

# 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

A dimly lit pub interior with neon signs and patrons. The scene is filled with various signs, including a Guinness sign on the left and several Astro Premier League 'HERE' signs in bright pink. Patrons are visible in the background, some sitting at tables and others standing. The lighting is a mix of warm and cool tones, creating a lively atmosphere.

# 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



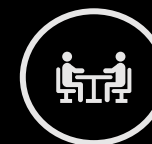
**Number of CEs**  
995



**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



## Available Segments

Bar/ Bistro/ Pub – Nationwide



## Estimated Monthly Footfall\*

874,284



## 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



## Industries Relevant


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


\*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



### Available Segments

Government – Central



### Estimated Monthly Footfall\*

386,070



### 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



### Industries Relevant

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

\*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.

# 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 3<sup>rd</sup> 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

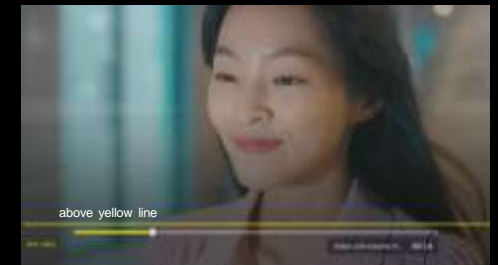
CH.1 & 2: 24-bit, Stereo (L R), 48.000 kHz (1st Lang.)  
CH.3 & 4: 20-bit, Dolby E Stream 5.1 (1st Lang.)  
CH.5 & 6: 24-bit, Stereo (L R), 48.000 kHz (2nd Lang.)  
CH.7 & 8: 20-bit, Dolby E Stream 5.1 (2nd Lang.)

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**