



MALAYSIA'S

**MOST**

**YOUR TRUST  
FUELS OUR PASSION.**

**TRUSTED**

**NEWS BRAND 2023**

Source: Reuters Institute Digital News Report 2023





# Reuters Institute Digital News Report 2023

## TRUST

**“Astro AWANI remain at the top because of the balanced yet critical approach of the former and the independence of the latter.”**

- Reuters Institute Digital News Report 2023 -



## BRAND TRUST SCORES

Only the below brands were included in the survey. It should not be treated as a list of the most or least trusted brands as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Astro Awani	70%	21%	10%
Berita Harian	63%	26%	11%
Free Malaysia Today	55%	30%	15%
Harian Metro	59%	28%	13%
Malaysiakini	63%	24%	13%
Radio Televisyen Malaysia	66%	24%	11%
Regional or local newspaper	61%	28%	11%
Sin Chew Daily	48%	36%	16%
Sinar Harian	61%	27%	12%
The Malaysian Insight	55%	32%	13%
The Star	64%	25%	11%
TV3 News	62%	23%	15%
TV9 News	63%	27%	10%
Utusan Malaysia	57%	28%	15%
Yahoo! News	53%	33%	15%

**Q6\_brand trust.** How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6-10 coded as 'Trust', 5 coded as 'Neither', 0-4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.



# In A Nutshell



**Breaking News  
Destination**

**Fact Checking  
and  
News Verification**

**Thought Leadership  
Discourse Catering  
To Progressive Malaysians**

**Multiple Content Touchpoints  
TV, Web, Mobile, Social Media  
and Events**

**Specialized In Editorial Narratives  
and Content Creation For News,  
Current Affairs and Branded Content**





# Our Values



## Human Interest Storytelling

We believe in the power of human connection. Our branded content campaigns are driven by authentic narratives centered around real people and their real stories. These stories are told with integrity, creating impactful and powerful storytelling that helps to enhance or elevate your brand stories and strengthening the public perception about your business.

## Localized Perspectives

Our branded content team works hand in hand with newsroom editors to ensure that our editorial narratives are aligned with and attuned to the global and regional trends, while keeping our content relevant by offering hyperlocal perspectives on the impact to Malaysians.

## Dynamic Approach

As a part of an agile newsroom, our branded content strategists & editors stay curious about emerging trends and innovations. This spirit enables us to stay ahead in how we present your brand story, ensuring your brand voice remains relevant in a dynamic media landscape.





# Let Us Tell Your Brand Stories



[News Coverage](#)



[Expert Insights](#)



[Shareable Contents](#)



[Brand Recall](#)



[Bespoke Content](#)





## Shareable Contents

- [AWANIByte \(TV + Digital\)](#)
- [AWANIByte+ \(Vertical Video\)](#)





An informative 60 sec capsule featuring selected topics, themes and initiatives.



**1-min**

Bite Size Capsule



**70% + 30%**

Text + Interview



**Explainers**

Client's key messages & product highlights

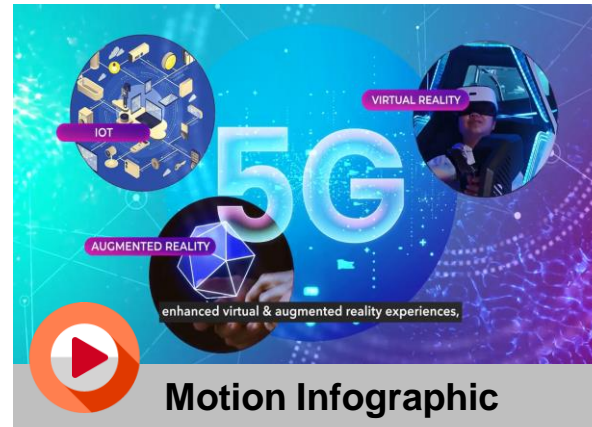


**Simple**

Easy to understand, comes with subtitles



## Execution Sample



Motion Infographic



Interview Highlights



Pure Footage + Text Overlay



Footage + Soundbite



An informative 60 sec capsule featuring selected topics, themes and initiatives.



**1-min**

Bite Size Capsule



**70% + 30%**

Text + Interview



**Explainers**

Client's key messages & product highlights



**Simple**

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## AWANIByte TV & Digital Package

Platform	Entitlement
TV	<b>60 sec AWANIByte capsule for 1 week</b> 35 spots x Astro AWANI (ROS basis) 21 spots x Al Jazeera English 21 spots x CNA 21 spots x CNN
Digital	<b>1 x AWANIByte Video @astroawani.com</b> <b>1 x Facebook Post</b> <b>1 x Instagram Post</b>  Guaranteed Minimum Post Reach : 500,000 reach

### Remark:

- A client interview is permitted on a case-by-case basis.
- Suggested a 3-week campaign for all the digital deliverables.
- A production cost may be imposed (if applicable).
- Spot scheduling is subject to airtime availability, national breaking news and acts of God uncontrollable events.




# AWANIByte+

Vertical video has evolved into a more acceptable marketing medium. Here's why you can't ignore this trend.

-  3 out of 5 online videos are watched on mobile
-  People hold their phones vertically 94% of the time
-  People use social media on mobile 70% of the time.
-  Most social media platforms support video.
-  New markets are exclusively mobile.



## Vertical Storytelling

Platform	Entitlement
Digital	<ul style="list-style-type: none"> <li>1 x AWANIByte+ Vertical Video</li> <li>1 x Facebook Post</li> <li>1 x Instagram Reels Post</li> <li>1 x YouTube Shorts Post</li> <li>1 x TikTok Post</li> <li>1 x Instagram Post</li> <li>1 x X Post</li> </ul> <p style="text-align: right;"></p> <p>Guaranteed Minimum Post Reach : 1,000,000 reach</p>





## News Coverage

- [AWANI 7:45](#)
- [Buletin AWANI](#)
- [AWANI Tonight](#)



# AWANI 7:45

Astro AWANI's signature Prime Time news bulletin, bringing bold and impartial coverage on the biggest news of the day, and the latest stories & updates from Malaysia and the rest of the world.

TX Channel	TX Time
	<b>Live Broadcast</b> 7:45pm – 8:30pm   Mon – Sun   45mins
	<b>Simulcast</b> 8:00pm – 8:30pm   Mon – Sat   30mins



## Broadcast Your Latest Products & Happenings At Our Prime-Time News Bulletin

Platform	Entitlement
<b>TV</b>	<p><b>1 min special report coverage within Klang Valley on client's new launch of product or service. ONE material run across the following programme.</b></p> <p>1 x AWANI 7:45 on Astro AWANI 1 x AWANI 7:45 on Astro Ria 1 x Buletin AWANI (repeat)</p>
<b>Digital</b>	<p><b>1 x Branded Advertorial</b> <b>1 x Facebook Post</b> <b>1 x Instagram Post</b></p> <p>Guaranteed Reach : 1,000,000 reach</p>

### Remark:

- Materials used for AWANI 7:45 and Buletin AWANI are the same.
- AWANI 7:45 live broadcast will be on Astro AWANI from Monday through Sunday, from 7:45pm till 8:30pm.
- AWANI 7:45 is simulcast on Astro Ria from Monday through Saturday, from 8pm till 8:30pm.
- Except Buletin AWANI at 12pm, the special report can be covered any time.
- Suggested a 3-week campaign for all the digital deliverables.
- A production cost may be imposed (if applicable).
- Spot scheduling is subject to airtime availability, national breaking news and acts of God uncontrollable events.
- There is a 200% loading of the 1 min rate to be charged as the AWANI's editorial team meticulously crafts captivating special report, curating a compelling angle and direction to transform the story into an engaging narrative.

# BULETIN AWANI

Stay ahead with the latest happenings and news including politics, entertainment, sports and business updated hourly.

TX Channel	TX Time
	7:00am 10:00am 12:00nn 2:00pm 3:00pm 4:00pm 5:30pm 12:00am
Mon – Sun   30mins	



7:00am 10:00am 12:00nn 2:00pm  
3:00pm 4:00pm 5:30pm 12:00am

Mon – Sun | 30mins

## Our hourly news will provide the most up-to-date information on all your upcoming events, news, and announcements!

Platform	Entitlement
TV	<b>1 min special report coverage within Klang Valley on client's new launch of product or service.</b>  1 x Buletin AWANI
Digital	<b>1 x Branded Advertorial</b> <b>1 x Facebook Post</b> <b>1 x Instagram Post</b>  Guaranteed Reach : 1,100,000 reach

### Remark:

- Should there be any breaking news, the special report will be pushed back to the next available time slot.
- Suggested a 3-week campaign for all the digital deliverables.
- A production cost may be imposed (if applicable).
- Spot scheduling is subject to airtime availability, national breaking news and acts of God uncontrollable events.
- There is a 200% loading of the 1 min rate to be charged as the AWANI's editorial team meticulously crafts captivating special report, curating a compelling angle and direction to transform the story into an engaging narrative.



**AWANI  
TONIGHT**

Astro AWANI's signature English News program featuring facts, insights, and bite-sized analyses behind major headlines of the day in 15 minutes.

**TX Channel TX Time**



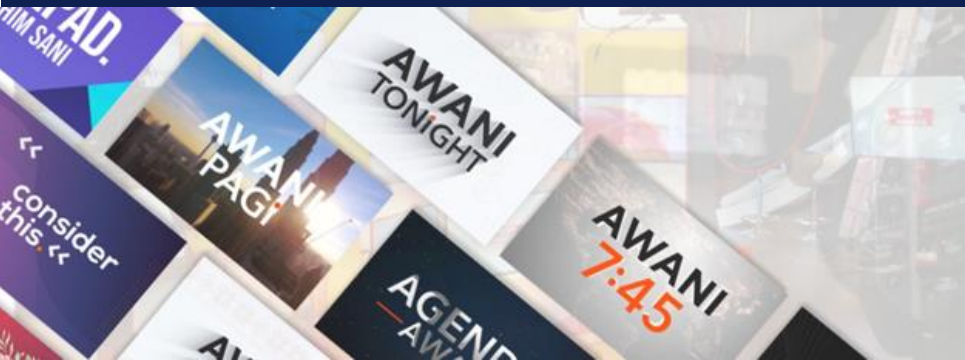
9:45pm – 10:00pm | Mon – Fri | 15mins

**Hosted by AWANI's Award Winning Anchor & Producer conducting in depth interviews with top newsmakers & influential leaders**

Platform	Entitlement
<b>TV</b>	<b>1 min special report coverage within Klang Valley on client's new launch of product or service.</b>  1 x AWANI Tonight
<b>Digital</b>	<b>1 x Branded Advertorial</b> <b>1 x Facebook Post</b> <b>1 x Instagram Post</b>  Guaranteed Reach : 1,100,000 reach

**Remark:**

- Should there be any breaking news, the special report will be pushed back to the next available time slot.
- Suggested a 3-week campaign for all the digital deliverables.
- A production cost may be imposed (if applicable).
- Spot scheduling is subject to airtime availability, national breaking news and acts of God uncontrollable events.
- There is a 200% loading of the 1 min rate to be charged as the AWANI's editorial team meticulously crafts captivating special report, curating a compelling angle and direction to transform the story into an engaging narrative.





## Expert Insights

- [AWANI Pagi](#)
- [Niaga AWANI](#)
- [Agenda AWANI](#)





Kick start your mornings with AWANI Pagi featuring the headlines of the day, as well as invited guests touching on multiple topics ranging from women, parenting, family, tech, education, entrepreneurship and much more.

TX Channel	TX Time
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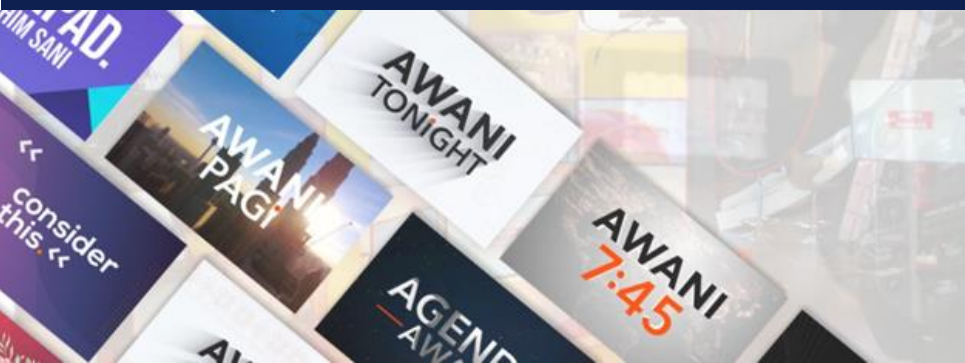
8.30am – 9:00am   Mon – Sun   30mins
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## Let our morning show hosts give your brand a kick-start and validation!

Platform	Entitlement
TV	<p><b>5 mins interview for client to share their new launch of product or service.</b></p> <p>1 x AWANI Pagi</p>
Digital	<p><b>1 x Branded Advertorial</b></p> <p><b>1 x Facebook Post</b></p> <p><b>1 x Instagram Post</b></p> <p>Guaranteed Reach : 1,100,000 reach</p>

### Remark:

- Sponsorship is subject to AWANI's content final approval.
- The content direction such as topics, narratives and guests are subject to editorial approval.
- Suggested a 3-week campaign for all the digital deliverables.
- A production cost may be imposed (if applicable).
- Spot scheduling is subject to airtime availability, national breaking news and acts of God uncontrollable events.
- There is a 200% loading of the 1 min rate to be charged as the AWANI's editorial team meticulously crafts captivating special report, curating a compelling angle and direction to transform the story into an engaging narrative.



# NIAGA AWANI

As the market opens at 9am on weekdays, Niaga AWANI will bring you the latest news and information on a wide range of topics related to business and the economy, both locally and internationally. Topics include market reaction, what investors should expect, and the main issues of the day. The show will provide a morning briefing for businesses and investors in the community.

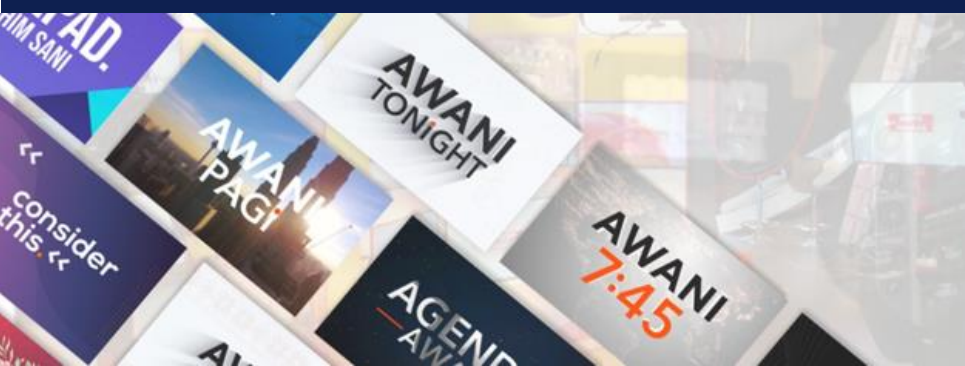
TX Channel	TX Time
	9:00am – 10:30am   Mon – Fri   90mins

## Share your business or industry stories with our business anchors.

Platform	Entitlement
<b>TV</b>	<b>5 mins interview for client to share their new launch of product or service.</b>  1 x Niaga AWANI
<b>Digital</b>	<b>1 x Branded Advertorial</b> <b>1 x Facebook Post</b> <b>1 x Instagram Post</b>  Guaranteed Reach : 1,000,000 reach

### Remark:

- Sponsorship is subject to AWANI's content final approval.
- The content direction such as topics, narratives and guests are subject to editorial approval.
- Suggested a 3-week campaign for all the digital deliverables.
- A production cost may be imposed (if applicable).
- Spot scheduling is subject to airtime availability, national breaking news and acts of God uncontrollable events.
- There is a 200% loading of the 5 mins rate to be charged as the AWANI's editorial team meticulously crafts captivating special report, curating a compelling angle and direction to transform the story into an engaging narrative.





# AGENDA AWANI

AWANI's renowned signature Current Affairs show that boldly delves into the hottest topics in the country and from around the world featuring prominent guests consisting of subject matter experts and public figures.

TX Channel	TX Time
	9:00pm – 9:30pm Mon – Wed, Fri - Sun   30mins

**Our hosts are expert at delivering insightful and analysis on topics that matter to your industry, through exceptional conversations.**

Platform	Entitlement
TV	<b>30 mins talk show on client's business, interview, showcasing products or services.</b>  1 x Agenda AWANI
Digital	<b>1 x Branded Advertorial</b> <b>1 x Facebook Post</b> <b>1 x Instagram Post</b>  Guaranteed Reach : 1,000,000 reach

**Remark:**

- The content direction such as topics, narratives and guests are subject to editorial approval.
- Suggested a 3-week campaign for all the digital deliverables.
- A production cost may be imposed (if applicable).
- Spot scheduling is subject to airtime availability, national breaking news and acts of God uncontrollable events.
- There is a 300% loading of the 5 mins rate to be charged as the AWANI's editorial team curating a compelling angle and direction to transform the talk show into an engaging narrative.





## Brand Recall

- [Flash Ad](#)

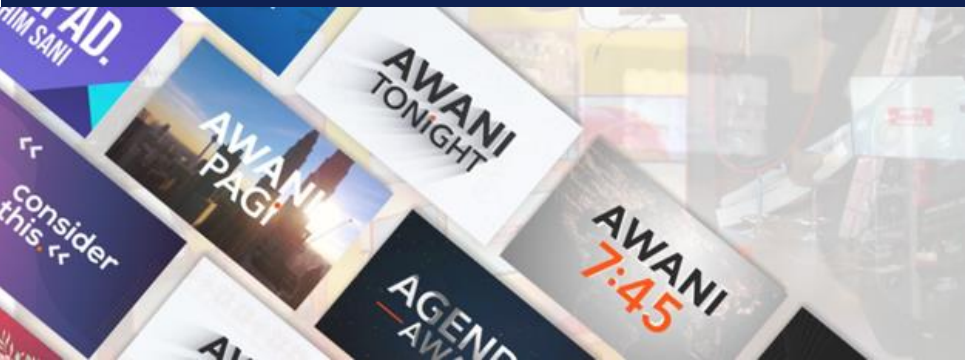


# Flash Ad



Figuring out what the brand presence of a logo or character might be worth?

We have the solution for you!



## Targeted Short-form Ads Quick Brand Activation

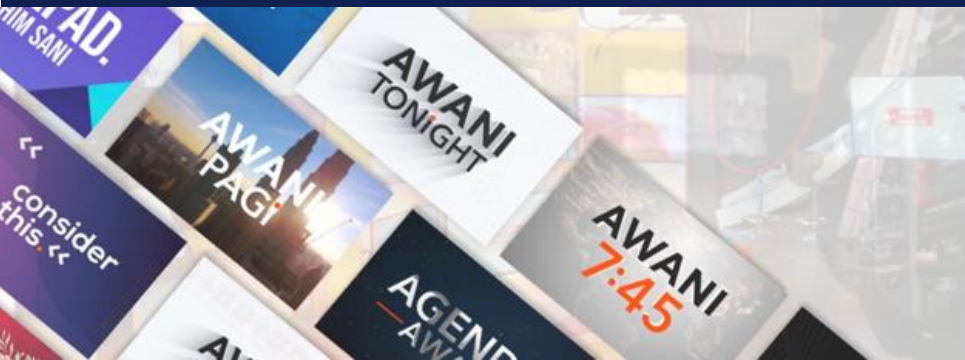
Platform	Entitlement
TV	<b>10 sec lower third banner for 1 week.</b> 105 spots x Astro AWANI (ROS basis)
Digital	<b>1 x MREC / Leaderboard</b> 450,000 impressions  <b>1 x Parallax</b> 400,000 impressions

### Remark:

- Client to provide final material for TV + Digital and based on the specs provided by Astro.
- TV spot placement for 3 consecutive days : Mon – Sun within 11am – 3pm, 7pm -11pm.
- A maximum of two lower third banners are allowed per show (excluding AWANI 7:45).
- Suggested a 3-week campaign for all the digital deliverables.
- A production cost may be imposed (if applicable).
- Spot scheduling is subject to airtime availability, national breaking news and acts of God uncontrollable events.

## Terms & Conditions

- All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
- The above package is only applicable for **one (1)** product or brand per advertiser.
- All spots must be booked under **one (1)** media order.
- Each package must be utilized within 2 months from the date of first broadcast of the advertiser's advertisement material, subject to an extension granted by Astro, in its sole discretion.
- The above package is non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.
- All TVC spots are scheduled at Astro's discretion and subject to airtime availability, national breaking news and acts of God.
- Astro reserves the right to block certain dates and/or special programming (e.g. Festive, Key Signature Programme etc.).
- The above package is valid until **31 December 2024**.
- The creative concepts contained in this document 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.
- Astro reserves the right to amend any of the above pricing categories and/or its time belts from time to time.
- 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>



# Thank You

Contact Us  

