

The background features a dark blue, futuristic aesthetic with a grid of glowing blue lines on the floor. On the left, a wall displays various digital content, including a 'hitz' advertisement for 'WERE ALL THERE' and a 'Upin & Ipin' advertisement for 'AHAD 6.00 PTG'. On the right, a network of white icons (people, devices) is connected by lines, with several floating screens showing content like 'FIFA WORLD CUP Qatar 2022' and 'ASTRO LIVE VIEW @ LALAPORT, BUKIT BINTANG'. The overall theme is digital media and audience engagement.

astro

MEDIA SOLUTIONS

Your Audience-Centric Advertising Solutions Hub

Astro Group Update – July 2024



Content & Consumer Based Ecosystem

Our Audience Universe

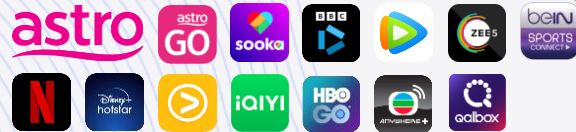
Watch: TV & OTT

5.3mil

households

1.6 mil

OTT MAUs (Astro & sooka)



Video



Digital



Explore: Digital

15.6mil

monthly unique users

33mil

monthly page views



Listen: Radio

17.0mil

weekly listeners

1.7mil

Digital MAUs



Audio



Celebs & KOLs



Influence: Celebs & KOLs

130mil

Fans

>40

KOLs



Experience: Activation

8,400

Commercial Establishments

4.3mil

reach in F&B locations



Largest addressable audience base across multiple platforms

Focuses on business outcome and ability to prove ROI under **ONE ECOSYSTEM**



astro



xuan



astro
ulagam

stadium **astro**

SYOK

ERA

Gegar **sinar** rasa nona

Mingguan **Wanita** Pa&Ma keluarga

and more

Effective targeting **beyond demographics**

Reaches audiences based on purchase intent, behaviour, locality and interest

Customised creative messaging across diverse audience segments

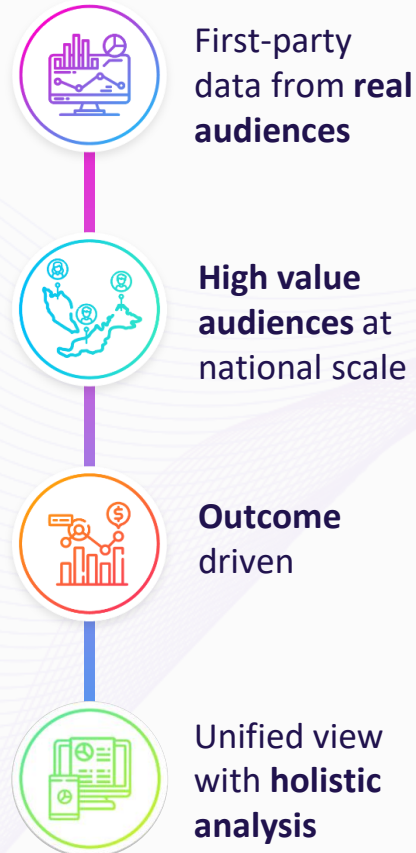
Better ad recall and engagement

MUTISCREEN Impact merging DIGITAL Targeting Capability with big screen TV's Persuasive Power

Leverage ON our first-party data



Astro delivers your ads to specific high value audiences at scale
Across on-demand, live-streaming and linear TV



SAME PROGRAMME
DIFFERENT ADS



Addressable Advertising across **Linear TV**, **VOD** and **Astro GO**

On Linear
TV

70%
TV Viewership Share

141 mins
Average Daily Viewing

8.0 mil
Average Daily Viewers

VOD

4.1 bil
(jumped 5% YoY)
Total Minutes Streamed
(Feb-Apr 2024)

1,421 mins
Average Monthly Viewing

astro
GO

521 K
Monthly Active Users

178 mins
Average Weekly Viewing

Addressable Advertising via SYOK Digital Audio Ecosystem

Audio Streaming with Radio Web & SYOK

Ave Monthly Audio Streams
> 12 Million

Ave Time Spend Listening/
Stream

> 40 Minutes

Source: Revma (Avg. Feb - Apr 2024), data based on listening duration > 1 min



Malaysia's most influential Audio Entertainment & Infotainment App

360° Content Ecosystem



Live & Online Radio

High-quality streams of 91 radio brands.



Podcasts

A growing inventory of new, original and truly Malaysian podcasts.



Original Videos

An array of original videos that covers interesting topics and appeals to multi-racial Malaysians.



Video Live Stream

Real time-content live and interact with us via Live chat.



Play

Hosts all contests and giveaways on SYOK and across all the radio stations.

Creative ad formats to address different business needs



Audio ads

Deliver audio ads across different positions and lengths.



Audio ads & display companion

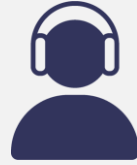
Add a companion ad and show it whilst the audio ad is playing.



Shake Me™

Users shake their mobile or smartwatch with a CTA directly into your audio spot.

Addressable reach through **Astro Digital** by life stages and segments



Life Stages



Segments



*Audience Source: Astro Lotame DMP - GAM, June 2024

Engaging the **online community** with **40+ Digital Brands** leading across different demographics and interests



No.1
News brand on
social media

3.8 Mil MUV



No.1
Recipes and
cooking media brand

1.0 Mil MUV



Malaysia's most
popular audio
multilingual
entertainment app

121K MUV



No.1
Women lifestyle
portal

474 K MUV



Best Digital Publisher
of the Year 2023
MDA d Awards

1.2 Mil MUV



No.1
Parenting media
brand

334 K MUV



No.1
Chinese digital
entertainment brand

524 K MUV



No.1
Family media brand

208 K MUV



No.1
Indian digital brand

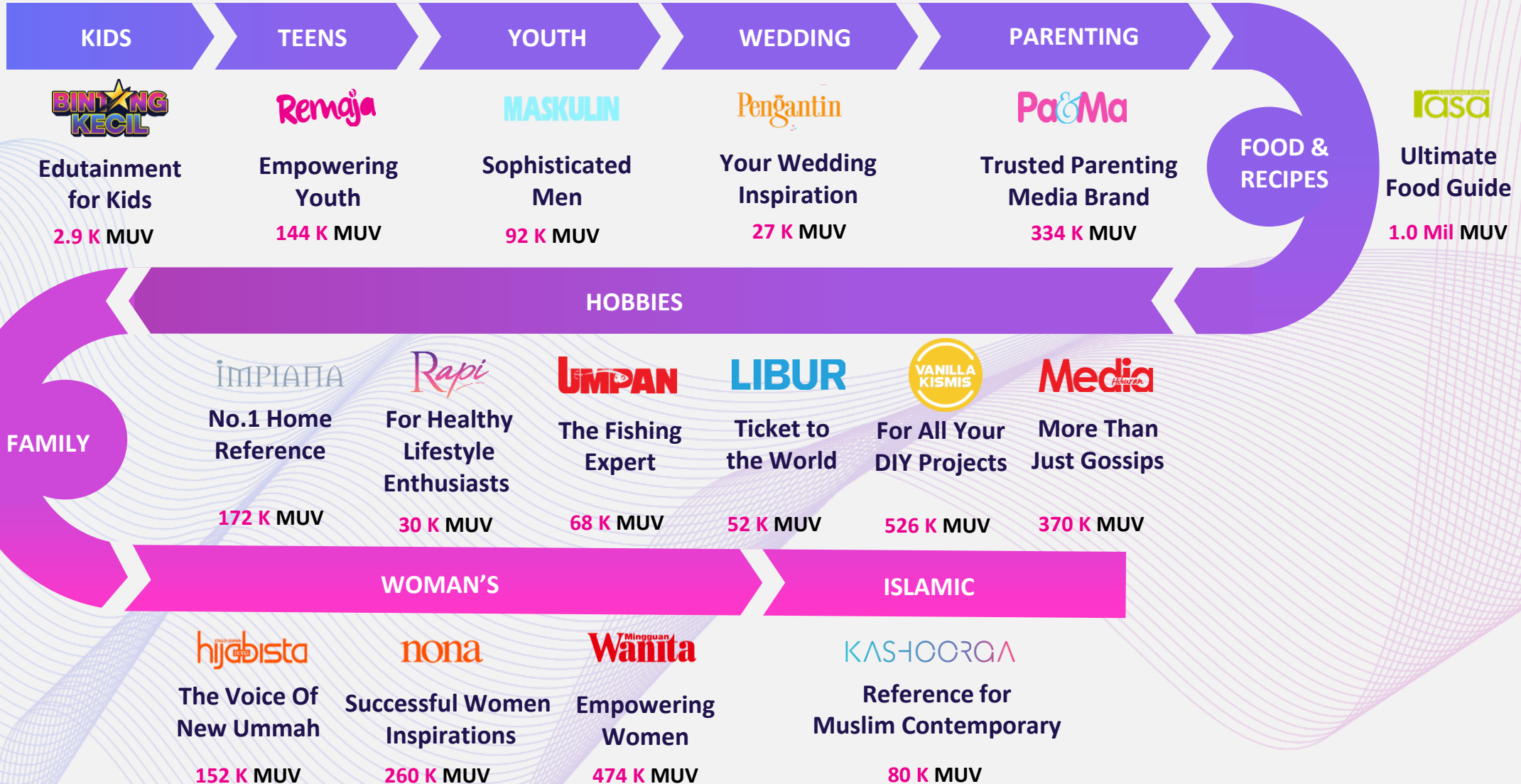
68 K MUV



Empowering youth
through inspiring
content

144 K MUV

Championing Malay lifestyle content hub with 17 interest-centric brands

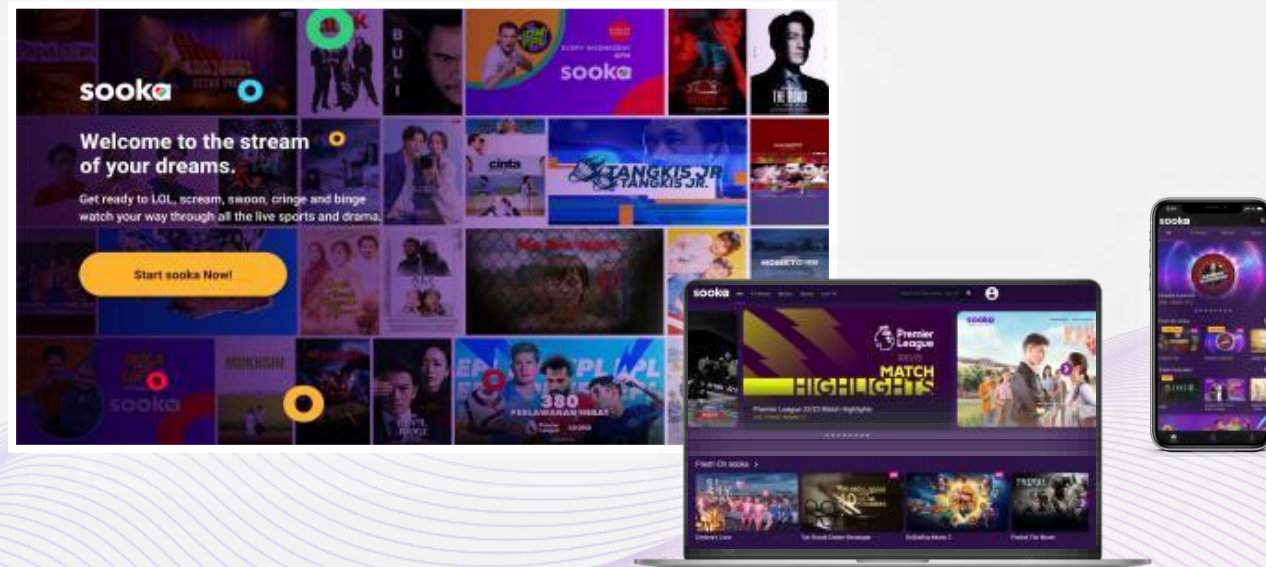


Source: Google Analytics, June 2024

Streaming straight into the hearts of Malaynnials and Sports Fans on sooka



Serving digital natives



5.0 Mil
App installs



1.0 Mil
Monthly Active Users
(+23% YOY)



205 Mins
Average Weekly
Viewing



58%
Mobile users

Source: Internal Data, June 2024

Malaysia's Largest Home Cinema for local movie premieres

Malaysia's No.1 Film in 2023



RM 103 Mil
GBO of our movies in FY24

70%
Market Share

Malaysia's No.1 Film in 2024



RM 77 Mil
GBO of our movies to-date

78%
Market Share
(Jan'24 – Jun '24)

+8 p.p. from FY24

Strong FY25 film pipeline



No.1 Destination for the **Best Live Sports with the Biggest Pool of Sports Fanatics**



Premier League **8.47 Mil**
Total Viewers
(Including VOD + Astro GO)

7.7 Mil tuned in LIVE to ASSP (Linear)

3.5 Mil watched Super 6 Vs Super 6 live matches on ASSP
(including VOD + Astro GO)

1.5 Mil watched LIVE on ASSP UHD (including VOD + Astro GO)

Average Time View on Premier League is **106 mins**

Source: Kantar Media DTAM | Total Individuals 4+ Universe: 15.262 mil
Period: 5 Aug 2023 – 27 May 2024 (Premier League, FA Cup and Charity Shield)



LIGA M All 244 Matches
Live / Delayed on Arena Bola



7.7 Mil watched Liga Super Matches
(viewership 25 Feb - 31 July 2023)

8.6 Mil watched Liga Super Matches
(viewership 1 Aug – 18 Dec 2023)

Piala Malaysia gained **7.3 Mil** viewers

Piala FA attracted **4.7 Mil** total viewers

The opening match Piala Sumbangsih reached
1.4 Mil Live viewers

Source: Kantar Media DTAM | Total Individuals 4+ Universe: 15.534 mil
Period: 24 Feb – 18 Dec 2023 (Liga Malaysia)



Malaysia Vs Thailand gained
2.9 Mil Viewers

Source: Kantar Media DTAM | Total Individuals 4+
Universe: 15.534 mil, Period: 10 Jan 2023



Access instant highlights, match statistics, player statistics, fixtures of upcoming matches, and more

Many more...

Vernacular content contributed 79% of TV viewership

TV viewership share (1)



TV 7.7mil VOD 5.5mil astro GO 2.4mil



TV 6.0mil VOD 3.6mil astro GO 1.4mil



TV 1.4mil VOD 19K astro GO 12K



TV 3.5mil VOD 521K astro GO 194K



TV 1.7mil VOD 33K astro GO 24K



TV 1.7mil VOD 50K astro GO 31K



TV 980K VOD 65K astro GO 8K



TV 3.1mil VOD 132K astro GO 10K



TV 912K VOD 123K astro GO 27K

TV TV viewership
VOD On Demand streams on STB
astro GO Streams on Astro GO

astro

139 channels (2)

131 HD channel

47

Astro-branded channels

2

Ultra HD channels

+ 97,000 OD shows
+ 4K Ultra HD VOD
+ 2 Astro GO access
+ Streaming services

HD
nJOI Prepaid

19 free channels

25 prepaid channels & packs

NB

- 1) Target Audience: Kantar Media, Dynamic TV Audience Measurement (DTAM). All Astro Pay-TV viewers for Q1FY25
- 2) Number of channels as of 30 April 2024
- 3) Others include Sports, English and International content

Go Beyond™



MALAYSIA'S MOST TRUSTED NEWS BRAND IN 2024

source:
Reuters Digital News Report 2024



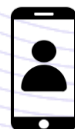
Malaysia's Leading News Content Ecosystem



2.4 Mil
Average Monthly TV reach



4 Mil
Unique Web Visitors



141.1 K
Active Mobile Users



51.7 Mil
Average Monthly video views
FB / IG / YT / X



151.8 Mil
Average Monthly short-form video views
TikTok

Top News Content Average Monthly TV Reach

Genre

TV Viewers

AWANI 7:45
Prime Time News
2.6 Mil

Buletin AWANI
Hourly News Bulletin
1.5 Mil

AWANI Pagi
Morning News Program
686 K

Niaga AWANI
Business & Financial News Program
522 K

Agenda AWANI
Current Affairs Program
983 K

Astro Home of Kids with full-fledged content marketing solutions



Branded Animation & Original Production



On-Ground Mascot Activation



Marketing Collaterals (Image/Song Rights)



Licensing & Merchandising



Media and Amplification

Audience & Award Winning Live-Action Family Franchises



Animation Franchises



International Franchises



Sponsorship & Premium



Alliance Bank Pinkfong & Babyshark Live Streaming



Sustagen Didi & Friends Sponsorship



Drypers Pinkfong & Babyshark Premium



PTPN Omar & Hana Branded Song

Experiences & Merchandise



Pinkfong Babyshark Musical Show



Didi & Friends Philharmonic Orchestra



Pinkfong Babyshark Indoor Playground



Pinkfong Babyshark Learning Kits merchandise



ADVOCATING MARKETING EXCELLENCE

The **OR1**ginal taste of Malaysia **Wonda-fully** uniting Malaysians

Strengthening Market Share

Wonda Coffee, known for pioneering canned 'Kopi Tarik', sought to solidify its market leadership in the ready-to-drink segment.

Cultural Celebration Convergence

Uniting 11 radio stations in 4 languages to celebrate Malaysia's National Day. Featured multilingual announcers, song requests, and cultural trivia contests, creating a 'kopitiam' atmosphere on-air across the nation.

The Results



+1.2 X
Purchase Intent

22%
Consideration Shift
among CHI & TAM listeners



Malaysia Book of Records
For the most radio stations
broadcasting the same feed



64%
Viewed it as the
"Most original Malaysian radio
experience, uniting stations as
Original Malaysia Taste"



40% FM listeners
78% SYOK digital listeners
High Engagement
OR1FM listenership exceeded
average radio genre by 19%-21%



The MARKies Awards 2024 - GOLD
Most Creative - Audio

WONDA™
WONDERFUL COFFEE

x **OR1 FM**

**SELERA ORIGINAL
MALAYSIA**

ERA MY hitz mix Lite sinar roaga Gegar MELODY ZAYAZ goxuan SYOK

Play video here

KFC's 'Daebak K' redubs Malaysian oppas into Korean Viral Sensations

Introducing a new product – Korean fried chicken

Creating a buzz that resonated with Malaysians while integrating KFC into the Korean pop culture wave.

"Koreanising" local drama - Projek High Council, a record-breaking series

The birth of the Daebak K movement – dubbing meme video trend, turning actors from local drama into Korean-speaking "oppa", humorously centered on KFC's K-Cheese Crunch cravings, bridging two passionate fandoms – K-fans and local drama enthusiasts.

The Results



4.4 Mil

Views on Astro's OTT and Digital platforms

6.3 Mil

Impressions on digital



57,000

Engagement on digital



+13%

Sales Increase



MDA d Awards 2024 – SILVER
Best Use of Video



MDA d Awards 2024 – SILVER
Best Use of Content/Advertorial/native Advertising



U Mobile's Bombastika Raya: A festive game-changer

Revival of What Was Missed

The brand index scores for Malay audience were 10% lower than the overall, highlighting a significant disconnect with this key demographic.

Leveraged Community's Love for Musical Entertainment Content

Pivoted from traditional brand films to a live busking concert featuring top Malaysian celebrities. The event was broadcasted across TV, radio and digital platforms to maximise reach and engagement, ensuring widespread visibility and interaction.

The Results



+73%

Overall Brand Index



24 Mil

Video Views +
Significant Social Media
Interaction



+113%

Growth in Malay
Demographic Brand
Perception

5.8X

Brand Ad Recall

Top 10

Variety Show in Linear TV
(2023 Raya Period)



The MARKies Awards 2024 - BRONZE
Most Effective Use – Specific Audience



Maxis' heartwarming CNY Brand Film creates meaningful connections with families

We Are Not Cold and Arrogant

Maxis needed to overcome its cold brand perception and demonstrates its commitment to genuine human connections during CNY.

Balancing Modern Digital Interaction with Traditional Values

Raw, unscripted interviews featuring real stories of four prominent personalities making heartfelt calls to loved one, broadcasted as a 3-min brand film. Amplified across touchpoints: TV, Radio and Digital, radio contest activation, inspiring Malaysians to 'Create Meaningful Connections'.

The Results



#1
Most Preferred
CNY telco ad



18.9M
Total
Impressions

6.2M
Total Views



Brand Uplift

+5%
In Total

+12%
'Brand that
speaks to me'

+11%
'Brand that
humanizes connectivity'



Video | [Click to play](#)

ArtiqAir heats up sales after cooling The Masked Singer stage!

A David and Goliath Story

ArtiqAir, a new homegrown brand in the air-conditioning industry, needed a fast track to gain market presence and brand trust to build partnership in a competitive market against the big players with big budget.

A Strategic Partnership with Entertainment

Despite not the top sponsored entertainment show, The Masked Singer garnered a strong viewership base and social media following. ArtiqAir capitalised on this ideal IP as the sole sponsor, strategically positioned itself with 100% SOV on TV, extended a significant impact on digital platforms – without breaking the bank.

The Results



+50%

Sales in Q1 2024
(vs. previous quarter)



+246% **+139%** **+7,661%**

Social Media Followers Growth
(Q4 '23 vs Q1 '24)



Haier's Official
Rent-To-Own Partner

Brand Presence across
47 TF Value-Mart outlets



+2,037.6%

Page Views
'Get in Touch with Us'



Video | [Click to play](#)

Tourism Australia partners with Astro's Projek Bapak Bapak to boost travel to Australia

Reigniting Australia as the Top Travel Choice

Turning the tide in a competitive tourism market, Tourism Australia aimed to capture the attention of Malaysian travellers, emphasising its unique and family-friendly attractions.

4 Celebrity Dads, 1 Hilarious Aussie Adventure

'Boomer' celebrity dads tackled on fun challenges while highlighting the unique Australian experiences. Leveraged fathers' influence in family vacation decisions, integrating TV, digital and social media strategies to engage and drive traffic to Tourism Australia platforms.

The Results



59%
Reach amongst
Target Audience
(surpassing benchmark +9%)



10.2 mil
Digital Views
(Astro's digital and social media)



2.8 mil
TV Viewers

17.2 mil
TikTok UGC Views



+52.5%
Average TV Ratings
(vs. Season 1)



+8.3%
Website Traffic Increased
during the programme



Video | [Click to play](#)

CelcomDigi merger launch unites rival stations for a historical record-breaking simulcast

Establishing a Unified Identity

In a saturated telco market, CelcomDigi aimed to communicate its new unified identity post merger while addressing customer concerns about network integration and service quality.

A Historical Record-Breaking Simulcast

To create an impactful demonstration of the merger's advantages, we orchestrated a radio simulcast by uniting two rival Malay radio stations – ERA and SURIA. This powerful collaboration symbolised the combined strength of two giants, effectively highlighting the merger's values to consumers.

The Results



First Cross-Network Radio Collaboration to Simultaneously Broadcast the Same Program

+60%
'CelcomDigi' Search Volumes

+21%
Brand Awareness

6.9 mil
Listeners on ERA

2.58 mil
Listeners on SURIA

+11%
(‘Best Network Coverage’)

+9%
(‘Fast Network/Internet Speed’)

Brand Imagery Scores



Video | [Click to play](#)

CelcomDigi Merger Launch Unites Rival Stations for a Historical Record-Breaking Simulcast

Dove uncovers the 'Real Story' behind hijabis struggle with hairfall

Authentic Connection Needed

Dove aimed to penetrate the Malay hijabi market by addressing their real hair care struggles, amidst a competitive landscape and capitalise on a declining rival's market share.

'Sis Dove' Debunking Myths Through 'Cerita Sebenar'

A persona embodied by KOL Nani Roc, a hijabi herself, to authentically present real-life hijabi hair care struggles via branded capsules, social media conversations online and on-ground beauty workshop, fostering genuine conversations and community engagement.

The Results



+2.3%

Product Penetration
(vs. pre-campaign period)

17%

Market Share Peak
(surpassing closest competitor)



+1%

Malay penetration
(vs. pre-campaign period)

+0.8%

Growth in Dove Micellar
hair care range
(2022 - 2023)



4.5 Mil

Reach

889k

Digital Views



Video | [Click to play](#)

Sunsilk Strong & Long campaign inspires Gen Z to **STOP, KEEP, GROW.**

Reclaiming Market Leadership

Facing a market share decline amid growing competition from Korean brands and shifting preferences among Gen Z Malay women, Sunsilk needed a strategic push.

Bold Revival with K-Pop Vibes to Reinvent Long Hair Care

Taps into Gen Z's deep affinity for music and pop culture by integrating K-pop elements and catchy tunes like "slay", "don't cut" into its messaging, with the core idea to empower long hair thru a dynamic musical experience, leveraging a TikTok Music Dance Challenge and AR filters to boost participatory engagement and resonate with Gen Z.

The Results



+18.9%
Market Share
within the launch month

14%
Value Growth
(2X of the total hair care
category average)

12%
Volume Growth
Penetration among
Gen-Z Malays



11.4 Mil
Music Video Views

1.4 Mil
Impressions
TikTok Dance Challenge



Ella Furniture: Setting a new sales record in just 48 hours of the show airing

A Silver Lining

While many small businesses struggled when the pandemic hit, Puan Ella seized the spotlight and soared to new heights.

A powerful fusion of media, content marketing, star power and craftsmanship

With the No.1 home reference, Impiana: Makeover Ruang Selebriti, Ella Furniture infused its brand story through authentically engaging content, powered by popular celebrities on the top-rated Malay TV channel, Astro Ria. From weekly product integration to testimonial capsule on digital.

The Results



Record-Breaking

Alif Satar's Sofa steals the show, orders and bookings skyrocket in just 48 hours after TV show debut.



Over 2.5 Mil
TV viewers



Close to 1 Mil
Digital Reach



“

Teaming up with Astro and Nu Ideaktiv was a game-changer. They took care of everything from ideation until on-air, giving us peace of mind.

'Impiana: Makeover Ruang Selebriti' is a real content marketing masterpiece. It **boosted awareness, created buzz** and **drove our sales to new heights.**

”

Puan Ella

The Founder of Ella Furniture

[\(video link\)](#)

CLEAR Men seizes half time: gamifying World Cup breaks for fans

Navigating creative roadblocks

Non-sponsor status during the FIFA World Cup Qatar 2022™ ; weakened market dominance...

Owning the halftime space with live gaming experience

Capitalised on fans' FOMO by staying connected throughout the World Cup journey thru second screens with rich media ads, social updates, and gameplay, messaging centered around "Long Lasting Freshness to Conquer the Matches".

The Results



No.1
Men's Shampoo
in Malaysia
(5.9% Market Share)



+4.5%
Penetration
(Q4 2022 vs Q3 2021)

+9.6%
Volume Usage
(vs past 3 months)



8 Mil
Total Reach

36,000
Players

90,000
Game sessions

>356K
views



2023 DRAGONS OF MALAYSIA – GOLD
Best Digital Campaign



MARKETING EXCELLENCE AWARDS 2023 - GOLD
Excellence in Gaming



MSA Awards 2023 - BRONZE
Best use of mobile, interactive and immersive experience



MSA Awards 2023 - FINALIST
Best Use of Sports, Gaming and eSports



2023 DRAGONS OF ASIA – SILVER
Best Entertainment Campaign



The MARKies Awards 2023 - SILVER
Most Creative - Experiential



2023 MDA d Awards - FINALIST
Best Use of Media



[\(video link\)](#)

PTPTN evolution: from loan provider to edu-solution expert

PTPTN repositioned its 'debt collector' public perception

with Kak Ngah Patin, refocusing brand communication as a personal financial planner & education solution specialist.

360° Transform, Educate, Engage

Foster genuine public connection & digestible communication with humanised older sister persona, redefining its value proposition & utilising strategic key periods.

The Results



6.7 Mil

66% of Malay TV Viewers

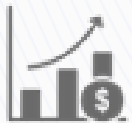
1.7 Mil

Extended Reach From Branded Content



4.7 Mil

Radio Listeners



+17.4%

Loan Reimbursement

+16.8%

New Account Openings



+ 6x

App Downloads

> 9.6 Mil Reach

> 1.6 Mil Views

> 1.1 Mil Engagements



The MARKies Awards 2023 - GOLD

Most Effective Use - Government Sector / Non-Profit Marketing



2023 DRAGONS OF MALAYSIA - FINALIST

Best Integrated Marketing Campaign



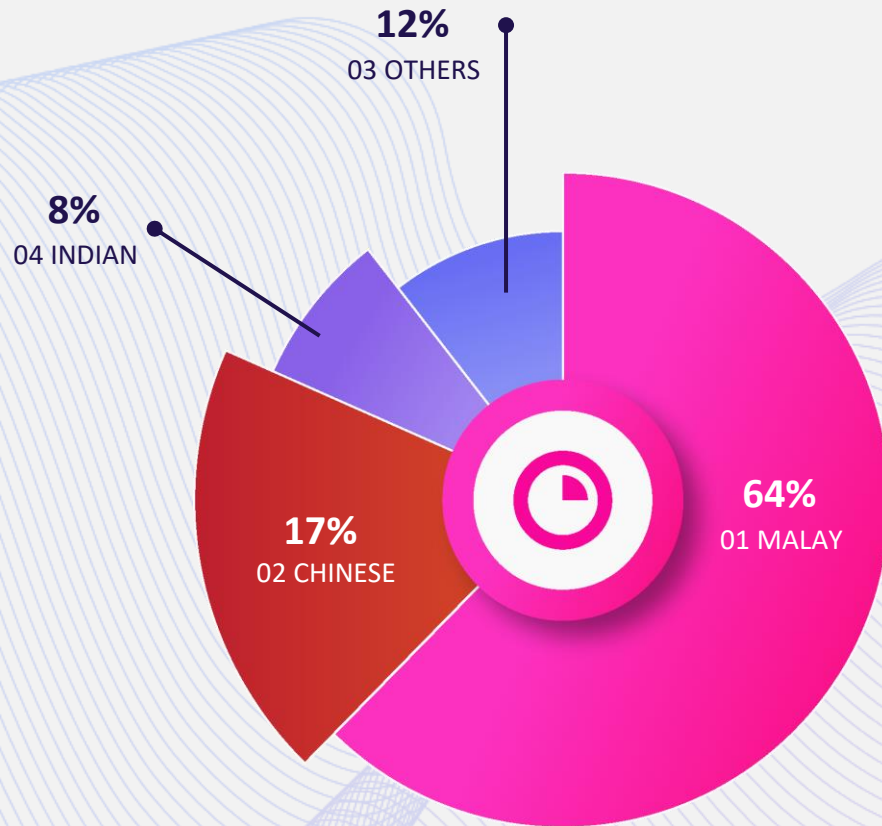
[\(video link\)](#)



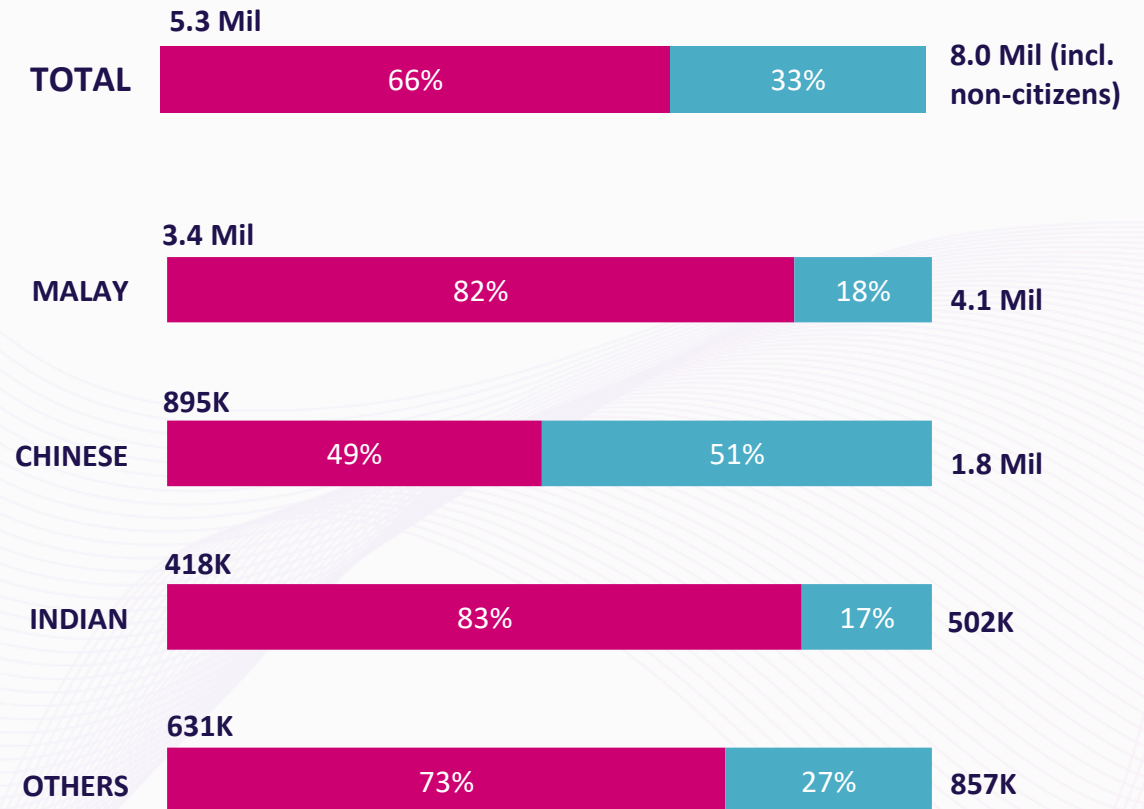
APPENDICES

TV: Serving 5.3 Mil TV Households with 66% Penetration

Astro Subscriber Composition by Race



Astro Household Penetration by Race



Source: Astro May '24 Results
Household penetration comprises residential Pay-TV customers and NJOI customers

Digital: Serving digital natives across all age groups

Malay



Indian



OTT



Chinese

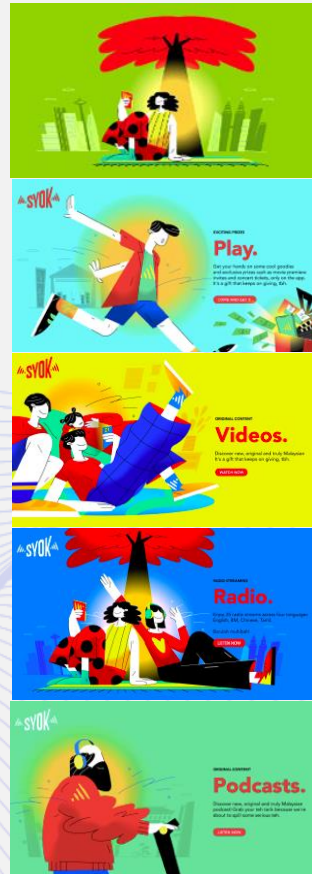


English

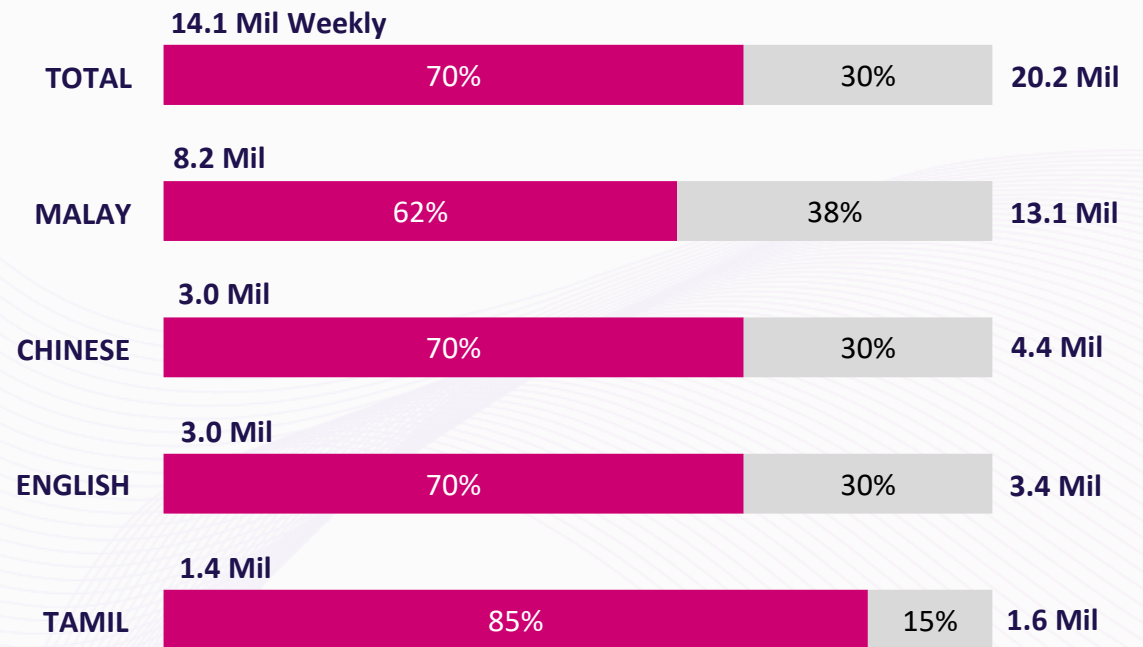


Radio: Serving 17.0 Mil Weekly Listeners on FM + Digital

70% Penetration in Peninsular Malaysia



Astro Radio fanbase Penetration by Language (Pen. Malaysia)



Source:

(1) Revma (Avg. Feb-Apr 2024)

(2) Pen Msia: GfK Radio Audience Measurement (RAM), Adults 10+, Wave 1 2024

No.1 Audio Companion for Malaysians across all languages



Weekly on FM and digital



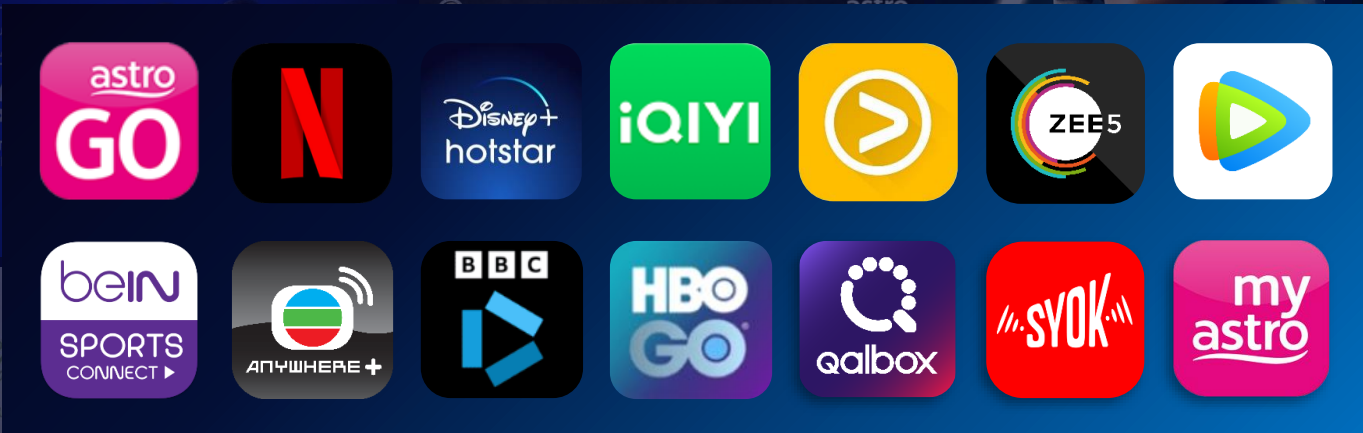
589K

Monthly Podcast listens

NB
• Weekly audience measurement is based on GfK for FM and RadioActive for online
• Total podcast listens averaged over 12 months (May 2023 – April 2024) based on Megaphone/Whooshkaa Analytics








OTT: Aggregating the **Best Streaming** services all in one place

Malaysia's #1 Aggregator of Top Streaming Services



Streaming made easy, all in one place

The Largest Sports Network in Malaysia

	 Sepak Takraw League 2023	 BWF Malaysia Masters 2023	 BWF Malaysia Open 2024	 All England Open Badminton Championship 2024	 HSBC BWF World Tour Finals 2023	 Premier League Season 2023/2024	 Netball Super League 2023
TV Viewers	Liga Premier: 3.9 Mil Champions Cup: 2.6 Mil (Live Viewers)	2.5 Mil (Live Viewers)	3.8 Mil (Live Viewers)	4.2 Mil (Live Viewers)	2.2Mil (Live Viewers)	8.5 Mil (Live Viewers)	2.3 Mil (Live Viewers)
Core Audience	89% of Malay 4+	60% of Malay 4+	69% of Malay 4+	67% of Malay 4+	57% of Malay 4+	62% of Malay 4+	88% of Malay 4+
Digital Views	5.6 Mil (YouTube) 15.3 Mil (Tik Tok) 3.5 Mil (FB), 6.8 Mil (IG)	1.4 Mil (Tik Tok)	280K	1.3 Mil	63K	15K – 3.8 Mil Per Premier League Highlights	1.0 Mil
Social Media Followers	f 2.5 Mil i 776K y 1.2 Mil d 754K	f 2.5 Mil i 776K y 1.2 Mil d 754K	f 2.5 Mil i 776K y 1.2 Mil d 754K	f 2.5 Mil i 776K y 1.2 Mil d 754K	f 2.5 Mil i 776K y 1.2 Mil d 754K	f 646K i 215K y 1.49 Mil d 14.5K	f 2.5 Mil i 776K y 1.2 Mil d 754K

Our Malay IPs






Serving 3.4 Mil Households with 82% Penetration

	 Gegar Vaganza S10	 MegaDrama	 Maharaja Lawak Mega	 Anugerah MeleTOP Era'22	 Big Stage 21/22	 The Masked Singer Malaysia S4	 Sepahtu Reunion Live 2023	 Projek High Council
Genre	Musical Reality Show	Drama Series Belt @ 10pm	Comedy Reality Show	Award Show	Musical Reality Show	Mystery Singing Competition	Stage Comedy	Drama
TV Viewers	8.2 Mil	*Average: 5.1 Mil	5.7 Mil	3.2 Mil	6 Mil	5.2 Mil	3.8 Mil	3.24 Mil
Core Audience Reach %	74% of Malay 21-34	79% of Malay 21-34	50% of Malay Male 15 - 29	34% of Malay 15-29 Female	54% of Malay Female 15-29	51% of Malay 21-34	53% of Malay 21-34	33% of Malay Female 15-29
Digital Views	263 Mil	216.9 Mil	24 Mil	863K (YT)	35.4 Mil	57 Mil	17.9 Mil	1.7 Bil (incl TikTok & UGC)

Source: Kantar Media DTAM Total Indiv Universe: 15.2 mil; Malay 21-34 1.0 mil; Malay Fe 15-29 1.3 mil; Period: 2021-2024; Google Analytics; YouTube Insight; Meta Insight; Sprout Social
 *Average among 4 titles Jan-Jun 2024

Our Chinese IPs - Mandarin

Serving 895K Households with 49% Penetration

	 2000 Prime Talk	 Evening Edition	 Classic Golden Melody 2023	 Business Talk Season 6	 The Sandbox Season 1
Genre	News / Current Affairs	News / Current Affairs	Reality Singing Competition	Talk Show	Reality Business Competition
TV Viewers	1.1 Mil	964 K	1.1 Mil	915 K	943 K
Core Audience Reach %	59% Chi PMEBS HHI 8K+	59% Chi PMEBS HHI 8K+	50% Chi 15+ HHI 10K+	35% Chi PMEBS	34% Chi PMEBS
Digital Views	402.7 K	2.1 Mil	1.3 Mil	n / a	8.9 Mil

Our Chinese IPs - Cantonese

Serving 895K Households with 49% Penetration

	  TVB Jade			
	Prime Time Dramas @ 8.30pm & 9.30pm	Prime Time Modern Sitcom	TV Awards Presentation 2023	Walking With You Season 4
Genre	Drama Series	Modern Sitcom	Awards Presentation	Reality TV Magazine
TV Viewers	860 K	392 K	397 K	479 K
Core Audience Reach %	70% Chi 15+ HHI 5K+	68% Chi 15+ HHI 5K+	41% Chi 15+ HHI 8K+	38% Chi Female 25 - 44

Source: Kantar Media DTAM | Chinese 4+ Universe: 2.4 mil





























*Average monthly reach among all drama titles @ 8:30pm & 9:30pm from Jan until Jun 2024

Our Indian IPs

Serving 418K Households with 83% Penetration

	Seithigal Tamil News	Drama Series	Drama Series	Big Stage Tamil S2	Saravedi
Genre	News	Drama Series Belt @ 9:00pm	Drama Series Belt @ 9:00pm	Musical Reality Show	Talk Show
TV Viewers	673K	347K	312K	751K	261K
Core Audience Reach %	78% of Indian 4+	60% of Indian 4+	55% of Indian 4+	49% of Indian 4+	36% of Indian 4+
Digital Views	-	-	-	NA	-

Kids' Content with Growing Export Potential

	 Didi & Friends	 Tayo The Little Bus	 Omar & Hana	 Pinkfong	 Cam & Leon	 Doraemon	 Upin & Ipin
TV Viewers <i>(until June 2024)</i>	5.5 Mil	4.5 Mil	8.9 Mil	3.6 Mil	2 Mil	6.1 Mil	5.9 Mil
Core Audience	Pre-Schooler Mass Malay, young parents with kids below 6 years old				Primary Schooler Mass Malay, young parents with kids aged 7-12 years old		
Digital Views	6.5 Bil	7.9 Bil	3.7 Bil	41 Bil	364 M	2.1 Bil	4.1 Bil
Social Media Followers	 541 K  414 K  7.1M	 784 K  20.6 K  11M	 332 K  143 K  9M	 719 K  157 K  76.6 M	 17 K  2.3 K  583 K	 120K (MY)  2119 K (MY)  4.81M	 16 M  4.4 M  13.5M
On-Ground	10,000 crowd (Konsert Hora Horey Live!) 30,000 crowd (Mini Carnival)	--	30,000 crowd (Fiesta Omar & Hana 2.0)	55,000 crowd (Pinkfong T-Rex Event)	20,000 crowd (Cam & Leon Fun At The Park)	--	--