



SPORTS

BMI

Booster
Mass
Impact

The Sports Booster for Optimum Reach + Engagement

The Astro logo is displayed in a large, white, lowercase sans-serif font. A white curved line underneath the letters 'o' and 'r' suggests a smile or a swoosh. The logo is centered at the top of the page.

astro

WELCOME TO THE
LARGEST HOME OF SPORTS
IN MALAYSIA

Sports has always been important to Malaysians. Astro, Malaysia's No.1 sports destination, boasts extensive viewership, especially when our national teams compete and when the biggest global events are aired. With exclusive partnerships, including the Premier League, and our production capabilities, we offer brands a prime platform to engage with audiences that matter most – where sports passion meets advertising impact.

Marrying the worlds of Entertainment + Sports

Maximising TV Reach for Malay and Chinese
Audiences



B

ooster

Sports ain't for the fans only. Much like athletes optimise their performance, our BMI package is designed to boost your TV plans for mass reach with sports power

M

ass

Optimised channel mix and frequency, strategically tailored to maximise both TV reach and engagement targeting the mass Malay & Chinese audiences

I

mpact

Real influential impact driven by loyal sports fanatics, delivering the best value for your advertising investment



ELEVATING
2 CORE

TARGET AUDIENCE SEGMENTS



MALAY

CHINESE



**REACH &
ENGAGEMENT**
with
SPORTS POWER








THE OFFERS

- SPORTS BMI < MALAY >
- SPORTS BMI < CHINESE >



SPORTS BMI < MALAY >

Boost Mass Malay Reach & GRPs at Lower CPRP with Sports BMI <Malay> from RM23K

Monday – Sunday, 6pm – 12 am	
Sports for Malay	No. of Spots
	57
	28
	32
	20
	44
Total	181

SIMULATION / Impact of the Sports BMI on REACH & ENGAGEMENT





Deliverables	Standard Astro MALAY CHANNELS Spot Buy Package (1x Package)	Add on SPORTS BMI <MALAY> Spot Buy Package (1 x Package)	Incremental & Savings
Target Audience	Malay 15+	Malay 15+	
Reach 3+	43%	46.6%	+8.4%
GRPs	516.9	582.2	+12.6%
CPRP (RM)	386.92	383.03	-1%

In this example, by adding the SPORTS BMI <MALAY> to a Malay TV spot buy package, media deliveries +8.4% in Reach 3+, +12.6% in GRPs, and -1% in CPRP.

Duration	15 sec
The Investment (RM)	23,000
No. of Spots	181

SPORTS BMI < CHINESE >

Boost Mass Chinese Reach & GRPs at Lower CPRP with Sports BMI <Chinese> from RM23K

Monday – Sunday, 6pm – 12 am	
Sports for Chinese	No. of Spots
	37
	46
	20
	78
Total	181

SIMULATION / Impact of the Sports BMI on REACH & ENGAGEMENT

Deliverables	Standard Astro CHINESE CHANNELS Spot Buy Package (1x Package)	Add on SPORTS BMI <CHINESE> Spot Buy Package (1 x Package)	Incremental & Savings
Target Audience	Chinese 15+	Chinese 15+	
Reach 3+	36.1%	43.8%	+21.3%
GRPs	373.3	465	+24.6%
CPRP (RM)	267.88	264.52	-1.3%

In this example, by adding the SPORTS BMI <CHINESE> to a Chinese TV spot buy package, media deliveries +21.3% in Reach 3+, +24.6% in GRPs, and -1.3% in CPRP.

Duration	15 sec
The Investment (RM)	23,000
No. of Spots	181



GOOD NEWS !!!

BUY 1

FREE 1






Promotion valid from now till 31 May 2024.

T & C apply.

Note: The free package must be the same value as the paid package.

SPORTS BMI < MALAY >

Doubled Incremental Reach & Cost Savings for Malay TV Campaign with 1 + 1 Offer Now

Monday – Sunday, 6pm – 12 am	
Sports for Malay	No. of Spots
	57
	28
	32
	20
	44
Total	181

SIMULATION / Impact of the Sports BMI on REACH & ENGAGEMENT

Deliverables	Standard Astro MALAY CHANNELS Spot Buy Package (1x Package)	Add on SPORTS BMI <MALAY> Spot Buy Package (1 x Package)	Incremental & Savings
Target Audience	Malay 15+	Malay 15+	
Reach 3+	43%	46.6%	+8.4%
GRPs	516.9	582.2	+12.6%
CPRP (RM)	386.92	383.03	-1%





Duration	15 sec
The Investment (RM)	23,000
No. of Spots	181

BUY 1 FREE 1

Reach 3+ : +14.4%
GRPs : +25.3%
CPRP : -11%

SPORTS BMI < CHINESE >

Doubled Incremental Reach & Cost Savings for Chinese TV Campaign with 1 + 1 Offer Now

Monday – Sunday, 6pm – 12 am	
Sports for Chinese	No. of Spots
	37
	46
	20
	78
Total	181

SIMULATION / Impact of the Sports BMI on REACH & ENGAGEMENT

Deliverables	Standard Astro CHINESE CHANNELS Spot Buy Package (1x Package)	Add on SPORTS BMI <CHINESE> Spot Buy Package (1 x Package)	Incremental & Savings
Target Audience	Chinese 15+	Chinese 15+	
Reach 3+	36.1%	43.8%	+21.3%
GRPs	373.3	465	+24.6%
CPRP (RM)	267.88	264.52	-1.3%

Duration	15 sec
The Investment (RM)	23,000
No. of Spots	181

BUY 1 FREE 1

Reach 3+ : +31.3%
GRPs : +49.1%
CPRP : -17.5%

TERMS AND CONDITIONS

- All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
- All spots must be booked under one (1) media order. Each package is only for ONE product/brand, no sharing of product/brand is allowed.
- Production cost might be imposed (if any).
- The package is valid until 31 Dec 2024, similar benefits will not be guaranteed after this date.
- Each package must be utilised 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.
- All spots to be utilised by 31 Dec 2024. No extension shall be given thereafter on unutilised spots.
- All spots are scheduled at Astro's discretion and are subject to airtime availability.
- Availability of packages is based on first-come, first-served basis.
- The above package is non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.
- 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.
- A separate agreement will be entered into between Astro and the advertiser/agency where the package selected includes the broadcast of "TMO" material.
- The above package is subject to the general terms and conditions for the provision of airtime in MBNS's rate card, which can be found at www.astromedia.com.my.