astro media solutions

CONNECTING BRANDS

with Malaysia's most valuable audience

TV Advertising Rate Card • Updated as of November 2026

Introduction

Hi! We appreciate your interest in partnering with us. With the strength of Astro's end-to-end media network in Malaysia, you can count on our dedication in delivering customised advertising and marketing solutions for your brand. Together, let's take your business to the next level across TV, Radio and Digital Platforms, with the added impact of influencers, event activations and marketplaces.

We've grouped the available TV advertising channels by target audience or interest – Malay, Chinese, Indian, English, Korean, GenNext, News and Sports. The advertising rates are priced according to channel value propositions and timebelt viewerships. Enjoy a base rate that starts from RM1,000 for a 30-sec TVC (category x1), with specific pricing ratios for respective durations, as outlined in the following rate table.

This Rate Card is subject to the general terms and conditions which can be viewed at https://astromedia.com.my/advertising-terms-conditions. Please read and understand them as they contain legal binding terms and obligations, including rights to suspension, limitation and exclusion of our liability. The general terms and conditions may be amended from time to time, hence please check the link for the latest version.

TV ADVERTISING RATE TABLE (RM GROSS)

astro media solutions

Category	10 sec	15 sec	20 sec	25 sec	30 sec	35 sec	40 sec	45 sec	50 sec	60 sec
x1	500.00	660.00	800.00	900.00	1,000.00	1,180.00	1,300.00	1,500.00	1,700.00	2,000.00
x1.5	750.00	990.00	1,200.00	1,350.00	1,500.00	1,770.00	1,950.00	2,250.00	2,550.00	3,000.00
x2	1,000.00	1,320.00	1,600.00	1,800.00	2,000.00	2,360.00	2,600.00	3,000.00	3,400.00	4,000.00
x2.5	1,250.00	1,650.00	2,000.00	2,250.00	2,500.00	2,950.00	3,250.00	3,750.00	4,250.00	5,000.00
x3	1,500.00	1,980.00	2,400.00	2,700.00	3,000.00	3,540.00	3,900.00	4,500.00	5,100.00	6,000.00
x3.5	1,750.00	2,310.00	2,800.00	3,150.00	3,500.00	4,130.00	4,550.00	5,250.00	5,950.00	7,000.00
x4	2,000.00	2,640.00	3,200.00	3,600.00	4,000.00	4,720.00	5,200.00	6,000.00	6,800.00	8,000.00
x4.5	2,250.00	2,970.00	3,600.00	4,050.00	4,500.00	5,310.00	5,850.00	6,750.00	7,650.00	9,000.00
x5	2,500.00	3,300.00	4,000.00	4,500.00	5,000.00	5,900.00	6,500.00	7,500.00	8,500.00	10,000.00
x6	3,000.00	3,960.00	4,800.00	5,400.00	6,000.00	7,080.00	7,800.00	9,000.00	10,200.00	12,000.00
x7	3,500.00	4,620.00	5,600.00	6,300.00	7,000.00	8,260.00	9,100.00	10,500.00	11,900.00	14,000.00
x8	4,000.00	5,280.00	6,400.00	7,200.00	8,000.00	9,440.00	10,400.00	12,000.00	13,600.00	16,000.00
x9	4,500.00	5,940.00	7,200.00	8,100.00	9,000.00	10,620.00	11,700.00	13,500.00	15,300.00	18,000.00
x10	5,000.00	6,600.00	8,000.00	9,000.00	10,000.00	11,800.00	13,000.00	15,000.00	17,000.00	20,000.00
x11	5,500.00	7,260.00	8,800.00	9,900.00	11,000.00	12,980.00	14,300.00	16,500.00	18,700.00	22,000.00
x12	6,000.00	7,920.00	9,600.00	10,800.00	12,000.00	14,160.00	15,600.00	18,000.00	20,400.00	24,000.00
x13	6,500.00	8,580.00	10,400.00	11,700.00	13,000.00	15,340.00	16,900.00	19,500.00	22,100.00	26,000.00
x14	7,000.00	9,240.00	11,200.00	12,600.00	14,000.00	16,520.00	18,200.00	21,000.00	23,800.00	28,000.00
x15	7,500.00	9,900.00	12,000.00	13,500.00	15,000.00	17,700.00	19,500.00	22,500.00	25,500.00	30,000.00
x16	8,000.00	10,560.00	12,800.00	14,400.00	16,000.00	18,880.00	20,800.00	24,000.00	27,200.00	32,000.00
x17	8,500.00	11,220.00	13,600.00	15,300.00	17,000.00	20,060.00	22,100.00	25,500.00	28,900.00	34,000.00
x18	9,000.00	11,880.00	14,400.00	16,200.00	18,000.00	21,240.00	23,400.00	27,000.00	30,600.00	36,000.00
x19	9,500.00	12,540.00	15,200.00	17,100.00	19,000.00	22,420.00	24,700.00	28,500.00	32,300.00	38,000.00
x20	10,000.00	13,200.00	16,000.00	18,000.00	20,000.00	23,600.00	26,000.00	30,000.00	34,000.00	40,000.00
x21	10,500.00	13,860.00	16,800.00	18,900.00	21,000.00	24,780.00	27,300.00	31,500.00	35,700.00	42,000.00
x22	11,000.00	14,520.00	17,600.00	19,800.00	22,000.00	25,960.00	28,600.00	33,000.00	37,400.00	44,000.00
x23	11,500.00	15,180.00	18,400.00	20,700.00	23,000.00	27,140.00	29,900.00	34,500.00	39,100.00	46,000.00
x24	12,000.00	15,840.00	19,200.00	21,600.00	24,000.00	28,320.00	31,200.00	36,000.00	40,800.00	48,000.00
x25	12,500.00	16,500.00	20,000.00	22,500.00	25,000.00	29,500.00	32,500.00	37,500.00	42,500.00	50,000.00

Prices indicated above are in Ringgit Malaysia (RM).
All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.

MALAY
Segment

ASTRO TV ADVERTISING RATE CARD

Malay Segment

Channel Name	Channel No.	Category	Timebelt
Astro Aura	113	x3	All
Astro Boo	404	x3	All
Astro Citra	108	x8	Mon - Sun | 9pm - 1am
		x5	Others
Astro Oasis *Commercial-free for Indahnya Iman belt (Mon - Sun)*	106	x8	Mualim Muda
		x5	Mon - Sun | 6pm - 12am
		x3.5	Others
Astro Prima	105	x15	Muzikal Lawak Superstar
		x14	Mon - Fri | 6pm - 7pm
		x10	Kilauan Emas
		x8	Mon - Sun | 6pm - 12am (excl. Mon - Fri | 6pm - 7pm)
		x6	Mon - Sun | 12pm - 6pm
		x4	Others
Astro Rania	112	x3	All

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- *All channels are in HD unless indicated otherwise.*

ASTRO TV ADVERTISING RATE CARD

Malay Segment

Channel Name	Channel No.	Category	Timebelt
Astro Ria	104	x21	Gegar Vaganza
		x18	Talk To My Manager
		x16	Borneo Rising
		x15	Big Stage
		x15	Mon - Thu | 10pm - 11pm
		x13	Gempak Most Wanted Awards
		x13	Mon - Sun | 6pm - 12am (excl. Mon - Thu | 10pm - 11pm)
		x8	Mon - Sun | 12pm - 6pm
		x4.5	Others

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CHINESE
Segment

ASTRO TV ADVERTISING RATE CARD

Chinese Segment

Channel Name	Channel No.	Category	Timebelt
Astro AEC	306	x13	Mon - Sun | 8pm - 8.30pm, 10.30pm - 11pm
		x13	Astro Star Quest (Finale)
		x10	Astro Star Quest
		x9	Mon - Sun | 6pm - 12am (excl. 8pm - 8.30pm & 10.30pm - 11pm)
		x5	Mon - Sun | 12pm - 6pm
		x4	Others
Astro Hua Hee Dai	333	x8	Mon - Sun | 6pm - 12am
		x6	Mon - Sun | 12pm - 6pm
		x4.5	Others
Astro QJ	308	x6	Mon - Sun | 6pm - 12am
		x3.5	Others
Celestial Movies	309	x6	Mon - Sun | 6pm - 12am
		x4	Others
CCM	321 (SD)	x5	All
CTI Asia	316	x2.5	All

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ASTRO TV ADVERTISING RATE CARD

Chinese Segment

Channel Name	Channel No.	Category	Timebelt
iQIYI HD	300	x6	Mon - Sun | 6pm - 12am
		x3.5	Others
Mango TV *New channel launched on 1 October 2026*	336	x6	Mon - Sun | 7pm - 11pm
		x3.5	Others
Phoenix Chinese Channel	325	x2.5	All
Phoenix InfoNews Channel	326	x2.5	All
U Panda TV *New channel launched on 1 October 2026*	337	x6	Mon - Sun | 7pm - 11pm
		x3.5	Others

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ASTRO TV ADVERTISING RATE CARD

Chinese Segment - TVB

Channel Name	Channel No.	Category	Timebelt
Astro AOD	311	x13	Mon - Fri | 8.30pm - 10.30pm
		x8	Others
TVB Classic	305	x5	Mon - Sun | 12pm - 12am
		x3	Others
TVB Jade	310	x8	Mon - Fri | 8.30pm - 10.30pm
		x6	Mon - Sun | 6.30pm - 12am (excl. Mon - Fri | 8.30pm - 10.30pm)
		x5	Mon - Sun | 1pm - 6.30pm
		x4	Others
TVB Xing He	319	x5	Mon - Sun | 6pm - 12am
		x3	Others
TVBS Asia	320	x3.5	Mon - Sun | 6pm - 12am
		x2.5	Others

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INDIAN
Segment

ASTRO TV ADVERTISING RATE CARD

Indian Segment

Channel Name	Channel No.	Category	Timebelt
Adithya	214	x3.5	All
Astro Vaanavil	201	x4.5	Mon - Sun | 8pm - 12am
		x3.5	Others
Astro Vellithirai	203	x7	Mon - Sun | 6pm - 12am
		x4.5	Others
Astro Vinmeen	202	x8	Mon - Sun | 8pm - 12am
		x5	Others
Colors Hindi HD	116	x5	All
Colors Tamil HD	222	x7	All
KTV	216	x7	Mon - Sun | 6pm - 12am
		x4.5	Others

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ASTRO TV ADVERTISING RATE CARD

Indian Segment

Channel Name	Channel No.	Category	Timebelt
Sun Life	217	x4.5	Mon - Sun | 8pm - 12am
		x3.5	Others
Sun Music	212	x3	All
Sun News	215	x5	All
Sun TV	211	x8	Mon - Sun | 6pm - 12am
		x5	Others
Z Cinema HD	117	x5	All
Z Tamil HD	223	x7	Mon - Sun | 6pm - 12am
		x4.5	Others

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ENGLISH

Segment

ASTRO TV ADVERTISING RATE CARD

English Segment

Channel Name	Channel No.	Category	Timebelt
Asian Food Network	709	x5	All
Astro FAM Time	412	x5	All
Astro Showcase	413	x10	Mon - Sun | 6pm - 12am
		x5	Others
Astro Showtime	411	x10	Mon - Sun | 6pm - 12am
		x5	Others
AXN	701	x10	Mon - Sun | 9pm - 12am
		x7	Mon - Sun | 6pm - 9pm
		x5	Others
BBC Earth	554	x3	All
Crime + Investigation	714	x3	All
Discovery Asia	553	x3	All
Discovery Channel	552	x4	All

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ASTRO TV ADVERTISING RATE CARD

English Segment

Channel Name	Channel No.	Category	Timebelt
HGTV	715	x5	All
HISTORY	555	x5	All
HITS	706	x4	All
HITS Movies	401	x5	All
HITS NOW	702	x4	All
Lifetime	703	x5	All
Love Nature *Commercial buy is not available on Love Nature 4K channel*	550	x5	All
Rock Action	414	x7	All
Rock X Stream	415	x5	All
TLC	707	x5	All

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KOREAN
Segment

ASTRO TV ADVERTISING RATE CARD

Korean Segment

Channel Name	Channel No.	Category	Timebelt
Astro Daebak	393	x6	Mon - Sun | 8pm - 12am
		x4	Others
K-PLUS	396	x6	Mon - Sun | 8pm - 12am
		x4	Others
KBS World	392	x4	All
tvN	395	x6	Mon - Sun | 8pm - 12am
		x4	Others
tvN Movies	416	x6	All

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GENNEXT

Segment

ASTRO TV ADVERTISING RATE CARD

GenNext Segment

Channel Name	Channel No.	Category	Timebelt
Astro Ceria	611	x8	Mon - Sun | 8am - 6pm
		x5	Others
Astro Tutor TV	603	x3	All
Blippi & Friends	619	x3.5	All
Cartoon Network	615	x3.5	All
Moonbug	618	x3.5	All

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SPORTS
Segment

ASTRO TV ADVERTISING RATE CARD

Sports Segment

Channel Name	Channel No.	Category	Timebelt
Astro Arena *The destination for Malaysian sporting events, such as Sepak Takraw League, Netball Super League and top sports news channel, Nadi Arena showcasing Malaysian athletes competing at the pinnacle stage of world sports, and also the latest information on sports in the country. The channel of Malaysian sports, for Malaysia.*	801	x10	All (Live or Delayed)
		x8	News and Talk Shows (1st Run)
		x6	Others
Stadium Astro *Variety of international sporting events including Malaysian sporting events such as Sepak Takraw League, Netball Super League and latest sporting news channel - Nadi World which covers the best of sports all over the world, as well as the latest updates in international sports, with a lineup of young & energetic personalities, presented with Malaysian flavor and in Bahasa Malaysia.*	802	x10	All (Live or Delayed)
		x8	News and Talk Shows (1st Run)
		x6	Others
Astro Arena Bola *The ultimate destination for Liga Super, Piala FA and Piala Malaysia matches and relive some of the best Liga Malaysia matches from previous seasons.*	803	x20	MFL Challenge Cup, Piala FA Malaysia or Piala Malaysia: Finals (Live or Delayed)
		x18	MFL Challenge Cup, Piala FA Malaysia or Piala Malaysia: Semi-Finals (Live or Delayed)
		x15	MFL Challenge Cup, Piala FA Malaysia or Piala Malaysia: Quarter-Finals (Live or Delayed)
		x12	MFL Challenge Cup, Piala FA Malaysia or Piala Malaysia: Knock Out Stage (Live or Delayed)
		x12	Liga Super Malaysia (Live or Delayed)
		x10	Asean Championship Mitsubishi Cup, AFC Champions League Elite, AFC Champions League TWO, Asian Cup Championship
		x6	Others
Astro Arena Bola 2	804	Pricing Category as per Astro Arena Bola	

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ASTRO TV ADVERTISING RATE CARD

Sports Segment

Channel Name	Channel No.	Category	Timebelt
Astro Grandstand *Astro Grandstand features the top pick or the best sports event of the day, from the Premier League, UFC, NBA, badminton, athletics, cycling, swimming and others.*	810	x15	All (Live or Delayed)
		x8	Others
Astro Premier League *Dedicated 24/7 channel for all Premier League content, from live matches, repeats, previews, highlights and magazine shows.* * *The Big 6 clubs are Manchester United, Liverpool FC, Arsenal FC, Chelsea FC, Manchester City, and Tottenham Hotspur.*	811	***LIVE OR DELAYED***	
		x20	Big 6 vs Big 6 (Live or Delayed)
		x15	Big 6 vs Others (Live or Delayed)
		x10	Others vs Others (Live or Delayed)
		REPEATS	
		x10	Big 6 vs Big 6
		x8	Big 6 vs Others
		x6	Others vs Others
		x5	Others
Astro Premier League 2 *Astro Premier League 2 features all the Premier League magazine shows, previews, highlights, in depth talk shows on all the matches played during week, classic matches produced by the Premier League production team.*	812	**Non commercial (Pass Thru Channel)** *Pricing Category as per Astro Premier League for LIVE concurrent kick-off Premier League Matches on weekend & weekdays.*	
Astro Premier League 3 *An Ad Hoc channel for LIVE concurrent kick-off Premier League Matches on weekend & weekdays*	813	**Pricing Category as per Astro Premier League**	

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ASTRO TV ADVERTISING RATE CARD

Sports Segment

Channel Name	Channel No.	Category	Timebelt
Astro Football *Astro Football channels features all the best football action from all around the globe including other football leagues, AFC qualifiers, EURO qualifiers, World Cup qualifiers, DFB Pokal, clubs and international friendlies.*	814	x8	All (Live or Delayed Matches)
		x5	Others
Astro Badminton *Astro Badminton, a 24/7 channel for badminton only, all the live matches and repeats from the BWF World Tour.*	815	x7	All (Live or Delayed)
		x5	Others
Astro Sports Plus *Astro Sports Plus brings the best sporting events from around the globe to you. From UFC, NBA, athletics, cycling, swimming and many more.*	817	x6	All (Live or Delayed)
		x5	Others
Astro Tennis *Astro Tennis provides comprehensive coverage of elite tournaments from the ATP Tour calendar and world class championships, featuring top athletes competing globally to be crowned premier players.*	819	x6	All (Live or Delayed)
		x5	Others
Astro Golf *Astro Golf channel features more live golf coverage than any other network. It covers an extensive blend of golf competition from around the world featuring the PGA Tour, European Tour, LPGA Tour as well as variety of shows solely on golf.*	831	x8	Competitive Rounds (Live or Delayed)
		x5	Others

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NEWS
Segment

ASTRO TV ADVERTISING RATE CARD

News Segment

Channel Name	Channel No.	Category	Timebelt
Astro AWANI	501	x5	All
Al Jazeera English	513	x5	All
BBC News	512	x5	All
Bloomberg TV	517	x5	All
CNA	515	x5	All
CNBC Asia	516	x5	All
CNN	511	x5	All

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