



**CHANNEL PROFILE
JULY - DECEMBER 2023**

ENGLISH SEGMENT

Go Beyond



animal planet

Channel **556**

Offering intrigue, adventure, humour and relationships, Animal Planet is the world's only brand that immerses viewers in emotional, engaging and passionate content devoted to animals.

**Monthly Reach
(Ave. Past 6 Months)**

906K

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

GENDER



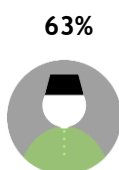
FEMALE
46%



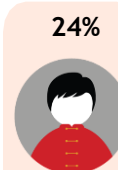
MALE
54%

[Index: 112]

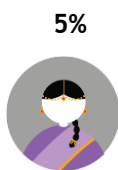
ETHNIC



MALAY



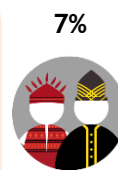
CHINESE



INDIAN



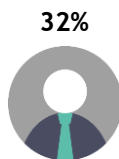
OTHERS



OTHER BUMIPUTRA

Skewed Chinese [Index: 157], Others [Index: 124]

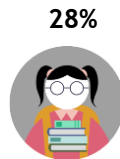
OCCUPATION



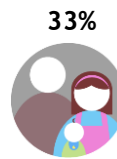
PMEBs



BLUE COLLARS

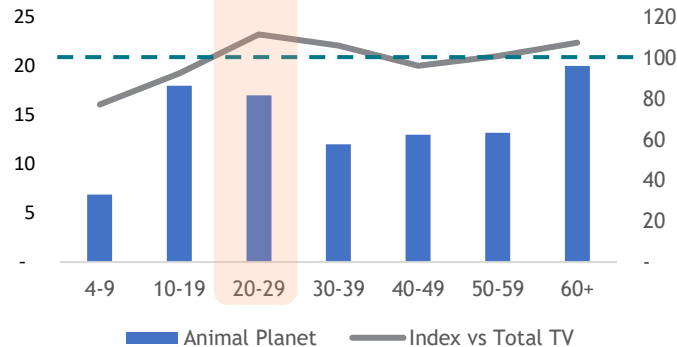


STUDENTS



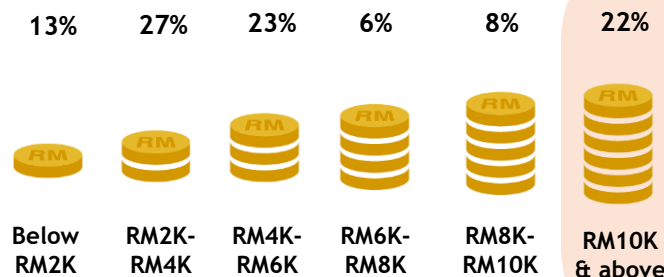
**HOUSEPERSONS/
NOT WORKING**

AGE



Skewed aged 20-29 [Index: 111]

MONTHLY HOUSEHOLD INCOME



Skewed RM10K+ [Index: 146]



Channel **709**

The Asian Food Network gives the Asian perspective and champions Asian heritage and culture. A wide spectrum of content genres, though primarily food-based, and includes programs featuring celebrity chefs. Other content range include travelogues, reality, current affairs and variety.

Monthly Reach
(Ave. Past 6 Months)

2.2 Mil

GENDER



FEMALE
55%



MALE
45%

ETHNIC



56%

MALAY



28%

CHINESE



6%

INDIAN



4%

OTHERS



6%

OTHER BUMIPUTRA

Skewed Chinese [Index: 187] and Others [Index: 212]

OCCUPATION



32%

PMEBs



5%

BLUE COLLARS



27%

STUDENTS

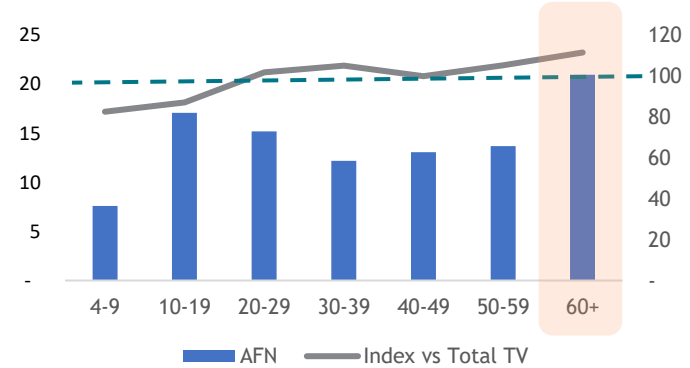


35%

**HOUSEPERSONS/
NOT WORKING**

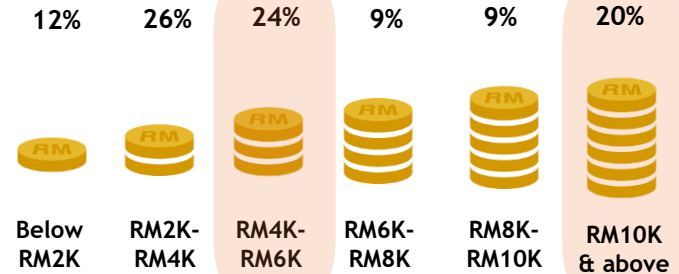
Skewed PMEBS [Index: 110]

AGE



Skewed aged 60+ [Index: 112]

MONTHLY HOUSEHOLD INCOME



Skewed RM4K-RM6K [Index: 115] and RM10K+ [Index: 130]

Source: Kantar Media DTAM, Individual (Total Universe: 15,534K), Jul-Dec2023 Index is against Total TV Universe.



Channel 701

AXN features exclusive top-rated drama series, blockbuster features, reality programs and groundbreaking original productions. The channel appeals to a discerning audience seeking content that is smart, intriguing and unexpected, and all delivered close to U.S telecasts. From SEAL Team and MacGyver to The Amazing Race Asia and Asia's Got Talent. AXN is defined not by a genre, but by an attitude that truly redefines action

Monthly Reach
(Ave. Past 6 Months)

3.3 Mil

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

GENDER



FEMALE
49%



MALE
51%

ETHNIC

82%



MALAY

8%



CHINESE

3%



INDIAN

2%



OTHERS

6%



OTHER
BUMIPUTRA

Skewed Malay [Index: 125], Others [Index :124]

OCCUPATION

32%



PMEBs

6%



BLUE
COLLARS

31%



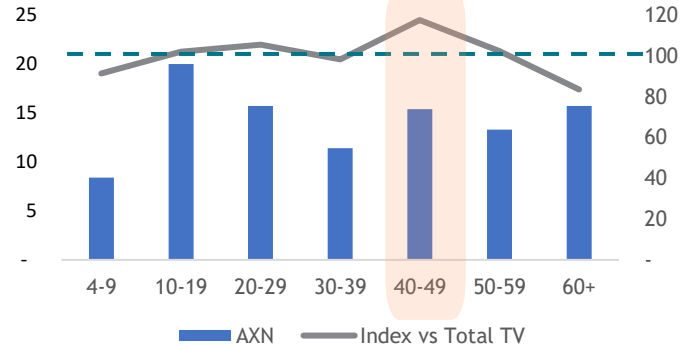
STUDENTS

32%



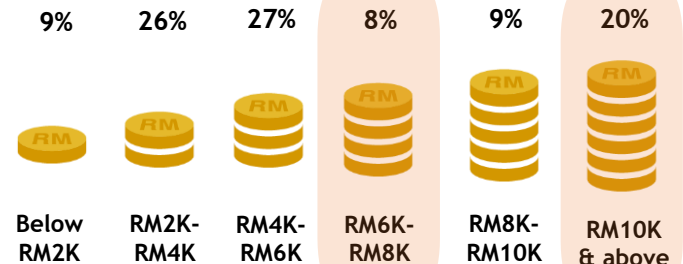
HOUSEPERSONS/
NOT WORKING

AGE



Skewed aged 40-49 [Index: 118]

MONTHLY HOUSEHOLD INCOME



Skewed RM6-8K [Index: 111] and RM10K+ [Index: 115]



Channel **554**

BBC Earth showcases the work of the world's foremost factual film-makers and it seeks to take audiences on a thrilling journey of discovery. From the smallest creature under the microscope to the limitless expanses of space, BBC Earth brings viewers face-to-face with heart-pounding action, mind-blowing ideas and the wonder of being human.

Monthly Reach
(Ave. Past 6 Months)

1.2 Mil

GENDER



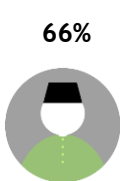
FEMALE
46%



MALE
54%

[Index: 112]

ETHNIC



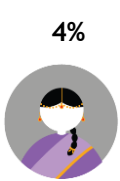
66%

MALAY



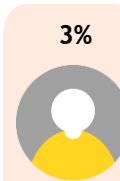
19%

CHINESE



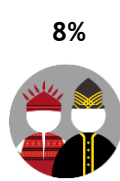
4%

INDIAN



3%

OTHERS



8%

OTHER BUMIPUTRA

Skewed Chinese [Index: 124] and Others [Index: 171]

OCCUPATION



32%

PMEBs



6%

BLUE COLLARS



30%

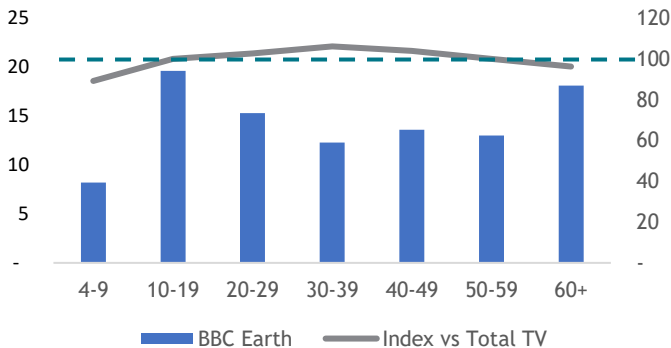
STUDENTS



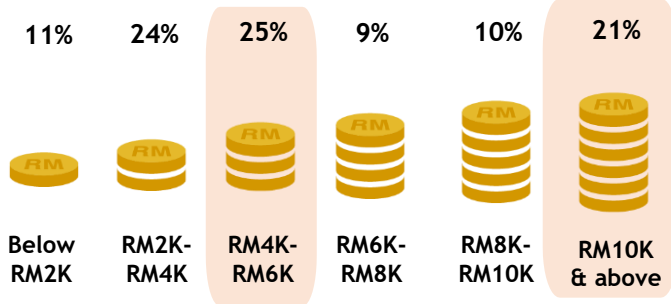
32%

HOUSEPERSONS/ NOT WORKING

AGE



MONTHLY HOUSEHOLD INCOME



Skewed RM4K-6K [Index: 117] and RM10K+ [Index: 137]

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



Channel **717**

BBC Lifestyle showcases real human stories transforming and revamping homes, invigorating cooking and helping to become healthier, happier and get the best out of life.

Monthly Reach
(Ave. Past 6 Months)

341K

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

GENDER



FEMALE
50%



MALE
50%

ETHNIC



66%

MALAY



19%

CHINESE



6%

INDIAN



3%

OTHERS



6%

OTHER
BUMIPUTRA

Skewed Chinese [Index: 124] and Others [Index: 194]

OCCUPATION



33%

PMEBs



6%

BLUE
COLLARS



29%

STUDENTS

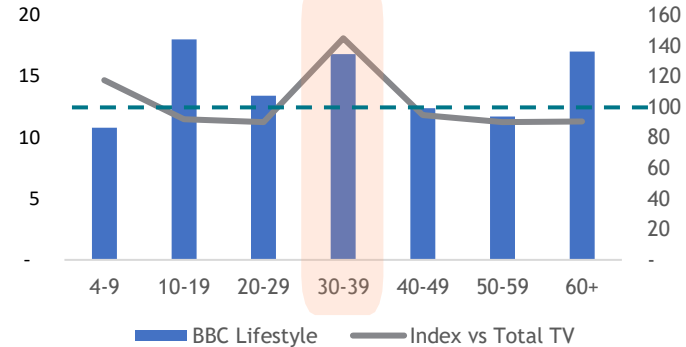


32%

HOUSEPERSONS/
NOT WORKING

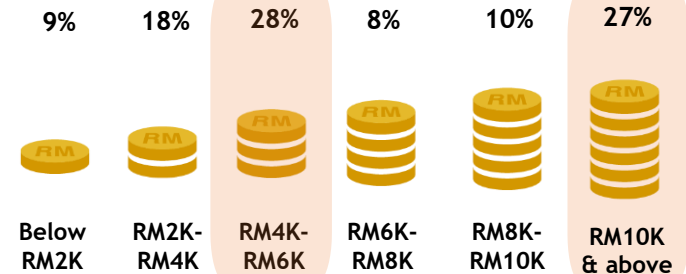
Skewed PMEBS [Index: 113]

AGE



Skewed aged 30-39 [Index: 145]

MONTHLY HOUSEHOLD INCOME



Skewed RM4K-RM8K [Index: 130] and RM10K+ [Index: 178]

CRIME+ INVESTIGATION

Channel 714

Crime + Investigation, where true crime pulls us into a fascinating world. Here, the smallest detail can be an explosive clue and the world's best detectives match wits with master criminals. Viewers join in, track the investigation, solve the puzzle, and gain insights into the criminal mind. In the end, as the last piece falls into place, we know that justice is served.

Monthly Reach
(Ave. Past 6 Months)

589K

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

GENDER



FEMALE
52%



MALE
48%

ETHNIC

74%



MALAY

11%



CHINESE

4%



INDIAN

3%



OTHERS

8%



OTHER BUMIPUTRA

Skewed Malay [Index: 112] and Others [Index :171]

OCCUPATION

33%



PMEBs

5%



BLUE COLLARS

28%



STUDENTS

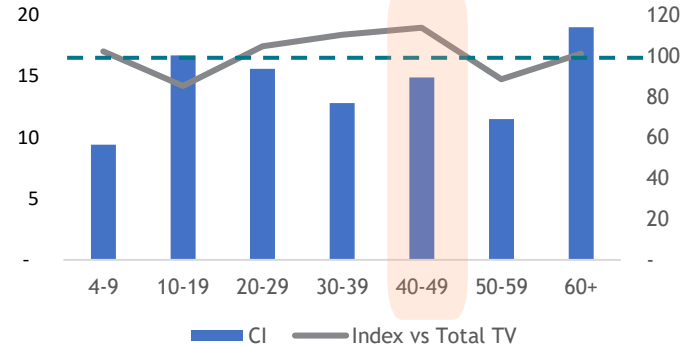
35%



HOUSEPERSONS/
NOT WORKING

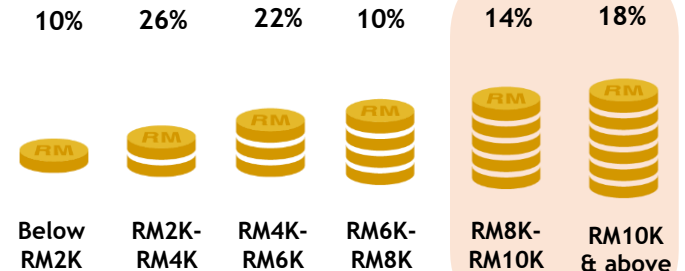
Skewed PMEBS [Index: 113]

AGE



Skewed aged 40-49 [Index: 114]

MONTHLY HOUSEHOLD INCOME



Skewed RM8K-10K [Index: 143] and RM10K+ [Index: 120]



Channel 553

Discovery Asia is a global high-definition television network which showcases untamed nature, and diverse cultures that bring viewers on an in-depth journey of Asia at its best and most wondrous. From wildlife and conservation, to human interest stories, change makers and skyscrapers, Discovery Asia lets viewers in, one country at a time.

Monthly Reach
(Ave. Past 6 Months)

1.3 Mil

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

GENDER



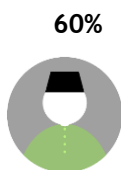
FEMALE
46%



MALE
54%

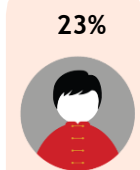
[Index: 111]

ETHNIC



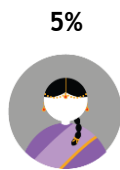
60%

MALAY



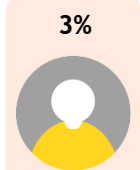
23%

CHINESE



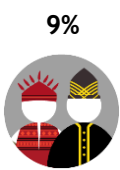
5%

INDIAN



3%

OTHERS



9%

OTHER BUMIPUTRA

Skewed Chinese [Index: 149] and Others [Index: 182]

OCCUPATION



32%

PMEBs



6%

BLUE COLLARS



30%

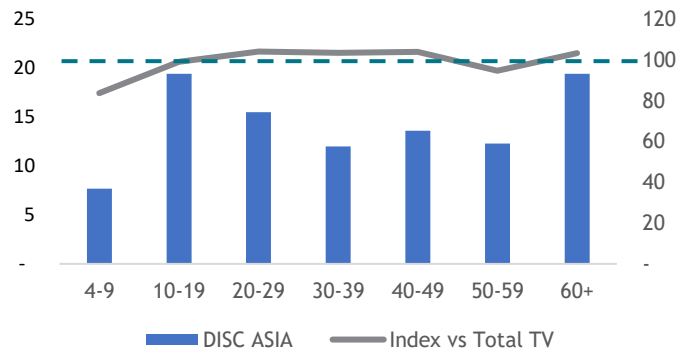
STUDENTS



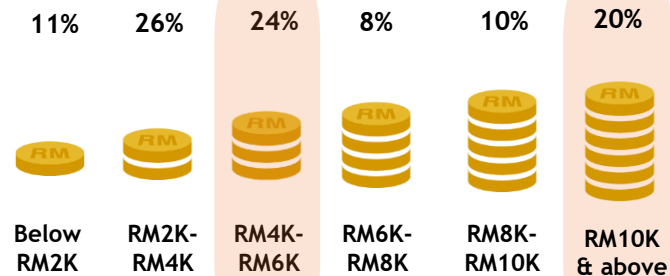
32%

HOUSEPERSONS/
NOT WORKING

AGE



MONTHLY HOUSEHOLD INCOME



Skewed RM4K-RM6K [Index: 115] and RM10K+ [Index: 132]



Channel **552**

Discovery Channel provides an extraordinary variety of engaging stories that immerse people in our amazing world, while enlightening them with knowledge and new ideas. The channel offers high-quality non-fiction entertainment from blue-chip nature, science and technology, ancient and contemporary history, adventure, and cultural and topical documentaries.

Monthly Reach
(Ave. Past 6 Months)

1.1 Mil

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

GENDER



FEMALE
46%



MALE
54%

[Index: 112]

ETHNIC

70%



MALAY

14%



CHINESE

5%



INDIAN

3%



OTHERS

9%



OTHER
BUMIPUTRA

Skewed Others [Index: 182]

OCCUPATION

31%



PMEBs

6%



BLUE
COLLARS

32%



STUDENTS

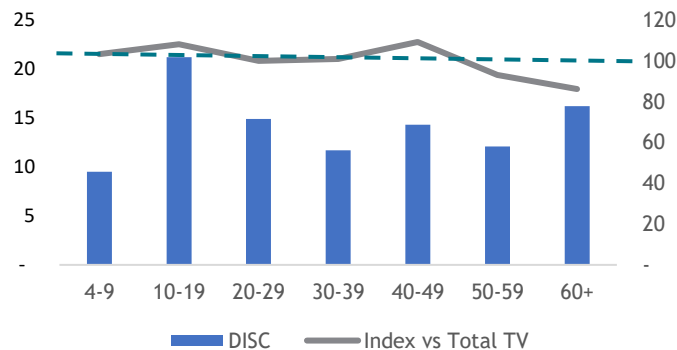
31%



HOUSEPERSONS/
NOT WORKING

Skewed Students [Index: 112]

AGE



MONTHLY HOUSEHOLD INCOME



Skewed RM10K+ [Index: 125]



Channel 716

DMAX is the definitive factual entertainment destination for young men who live life to the absolute fullest. From cars and combat, to extreme antics and enterprise, the channel is designed for the infotainment junkie's insatiable appetite for smarts, wit and adrenalin. DMAX offers its viewers the opportunity to step out of their daily lives and go on a wild adventure - no matter what their passions are - turbo-charged rides, the great outdoors, technology, or treasure-hunting.

Monthly Reach
(Ave. Past 6 Months)

490K

GENDER



FEMALE
44%



MALE
56%

[Index: 116]

ETHNIC

78%



MALAY

8%



CHINESE

3%



INDIAN

2%



OTHERS

9%



OTHER
BUMIPUTRA

Skewed Malay [Index: 119]

OCCUPATION

33%



PMEBs

6%



BLUE
COLLARS

32%



STUDENTS

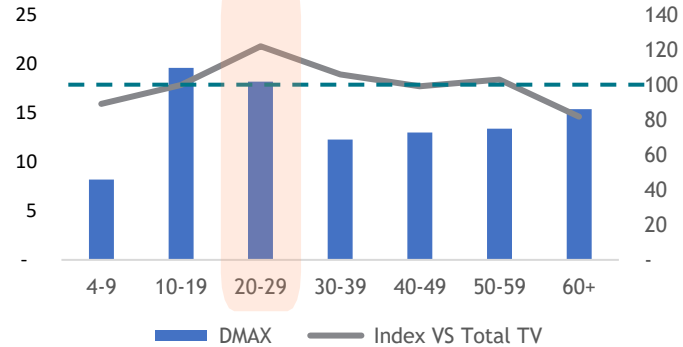
29%



HOUSEPERSONS/
NOT WORKING

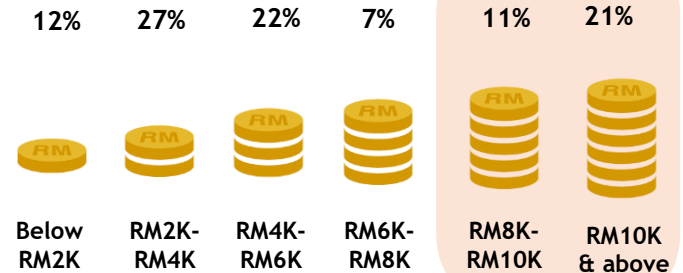
Skewed PMEBS [Index: 111]

AGE



Skewed aged 20-29 [Index: 122]

MONTHLY HOUSEHOLD INCOME



Skewed RM8-10K [Index: 112], RM10K+ [Index: 138]

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



Channel 708

Food Network offers original production cooking shows by world-renown celebrity chefs and lifestyle competition programmes which are compelling and relevant to Asian cultures.

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

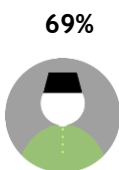


FEMALE
54%



MALE
46%

ETHNIC



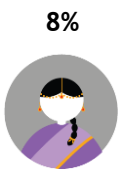
69%

MALAY



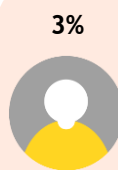
15%

CHINESE



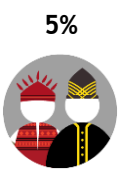
8%

INDIAN



3%

OTHERS



5%

OTHER
BUMIPUTRA

Skewed Others [Index: 188]

OCCUPATION



32%

PMEBs



6%

BLUE
COLLARS



29%

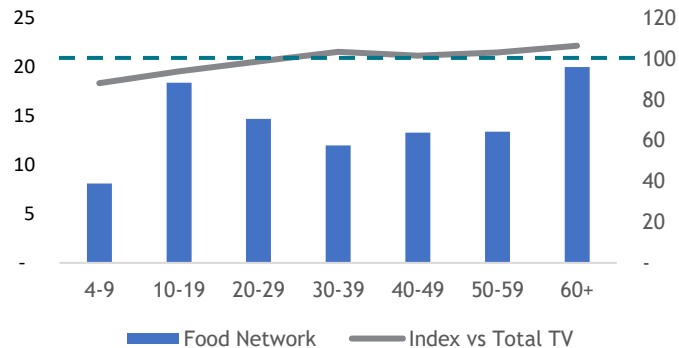
STUDENTS



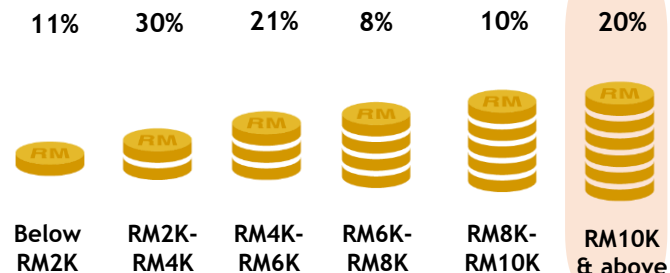
33%

HOUSEPERSONS/
NOT WORKING

AGE



MONTHLY HOUSEHOLD INCOME



Skewed RM10K+ [Index: 130]



Channel 551

Global Trekker is a new multi-genre factual entertainment brand that has been specially and carefully curated with the aim to broaden one's mind, open your heart and inspire your soul. It's the daily one-stop brand to originals, first and exclusive content that nurtures curiosity and opens you to a world of new discoveries.

Monthly Reach
(Ave. Past 6 Months)

967K

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

GENDER

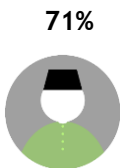


FEMALE
52%



MALE
48%

ETHNIC



71%

MALAY



15%

CHINESE



4%

INDIAN



3%

OTHERS



7%

OTHER
BUMIPUTRA

Skewed Others [Index: 176]

OCCUPATION



32%

PMEBs



6%

BLUE
COLLARS



29%

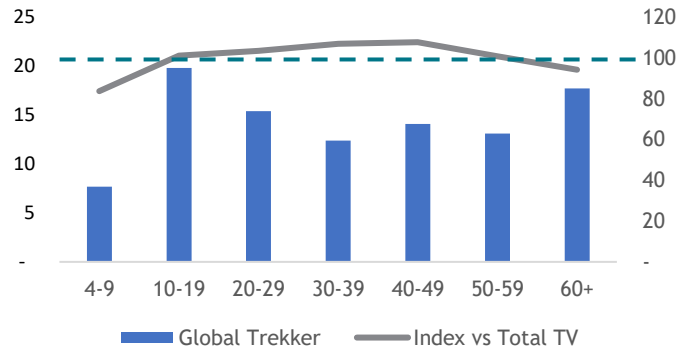
STUDENTS



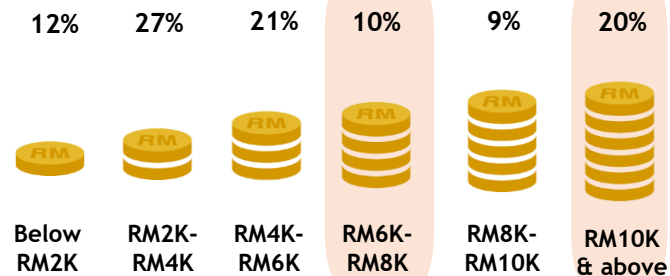
33%

HOUSEPERSONS/
NOT WORKING

AGE



MONTHLY HOUSEHOLD INCOME



Skewed RM6-8K [Index: 119], RM10K+ [Index: 134]



Channel 715

Leading home and lifestyle entertainment brand HGTV is the first regional channel dedicated exclusively to the growing home and lifestyle category in Asia. HGTV is one of the world's leading producers of lifestyle content.

Monthly Reach
(Ave. Past 6 Months)

966K

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

GENDER

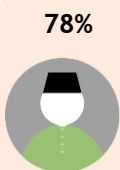


FEMALE
52%



MALE
48%

ETHNIC



78%

MALAY



11%

CHINESE



3%

INDIAN



3%

OTHERS



6%

OTHER
BUMIPUTRA

Skewed Malay [Index: 118], Others [Index: 165]

OCCUPATION



32%

PMEBs



5%

BLUE
COLLARS



31%

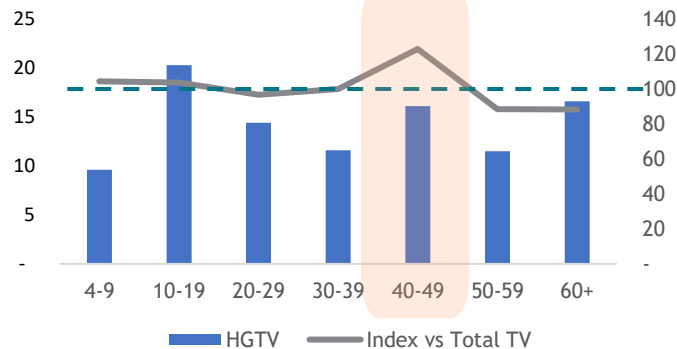
STUDENTS



31%

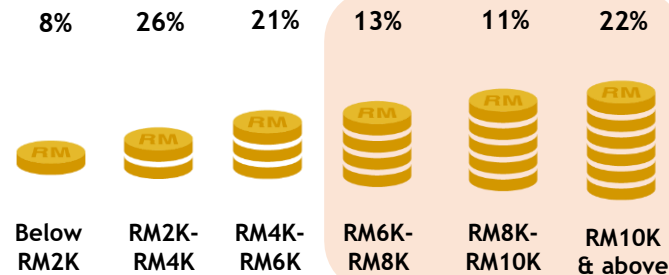
HOUSEPERSONS/
NOT WORKING

AGE



Skewed aged 40-49 [Index: 123]

MONTHLY HOUSEHOLD INCOME



Skewed RM6K-8K [Index: 149], RM8K-10K [Index: 115],
RM10K+ [Index: 142]



Channel 555

HISTORY is more than facts, dates and people - it is the experience. It is the choices people made, facing the same dilemmas we face today. HISTORY is yesterday, today, and tomorrow. Every day, HISTORY is being made.

Monthly Reach (Ave. Past 6 Months)
1.4 Mil

GENDER



FEMALE
45%



MALE
55%

[Index: 113]

ETHNIC

66%



MALAY

15%



CHINESE

5%



INDIAN

4%



OTHERS

10%



OTHER BUMIPUTRA

Skewed Others [Index: 212]

OCCUPATION

32%



PMEBs

6%



BLUE COLLARS

31%



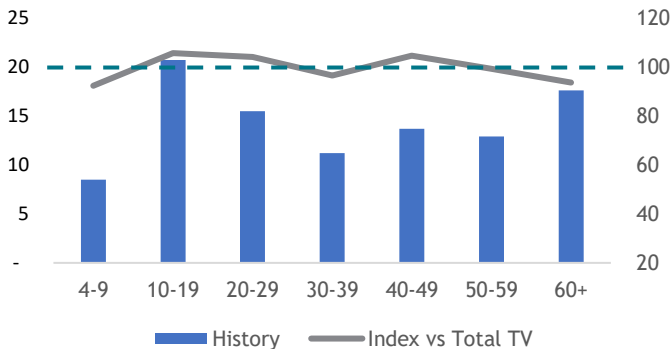
STUDENTS

31%

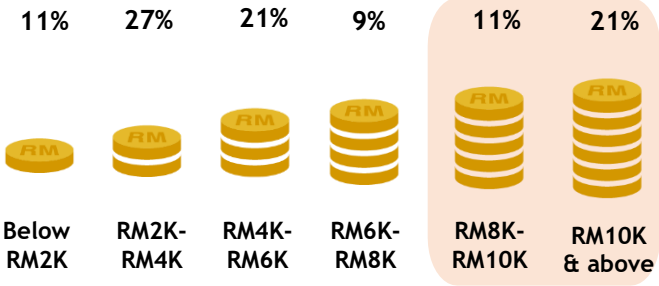


HOUSEPERSONS/
NOT WORKING

AGE



MONTHLY HOUSEHOLD INCOME



Skewed RM8-10K [Index: 115] and RM10K+ [Index: 137]

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



Channel 706

Imagine having your all-time favourite award-winning series and iconic TV characters all in one channel! HITS brings you the greatest TV ever created including the finest dramas and comedies in HD quality for the first time in Asia.

Monthly Reach
(Ave. Past 6 Months)
1.2 Mil

GENDER

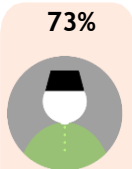


FEMALE
51%



MALE
49%

ETHNIC



73%

MALAY



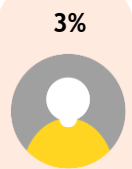
14%

CHINESE



6%

INDIAN



3%

OTHERS



4%

OTHER BUMIPUTRA

Skewed Malay [Index:111] and Others [Index: 206]

OCCUPATION



32%

PMEBs



7%

BLUE COLLARS



29%

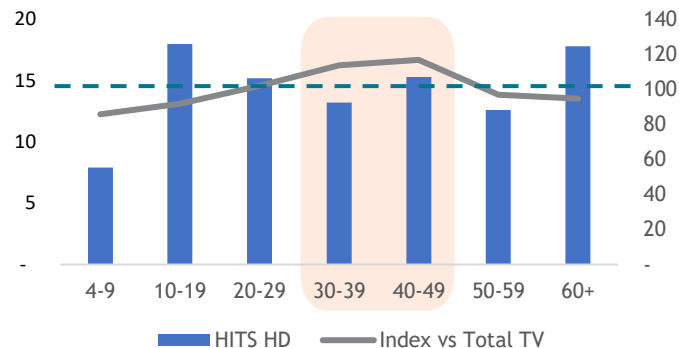
STUDENTS



32%

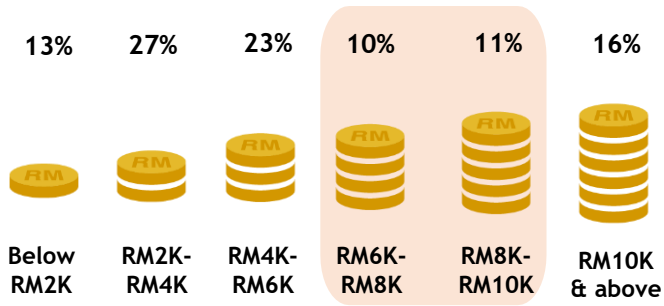
HOUSEPERSONS/
NOT WORKING

AGE



Skewed aged 30-39 [Index: 114], 40-49 [Index: 117]

MONTHLY HOUSEHOLD INCOME



Skewed RM6K-RM8K [Index: 115] and RM8K-10K [Index: 117]

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

HITS MOVIES

Channel 401

HITS MOVIES celebrates the best blockbuster films ever made from the '60s to the '90s in stunning HD. It's a channel with playlists that people will love and follow. HITS Movies have selected and curated evergreen and recognizable movies in a simple manner - with programming that people will understand, watch and love.

Monthly Reach
(Ave. Past 6 Months)

2.1 Mil

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

GENDER



FEMALE
48%



MALE
52%

ETHNIC

85%



MALAY

6%



CHINESE

3%



INDIAN

2%



OTHERS

4%



OTHER
BUMIPUTRA

Skewed Malay [Index: 129]

OCCUPATION

33%



PMEBs

7%



BLUE
COLLARS

31%



STUDENTS

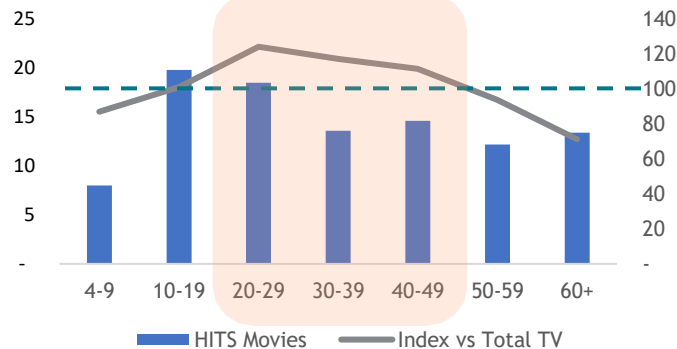
29%



HOUSEPERSONS/
NOT WORKING

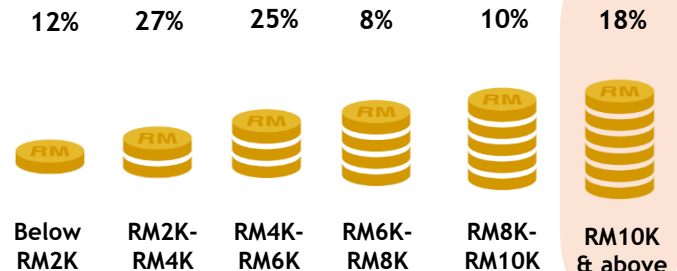
Skewed PMEBS [Index: 111]

AGE



Skewed aged 20-29 [Index: 124], 30-39 [Index: 117]
and 40-49 [Index: 111]

MONTHLY HOUSEHOLD INCOME



Skewed RM10K+ [Index: 120]

Lifetime

Channel **703**

Lifetime is a female-focused entertainment destination committed to telling distinctive stories about real people that informs, motivates and enriches her perspective of life.

Monthly Reach
(Ave. Past 6 Months)

2.4 Mil

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

GENDER



FEMALE
51%



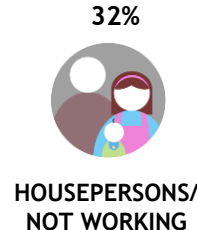
MALE
49%

ETHNIC

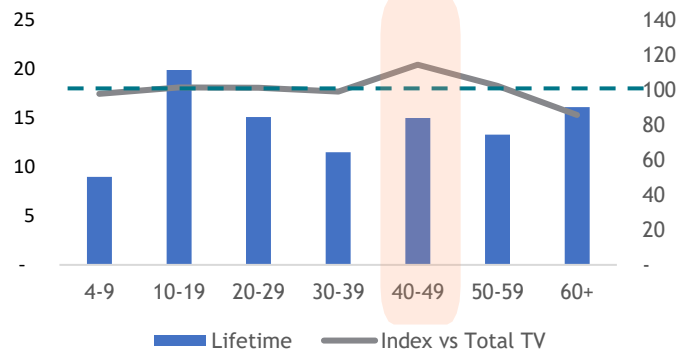


Skewed Malay [Index: 124] and Others [Index: 112]

OCCUPATION

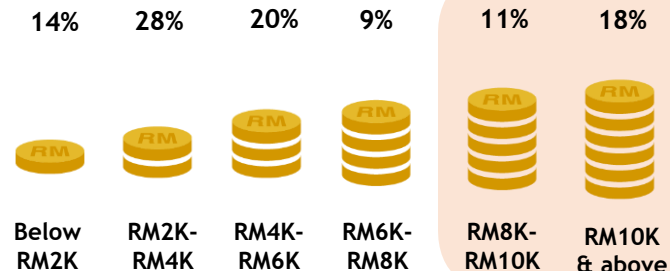


AGE



Skewed aged 40-49 [Index: 115]

MONTHLY HOUSEHOLD INCOME



Skewed RM8K-10K [Index: 111], RM10K+ [Index: 116]



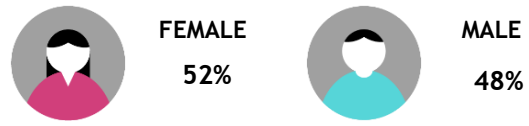
Paramount Network is a premium general entertainment destination that pushes the limits of storytelling with scripted and non-scripted series; where today's stars bring the experience of the big screen to every screen with stories that are immersive, inclusive and deeply personal.

Monthly Reach
(Ave. Past 6 Months)

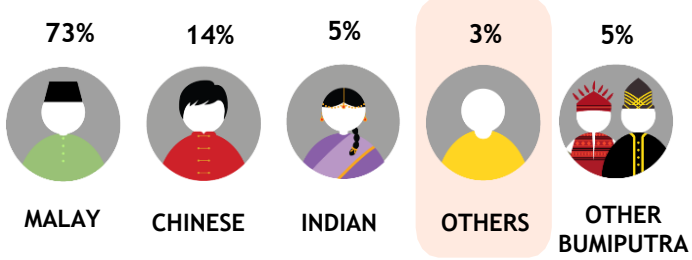
756K

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

GENDER

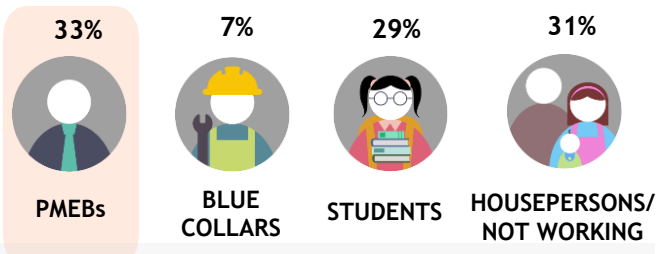


ETHNIC



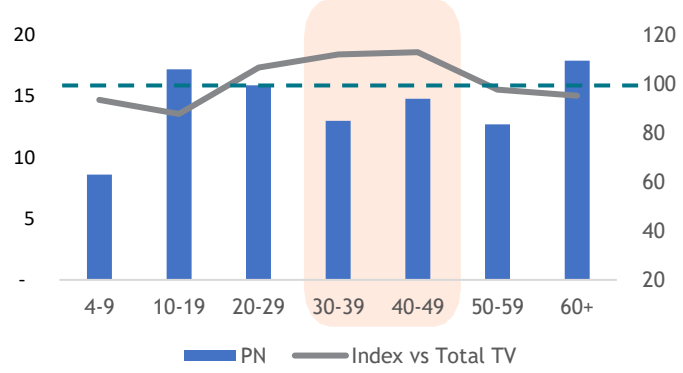
Skewed Others [Index: 206]

OCCUPATION



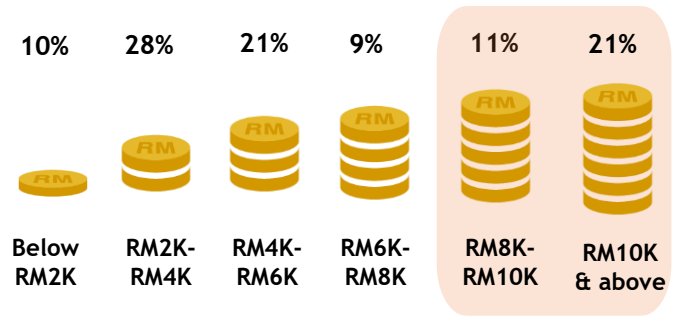
Skewed PMEBS [Index: 113]

AGE



Skewed aged 30-39 [Index: 112] and 40-49 [Index: 113]

MONTHLY HOUSEHOLD INCOME



Skewed RM8-10K [Index: 120] and RM10K+ [Index: 141]

SHOWCASE

Channel **413**

A one-stop entertainment destination for all; showcasing various movies, series, and special programmes. Specially curated for Malaysian audiences, the channel includes blockbusters, popular action and comedy movies and series, as well as entertainment shows for the entire family.

Monthly Reach
(Ave. Past 6 Months)

2.9 Mil

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

GENDER



FEMALE
51%



MALE
49%

ETHNIC

82%



MALAY

8%



CHINESE

4%



INDIAN

2%



OTHERS

4%



OTHER
BUMIPUTRA

Skewed Malay [Index 124] and Others [Index: 112]

OCCUPATION

31%



PMEBs

6%



BLUE
COLLARS

31%



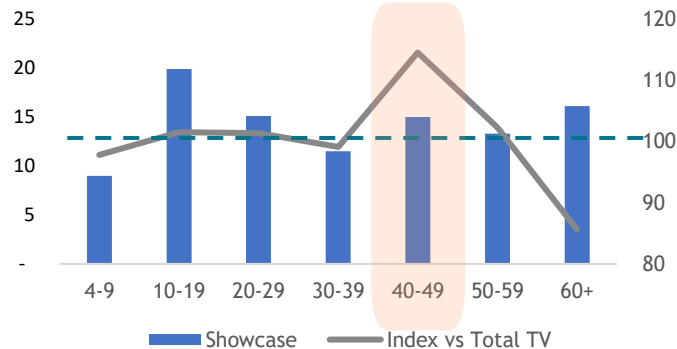
STUDENTS

32%



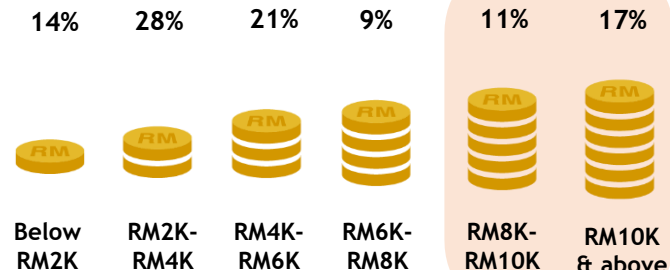
HOUSEPERSONS/
NOT WORKING

AGE



Skewed aged 40-49 [Index: 115]

MONTHLY HOUSEHOLD INCOME



Skewed RM8K-10K [Index: 111], RM10K+ [Index: 116]



Channel 707

TLC celebrates everyday life and special occasions by offering new perspectives and shared experiences from real-life people in remarkable circumstances.

TLC brings you life that is anything but ordinary. Get the inside track on all the things you love to do, and the insights that make everything you experience more interesting. TLC engages the heart, mind and soul by letting you savor the best the world has to offer.

Monthly Reach
(Ave. Past 6 Months)

1.7 Mil

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

GENDER



FEMALE
55%



MALE
45%

ETHNIC

71%



MALAY

14%



CHINESE

6%



INDIAN

3%



OTHERS

6%



OTHER
BUMIPUTRA

Skewed Others [Index: 182]

OCCUPATION

31%



PMEBs

6%



BLUE
COLLARS

30%



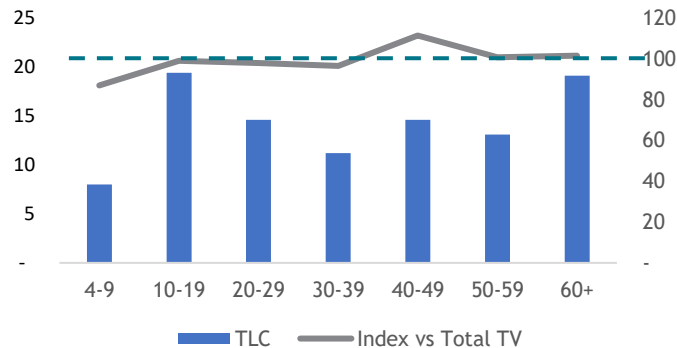
STUDENTS

33%



HOUSEPERSONS/
NOT WORKING

AGE



MONTHLY HOUSEHOLD INCOME

13%



Below
RM2K

27%



RM2K-
RM4K

22%



RM4K-
RM6K

9%



RM6K-
RM8K

10%



RM8K-
RM10K

19%



RM10K
& above

Skewed RM10K+ [Index: 126]



Channel 712

Warner TV offers viewers in Asia the chance to get into it, with an unprecedented mix of hit TV series and blockbuster movies. Its line-up boasts the world's biggest franchises, first-run exclusives for the region and fan-favorites across a wide range of genres from action, comedy and drama. Warner TV is also home to feature films from the legendary studios of Warner Bros. Entertainment.

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
51%



MALE
49%

ETHNIC

78%



MALAY

11%



CHINESE

4%



INDIAN

2%



OTHERS

5%



OTHER
BUMIPUTRA

Skewed Malay [Index: 119] andk Others [Index: 135]

OCCUPATION

33%



PMEBs

7%



BLUE
COLLARS

30%



STUDENTS

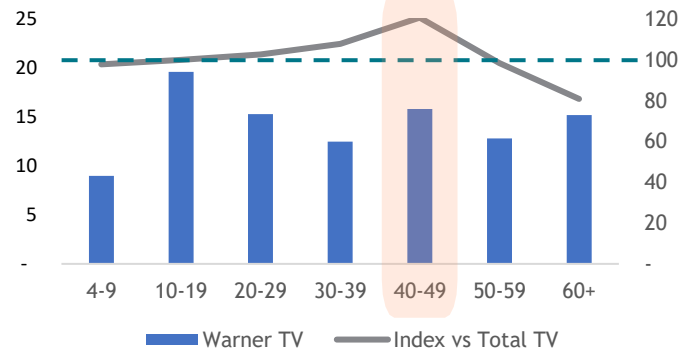
30%



HOUSEPERSONS/
NOT WORKING

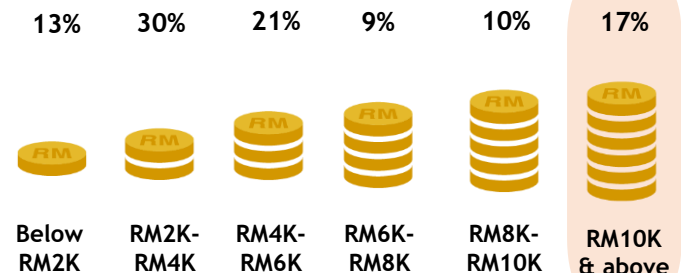
Skewed PMEBS [Index: 113]

AGE



Skewed aged 40-49 [Index: 121]

MONTHLY HOUSEHOLD INCOME



Skewed RM10K+ [Index: 117]



Thank you