



CHANNEL PROFILE

Chinese Segment

July - December 2023

Go Beyond



Channel 306 (HD)

Astro AEC is a Chinese GE channel that offers a variety of top programmes from Asian countries and as a localised tv channel that showcases a full ranged of heart touching programmes that inspire the viewers with real life stories of Malaysian.

Monthly Reach
(Ave. Past 6 Months)

1.7 Mil

GENDER

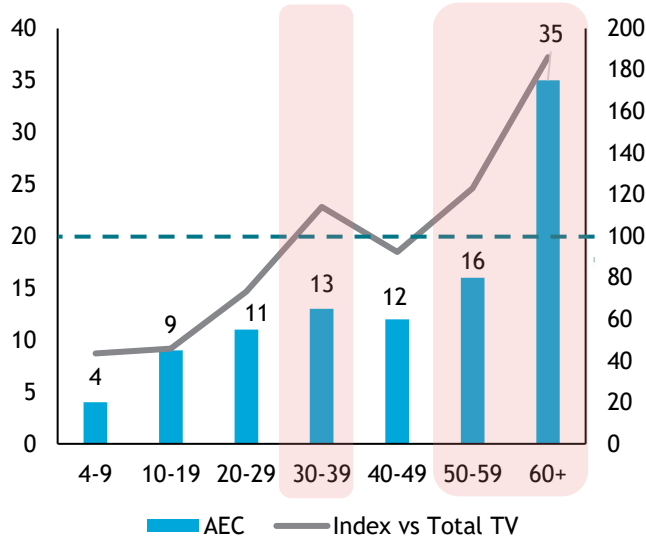


FEMALE
53%



MALE
47%

AGE



Skewed Aged 30-39 [Index: 114],
50-59 [Index: 123] & 60+ [Index: 186]

OCCUPATION

37%



PMEBs

6%



BLUE
COLLARS

16%



STUDENTS

41%



HOUSEPERSONS/
NOT WORKING

Skewed PMEBS [Index: 123] &
Housepersons [Index: 124]

MONTHLY HOUSEHOLD INCOME

13%



Below
RM2K

24%



RM2K-
RM4K

30%



RM4K-
RM6K

6%



RM6K-
RM8K

7%



RM8K-
RM10K

19%



RM10K
& above

Skewed HHI RM 4K - RM 6K [Index: 138] &
RM 10K+ [Index: 122]

Source: Kantar Media DTAM, Individual
(Total Universe: 15,534K), Jul - Dec 2023
Index is against Total TV Universe.



Channel 333 (HD)

Astro Hua Hee Dai brings you the best Taiwan Hokkien shows including drama series, variety shows, travel, music, movies, arts, interviews, gourmet cooking shows, feature documentaries and more.

Monthly Reach
(Ave. Past 6 Months)

877 K

Source: Kantar Media DTAM, Individual (Total Universe: 15,534K), Jul - Dec 2023
Index is against Total TV Universe.

GENDER

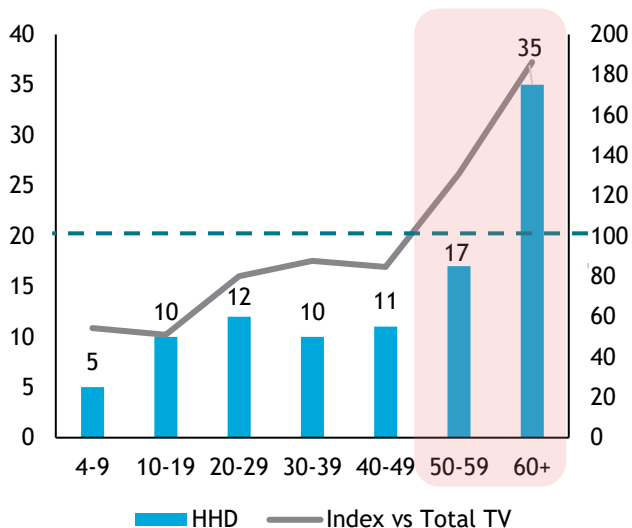


FEMALE
57%



MALE
43%

AGE



Skewed Aged 50-59 [Index: 131] & 60+ [Index: 186]

OCCUPATION

34%



PMEBs

6%



BLUE COLLARS

16%



STUDENTS

44%



HOUSEPERSONS/ NOT WORKING

Skewed PMEBS [Index: 113] & Housepersons [Index: 133]

MONTHLY HOUSEHOLD INCOME

14%



Below RM2K

27%



RM2K- RM4K

35%



RM4K- RM6K

4%



RM6K- RM8K

8%



RM8K- RM10K

12%



RM10K & above

Skewed HHI RM 4K - RM 6K [Index: 163]



Channel 308 (HD)

It is a 24-hour linear channel with a wide-ranging slate of China & Taiwan content which dedicated to family entertainment. QJ provides viewers with hours of entertainment featuring the best content of Dramas, Variety, Musical, Reality, LIVE/Simulcast show from China and Taiwan which catering to the diverse group of viewers.

Monthly Reach
(Ave. Past 6 Months)

935 K

Source: Kantar Media DTAM, Individual (Total Universe: 15,534K), Jul - Dec 2023
Index is against Total TV Universe.

GENDER

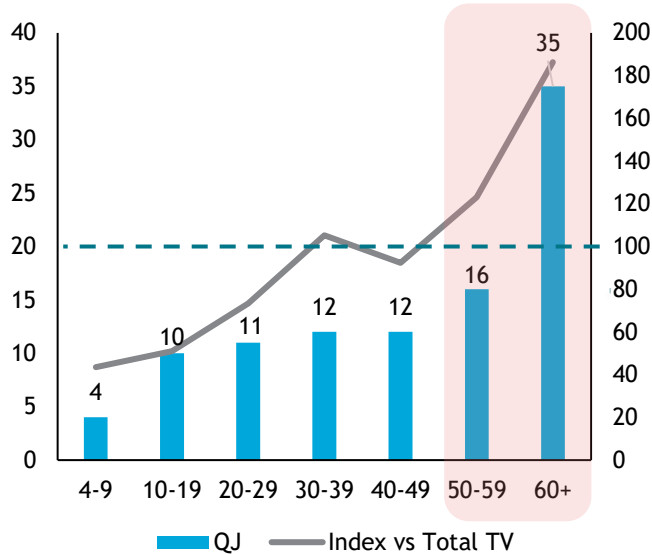


FEMALE
55%



MALE
45%

AGE



Skewed Aged 50-59 [Index: 123] & 60+ [Index: 186]

OCCUPATION

35%

PMEBs

7%

BLUE COLLARS

16%

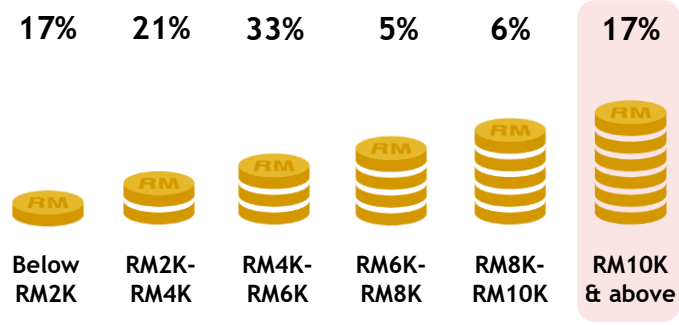
STUDENTS

42%

HOUSEPERSONS/ NOT WORKING

Skewed PMEBS [Index: 117] & Housepersons [Index: 127]

MONTHLY HOUSEHOLD INCOME



Skewed HHI RM 4K - RM 6K [Index: 153]



天映頻道
CELESTIAL MOVIES

Channel 309 (HD)

Watch exclusive first-run blockbuster movies and all-time favourites from Hong Kong, China, and Taiwan.

Also, acclaimed movies from Korea, Japan and all across Asia. So if you want to watch Chinese and other Asian movies any time of the day in Cantonese and Mandarin with Chinese and English subtitles, CELESTIAL MOVIES is your destination!

Monthly Reach
(Ave. Past 6 Months)

1.2 Mil

Source: Kantar Media DTAM, Individual (Total Universe: 15,534K), Jul - Dec 2023
Index is against Total TV Universe.

GENDER

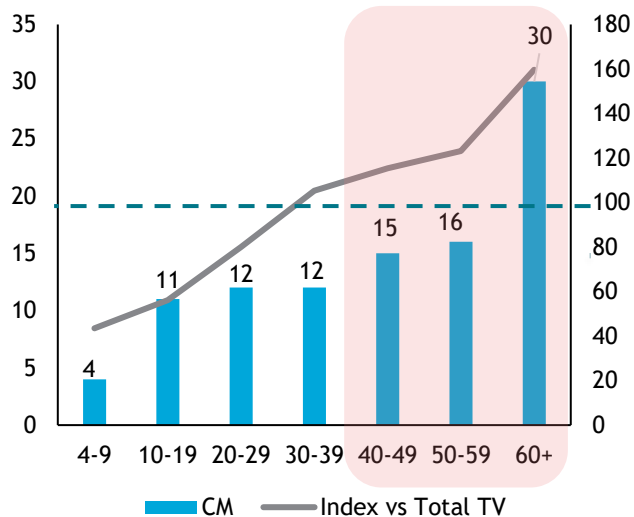


FEMALE
46%



MALE
54%

AGE



Skewed Aged 40-49 [Index: 115],
50-59 [Index: 123] & 60+ [Index: 160]

OCCUPATION

39%



PMEBs

7%



BLUE
COLLARS

17%



STUDENTS

37%



HOUSEPERSONS/
NOT WORKING

Skewed PMEBS [Index: 130] &
Housepersons [Index: 112]

MONTHLY HOUSEHOLD INCOME

13%



Below
RM2K

22%



RM2K-
RM4K

29%



RM4K-
RM6K

8%



RM6K-
RM8K

11%



RM8K-
RM10K

17%



RM10K
& above

Skewed HHI RM 4K - RM 6K [Index: 133] &
RM 8K - RM 10K [Index: 112]



Channel 321

CCM presents an unparalleled array of Chinese movie masterpieces! From the most iconic Kung Fu films to the most memorable Drama movies, CCM offers digitally re-mastered blockbusters from the renowned Shaw Brothers studio.

Monthly Reach
(Ave. Past 6 Months)

1 Mil

Source: Kantar Media DTAM, Individual (Total Universe: 15,534K), Jul - Dec 2023
Index is against Total TV Universe.

GENDER

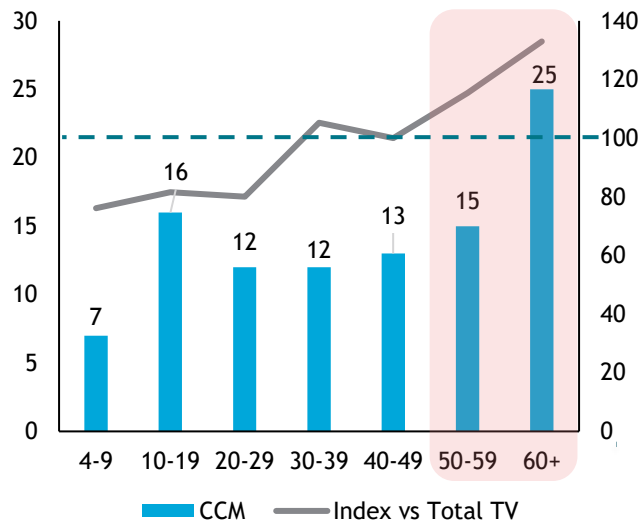


FEMALE
46%



MALE
54%

AGE



Skewed Aged 50-59 [Index: 113] & 60+ [Index: 133]

OCCUPATION

31%



PMEBs

8%



BLUE COLLARS

24%



STUDENTS

37%



HOUSEPERSONS/ NOT WORKING

MONTHLY HOUSEHOLD INCOME

13%



Below RM2K

30%



RM2K- RM4K

25%



RM4K- RM6K

10%



RM6K- RM8K

9%



RM8K- RM10K

12%



RM10K & above

Skewed HHI RM 4K- RM 6K [Index: 118] & RM 6K- RM 8K [Index: 119]



CTI Asia
Channel 316 (HD)

CTI Asia a channel operated by Chung T'ien Television in Taiwan. It focuses on providing LIVE news, real-time reports on current affairs combined with in-depth analysis, and other exciting general entertainment and variety shows.

Monthly Reach
(Ave. Past 6 Months)

768 K

Source: Kantar Media DTAM, Individual (Total Universe: 15,534K), Jul - Dec 2023
Index is against Total TV Universe.

GENDER

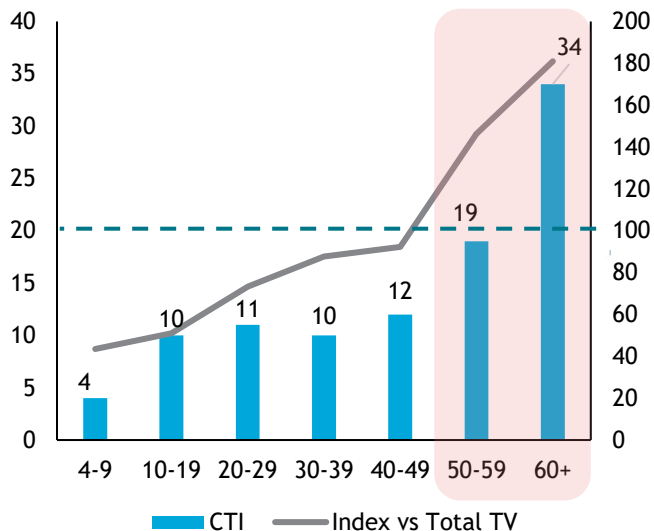


FEMALE
54%



MALE
46%

AGE



Skewed Aged 50-59 [Index: 147] & 60+ [Index: 181]

OCCUPATION

35%



PMEBs

6%



BLUE COLLARS

16%



STUDENTS

43%



HOUSEPERSONS/
NOT WORKING

Skewed PMEBS [Index: 117] & Housepersons [Index: 130]

MONTHLY HOUSEHOLD INCOME

15%



Below RM2K

28%



RM2K- RM4K

29%



RM4K- RM6K

5%



RM6K- RM8K

6%



RM8K- RM10K

16%



RM10K & above

Skewed HHI RM 4K- RM 6K [Index: 138]

A 24-hour general entertainment channel broadcasted in Korean, with English, Chinese & Bahasa Malaysia subtitles. Providing the latest Korean and International news; Cultural and Documentary programmes, latest Drama series produced by KBS, Music and Variety Shows, featuring some of the most popular singers and artists from Korea.

Monthly Reach
(Ave. Past 6 Months)

1.6 Mil

Source: Kantar Media DTAM, Individual (Total Universe: 15,534K), Jul - Dec 2023
Index is against Total TV Universe.

GENDER



FEMALE
59%



MALE
41%

ETHNIC



65%

MALAY



27%

CHINESE



2%

INDIAN



2%

OTHERS



4%

OTHER BUMIPUTRA

Skewed Chinese [Index: 181],
Others [Index: 118] & Other Bumiputra [Index: 133]

OCCUPATION



31%

PMEBs



6%

BLUE COLLARS



26%

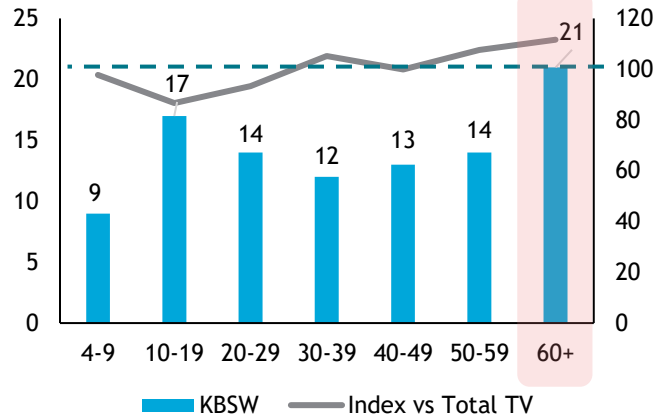
STUDENTS



37%

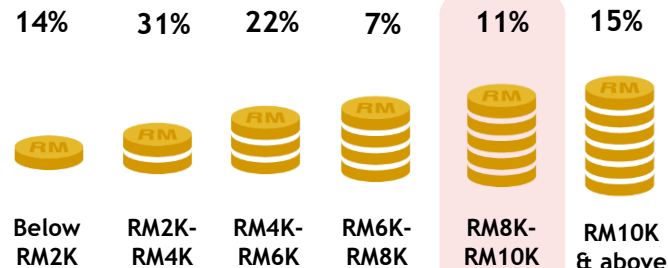
HOUSEPERSONS/
NOT WORKING

AGE



Skewed Aged 60+ [Index: 112]

MONTHLY HOUSEHOLD INCOME



Skewed HHI RM 8K - RM 10K [Index: 124]



鳳凰衛視

Phoenix Chinese Channel

Channel 325 (HD)

Phoenix Chinese Channel is a Hong Kong-based Mandarin and Cantonese-language that features a mix of programmes, ranging from political and economic news and current affairs through talk shows, film and music reviews to movies, and mini series in both Chinese and foreign origins.

Monthly Reach
(Ave. Past 6 Months)

541 K

GENDER

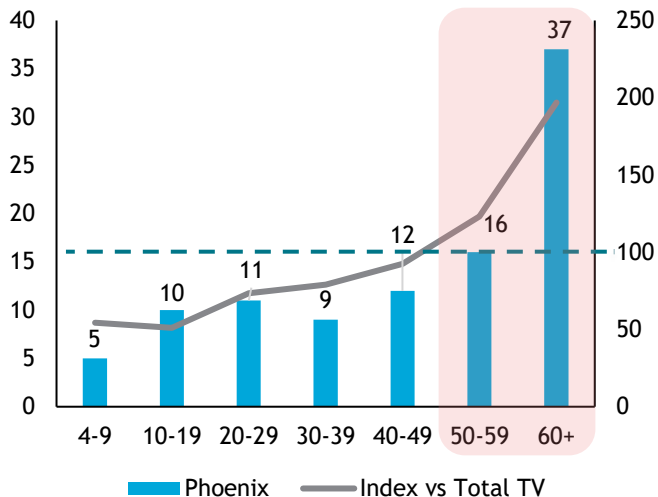


FEMALE
55%



MALE
45%

AGE



Skewed Aged 50-59 [Index: 123] & 60+ [Index: 197]

OCCUPATION

36%



PMEBs

4%



BLUE COLLARS

17%



STUDENTS

43%



HOUSEPERSONS/
NOT WORKING

Skewed PMEBS [Index: 120] & Housepersons [Index: 130]

MONTHLY HOUSEHOLD INCOME

14%



Below RM2K

25%



RM2K-
RM4K

26%



RM4K-
RM6K

4%



RM6K-
RM8K

8%



RM8K-
RM10K

23%



RM10K
& above

Skewed HHI RM 4K - RM 6K [Index: 123] & RM10K+ [Index: 150]



Phoenix InfoNews Channel
Channel **326 (HD)**

Phoenix InfoNews Channel is the only 24-hour channel to report news and information across the Greater China region, covering Mainland China, Macau, Taiwan and Hong Kong. With their unique perspective, be ready for immediate and first-hand financial news coverage, neutral and objective analysis as to meet the desire of Chinese-speaking world for info on global economic issues.

Monthly Reach
(Ave. Past 6 Months)

514 K

Source: Kantar Media DTAM, Individual (Total Universe: 15,534K), Jul - Dec 2023
Index is against Total TV Universe.

GENDER

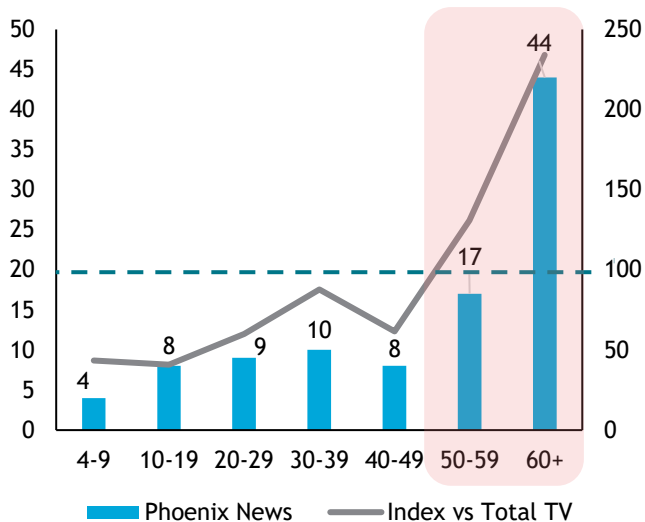


FEMALE
44%



MALE
56%

AGE



Skewed Aged 50-59 [Index: 131] & 60+ [Index: 234]

OCCUPATION

32%



PMEBs

6%



BLUE COLLARS

13%



STUDENTS

49%



HOUSEPERSONS/
NOT WORKING

MONTHLY HOUSEHOLD INCOME

16%



Below RM2K

24%



RM2K-
RM4K

30%



RM4K-
RM6K

5%



RM6K-
RM8K

6%



RM8K-
RM10K

19%



RM10K
& above

Skewed HHI RM 4K - RM 6K [Index: 143] & RM 10K+ [Index: 122]

iQIYI 爱奇艺

Channel 300 (HD)

iQIYI HD is the world's first exclusive iQIYI TV Channel showcase. It features iQIYI's extensive quality range of original content, from smash hit dramas to variety shows & movies.

Monthly Reach
(Ave. Past 6 Months)

890 K

Source: Kantar Media DTAM, Individual (Total Universe: 15,534K), Jul - Dec 2023
Index is against Total TV Universe.

GENDER

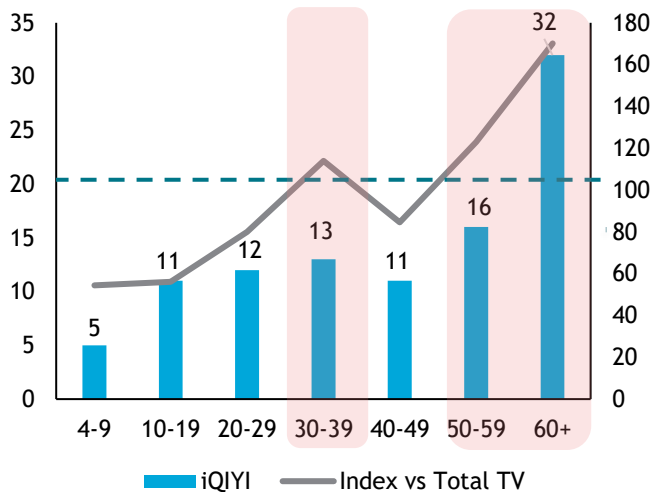


FEMALE
55%



MALE
45%

AGE



Skewed Aged 30-39 [Index: 114],
50-59 [Index: 123] & 60+ [Index: 170]

OCCUPATION

34%



PMEBs

7%



BLUE
COLLARS

17%



STUDENTS

42%



HOUSEPERSONS/
NOT WORKING

Skewed PMEBS [Index: 113] &
Housepersons [Index: 127]

MONTHLY HOUSEHOLD INCOME

16%



Below
RM2K

23%



RM2K-
RM4K

30%



RM4K-
RM6K

5%



RM6K-
RM8K

7%



RM8K-
RM10K

19%



RM10K
& above

Skewed HHI RM 4K - RM 6K [Index: 143] &
RM 10K+ [Index: 122]



TVB Jade
Channel 310 (HD)

TVB Jade provides 24-hour Cantonese entertainment content including primetime drama and sitcom simulcast with Hong Kong, as well as news and current affairs programs in Cantonese from Hong Kong. It also offers local produced content with TVB & local artistes.

Monthly Reach
(Ave. Past 6 Months)

954 K

Source: Kantar Media DTAM, Individual
(Total Universe: 15,534K), Jul - Dec 2023
Index is against Total TV Universe.

GENDER

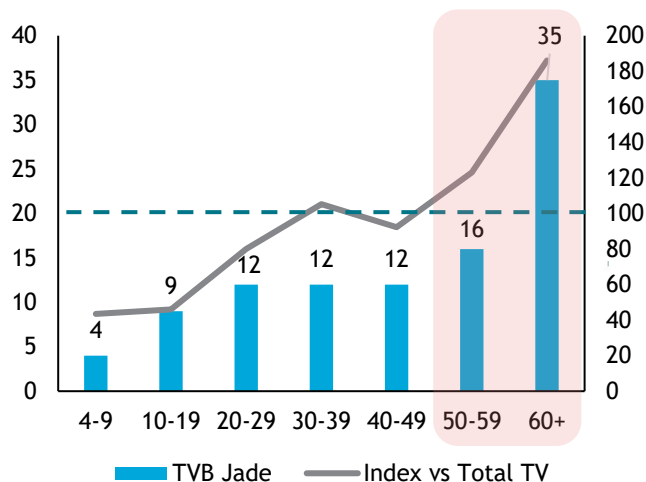


FEMALE
55%



MALE
45%

AGE



Skewed Aged 50-59 [Index: 123] &
60+ [Index: 186]

OCCUPATION

36%



PMEBs

5%



BLUE
COLLARS

16%



STUDENTS

43%



HOUSEPERSONS/
NOT WORKING

Skewed PMEBS [Index: 120] &
Housepersons [Index: 130]

MONTHLY HOUSEHOLD INCOME

14%



Below
RM2K

20%



RM2K-
RM4K

32%



RM4K-
RM6K

5%



RM6K-
RM8K

9%



RM8K-
RM10K

20%



RM10K
& above

Skewed HHI RM 4K - RM 6K [Index: 148] &
RM10K+ [Index: 124]



Channel 311 (HD)

Simulcast with Hong Kong's TVB, the Malaysian audiences can enjoy first-run TVB dramas in HD anytime. Catch-up channels are available for each drama series after the premiere.

Monthly Reach
(Ave. Past 6 Months)
974 K

Source: Kantar Media DTAM, Individual (Total Universe: 15,534K), Jul - Dec 2023
Index is against Total TV Universe.

GENDER

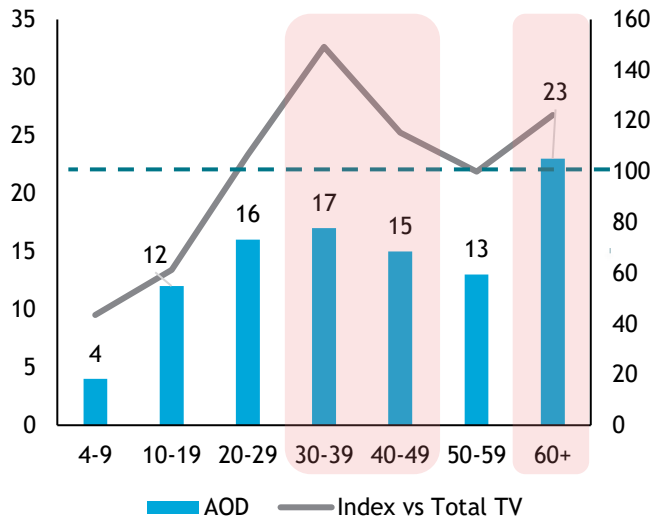


FEMALE
56%



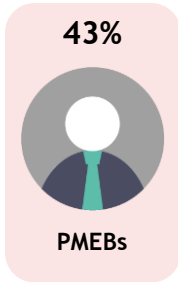
MALE
44%

AGE



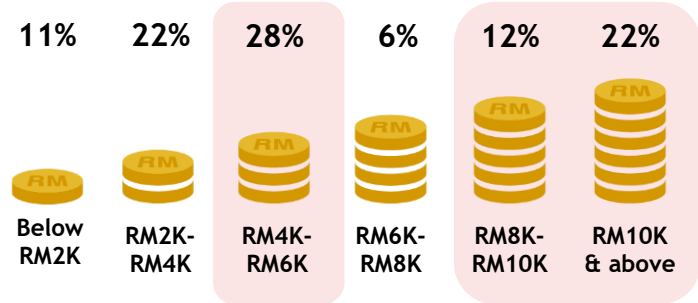
Skewed Aged 30-39 [Index: 149],
40-49 [Index: 115] & 60+ [Index: 122]

OCCUPATION



Skewed PMEBS [Index: 143]

MONTHLY HOUSEHOLD INCOME



Skewed HHI RM 4K - RM 6K [Index: 128],
RM 8K - RM 10K [Index: 124] & RM 10K+ [Index: 136]



TVB Classic

Channel 305 (HD)

All Time Favourite TVB Series. TVB Classic Channel presents a collection of the most memorable and highly rated dramas from the 70s, 80s & 90s.

Monthly Reach
(Ave. Past 6 Months)

884 K

Source: Kantar Media DTAM, Individual (Total Universe: 15,534K), Jul - Dec 2023
Index is against Total TV Universe.

GENDER

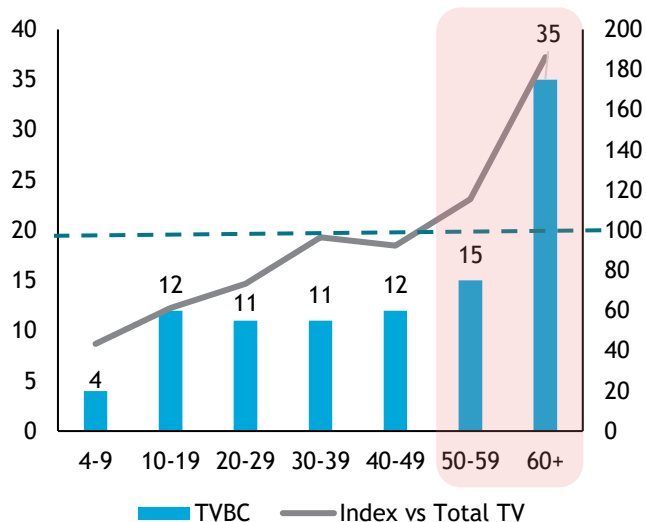


FEMALE
58%



MALE
42%

AGE



Skewed Aged 50-59 [Index: 115] & 60+ [Index: 186]

OCCUPATION

33%



PMEBs

5%



BLUE COLLARS

18%



STUDENTS

44%



HOUSEPERSONS/
NOT WORKING

Skewed PMEbs [Index: 110] & Housepersons [Index: 133]

MONTHLY HOUSEHOLD INCOME

14%



Below RM2K

26%



RM2K-
RM4K

29%



RM4K-
RM6K

4%



RM6K-
RM8K

12%



RM8K-
RM10K

15%



RM10K
& above

Skewed HHI RM 4K - RM 6K [Index: 133] & RM 8K - RM 10K [Index: 124]



TVB Xing He

Channel 319 (HD)

A 24-hour Chinese Drama Channel features classic dramas from TVB Hong Kong in dual language Mandarin and Cantonese.

Monthly Reach
(Ave. Past 6 Months)

536 K

Source: Kantar Media DTAM, Individual (Total Universe: 15,534K), Jul - Dec 2023 Index is against Total TV Universe.

GENDER

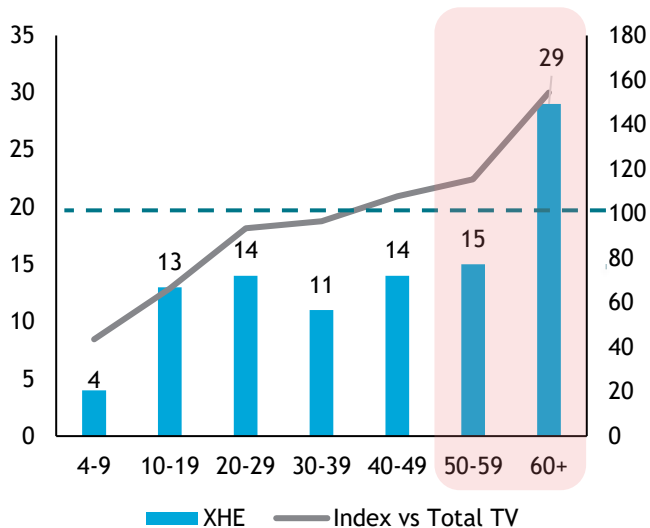


FEMALE
59%



MALE
41%

AGE



Skewed Aged 50-59 [Index: 115] & 60+ [Index: 154]

OCCUPATION

34%



PMEBs

8%



BLUE COLLARS

19%



STUDENTS

39%



HOUSEPERSONS/NOT WORKING

Skewed PMEB [Index: 113] & Housepersons [Index: 118]

MONTHLY HOUSEHOLD INCOME

22%



Below RM2K

23%



RM2K-RM4K

25%



RM4K-RM6K

5%



RM6K-RM8K

11%



RM8K-RM10K

15%



RM10K & above

Skewed HHI RM 4K - RM 6K [Index: 113] & RM 8K - RM 10K [Index: 112]



TVBS Asia
Channel 320 (HD)

Bringing you the best selection of the most popular programme from Taiwan. Including live daily news, dramas, game and variety shows, concerts and cooking shows.

Monthly Reach
(Ave. Past 6 Months)

507 K

Source: Kantar Media DTAM, Individual (Total Universe: 15,534K), Jul - Dec 2023
Index is against Total TV Universe.

GENDER

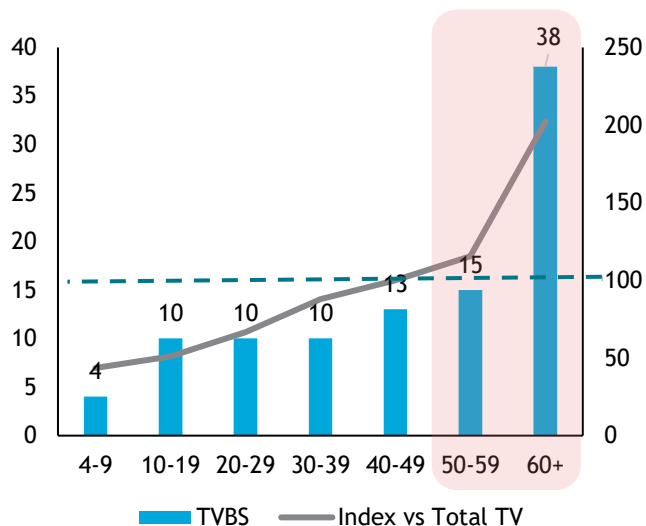


FEMALE
56%



MALE
44%

AGE



Skewed Aged 50-59 [Index: 115] & 60+ [Index: 202]

OCCUPATION

38%



PMEBs

4%



BLUE COLLARS

16%



STUDENTS

42%



HOUSEPERSONS/
NOT WORKING

Skewed PMEB [Index: 127] & Housepersons [Index: 127]

MONTHLY HOUSEHOLD INCOME

14%



Below RM2K

17%



RM2K- RM4K

37%



RM4K- RM6K

6%



RM6K- RM8K

8%



RM8K- RM10K

18%



RM10K & above

Skewed HHI RM 4K - RM 6K [Index: 167] & RM 10K+ [Index: 116]



Thank you