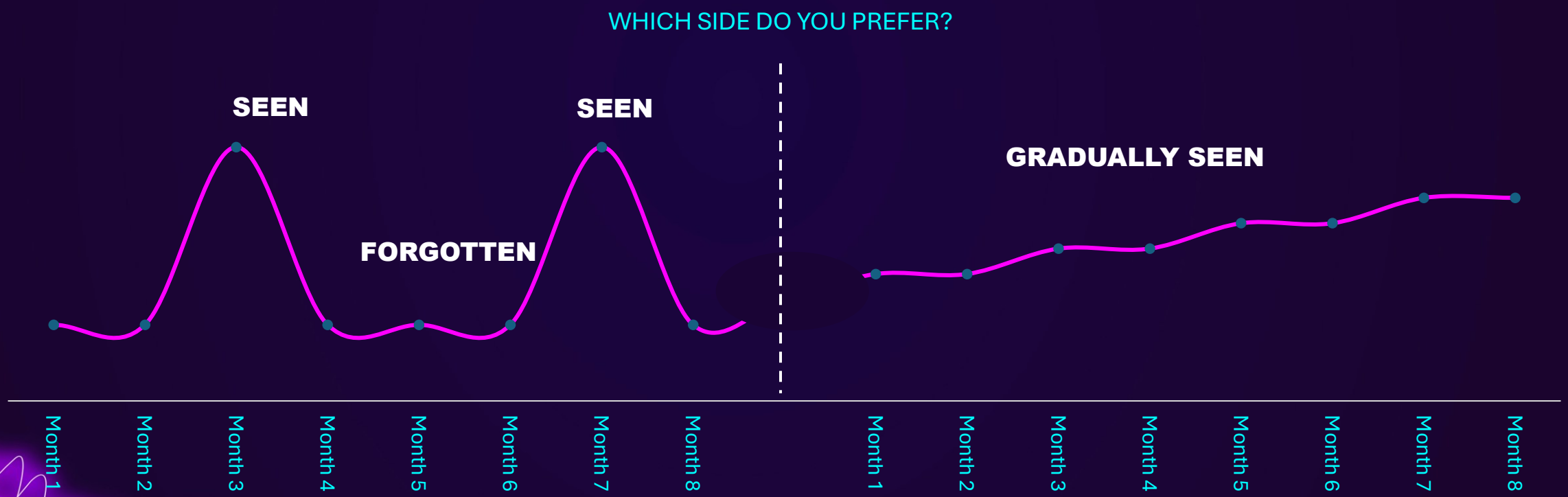
Platforms learn from patterns of relevance and interaction, one-off posting gives them fewer signals to work with.

Likes is not everything

Not all engagements is equal.
Share weighs more than likes.

ATTENTION IS BUILT WHEN BRAND SHOWS UP CONSISTENLY

It’s not about viral spikes; it’s about sustained visibility over time.



WHEN ATTENTION MATTERS, START WHERE IT ALREADY LIVES.

Astro connects scale, consistency and cultural relevance, so brands don’t have to build it alone.

astro

42
SOCIAL BRANDS

118M
FOLLOWING BASE

2.5B
VIEWS MONTHLY

A NETWORK CAPABLE OF CONTINUOUS VISIBILITY

WHERE BRANDS PLUG INTO COMMUNITIES AT SCALE

MALAY MASS COMMUNITIES	CHINESE MASS COMMUNITIES	ENGLISH URBAN LIFESTYLE	INDIAN CULTURAL CONNECT
ERA, Gegar, sinar, Zayaa	MELODY, MY, astro 欢喜台, astro 本地圈	mix, hitz, Lite	raaga, astro ulagam

NEWS & CURRENT AFFAIRS MIND	SPORTS ENTHUSIASTS	ENTERTAINMENT & POP CULTURE	FOOD, TRAVEL, & LEISURE	FAMILY & EVERYDAY LIVING
astro AWANI, astro AEC, 热点 HOTSPOT	stadium astro, astro Arena, MAKANBOLA	GEMPAK, XUAN, RojakDaily, MeleTOP, goxuan, Remaja, sooka	XUAN PLAY, LIBUR, IMPIANA, rasa, VANILLA KISMIS, Rapi	hijabista, Pengantin, KASHOORAA, keluarga, MASKULIN, Wanita, NONA, Pa&Ma

SOCIAL360 FRAMEWORK

Designed to build memory before it asks for action



01

BE SEEN

Video or static content designed for awareness



02

BE REMEMBERED

Maximise one original content asset in two ways



03

TRENDING REELS

Embed brands into content Astro is already creating

01 BE SEEN

New asset creation – videos or photos

WHAT IT DOES

Gets your brand into the feed quickly and naturally

HOW IT WORKS

Short-form, social-native content designed to spark interest and interaction

BEST USED FOR

Launches, sampling, tactical bursts, new product moments, topical relevance



Xuan, Disney Cruise
Views: 317,000
Likes: 2,735
Engagements: 314



Hitz, SPM 2025
Views: 244,300
Likes: 19.5k
Engagements: 1,084

This kind of short form content usually in the form of voxpox, reviews, sampling and coverage get brand noticed quickly, and earn immediate attention.

BE SEEN

01 BE SEEN RATE CARD

Refreshed deliverables with a more streamlined rate card

Tiers	Content Format
Tier 1	Social Video[1]
	Social Post[2]
Tier 2	Social Video[1]
	Social Post[2]
Tier 3	Social Video[1]
	Social Post[2]
Tier 4	Social Video[1]
	Social Post[2]

Notes & Remarks

1.Social Video Production

- Social video includes a video produced by Astro based on a clear brief provided by the client. The final video will be published across all social platforms associated with the selected Astro platform.
- Production covers shoots conducted within Klang Valley. For shoots outside Klang Valley, a travel allowance will apply. The client is required to supply the necessary products and materials for the video shoot.
- Maximum Video Length: 60- seconds
- Talent Fees: Not included
- Revision Limit: Minor revision up to 2 rounds

2. Social Posting

- Social Posting includes a photo post produced by Astro based on a clear brief provided by the client.The produced photo will be posted across all social platforms associated with the selected Astro platform.
- Production covers photo shoots conducted within Klang Valley. For shoots outside Klang Valley, a travel allowance will apply. The client must provide the required products and materials for the photo shoot.
- Revision Limit: Minor revision up to 2 rounds

02 BE REMEMBERED

Content extension; stretch one asset further

WHAT IT DOES

Helps one original content asset work harder by increasing repeat visibility.

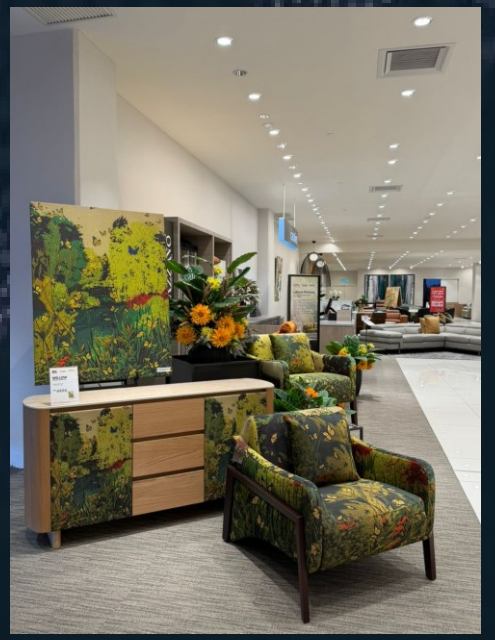
HOW IT WORKS

Extends the life of one core content piece through **creative variations or reposting** across relevant Astro social brands.

BEST USED FOR

Brands that want more traction, broader exposure, and repeated visibility without creating new content.







COVERAGE BY XUAN GEMPAK ERA mix Lite sinar

02 BE REMEMBERED RATE CARD

Cost-efficient ways to be seen more often without creating more content

Tiers	Content Format
Tier 1	Creative Variation
	Reposting
Tier 2	Creative Variation
	Reposting
Tier 3 & 4	Creative Variation
	Reposting

Notes & Remarks

1.Creative Variation

- Available only for assets originally filmed or produced by Astro.
- Includes re-edits such as alternate hooks, cutdowns, captions, aspect ratio changes, and minor pacing adjustments.
- Does not include new shoot days, new talent sessions, new voice-over recording, or major storyline changes.
- Any request requiring new footage or substantial reworking will be treated as a new production scope.
- Maximum Video Length: 60-seconds
- Talent Fees: Not included
- Revision Limit: Minor revision up to 2 rounds

03 TRENDING REELS

Insert brand into existing content flow

WHAT IT DOES

Places the brand within content Astro is already creating.

HOW IT WORKS

Through Trending Reels, brands are integrated into Astro's everyday social content so they appear naturally in content audiences already engage with.

BEST USED FOR

Brands that want a more natural presence within recurring content across Astro's social platforms.



GoXUAN, Social Video



We could feature your product instead. Doesn't change the story direction, merely using optic to sustain visibility.

STAY TOP OF MIND

03 TRENDING REELS RATE CARD

Trending Reels packages for recurring social presence

Solutions	No. of Posts	Durations	No. of Radio Stations
Starter Presence	20 per social platform	1 month	One
Momentum Presence	50 per social platform	2 months	Three
Dominant Presence	80 per social platform	3 months	Five

Notes & Remarks

- The overall content direction and brand fit will be aligned upfront between Astro and the client.
- Client is required to provide relevant products, key messages, and any necessary brand materials before content production begins.
- Content execution will be guided by Astro's editorial judgment, platform best practices, and real-time trend relevance.
- To preserve content authenticity and performance, the client may not pre-determine the exact scenes, storylines, or posting style for each content piece.
- Final content approach, shoot direction, and posting decisions will depend on the trends, formats, and cultural moments Astro chooses to ride on at the time.
- Brand integration will be done in a way that feels natural to the content and relevant to the audience.
- Posting cadence, format, and account selection will be determined by Astro based on content suitability and momentum potential.
- Any request for fixed scripts, mandatory shots, or heavily controlled brand treatment may require a different content solution and separate quotation.

REAL CAMPAIGN. REAL RESULT.

Episode 1

Client: Nippon Paint

EARNING A PLACE IN TRADITION

To win CNY, we created an informative yet entertaining micro-series that used KOL storytelling, feng shui, and zodiac beliefs to position Nippon Paint as part of festive rituals - not just a colour choice, but a symbol of prosperity and luck.

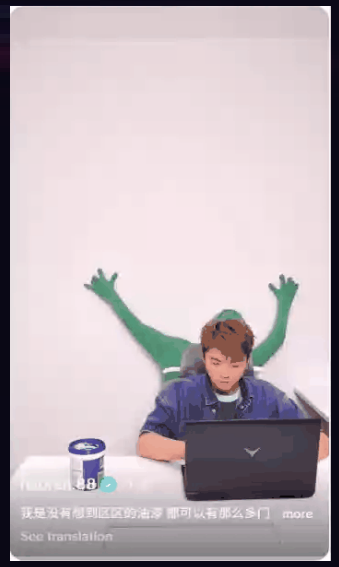
399,259
Total Reach
XX

9.05%
Engagement Rate
Avg. Benchmark: 0.2%









REAL CAMPAIGN. REAL RESULT.

Episode 2

Client: TikTOk Shop

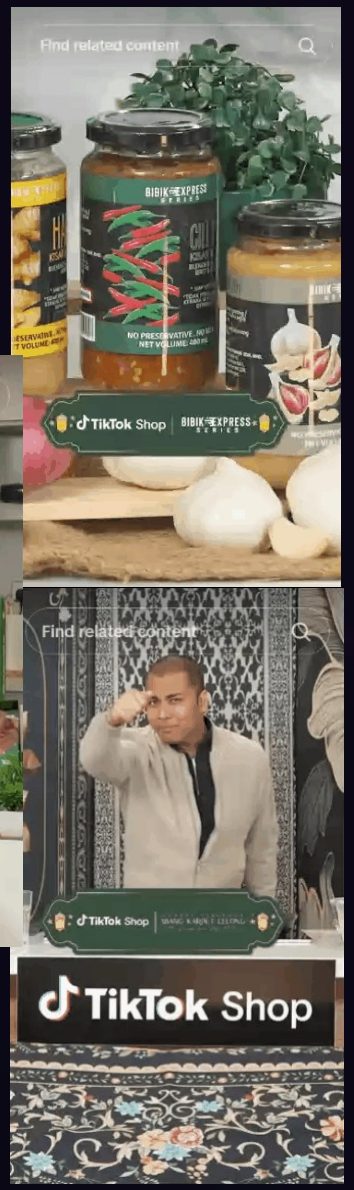
TURNING CONTENT INTO COMMERCE

During Ramadan, we built commerce around routines people already follow - using Borak SeeNI's familiar faces and entertainment-led format to drive repeat viewership and daily shopping. We were converting existing attention into commerce.

1.8 Mil
Total View
Avg. View/Eps: 95K

4.3 Mil
Total Reach
Avg. Reach/Eps: 217K





SOCIAL BRANDS TIERING

TIER 1	TIER 2	TIER 3	TIER 4
ERA	astro 本地圈	astro AEC	ERA SABAH
GEMPAK	mix	UMPAN	ERA SARAWAK
MY	Lite	XUAN PLAY	
stadium astro	MELODY	LIBUR	
hitz	Gegar	borak seeNI	
501Lifestyle	NONA	sooka	
MeleTOP	zayan	RojakDaily	
XUAN	raaga	VANILLA KISMIS	
astro ulagam	Remaja	astro 欢喜台	
astro Arena	IMPIANA		
sinar	hijabista		
热点 HOTSPOT	keluarga		
	MASKULIN		
	KASHOORAA		
	Wanita		
	Pengantin		
	goxuan		
	rasa		
	Media Hiburan		
	Rapi		
	Pa&Ma		

THANK YOU.

Let’s Discuss.