

# Astro's Integrated Video Offering

Media Kit | January 2024



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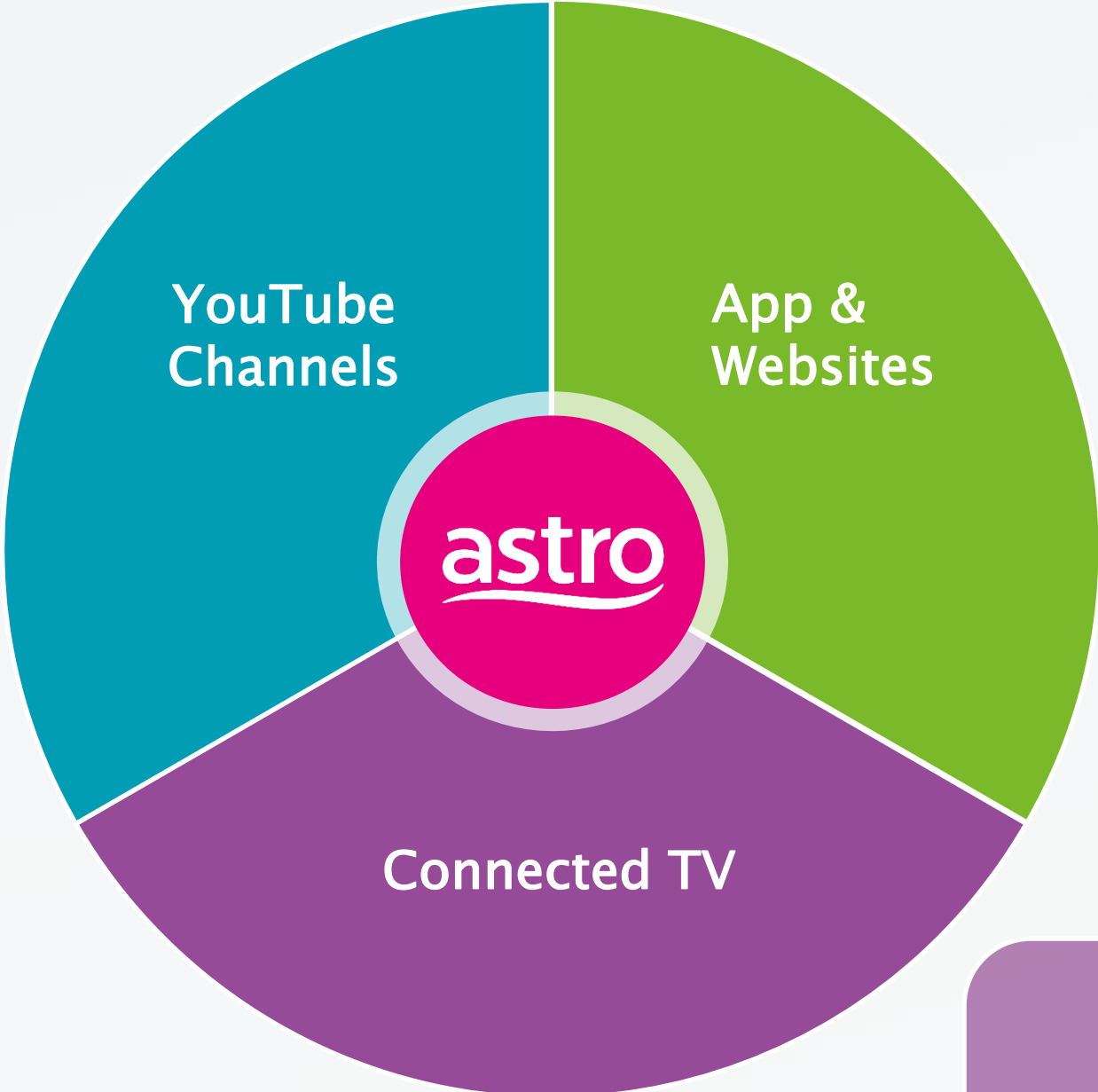
# PREMIUM Astro Video Content

## Distribution across platforms driven by our IPs

Total Video Views  
**662K**

Total Watch Time (hours)  
**49.4 Mil**

Video View Through Rate  
**26%**



Total Video Views  
**1.01 Mil**

Total Watch Time (hours)  
**53,480**

Video View Through Rate  
**38%**

Total Astro TV Household  
**5.5 Mil**

Total TV Household Penetration  
**69%**

Source: Dailymotion, Jan-Apr 2023

# Astro Video Universe

Across base of audience in different demographics and interests

## Malay



## Chinese



## English



## Indian



## App



# Top 4 Most Viewed Genre on Astro YouTube Channels

2 Mengantuknya Mumia | Didi & Friends

Views: 3,528,107

3 Lagu Legenda | Didi & Friends

Views: 2,549,079

4 Semut Berkawad | Didi & Friends

Views: 2,110,630

5 Didi & Friend The Movie: Official Trailer Di

Pawagam 23 Februari 2023 | Didi & Friends

Views: 1,990,604

## KIDS



**Kalau Rasa Gembira | Didi & Friends**

**Views: 4,922,204**



**AWANI Live 24/7 | Astro AWANI**

**Views: 1,784,429**

2 Agong harap Anwar PM terakhir sebelum berangkat 'pulang ke Pahang' | Astro AWANI  
Views: 437,082

3 Sekarang dah jadi kawan, jangan hina dia ... - Shahidan | Astro AWANI  
Views: 250,252

4 多数马来人不满政府 安华“全民首相”形象起反效果? | 八点最热报 27/02/2023 | Astro 本地圈  
Views: 218,668

5 Macam mana jawab jika YB asyik berdiri? - Azalina | Astro AWANI  
Views: 181,106

## NEWS

2 Astro旺兔GOLD贺岁专辑2023【致今年】Official MVs | Astro 本地圈

Views: 1,164,127

3 Official Trailer: High Council | Astro Gempak

Views: 808,509

4 [MV] Sleeq & Najwa Latif - Untuk Dia | Astro Gempak

Views: 620,174

5 真爱好妈 MA, I LOVE YOU - 电影官方预告片 Official Trailer | 2023年1月22日正式上映Di

Pawagam 22 Januari 2023 | Astro Shaw

Views: 563,943

## ENTERTAINMENT



**Astro旺兔GOLD贺岁专辑2023【旺兔GOLD】 Official 4K MV**

**(附15种字幕 | Astro 本地圈**

**Views: 2,346,775**



**Argentina 3 (4 - 2) 3 France | World Cup 2022 Highlights | FINAL**

**| #GrabMY | Stadium Astro**

**Views: 1,332,888**

2 EPL Highlights: Manchester United 2 - 1 Manchester City | Astro SuperSport | Stadium Astro  
Views: 991,390

3 EPL Highlights: Arsenal 3 - 2 Manchester United | Astro SuperSport | Stadium Astro  
Views: 899,107

4 Malaysia 4 - 1 Singapura | Kumpulan B | AFF Mitsubishi Electric Cup 2022 | Astro Arena  
Views: 881,998

5 EPL Highlights: Manchester United 3 - 0 Nottingham Forest | Astro SuperSport | Stadium Astro  
Views: 733,918

## SPORTS

# PREMIUM Astro Video Content TARGETING Inventories



**SPORTS**

**7.7 million**  
impressions



**ENTERTAIN-  
MENT**

**10 million**  
impressions



**NEWS**

**6.3 million**  
impressions



**KIDS**

**20.5 million**  
impressions



**MALAY**

**30 million**  
impressions

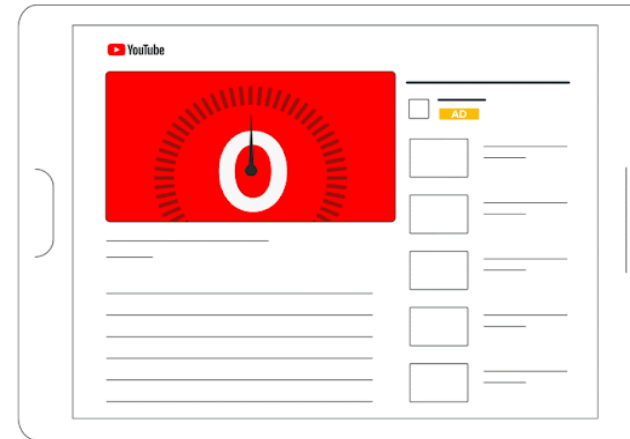



# Ad Formats

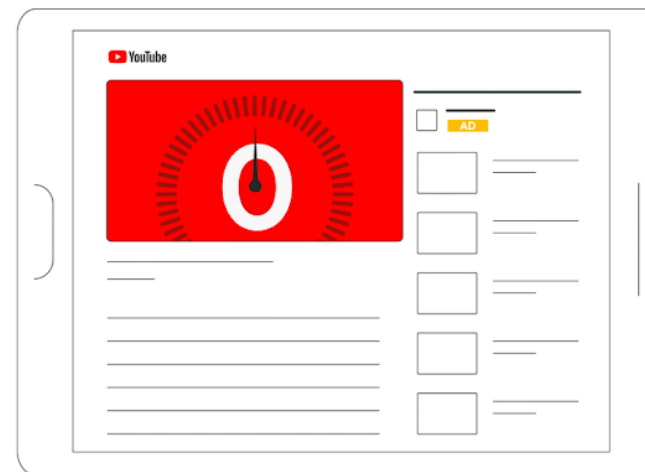
- YouTube Ads
- Brand Integration on Astro  
YouTube channels & contents




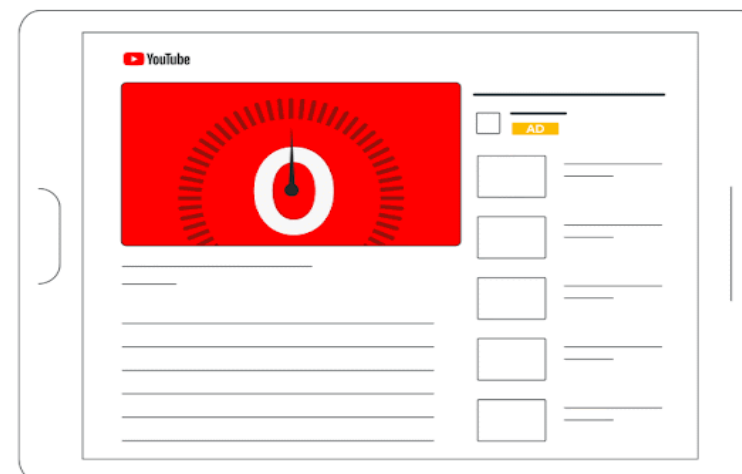
# YouTube Ads




**BITE**   
6 sec Bumper Video Ad  
Non-skippable  
Play before, during, or after another video

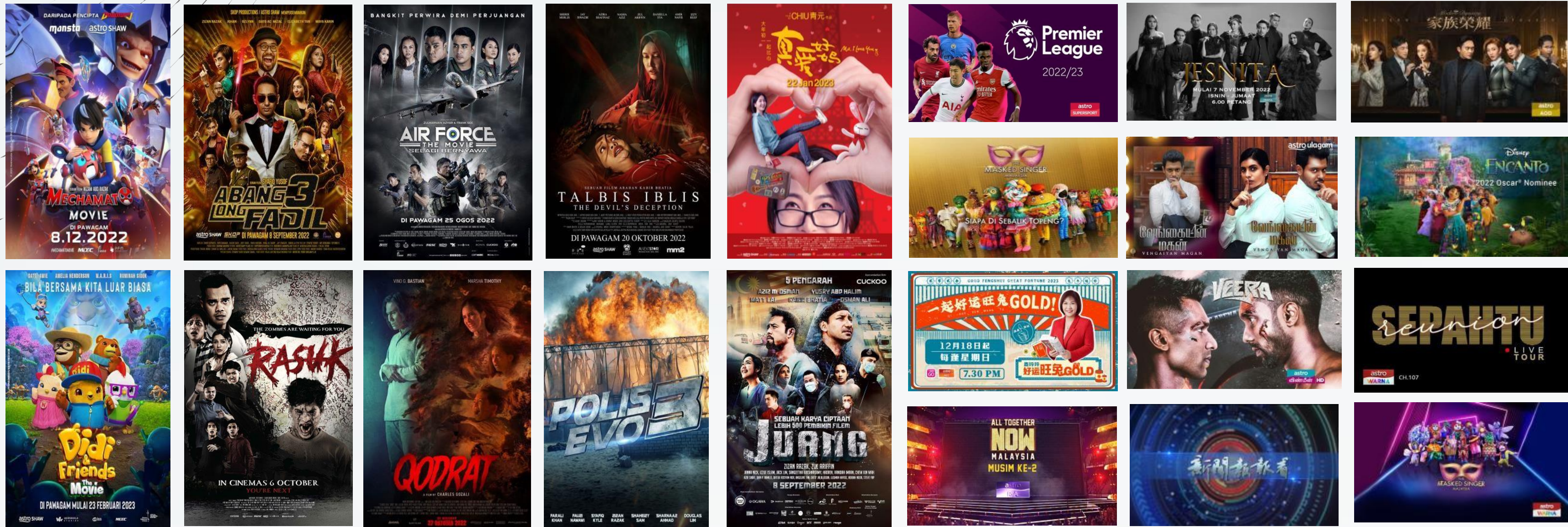


**SNACK**   
Non-Skippable Video Ad (Up to 20 sec)  
Play before, during, or after another video



**MEAL**   
Skippable Video Ad (min. 12 sec up to 6 mins)  
"Skip Ad" button appears after 5 sec  
Play before or during a video



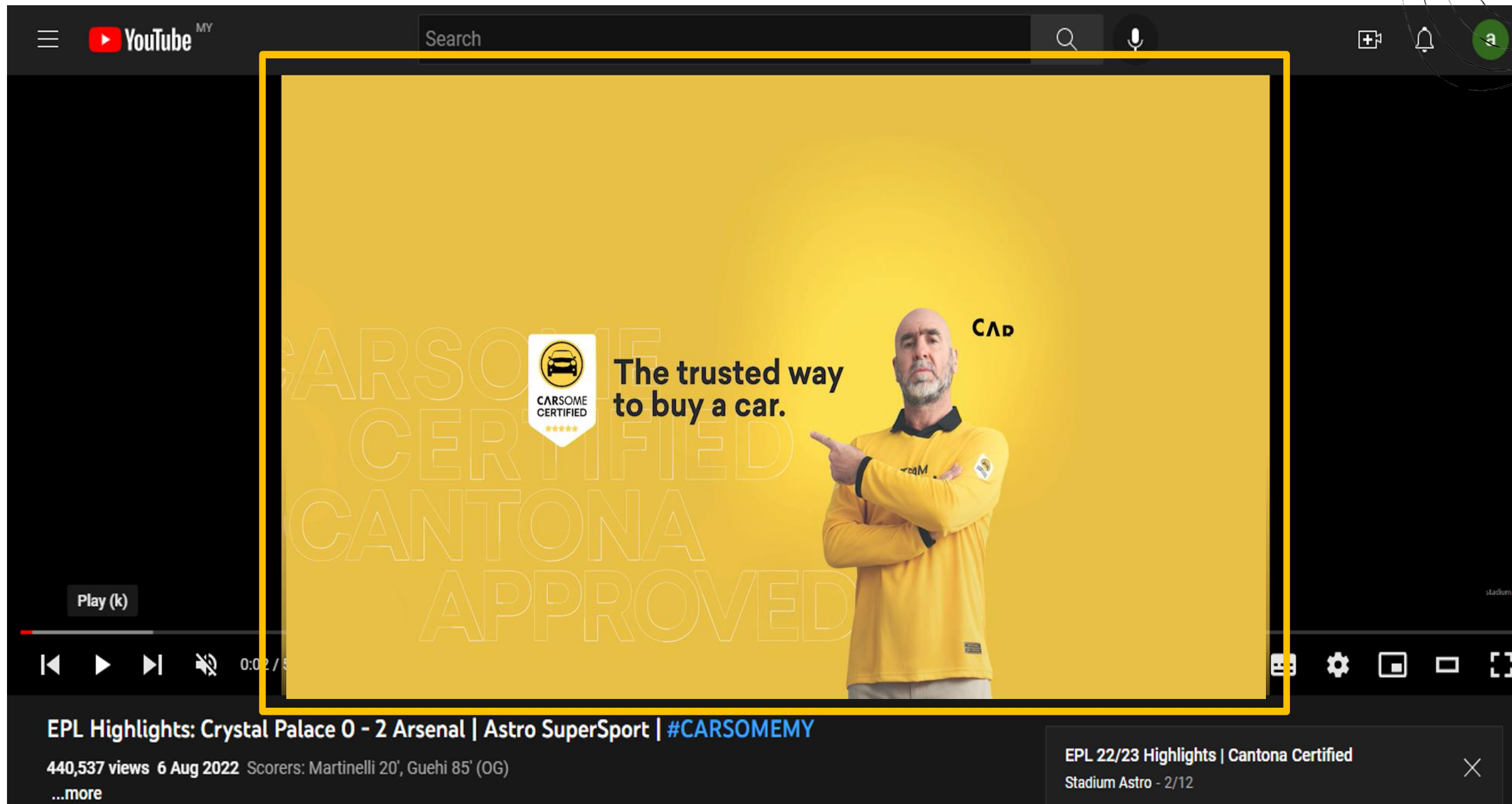


# Brand Integration on Astro YouTube Channels & Contents



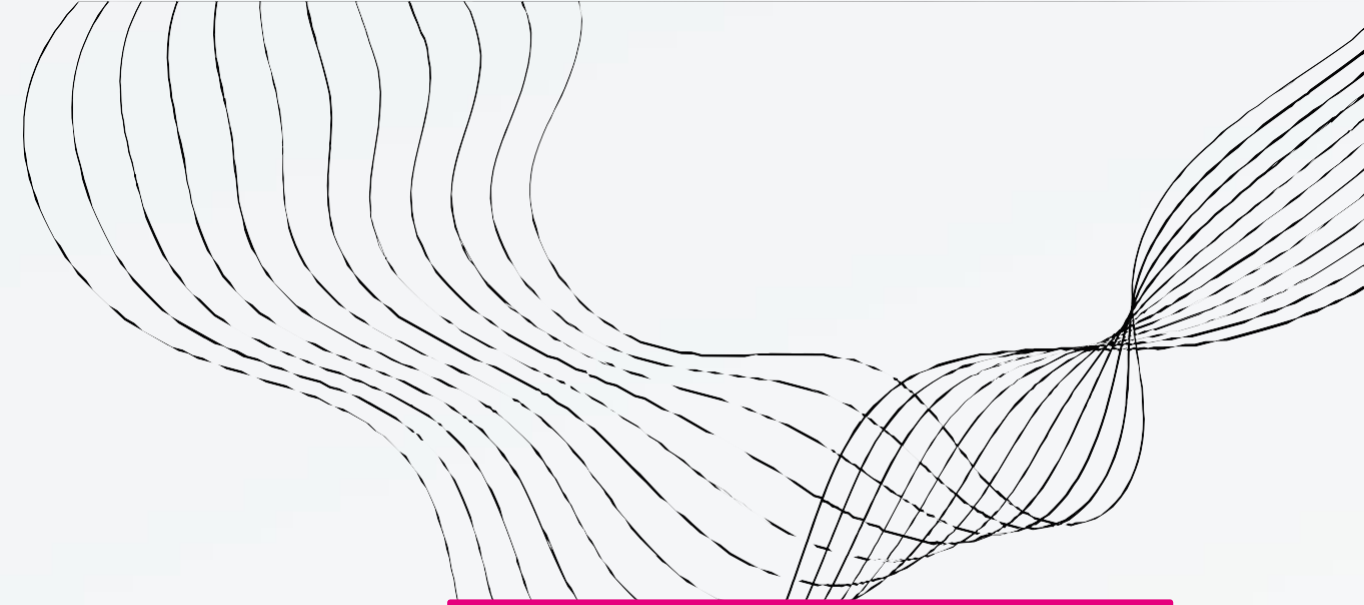
# 3 sec Branded Intro

First 3 sec before the actual content starts



Click to play

# Brand Takeover Channel Art



YouTube MY Search

Home Explore Shorts Subscriptions Library History Your videos Watch Later Liked videos

SUBSCRIPTIONS World Economic F... Think with Google Dr. Sarang Choi

**CARSONE CERTIFIED**

**CARSOME**

The trusted way to buy a car.

ERIC CANTONA Football Legend

sa Arena.my f t i

**Astro Arena** 961K subscribers

**SUBSCRIBE**

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Sooka NSL 2022 PLAY ALL

Match	Score	Time
Johor Jewels 50-40 KL WildCats   Sooka NSL 2022	50 - 40	AKSI PERLAW 12:37
Johor Jewels 56-49 KL Wildcats   Sooka NSL 2022	56 - 49	AKSI PERLAW 10:08
Perak Phoenix 42 - 66 Johor Jewels   Sooka NSL 2022	42 - 66	AKSI PERLAW 7:55
Kenapa An Najwa memilih berhijrah ke pasukan Johor...	76 - 34	REAKSI AN NA 3:28
Johor Jewels 63-24 Kedah Sunshine   Sooka NSL 2022	63 - 24	AKSI PERLAW 7:20

MUSIM BAHARU ARENA BAHARU #DEMILIBAKITA

**Astro Arena**

@AstroArena801 · 1.02M subscribers · 12K videos

Astro Arena (Saluran 801) >

**Subscribed** v

HOME VIDEOS SHORTS LIVE

LIGA SUPER

**FANDI BONGKAR RAHSIA** 4:21

Home Shorts Subscriptions Library

# Branded Video

## Playlist, Title Hashtag, Thumbnails

Diskusi & Analisis | Liga Super 2023 ▶ Play all



Selamat Datang Falcao? | Liga Super 2023

Astro Arena ✓  
55K views • 5 days ago

Selamat bersara, Legenda! | Liga Super 2023

Astro Arena ✓  
51K views • 10 days ago

Johor Darul Ta'zim kini lebih GARANG, GANAS dan LAPA...

Astro Arena ✓  
47K views • 10 days ago

1

### Playlist

Example: Sorotan Perlawanan: Liga Super 2023 ditaja oleh XYZ Brand

Sorotan Perlawanan: Liga Super 2023 ▶ Play all



Sorotan Perlawanan: Sabah 3-1 Kelantan United | Liga...

Astro Arena ✓  
277K views • 5 days ago

Sorotan Perlawanan: Sabah 4-0 PDRM | Liga Super 2023

Astro Arena ✓  
255K views • 9 days ago

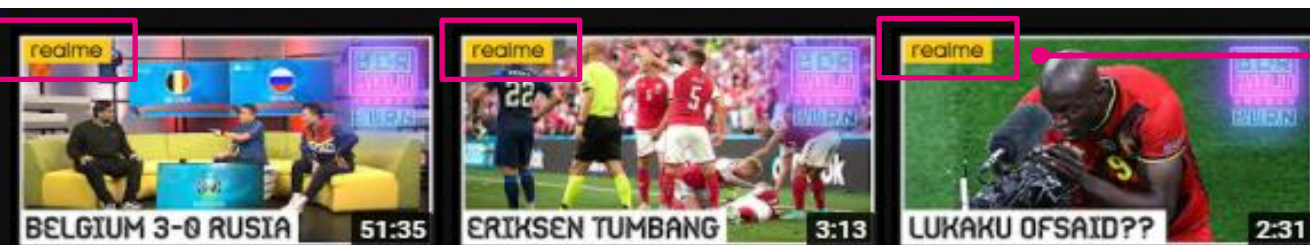
Sorotan Perlawanan: Kuching City 0-5 Selangor | Liga Sup...

Astro Arena ✓  
225K views • 4 days ago

2

### Thumbnails

Brand logo integration within video



BERBULU DENGAN BURN | BELGIUM V RUSIA | EURO...

Astro Arena ✓  
31K views • Streamed 1 day ago

ERIKSEN TUMBANG: TERIMA KASIH PARAMEDI...

Astro Arena ✓  
49K views • 1 day ago

FARISH KATA LUKAKU OFSAID! | BERBULU...

Astro Arena ✓  
7.2K views • 1 day ago

3

### Title Hashtag

Across featured videos And YouTube shorts

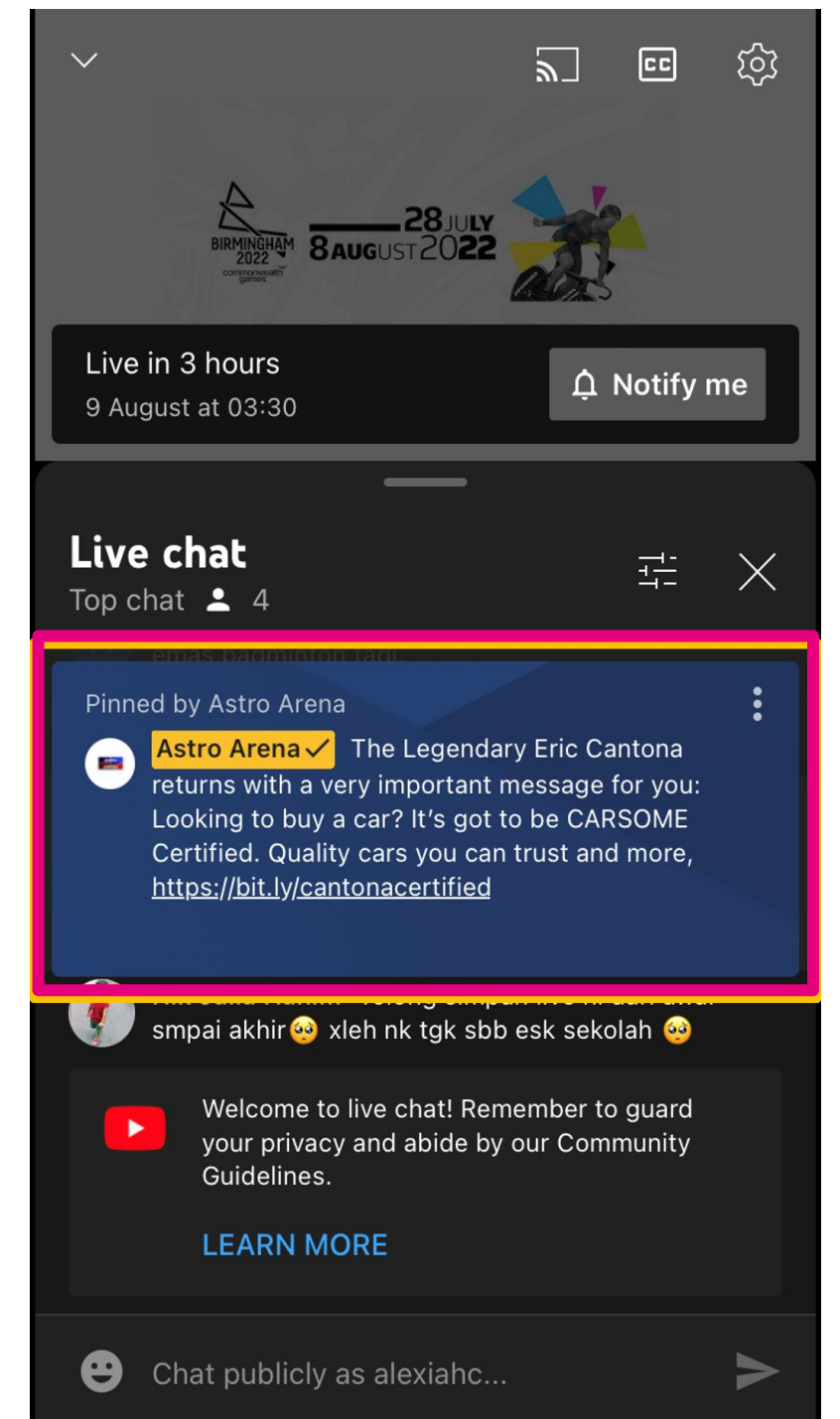
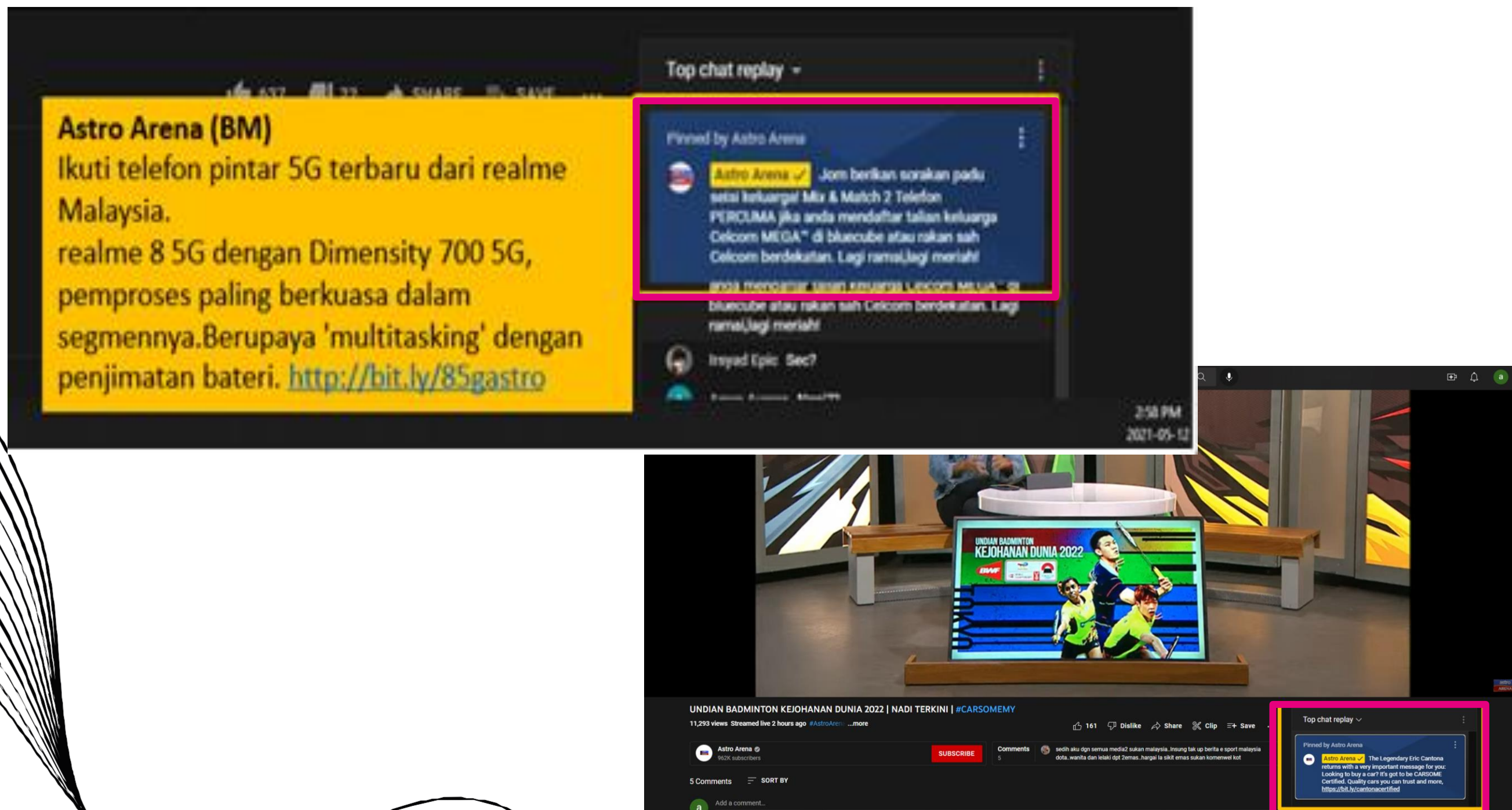


24x7 LIVE [WebTVAsia 72-Hours Merdeka Movie Marathon] x #MAGGISahMalaysia #SuperStreamMY #WebTVAsia  
4,178 watching now



# Branded Pinned Chat Message (\*Live Stream)

\* Only when it is available



# FAQ

## **1. What are the key differences between buying through Astro Media Solutions (AMS) vs YouTube directly?**

When you buy through YouTube directly, you cannot specify preferences for specific channels, videos, or networks. However, if you buy through AMS, you can request specific placements, such as having your ads appear on the Stadium Astro EPL video.

## **2. What are the differences in charges between AMS and YouTube?**

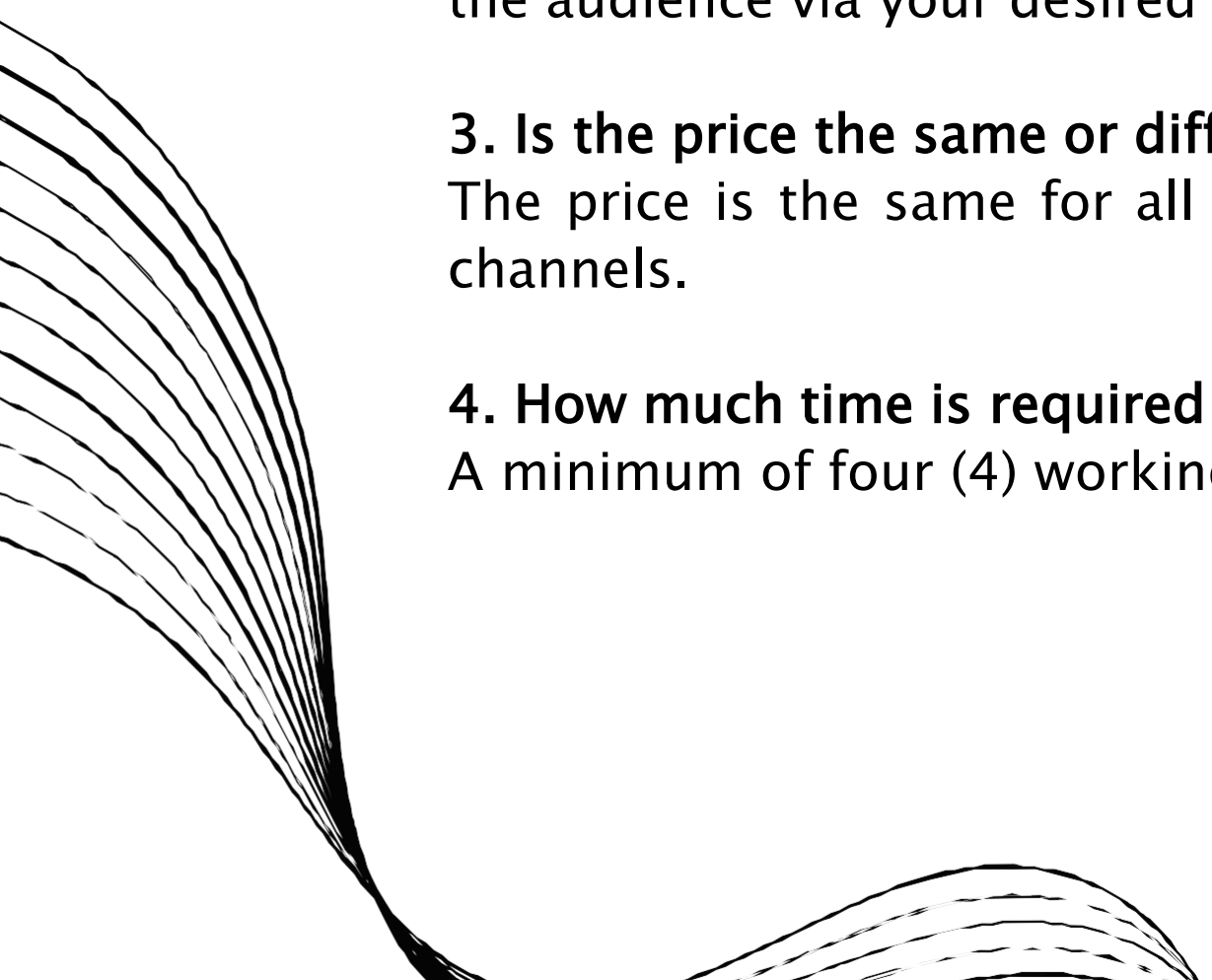
YouTube charges may differ from our charges because they offer programmatic video rates, which can be lower but less granular control over ad placement. That means, buying programmatically with YouTube does not guarantee that the ads will appear specifically on Astro YouTube videos or channels. Our offerings ensure that your ads reach the audience via your desired Astro YouTube videos or channels with branded integration features.

## **3. Is the price the same or different across different YouTube channels under Astro?**

The price is the same for all YouTube channels under Astro. The rate card applies uniformly to all Astro YouTube channels.

## **4. How much time is required for a campaign to go live?**

A minimum of four (4) working days in advance of the campaign's intended live date is required.



# FAQ

## 5. What are the material deliverable requirements for clients?

The advertisement material shall be submitted by the client/advertiser via email.

	Bumper Video Ad	Non-skippable Video Ad	Skippable Video Ad
File Format	MP4		
Dimension (W x H)	480x360v and 480x361v	480x360v	480x361v
File Size	10MB		
Duration	6 secs (Max)	20 secs (Max)	12 secs (Min) – 6 mins (Max)

	Branded Channel Art
File Format	PNG or Working files in Adobe Illustrator or Photoshop
Dimension (W x H)	2560 x 1440 px (Min) Safe central area for text and logos: 1235 x 338 px.
Aspect Ratio (W x H)	16:9
File Size	6MB (Max)

	Branded Video Playlist	Branded Video Title Hashtag
Text	20 characters (Max) Example: Cantona Certified	20 characters (Max) Example: #carsomemy

# FAQ

*Cont'd*

## 5. What are the material deliverable requirements for clients?

The advertisement material shall be submitted by the client/advertiser via email.

	Branded Video Thumbnail
File Format	PNG
Dimension (W x H)	300 x 300 px
File Size	1MB (Max)
Remarks	Brand / campaign logo.

	Branded Pinned Chat Message (Live Stream)
	200 characters (Max)
Text	Example: The Legendary Eric Contana returns with a very important message for you: Looking to buy a car? It's got to be CARSOME Certified. Quality cars you can trust and more, <a href="https://www.carsome.my/">https://www.carsome.my/</a>
Remarks	Appears in Live chat during Live stream only.

	Branded 3 Secs Intro
File Format	Working files in Adobe Illustrator or Photoshop
Dimension (W x H)	2560 x 1440 px (Min)
Aspect Ratio (W x H)	16:9
File Size	6MB (Max)
Remarks	Example: Carsome sample (refer to first 3 secs before the actual content starts), <a href="https://www.youtube.com/watch?v=ojlwl2hsTg&amp;list=PLORIlcEjczcJuFcm95wjeJ1NEtpqyqFk-&amp;index=65">https://www.youtube.com/watch?v=ojlwl2hsTg&amp;list=PLORIlcEjczcJuFcm95wjeJ1NEtpqyqFk-&amp;index=65</a>



# Terms and Conditions

- All prices are exclusive of Government Tax and are subject to 6% Service Tax if applicable.
- Package availability is based on first-come, first-served basis.
- Video commercial materials to be submitted via email with minimum of four (4) working days prior to campaign live 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.
- Selection of YouTube channels is subject to availability at time of booking.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- All entitlements to be booked under One media order.
- Astro reserves the right to amend any of the above pricing categories 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.
- This agreement is private and confidential, and no content herein shall be divulged to parties other than the intended agency and client.
- The above package is subject to the general terms and conditions for the provision of airtime, which can be found at <https://www.quake.com.my/advertising-terms-and-conditions>

*The End*

**THANK YOU**

