

Astro Addressable Commercial Establishment (ACE)



TV & OOH: The Complementary post-Covid relationship

Out and About

The pandemic has sparked a hunger for real-life experiences & a return to regular routines. 81% of younger workers emphasize their craving for office interactions. Eating out frequency heading back to pre-pandemic time with 79% of Malaysians now eat out at least once a month.



“I Deserve It”

Consumer are willing to spend and embrace a deserving lifestyle. A significant 50% prioritise present enjoyment over future planning.



What it Means to Business

Brands can capitalize on the growing desire for outdoor experiences to build strong customer connections.



Targeting Valuable Environments Out of Home



99%

Visit commercial establishments in the past month

1-2hours*

time spent during visits

*for F&B establishment, non-football period



86%

are working adults

40%

are from M40 and T20 households



7 in 10

are aware of new products or services through out-of-home ads



56%

are triggered to act upon seeing out-of-home ads

The background image shows the interior of a pub or bar. On the left, a Guinness sign is visible. In the center, there are neon signs for 'astro Premier League HERE'. A panda logo is also visible on a wall. The scene is dimly lit with colorful neon lights, and several people are seen in the background.

Introducing Astro Addressable Commercial Establishment

Extends a seamless transition from in-home to out-of-home exposure, at local geographical locations, enabling brands the opportunity to reach people in a range of environments and mindsets, whether it's the mamaks, gym or the pub and more

What is Astro Addressable Commercial Establishment?

Astro Addressable Commercial Establishment (ACE) extends power of TV to the in-premises environment, delivering effective brand saliency for brands whenever consumers are out and about.

It is targeted advertising messages served only to the intended commercial establishments capitalizing their visitors' profile.

Opportunity to Target POI Audience

Astro Addressable Commercial Establishment
Targeting based on CE Segment in valued environments



Capitalizing Moment of Truth



Extended Audiences

- Leverage Astro's CE outlets to expand beyond Astro subscribers
- Engage valuable audience, who spend considerable time outside their homes



Point of Consumption/ Interest Targeting

- Contextually relevant based on CE types, seize "Moment of Truth" with relevant audience messaging



Captive Audience & Higher Dwell Time

- Audiences are in receptive mood and incline to spend in a captive environment
- Ability to build strong & attentive brand presence

Commercial Establishment Types



Food & Beverage



Hotels



Health & Wellness



Financial



Government



Business



Education



Retail & Service





Entertainment




Food & Beverage 1

Mamak/ Indian Restaurants, Food Courts/ Hawkers

 7 in 10 pay attention to TV content during BPL season

 High visit frequency of at least once a week during normal period

 92% are with MPI of below RM9,000



Number of CEs
995



Available Segments
Mamak/ Food Court – Central



Estimated Monthly Footfall*
1,445,835



Example of CEs
*Original Penang Kayu Nasi Kandar
Restoran Ali Maju
Restoran Hameed
Restoran Nasi Kandar Penang
S Win Banana Leaf Resturant
Silva Tandoori Corner
The Lotus Curry House
Kuala Lukut Food Court
Tai Kee Food Corner
One Shamelin Food Court*



Industries Relevant

- QSR
- Snacks
- Beverage & Dairy
- Telco
- Mobile payment/ E-wallet

*Estimated monthly footfall based on syndicated research. To be further enhanced with onboarding of external data solutions provider.



COMING SOON

Food & Beverage 2

Bar/ Bistro/ Pub

High dwelling time of 2-4 hours during football season with >83% pay attention to TV content

78% pay attention to Sports content during BPL season followed by 20% to Music content

67% are with MPI of above RM5,000



Number of CEs

431



Estimated Monthly Footfall*

874,284



Industries Relevant

- Beverage
- Sports Apparel
- Travel
- Automotive
- Personal Accessories



Available Segments

Bar/ Bistro/ Pub – Nationwide



Example of CEs


Brussels
Chili's Grill & Bar
Gravybaby
Hard Rock Café
Healy Mac's Irish Pub & Restaurant
Modestos
Sam's
TGI Fridays
The Barn
The Wine Shop
Tom, Dick & Harry Pub


*Estimated monthly footfall based on syndicated research. To be further enhanced with onboarding of external data solutions provider.




Food & Beverage 3

Restaurant/ Café

 70% visitors are from the 18-39 age group.
81% are with MPI of below RM9,000

 61% spend 1-2 hours during visitation

 69% pay attention to Sports content on TV, followed by 35% to News content



Number of CEs

417



Available Segments

Restaurant/ Café – Central



Estimated Monthly Footfall*

902,805



Example of CEs

Call Good Café
Canai Café
Jama Kitchen
Restoran Ikan Bakar Masinggah
Restoran Yasmeeen
Uncle Don's
Restoran Wind Mill
Restaurant Piccadilly



Industries Relevant

- Coffee beans & Machine
- Mobile & Gadgets
- Automotive
- Local Travel
- FMCG

*Estimated monthly footfall based on syndicated research. To be further enhanced with onboarding of external data solutions provider.



COMING
SOON

Business

Office, Embassy

84% are within age group of 25-54 years old.
56% are male

78% are likely to purchase a mobile device in the next 12 months

58% will search for products/ services on phone as a results of seeing out-of-home ads



Number of CEs

821



Available Segments

Business – Central



Estimated Monthly Footfall*

619,816



Example of CEs

American Embassy Kuala Lumpur
Australian High Commission
Bloomberg (Malaysia)
DHL Express (Malaysia)
Embassy of Japan
Exxonmobil Exploration & Production
Indah Water Konsortium
Intel Technology



Industries Relevant

- E-hailing/ Online Delivery
- Mobile & Gadget
- Automotive
- Real Estate
- Travel
- Home/ Office Furniture




*Estimated monthly footfall based on syndicated research. To be further enhanced with onboarding of external data solutions provider.
Location of TV screens: Offices/ conference/ VIP room, cafeteria for public, customer service area.





COMING SOON

Financial

Financial Institution, Insurance

 65% of visitors are from 35+ age group

 63% likely to purchase a financial product in the next 6 months

 67% of visitors are employed with 13% of them are self-employed



Number of CEs
314



Available Segments
Financial – Central



Estimated Monthly Footfall*
676,959



Example of CEs
*Affin Hwang Investment Bank
Alliance Bank Malaysia
Bank Rakyat
CIMB Bank/ Investment Bank
Malayan Banking/ Maybank
PricewaterhouseCoopers
Tokio Marine Life Insurance*



Industries Relevant

- *Financial Product*
- *Real Estate*
- *Automotive*
- *Travel*
- *Education*


*Estimated monthly footfall based on syndicated research. To be further enhanced with onboarding of external data solutions provider.
Location of TV screens: VIP/ C-Suite room, conference room, customer service area.





COMING SOON

Health & Wellness

Hospital, Gym Center, Beauty Center

 Young visitors with 54% of them are from 18-34 age group

 57% are female visitors with high skew towards MPI above RM5,000 (114i)

 65% search the internet for products they see advertised out-of-home



Number of CEs

468



Available Segments

Health & Wellness – Central



Estimated Monthly Footfall*

313,487



Example of CEs

*Fitness First
Celebrity Fitness
Gleneagles
Hairpro Plus Saloon
KPJ Healthcare
Pantai Hospital
Hairpro Zone Studio
Sunway Medical Centre
Shiseido Malaysia*



Industries Relevant

- *Health Supplements*
- *Beauty & Cosmetic*
- *Sports Apparel/ Equipment*
- *Personal Care*
- *Personal appliances*

*Estimated monthly footfall based on syndicated research. To be further enhanced with onboarding of external data solutions provider. Location of TV screens: Patient room, cafeteria for public, specialist/ consultation clinic waiting area.



COMING SOON

Education

School, College & University

63% agree that out-of-home ads help them to become aware of new products/ services

72% have intention to purchase any kind of computers & portables in the next 12 months

46% often talk to friends and/ or family about ads seen out-of-home



Number of CEs

43



Estimated Monthly Footfall*

211,235



Industries Relevant

- Education
- Mobile & Gadgets
- Telco
- Beverage & Snacks
- Travel
- Apparel



Available Segments

Education – Central



Example of CEs

- Asia Pacific University
- Institut Teknologi Petroleum Petronas UiTM
- Universiti Kuala Lumpur
- Universiti Tenaga Nasional
- Taylor's University
- Manipal International University
- Epsom College
- International University Malaya-Wales
- The University of Nottingham

*Estimated monthly footfall based on syndicated research. To be further enhanced with onboarding of external data solutions provider. Location of TV screens: Offices/ conference/ VIP room, cafeteria for public.



COMING SOON

Entertainment

Recreational Park, Entertainment Center, Leisure Club



✍ Young visitors with 65% are from the 18-34 age group

✍ 69% agree that out-of-home ads help them to become aware of new products/ services

✍ 50% agree that advertisement outside of home influence how they see a brand



Number of CEs
50



Available Segments
Entertainment – Central



Estimated Monthly Footfall*
183,547



Example of CEs
*D Nine Club
Genting Malaysia
IOI Sports Centre
Kelab Golf @ Rekreasi Petronas
Kelab Golf Diraja Pahang
Kuala Lumpur Golf &Country Club
Red Box Plus
Starway One KTV*



Industries Relevant

- *Gadgets*
- *Beverage & Snacks*
- *E-commerce*
- *Telco*
- *Sports Apparel*

*Estimated monthly footfall based on syndicated research. To be further enhanced with onboarding of external data solutions provider.
Location of TV screen: Karaoke room, F&B area for public.



COMING SOON

Retail & Service

Hypermarket, Retail Outlets, Service Center

58% of visitors are from 35+ age group

51% are male visitors.
64% are with MPI below RM5,000

79% have seen In-Store ads in the past 1 month



Number of CEs
100



Available Segments
Retail & Service – Central



Estimated Monthly Footfall*
710,381



Example of CEs
*Al-Ikhsan Sports
Bermaz Motor Trading
Decathlon
Eon Auto Mart
Giant Retail/ Hypermarket
Honda Service Center
Tan Chong Ekspres Auto Servis
UMW Toyota Motor*



Industries Relevant

- FMCG
- Automotive/ Car Detailing
- Apparels
- E-commerce
- Beverage & Snack

*Estimated monthly footfall based on syndicated research. To be further enhanced with onboarding of external data solutions provider.
Location of TV screen: Customer service area.



COMING SOON

Government

Government Offices

70% of visitors are from 25-54 age group

86% are likely to book a flight in the next 12 months

83% of visitors have seen in-store ads in the past 1 month



Number of CEs
451



Estimated Monthly Footfall*
386,070



Industries Relevant

- FMCG
- E-commerce
- Digital Payment/ E-wallet
- Travel
- Financial Product



Available Segments
Government – Central



Example of CEs
*Amanah Raya Berhad
 Balai Seni Lukis Negara
 Dewan Bandaraya Kuala Lumpur
 Felda (Jabatan Pentadbiran)
 Jabatan Imigresen Malaysia
 Jabatan Perdana Menteri
 Kementerian Luar Negara Malaysia
 Lembaga Hasil Dalam Negeri
 Tourism Malaysia*

*Estimated monthly footfall based on syndicated research. To be further enhanced with onboarding of external data solutions provider. Location of TV screen: Offices/ conference/ Minister room for internal consumption.



COMING SOON

Hotel 1

Budget hotel: 3-stars and below

67% are from 25-54 age group.
24% are from household with 2-3 children.

95% are likely to shop online in the next 30 days

75% agree that out-of-home ads help them to become aware of new products/ services



Number of CEs
251



Available Segments
Budget Hotel – Central



Estimated Monthly Footfall*
270,917



Example of CEs

- Holiday Inn Hotel*
- Tune Hotel*
- Hotel Seri Malaysia*
- Prescott Hotel Kuala Lumpur*
- Orange Hotel*
- Sama Sama Express KLIA*
- Sovotel*
- Sun Inns*



Industries Relevant

- Car rental*
- E-hailing*
- Travel*
- Entertainment/ Theme parks*
- Restaurants*

*Estimated monthly footfall based on syndicated research. To be further enhanced with onboarding of external data solutions provider.



COMING SOON

Hotel 2

High-end Hotel: 4 and 5 star hotel

Slightly skewed towards younger group with 46% are from 18-34 age group. 23% are from household with single child.

90% are likely to purchase from fashion retailers in the next 3 months

60% agree that out-of-home dynamic content capture their attention



Number of CEs

143



Available Segments

High-end Hotel – Central



Estimated Monthly Footfall*

297,540



Example of CEs

Mandarin Oriental Kuala Lumpur
Shangri-La Kuala Lumpur
Grand Hyatt Kuala Lumpur
Le Meridien
The St Regis Kuala Lumpur
JW Marriott
Pavilion Hotel Kuala Lumpur
Sheraton Imperial Kuala Lumpur
Lexis Hibiscus
Doubletree by Hilton



Industries Relevant

- E-hailing
- Travel
- Entertainment/ Theme parks
- Restaurants
- Luxury goods
- Fashion/ Apparel

*Estimated monthly footfall based on syndicated research. To be further enhanced with onboarding of external data solutions provider.

Introductory Offer

20% Off

01 Mar - 31 May 2024

Terms & Conditions :

- i) All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.*
- ii) Utilisation period for Introductory Offer is valid until 30 Jun 2024.*
- iii) Selection of commercial establishment types and segments is subject to inventory availability.*
- iv) Inventory availability is based on first-come, first-served basis.*
- v) Video commercial materials to be submitted via TVCXpress/AdStream with minimum of 5 working days prior to campaign live date.*
- vi) Astro reserves the right to amend any of the rates from time to time.*
- vii) Packages are non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.*
- viii) All offers are subject to the general terms and conditions which can be found at <https://astromedia.com.my>*

FAQs

1

What is Astro Addressable Commercial Establishment (ACE)?

Astro Addressable Commercial Establishment is a form of advertising that combines the power of TV and OOH advertising with heightened relevancy of ads. It enables you to deliver different ads to different types of commercial establishment based on the visitors' profile.

2

What is a Commercial Establishment?

A Commercial Establishment (CE) is a place used or intended for use in the operation of a business enterprise for the sale and distribution of any product or service.

3

How does Astro Addressable Commercial Establishment work?

Astro Addressable Commercial Establishment leverages on a unique identifier that allows you to target audiences in specific CE types.

4

What are the ad formats available for Astro Addressable Commercial Establishment?

Our ad inventories are available for In-Stream Videos that are in the exact duration of 15s and 30s. Other durations to be discussed prior for possibility.

5

What are the segments available on Astro Addressable Commercial Establishment?

With Astro Addressable Commercial Establishment, you can reach your audience in the out-of-home environment based on Commercial Establishment type, largely in the Central region.



How long do we need to get a campaign to go live?

Similar to Addressable Advertising, it will take **5 working days for a campaign to go live** upon creative readiness, booking and material submission.



Is campaign measurement in place?

Yes, a post campaign report sourced from a 3rd party tracking vendor with footfalls and audience data will be provided after campaign ends.



Is there a minimum buy for Addressable Commercial Establishment ?

The minimum buy is 1 month, with option to buy in a block of 3 months upon your chosen segment.



What is the advertisement requirement for Astro Addressable Commercial Establishment?

To comply with the Perbadanan Kemajuan Filem Nasional Malaysia Act, 1981 and the Communications and Multimedia Act, 1998 (and any amending or superseding Act). To comply with the other laws, by-laws, rules and regulations from time to time in force in Malaysia. To comply with the “Advertising Code for Television and Radio” and any other advertising code or guidelines issued by the Ministry of Information and/ or the Communications and Multimedia Commission or any other authority from time to time and any amendments/revisions thereto or superseding Act.



What is the material deliverable requirement for Astro Addressable Commercial Establishment?

The Advertisement Material *shall be submitted by the Client /Advertiser online via the registered vendors providing digital delivery service i.e. TVC Express (M) Sdn Bhd and Adstream Asia On Time (M) Sdn Bhd (or any other registered vendor as may be determined by MBNS).*

FORMAT

Quicktime (QT)

WIDTH X HEIGHT

1920x1080 pixel

ASPECT RATIO

16:09

FRAME RATE

25

BITRATE MODE

CBR

CODEC TYPE

XDCAM HD422 1080i50 (50Mb/s)

DURATION

15s and 30s

FILE SIZE

No file size limit though we recommend it to be 1GB and below.

FILE CONTAINER

.mxf OP1-A (file wrapper) .mxf file extension OR
.mov (file wrapper)

AUDIO DECODER

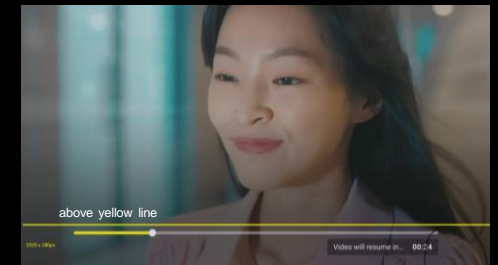
CH.1 & 2: 24-bit, Stereo (L R), 48.000 kHz (1st Lang.)
CH.3 & 4: 20-bit, Dolby E Stream 5.1 (1st Lang.)
CH.5 & 6: 24-bit, Stereo (L R), 48.000 kHz (2nd Lang.)
CH.7 & 8: 20-bit, Dolby E Stream 5.1 (2nd Lang.)

OR

CH.1 & 2: 24-bit, Stereo (L R), 48.000 kHz (1st Lang.)
CH.3 & 4: 24-bit, Stereo (L R), 48.000 kHz (1st Lang.)
CH.5 & 6: 24-bit, Stereo (L R), 48.000 kHz (2nd Lang.)
CH.7 & 8: 24-bit, Stereo (L R), 48.000 kHz (2nd Lang.)

SAFE ZONE

Above 1920(w) x 180(h) pixel for any subtitles/disclaimers





What are the measurements included for Post Campaign Report?

We are engaging Lifesight, a data & analytics company which uses mobile data & location intelligence to measure connected consumers while they are out of home. Lifesight collects data via its Android and iOS SDK embedded in partner apps and aggregators.

In Malaysia, Lifesight covers 19 million of individual Life IDs.

For post campaign report purpose, we can report:

- Monthly reach: the number of unique individuals reached over the last 30 days
- Monthly reach by location/ Commercial Establishments
- Brand/ Category segment: breakdown of which other brands or place categories the exposed visitors have also visited during the attribution window
- Geo-behavioral segment: Top offline movement patterns based on geo behavioral segments that the exposed devices are part of
- Intent: Data from sources connected to the e-commerce sector and data connected to online transactions from affiliate networks to deliver the most accurate segments with purchase intentions. Recency data can range from 7 to 14 days depending on the product category
- Interests: Top interests (online content) consumed by the exposed visitors

THANK YOU