



2026 RAMADAN RAYA OFFERINGS

astro

Ria

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Prima

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Citra

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Oasis

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AWANI

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ERA

sinar

ZAYAO

THR Gegar

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mix

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ERA
SABAH

ERA
SARAWAK

IMPORTANT DATES 2026

	Description	Date
1	Ramadan	19 February 2026 <i>(*subject to JAKIM's dates, TBC)</i>
2	First Day of Raya	21 March 2026 <i>(*subject to JAKIM's dates, TBC)</i>
3	Ramadan & Raya Rate Period	19 February - 5 April 2026

01













Ramadan & Raya Announcement



The Keeper of the Rulers' Seal will announce the date for the beginning of the fast and the first day of Raya for all states in Malaysia.

**Subject to scheduling changes*

1. Ramadan & Raya Announcement

		Announcement	Additional TVC Spots
TV Entitlement	TX Channel	    	    
	TX Date	Ramadan: 19 Feb 2026 Raya: 20 Mar 2026 (*subject to JAKIM's dates, TBC)	To be utilized within 19 February - 5 April 2026
	Deliverable	10 sec Opening & Closing Credits	30 sec TVC Spot (ROS)
	Total Spots	20	140
	Recommended Target Segment	Malay M40	
Addressable Advertising	Household Impressions (To be utilized within 17 Feb – 5 Apr 2026)	500,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 100% additional impressions (on Linear TV)	
 Digital Entitlement	Publisher		
	Deliverable	1x Masthead Ad Placement on Gempak Website for 3 days - Countdown before the announcement of the first day of Ramadan and Raya.	

*Max 1 client ONLY

- LPF cert application fee (RM2,000 per version) and voice over talent fee start from RM400 depending on material duration.

All the information/details stated above are subject to changes upon Astro's discretion.

02

Berbuka Puasa & Imsak Time Announcement

	IMSAK	BERBUKA
SABAH ZON 1 Bahagian Sandakan (Timur): Temanggong, Sokau, Bandar Sandakan, Samawang, Kota Kinabatangan dan Bukit Garam	4:22	6:17
SABAH ZON 2 Bahagian Sandakan (Barat): Terusan, Beluran, Kramat, Jambangan, Paizan, Telupid, Tongod, dan Pinangah	4:26	6:21
SABAH ZON 3 Bahagian Tawau (Timur): Tambunan, Sababau, Tengku, Semporna, Silabakan, Karak dan Lahat Datu	4:21	6:14
SABAH ZON 4 Bahagian Tawau (Barat): Balong, Bandar Tawau, Pulau Sebatik, Merotai dan Kalabakan	4:25	6:17

Babara
Rasa luar biasa yang menambat selera

Definition of Imsak:





This refers to the period of time – about 10 minutes before the dawn prayer begins. This is when some worshippers begin their fast.

Buka Puasa and Imsak Announcement aired throughout Ramadan month.

Complete Buka Puasa & Imsak times for all states in Malaysia. To be updated daily and broadcasted 3 times a day.

**Subject to scheduling changes*

2. Berbuka Puasa & Imsak Time Announcement

TV Entitlement	TX Date	19 February – 19 March 2026, TBC (29 days) <i>*subject to JAKIM's dates, TBC</i>				
	TX Time	Morning : between 4.45am-5.45am Evening : between 6.00pm-7.00pm Night : between 9.00pm-11.00pm <i>*subject to change</i>				
	Total Duration	2-min Filler (inclusive of 10 sec Client's Opening & Closing Credits and Lower 3rd Banner)				
	TX Channel					Bundle Buy (Total 4 channels)
	Total Spots	261	261	261	261	1,044
Addressable Advertising	Recommended Target Segment	Malay M40				
	Household Impressions (To be utilized within 19 Feb – 5 Apr 2026)	800,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 100% additional impressions (on Linear TV)			1,400,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 10% additional impressions (on Linear TV)	

Terms & Conditions:

- **Max 1 client only for each package. Bundle Buy package will not be available once Astro Ria package is sold.**
- Sponsor's exposure consists of 10s Opening & Closing Credits and Lower 3rd Banner.
- Astro will absorb simple production cost subjected to Terms & Conditions below:-
 - All slides, pictures & branding tools are provided by client / agency.
 - Production of TVC to be done within Astro studio.
- Additional cost will be incurred for the following :-
 - More than 1 version is needed, e.g. Languages, additional info, etc
 - More than 1 revision is required.
 - Copyright Materials needed, e.g. Music Library, Image Bank

- Client to provide required material **by 16 January 2026** to be incorporated into the announcement.
- All TX dates and times stated herein are subjected to changes.
- LPF cert application fee (RM2,000 per version) and voice over talent fee start from RM400 depending on material duration.

03

a) Puasa & Berbuka
Puasa Greetings

b) Doa Berbuka Puasa



Azan Subuh (Puasa)

Spot placement before the commencing time for Subuh prayer.

Creative Buy Opportunities	Prayer Time
a) Puasa Greetings Between 4:45am – 5:30am	Azan Subuh Between 6:00am – 6:30am








Azan Maghrib (Buka Puasa)

Spot placement before the commencing time for Maghrib prayer.

Creative Buy Opportunities		Prayer Time
a) Berbuka Puasa Greetings Between 7:00pm – 7:25pm	b) Doa Berbuka Puasa Between 7:15pm – 7:35pm	Azan Maghrib Between 7:00pm – 7:30pm

**Subject to scheduling changes*

3(a). Puasa & Berbuka Puasa Greetings




TV Entitlement	TX Date	19 February – 19 March 2026 (29 days) *subject to JAKIM's dates, TBC			
	TX Time	Daily between: 4.45am - 5.30am (Before Subuh Prayer) Daily between: 7:00pm – 7:25pm (Before Maghrib Prayer) *subject to change			
	TX Channel				
	 15 sec Puasa & Berbuka Puasa Greetings	58	58	58	58
	Additional 30sec TVC Floaters (ROS)	15	15	15	15
Addressable Advertising	Recommended Target Segment	Malay M40			
	Household Impressions (To be utilized within 19 February - 5 April 2026)	800,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 100% additional impressions (on Linear TV)			

* Position sequence is based on first come first serve.

* Max. 7 clients for each package.

- LPF cert application fee (RM2,000 per version) and voice over talent fee start from RM400 depending on material duration.
- Subject to scheduling changes.

3(b). Doa Berbuka Puasa

TV Entitlement	TX Date	19 February -19 March 2026 (29 days) <i>*subject to JAKIM's dates, TBC</i>		
	TX Time	Daily between 7:15pm – 7:35pm <i>*subject to change</i>		
	Deliverable	58 spots x 10 sec Opening & Closing Credits 29 spots x 40 sec Doa Berbuka Puasa Filler		
	TX Channel			
Addressable Advertising	Recommended Target Segment	Malay M40		
	Household Impressions (To be utilized within 19 February - 5 April 2026)	800,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 100% additional impressions (on Linear TV)		

* Max 1 client only for each package.






- LPF cert application fee (RM2,000 per version) and voice over talent fee start from RM400 depending on material duration.
- Subject to scheduling changes.

All the information/details stated above are subject to changes upon Astro's discretion.

04

Tazkirah Ramadan

4. Tazkirah Ramadan

TV Entitlement	Deliverable	Slot Reservation Fee 10 sec Side Banner & 90 sec Tazkirah Ramadan Filler		
	TX Channel			
	TX Time	AWANI 7:45	AWANI 7:45 (simulcast with Astro Awani)	Azan Subuh & Azan Maghrib
	Total Spots	60	52	60
Addressable Advertising	Recommended Target Segment	Malay M40		
	Household Impressions (To be utilized within 19 Feb – 5 Apr 2026)	800,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 100% additional impressions (on Linear TV)		
 Digital Entitlement	Publisher			
	Deliverable	Client's Tazkirah Ramadan Filler 90sec will be published on Astro Gempak Facebook, Instagram & TikTok as a digital extension , after TV airing. One post per day x 30 days		

***Max 1 client only for each package.**

- Client to provide the material, the script will be vetted by professionals from Astro Oasis.
- LPF cert application fee (RM2,000 per version) and voice over talent fee start from RM400 depending on material duration.

All the information/details stated above are subject to changes upon Astro's discretion.

05

Takbir Raya Eve & First Day of Raya



Definition of Takbir :

Essentially an Arabic word. Plays a pivotal role and very close to the heart of Muslim community with reciting its sentimental melody expressing heartfelt sweet moment of joy and gratitude to Allah after a month of fasting during the holy month of Ramadan and striving to be

TX Date : 19 March & 20 March 2026 (Raya Eve & First Day)

*subject to JAKIM's dates







Duration : 1 version x 5 - 8 mins

Host/Cast : Astro Male Celebrities, Personalities, Announcers, Ustaz, etc.

Genre : Filler

5. Takbir Raya Eve & First Day of Raya

Note: The package will be subjected to a slot reservation fee.

	Material provided by the Channel				Material provided by the Client		
TX Channel				TX Channel			
	Max. 1 Client for each package/channel				Max. 2 Clients for each package/channel		
Duration	5 – 8 mins			Duration	5 mins		
Deliverable	4 x 10 sec Opening & Closing Credits 4 x 30 sec TVC Spots Before & After Filler			Deliverable	4 x 10 sec Opening & Closing Credits 4 x 30 sec TVC Spots Before & After Filler		

- LPF cert application fee (RM2,000 per version) and voice over talent fee start from RM400 depending on material duration.

06

Celebrity Greetings (TV)








SAMPLE : VITAGEN RAMADAN



SAMPLE* : KINOHIMITSU RAYA
*with additional charges

6. Celebrity Greetings (TV)

TV Entitlement	TX Channel					
	Spot / Channel	115	115	90	90	90
	Total Spots	500				
Addressable Advertising	Categories	Malay M40				
	Household Impression (To be utilized within 19 February - 5 April 2026)	500,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 100% additional impressions (on Linear TV)				

Terms and Conditions:






- Package is based on 30s TVC.
- Spots utilization period: **19 February - 5 April 2026**
**Dates above are subject to confirmation by JAKIM*
- All bookings must reach Commercial Scheduling min. 2 weeks before the 1st TX date.
- 30s Production cost beared by client based on client's brief and budget
- Talent fee is subject to client's choice and client's brief.
- Any additional customization will incur additional charges
- LPF cert application fee (RM2,000 per version) and voice over talent fee start from RM400 depending on material duration.

07

Spot Buy Package

- a) **Spot Buy Package**
- a) **Drama Spot Buy Package**

7(a). Spot Buy Package

TV Entitlement	TX Channel					
	Spot / Channel	65	65	40	40	40
	Total Spots	250				
Addressable Advertising	Recommended Target Segment	Malay M40				
	Household Impression (To be utilized within 19 February - 5 April 2026)	500,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 100% additional impressions (on Linear TV)				

Terms and Conditions:

- Package are based on 30s TVC.
- **All spots to be utilized during the RARA Period: 19 February- 5 April 2026**
*Dates above are subject to confirmation by JAKIM
- Spots are scheduled ROS at Astro's discretion (estimate 36% spots on Prime Time).
- All bookings must reach Commercial Scheduling minimum of 2 weeks before the 1st TX date.

- LPF cert application fee (RM2,000 per version) and voice over talent fee start from RM400 depending on material duration.

7(b). Drama Spot Buy Package

	TX Channel	Time Belts	Spots	TX Channel	Time Belts	Spots
TV Entitlement		<ul style="list-style-type: none"> Megadrama @ Mon-Thur, 10pm-11pm Dramavaganza @ Wed-Thur, 9pm-10pm Special RARA @ Sun, 9pm-10pm 	32		<ul style="list-style-type: none"> Astro Originals @ Fri, 9pm-10pm VIU Originals @ Thu & Fri, 10pm-11pm 	16
		<ul style="list-style-type: none"> TIARA @ Mon-Fri, 6pm-7pm Post Megadrama @ Mon – Fri, 9am – 10am Post Tiara Drama @ Mon – Fri, 10am – 11am 	36		<ul style="list-style-type: none"> RARA Drama @ Mon, 9pm-10pm 	6
	Total TV Spots:			90		
Addressable Advertising	Recommended Target Segment			Malay M40		
	Household Impression (To be utilized within 19 February - 5 April 2026)			500,000 impressions (70% on Linear TV & 30% on VOD) + Bonus 100% additional impressions (on Linear TV)		

Terms and Conditions:

- Package are based on 30s TVC.
- **All spots to be utilized during the RARA Period: 19 February- 5 April 2026**
*Dates above are subject to confirmation by JAKIM
- Spots are scheduled ROS at Astro's discretion
- All bookings must reach Commercial Scheduling minimum of 2 weeks before the 1st TX date.

- LPF cert application fee (RM2,000 per version) and voice over talent fee start from RM400 depending on material duration.

astro media solutions

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2026 RAMADAN RADIO CREATIVE OPPORTUNITIES

ERA

ERA
SABAH

ERA
SARAWAK

sinar

THR *Gegar*

Zayna

hitz

mix

Lite



01

Waktu Imsak & Waktu Berbuka

During the the holy month of Ramadan, **Waktu Imsak** and **Waktu Berbuka** will inform Muslim listeners when their fast begins and ends daily.

The **Waktu Imsak** feature plays twice – once the night before and again around 10 to 15 minutes before the actual Imsak timing (normally around 5.00-5.30am); and the **Waktu Berbuka** feature plays between 6.30-7.00pm. This feature will air during the whole of Ramadan, from Monday to Sunday.

[Client] will be featured in the recorded promos, and in the recorded outros throughout the fasting month. bar

Click to Play:







Waktu Berbuka on ERA



Waktu Imsak on ERA



1(a). Waktu Imsak & Waktu Berbuka (Pen. M'sia)

Stations (Pen. M'sia)				
LIVE Date	Ramadan 19 February – 19 March 2026 <i>*Subject to final dates from JAKIM, TBC</i>			
LIVE Time	Morning - between 5.00am-5.30am Evening - between 6.30pm-7.00pm Night - between 10.00pm-11.00pm			
On Air	20 x 30 sec Recorded Promo 2 x 29 x feature outro Waktu Imsak (brand name and 15 words sales message) 29 x feature outro Waktu Berbuka (brand name and 15 words sales message)			
Digital	1 x Masthead 5 weeks x Content Tile Ad 5 weeks x Promo Page 1 x Branded Content 1 x Facebook Post (promote branded advertorial)			

Terms and Conditions:

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Audio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment is subject to Service Tax.
- Investment cost does not include digital production cost, instream / audience extension / boosting.




1(b). Waktu Imsak & Waktu Berbuka (East M'sia)

Stations (East M'sia)	 
LIVE Date	<p>Ramadan 19 February – 19 March 2026 <i>*Subject to final dates from JAKIM</i></p>
LIVE Time	<p>Morning - between 5.00am-5.30am Evening - between 6.30pm-7.00pm Night - between 10.00pm-11.00pm</p>
On Air	<p>20 x 30 sec Recorded Promo 2 x 29 x feature outro Waktu Imsak (brand name and 15 words sales message) 29 x feature outro Waktu Berbuka (brand name and 15 words sales message)</p>
Digital	<p>4 weeks x Facebook Post 4 weeks x Instagram Post 4 x Instagram Story</p>

Terms and Conditions:

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- All appearances by Astro Audio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- Investment cost does not include digital production cost, instream / audience extension / boosting.

1(c). Waktu Imsak & Waktu Berbuka (Pen. M'sia)

Stations (Pen. M'sia)			
LIVE Date	Ramadan 19 February – 19 March 2026 <i>*Subject to final dates from JAKIM, TBC</i>		
LIVE Time	Morning - between 5.00am-5.30am Evening - between 6.30pm-7.00pm Night - between 10.00pm-11.00pm		
On Air	20 x 30 sec Recorded Promo 2 x 29 x feature outro Waktu Imsak (brand name and 15 words sales message) 29 x feature outro Waktu Berbuka (brand name and 15 words sales message)		
Digital	1 x Masthead 5 weeks x Content Tile Ad 5 weeks x Promo Page 1 x Branded Content 1 x Facebook Post (promote branded advertorial)		

Terms and Conditions:

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Audio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment is subject to Service Tax.
- Investment cost does not include digital production cost, instream / audience extension / boosting.

02

Berbuka Alerts

Waktu Berbuka coincides with the evening call to prayer. This will inform Muslim listeners that it is time to break their fast.

The Berbuka Alert plays just before Maghrib call to prayer. This feature will air during the whole of Ramadan, from Monday to Sunday.

This message will carry CLIENT brand name, plus an appropriate sales message, for example:





“15 sec client commercial” followed by... “Sekarang telah masuk waktu solat fardhu Maghrib, dan waktu berbuka puasa bagi Kuala Lumpur & kawasan yang sewaktu dengannya. Sinar & CLIENT mengucapkan selamat berbuka puasa.”

Click to Play:



Berbuka Alerts on SINAR



2(a). Berbuka Alerts (Pen. M'sia)

	1 st Right – Maybank (Cut Off: 30 Nov 2025)	1 st Right – BHPetrol (Cut Off: 30 Nov 2025)	1 st Right – Yaya Empire (Cut Off: 30 Nov 2025)	1 st Right – TNB (Cut Off: 30 Nov 2025)
Stations (Pen. M'sia)				
LIVE Date	Ramadan 19 February – 19 March 2026 <i>*Subject to final dates from JAKIM</i>			
LIVE Time	Right before Maghrib call to prayer			
On Air (29 days)	29 x 15 seconds promo plus 29 x feature intro for Berbuka Alerts			

Terms and Conditions:

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Audio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment is subject to Service Tax.

2(b). Berbuka Alerts (East M'sia)

Stations (East M'sia)		
LIVE Date	<p style="text-align: center;">Ramadan 19 February – 19 March 2026 <i>*Subject to final dates from JAKIM</i></p>	
LIVE Time	<p style="text-align: center;">Right before Maghrib call to prayer</p>	
On Air (29 days)	<p style="text-align: center;">29 x 15 seconds promo plus 29 x feature intro for Berbuka Alerts</p>	

Terms and Conditions:

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Radio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).

03





Sahur Alerts

The Waktu Sahur Alert plays approximately 15 minutes before Azan Subuh. This feature will air during the whole of Ramadan, from Monday to Sunday.

This message will carry CLIENT brand name, plus an appropriate sales message, for example:

“Kurang 10 minit lagi untuk waktu Imsak bagi kawasan Kota Kinabalu / Kuching dan sewaktu dengannya. Dapatkan tenaga sepanjang hari dengan secawan susu. Susu Kambing, Yakini Khasiat Semulajadi. ERA & CLIENT mengucapkan Selamat Berpuasa” and followed by 15 sec client commercial.



3(a). Sahur Alerts (Pen. M'sia)

Stations (Pen. M'sia)				
LIVE Date	Ramadan 19 February – 19 March 2026 <i>*Subject to final dates from JAKIM</i>			
LIVE Time	Morning (around 5:15am)			
On Air (29 days)	29 x 15 seconds promo plus 29 x feature intro for Waktu Sahur Alerts			

Terms and Conditions:

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Radio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment is subject to Service Tax.

3(b). Sahur Alerts (East M'sia)

Stations (East M'sia)		
LIVE Date	<p style="text-align: center;">Ramadan 19 February – 19 March 2026 <i>*Subject to final dates from JAKIM</i></p>	
LIVE Time	<p style="text-align: center;">Morning (around 4:15am)</p>	
On Air (29 days)	<p style="text-align: center;">29 x 15 seconds promo plus 29 x feature intro for Waktu Sahur Alerts</p>	

Terms and Conditions:

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Radio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).

04







Takbir Raya

While Hari Raya doesn't feel complete without the melodious Takbir Raya echoing in the eve and early morning of Aidilfitri, it signifies more than just mere vibes. Takbir Raya is to proclaim the greatness of Allah s.w.t. in gratitude for guiding us and allowing us to complete the blessed month of Ramadan.

We will run 10x of Tadbir Raya from 8.30pm till 8.00am on Raya eve till Raya day (before Solat Aidilfitri) on ALL Malay Brands on Astro Audio.

4. Takbir Raya (All Malay Brands)

1st Right – MAYBANK (Cut Off: 30 Nov 2025)

Stations						
LIVE Date	Raya Eve to before Solat Aldilfitri. 19 March 2026 – 20 March 2026 <i>*Subject to final dates from JAKIM</i>					
LIVE Time	8.30pm to 8.00am (before Solat Aldilfitri) <i>*Timing may slightly differ for ERA Sabah and ERA Sarawak</i>					
On Air	10 x Intro 10 x Promo Plus (Tag after intro) 1 x Social Media Post					

Terms and Conditions:

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Audio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment is subject to Service Tax.

05

Khutbah Aidilfitri






There will always be a certain few who cannot make it in time for Aidilfitri prayers on the morning of *Hari Raya* due to work commitments or still stuck in traffic on the way back to *kampung*.

We would like to give them the opportunity to hear **Khutbah Aidilfitri** via radio from wherever they may be.

It will be read by an *Ustaz* from the Federal Territory Religious Department (JAWI).

5. Khutbah Aidilfitri (All Malay Brands)

1st Right – MAHSA College (Cut Off: 30 Nov 2025)

Stations						
LIVE Date	<p>1 Syawal 20 March 2026 <i>*Subject to final dates from JAKIM</i></p>					
LIVE Time	<p>8.45am & Repeat 7.30pm (after azan Maghrib) <i>*Timing may slightly differ for ERA Sabah and ERA Sarawak</i></p>					
On Air	<p>2 x Intro 2 x Outro 4 x Promo Plus (Tag after intro & outro) 2 x Social Media Post</p>					

Terms and Conditions:

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Audio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment is subject to Service Tax.

06







Festive Greetings

This RaRa, we are offering CLIENT an opportunity to take advantage of the increased road traffic. The messaging can tie in with client's product/service without force-fitting. The messaging will be slightly different based on the stations.

This is high repetition for brand with a brand-related call to action.

Eg,
ERA and PETRONAS wishing you and your family a blessed Hari Raya, filled with good health and endless happiness. Have a break at Petronas Café Mesra when you drive home.








6(a). Festive Greetings

Stations						
LIVE Date	Any day during Ramadhan / Raya Period					
LIVE Time	6am – 12am (ROS)					
On Air (3 days)	15 x Sweepers (Greetings) <i>*max 15 words of credit</i>					
On Air (5 days)	25 x Sweepers (Greetings) <i>*max 15 words of credit</i>					

Terms and Conditions:

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Audio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment is subject to Service Tax.

6(b). Festive Greetings

Stations							
LIVE Date	Any day during Ramadhan / Raya Period						
LIVE Time	6am – 12am (ROS)						
On Air (3 days)	15 x Sweepers (Greetings) <i>*max 15 words of credit</i>						
On Air (5 days)	25 x Sweepers (Greetings) <i>*max 15 words of credit</i>						

Terms and Conditions:

- The provision of Services via On-Air, Online and On-Ground is subject to availability at the time of booking;
- All appearances by Astro Audio personalities are strictly subject to availability upon successful negotiation.
- The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
- The Investment is subject to Service Tax.

**2026
PRE RAMADAN
ON-GROUND
ACTIVATION**



ASSALAMUALAIKUM RARA 2026

Logline: Astro’s Assalamualaikum roadshow returns as a pre-Ramadan activation, reaching communities across four locations. The initiative showcased Astro’s commitment to meaningful engagement — bringing content and talents directly to the ground for an up-close experience with the rakyat.

From care pack distributions to interactive activities, the campaign fostered connection, empathy, and excitement ahead of the festive season.

Event Date & Location	7 February 2026 (Saturday) – Masjid Seberang Takir, Terengganu
Sponsorship Opportunities	Credit and host mentions, buntings, client’s booths, product giveaway, announcers’ activation and more.



STRENGTHENING COMMUNITY BONDS

2025 Achievement:

ASSALAMUALAIKUM 2025 – This event was enlivened by over 10,000 visitors across all three locations, joined by celebrities, radio personalities, media partners, and the local community — all coming together to bring life to the mosque environment and strengthen community bonds.

2026 RAMADAN LINE UP OFFERINGS

astro

Ria

astro

Prima

astro

Citra

astro

Oasis

astro

Ceria

astro originals



Ideaktiv





RAMADAN CONTENT CATEGORIES 2026

(CLICK LINK TO CATEGORY PAGE)



DRAMA SERIES

[RAMADAN & RAYA \(SPILLOVER\)](#)

FOOD / COOKING

[RAMADAN & RAYA \(SPILLOVER\)](#)

TALK SHOWS

[RAMADAN & RAYA \(SPILLOVER\)](#)

LIFESTYLE / COMMUNITY

[RAMADAN & RAYA \(SPILLOVER\)](#)

RELIGIOUS CONTENT

ENTERTAINMENT / VARIETY / COMEDY

[RAMADAN & RAYA \(SPILLOVER\)](#)

MOVIES & TELEMovies

RAMADAN RAYA - RADIO OFFERINGS

RAMADAN RAYA - DIGITAL OFFERINGS



RAMADAN & RAYA (SPILLOVER) DRAMA SERIES

Leverage Malaysia's Finest Scripted Content

— Created by Top Drama Makers, Exclusively on ASTRO.

Partner with us and amplify your brand through unforgettable storytelling!



HITMAKER: SITI ROSMIZAH

From Best-Selling Author to Drama Hitmaker: Siti Rosmizah

- Renowned for her emotionally gripping storytelling, Siti Rosmizah has transformed her best-selling novels into some of Malaysia's most iconic dramas. With record-breaking hits like "DIA IMAMKU" (2.4B digital views, 82M digital reach, 8.5M TV reach), she returns with another masterpiece — ***Andai Itu Takdirnya 2!***

Starring Award-Winning Casts:

- Shukri Yahaya** – Nominated for Best Male Lead in a TV Programme for *Andai Itu Takdirnya* (2023) at Content Asia Awards
- Hannah Delisha** – Most Popular Artiste (Singapore) at APM 2017 Awards

Strong Emotional Pull & Broad Appeal

- With a massive fanbase built from Season 1 (7M TV reach), ***Andai Itu Takdirnya 2*** continues the deeply emotional journey of Syed Aizril and Aleya — a story that resonates across generations, capturing hearts from youth to elders.
- Trailer reference: https://www.youtube.com/watch?v=Ciqysl7Z_50

MEGADRAMA : ANDAI ITU TAKDIRNYA 2

Logline: Adaptation of Siti Rosmizah's latest best-selling novel. *Andai Itu Takdirnya 2* continues the emotional journey of Syed Aizril and Aleya, where love fades, and tragedy strikes. As destiny tests their bond, Aleya faces a life-altering choice — is loyalty worth the price of her freedom?

Synopsis: Aleya had always hoped to leave Aizril, as her feelings for him were fading. She eventually confessed the truth, and Aizril, though heartbroken, let her go. But fate had other plans, Aleya was in an accident that left her right hand paralyzed. Aizril insisted on caring for her until she recovered, and during that time, Aleya began to fall for him again. Meanwhile, Syed Abbas' company faced financial ruin. In a desperate move, Sharifah Azreen and her mother plotted to save the company by marrying Azreen to Aizril. Azreen agreed to be a second wife, and Aizril pleaded with Aleya to accept a polygamous marriage to help his father. But Aleya stood her ground she chose divorce instead.

Date	9 February – 16 April 2026
No. of Episodes	40 episodes
Day & Time	Monday – Thursday, 10PM – 11PM
Duration	60 minutes
Production Date	Post-production
Casts	Syukri Yahya & Hannah Delisha
Genre	Romance / Family Drama
Sponsorship Opportunities	Cross-generational appeal – perfect for brands that champion family values, relationships or empowerments

astro

Ria



VISIONARY DIRECTOR: SHAHRULEZAD MOHAMEDDIN

Veteran of 25+ Years in Malaysia's TV and film industry, known for emotionally resonant and socially impactful storytelling.

Creator of Iconic Series: Asian Academy Creative Award-winning *Khunsa 1* — powerful titles that have shaped Malaysia's drama landscape and captivated millions.

Award-Winning Director – National Winner 2024:

🏆 Best Direction (Fiction) for KHUN:SA - *Hermaphrodite: Che Khun Che Nisa* at the 2024 Asian Academy Creative Awards

Cross-Generational Appeal

Themes of love, betrayal, and redemption resonate with both younger and older audiences, making it a family-favorite drama.

Trailer: <https://www.youtube.com/watch?v=mnrldLb1fVs>

NEW

DRAMAVAGANZA : SUJUD TERAKHIR ENCIK NORMAN

Logline: A story of ego, redemption, and divine mercy — where love arrives in the most unexpected form.

Synopsis: Emma Khairuddin, a powerful corporate figure known for her cold precision, faces the ultimate betrayal when her husband Norman dies in a plane crash alongside his secret second wife, Alisa, Emma's former assistant. Left to care for their two children, Emma's hardened heart is tested by their quiet resilience and innocence. As she battles legal threats and emotional turmoil, Emma finds herself on a journey of forgiveness, faith, and rediscovery culminating in a soul-shifting moment on the sacred night of 27th Ramadan.

Date	4 February – 7 May 2026
No. of Episodes	28 episodes
Day & Time	Wednesday – Thursday, 9PM – 10PM
Duration	60 mins
Production Date	Post-production
Casts	TBC
Genre	Romance / Family Drama
Sponsorship Opportunities	Mass household appeal – ideal for brands promoting family values, unity and spirituality.

astro

Prima



OKA AURORA'S TIARA DEBUT

- 1. Fresh, Local Content:** New exciting weekly episodes from Monday to Friday, 6PM on Astro Prima channel (CH. 105). Strengthen your brand presence with our wholesome drama content that appeals to Malay families.
- 2. Portraying the reality of personal choices vs family choices:** A brand-new series based in a situation where Reza is seeking a partner who matches his personal ideals of “perfection” — often based on emotional compatibility and modern values—while his family pressures him to choose based on traditional criteria such as background, status, or a candidate they have pre-selected.
- 3. From Hitmaker screen writer:** Written by Oka Aurora, renowned Indonesian screen writer for emotionally rich narratives that captivate audiences. Her previous hit drama, Curang Tanpa Niat, went viral with 1 Billion TikTok views.
- 4. Various Branding Packages:** Tailored for different campaign needs and budget, we offer a multitude of options for brands to leverage on the impact of our dramas, whether it's Full Drama Sponsorship, Vertical Drama Extension, Mega TikTok Snaps or M-Booster Drama Domination!

Trailer: <https://www.instagram.com/reels/DUK--5OgQQL/>

NEW

TIARA : MENCARI ISTERI SEMPURNA

Logline: A devout young man obsessed with finding the perfect wife to uphold his family's ideals discovers that chasing perfection leads him down a flawed path with life-altering consequences.

Synopsis : Reza – an Ustaz – is now faced with the conundrum of picking the perfect lady to be called his rightful wife. His journey leads him to meet Shifa – a lady way older, Zara – a strong-witty lass with great education but sharp tongue – and finally Ayu – a rebellious girl in the very early 20s. As his journey deepens, so do the speculations and slanders that befalls him and his mother of whom depends on his reputation to keep the business running

Date	9 February - 1 May 2026
No. of Episodes	60 episodes
Day & Time	Monday - Friday, 6PM - 7PM
Duration	60 mins
Production Date	Post-production
Casts	Jazmi Juma, Zara Zya, Chacha Maembong
Genre	Romance & Family Drama
Sponsorship Opportunities	Powerful cultural narrative – aligns naturally with brands that promote values, integrity and loyalty



THE ISKANDAR RETURNS AFTER 11 YEARS

Keluarga Iskandar Season 3 (S3) returns after 11 years, continuing the popular comedic mockumentary about the Aziz Iskandar family. This latest season brings back the original cast, including Kismah Johar (Mak Jah), Hilal Azman, Sobri Anuar, Zain Hamid, and many others, while maintaining its light-hearted and humorous storytelling style.

USP :

Multi-Generational Appeal - The show bridges the gap between Gen X, Millennials, and Gen Z, making it ideal for brands targeting diverse age groups within the same household.

Ramadan & Raya Cultural Relevance - Set during the festive season, it offers natural integration points for products related to food, fashion, home, and celebration.

Authentic Malaysian Family Dynamics - Relatable scenarios like takeout vs homecooked meals, tech-savvy kids vs traditional elders, and festive preparations resonate deeply with Malaysian audiences.

Trailer: <https://www.youtube.com/watch?v=D9qRVT9AnbY>

NEW

RARA SPECIAL : KELUARGA ISKANDAR MUSIM 3

Logline: The beloved Iskandar family returns with a fresh twist as the next generation steps into the spotlight. This Ramadan and Raya, old traditions collide with new technology—from hilarious AI mishaps to the timeless debate of takeout versus homecooked meals. With heart, humor, and generational chaos, the Iskandars remind us that family is still the funniest story of all.

Date	6 February – 29 March 2026
No. of Episodes	24 episodes
Day & Time	Friday - Sunday 9PM-10PM
Duration	60 minutes
Production Date	Post-production
Casts	Kismah Johar, Zain Hamid, Susan Lankester
Genre	Family, Comedy
Sponsorship Opportunities	

astro

Ria

NEW

DRAMA EXTENSION: SINGGAH SET

Logline: Exclusively brought to you by BamBam Studios — featuring exclusive behind-the-scenes content and cast moments from current drama titles



Sample:

<https://gempak.com/video/vWKXVFYIP/budin-kena-paksa-kahwin-dengan-orang-kaya-singgah-set-x9gtdn4>



Sample:

https://www.youtube.com/watch?v=6t2yVczcllw&list=PLYlnLDZCVKonEo70sU24ZiPHsFifRMX_4&index=8

FROM THE SET, WITH LOVE

Exclusive Behind-the-Scenes Access - Offers brands a rare opportunity to be part of the real drama behind the drama—where stories are created, rehearsed, and brought to life.

Bite-Sized, Shareable Format - Perfect for digital platforms and social media, increasing visibility and engagement for sponsor content through short, entertaining episodes.

Flexible Brand Integration Opportunities

Options include: Product placement (on set, in games, during interviews) Branded segments (e.g., “Presented by...”) Social media extensions (e.g., cast / or crew using sponsor products in BTS reels)

Date	24 February - 16 April 2026
No. of Episodes	16 episodes (2 episodes per week)
Day & Time	Tuesday & Thursday, 8:55PM
Duration	5 mins
Production Date	Ongoing with respective Drama Production
Casts	Bambam Studios (featuring Drama Casts as guests)
Genre	Behind The scene

astro

Ceria



FROM BEST-SELLING COMIC TO REAL-LIFE BIG SCREEN!

Built-In Audience from a Best-Selling IP - Adapted from the popular Islamic comic, Misi Solat 5 Waktu, the show comes with a loyal fanbase of youth, parents, and educators—offering sponsors instant access to a highly engaged and values-driven audience.

Youth-Centric, Family-Friendly Content with Moral Impact – The story blends humor, faith, and personal growth in a relatable school setting, making it ideal for brands targeting families, education, lifestyle, and youth empowerment. It's content that entertains while inspiring positive change.

Creative & Organic Brand Integration Opportunities – From Imran's doodle diary (Buku Conteng-Conteng) to classroom and home scenes, the show offers natural spaces for product placement—stationery, tech, food, fashion, and educational tools—without disrupting the narrative

Reference:

<https://www.youtube.com/watch?v=RJt5cu8RdMQ&list=PL8bp0bzQyLN9tplKgTUJRmC02hg4-mlqI&index=1>

NEW

MISI SOLAT 5 WAKTU

Logline: Adapted from the best-selling Islamic comic, Misi Solat 5 Waktu now comes to life on Astro Ceria! ✨ Follow Imran—who has only prayed three times in his entire life—as he embarks on a chaotic mission to pass his practical solat test within just one week

Date	20 February - 13 March 2026
No. of Episodes	8 episodes
Day & Time	Every Friday, 2:00PM
Duration	30 mins
Production Date	Post-production
Casts	Datuk Razak Ahmad, Azhan Rani, Elly Mazlein, Mikael Noah, Anugerah Anas, Merah Muhaimin, Natasha Nazira, Laura Olivia , Ryan Rifqi, Adam Lee, Sweet Qismina
Genre	Dramedy, Kids
Sponsorship Opportunities	

The background is a dark blue gradient. It features silhouettes of mosque domes and minarets in a lighter blue shade. Several golden lanterns are hanging from the top, and a crescent moon is visible on the left side.

RAMADAN & RAYA (SPILLOVER) FOOD / COOKING

astro

Ria



30 RECIPES, 30 DAYS OF BRAND RECALL

Customizable Format for Any Brand - Adaptable to feature brand ambassadors, products, or faceless chefs—perfect for tailored messaging.

Budget-Friendly & High Impact - Short runtime and simple production make it cost-effective while maintaining strong visual appeal.

Optimized for Digital & Social Media - Bite-sized content ideal for maximizing reach and engagement.

Reference – <https://www.instagram.com/reel/DHvnivBB08p/?hl=en>

CLIENT DRIVEN

FILLERS: MASAK LAIN MACAM

Logline: Masak Lain Macam is a short-form recipe series that teaches viewers to make Malaysia's best recipes using traditional methods, with no shortcuts. Open to change based on client's need.

Date	16 February -17 March 2026
No. of Episodes	30 episodes x 5 minutes each
Day & Time	Monday – Sunday, 6:55PM
Duration	5 mins
Production Date	January 2026
Host	No host, just audio (only focus on the hand)
Genre	Fillers
Sponsorship Opportunities	The format is open to change based on client needs. Great for ingredient-based branding (e.g., spices, sauces, rice, oil) or tools/appliances (e.g., blenders, cookware).



MASAK STYLE GEN Z

Expect fast-paced cooking, Gen Z chaos, and festive vibes—served with humor, celebrity guests, and trendy challenges that match Gen Z’s taste for fun, visual content.

Youth-Centric Appeal: Targets Gen Z and millennials with rising local stars and relatable lifestyle content.

Authentic POV Format: A unique, vlog-style approach that builds personal connection—perfect for organic brand engagement.

Seamless Product Integration: Natural placements in kitchen setups, ingredients, and lifestyle moments—ideal for F&B, home, and wellness brands.

Reference – <https://www.instagram.com/reel/DKGIs6qzVdx/?hl=en>
 Kualiti Ok segment - <https://www.youtube.com/watch?v=rwNqjuBi0HI>

DAPUR KENCANG RAMADAN

Logline: A fast-paced, intimate cooking-talk show where rising Malaysian stars prepare their favorite meals while answering rapid-fire questions—bringing fans closer to their idols, one dish at a time.

Synopsis: Dapur Kencang is a stylish, POV-format cooking show that blends quickfire Q&A with culinary charm. The host stays behind the camera as young Malaysian celebrities cook their go-to meals and share personal stories. With its minimalist setup, vlog-like energy, and authentic moments, the show offers a fresh, relatable way to connect with rising stars through food, fun, and personality.

Date	20 February - 27 March 2026
No. of Episodes	6 episodes (4 Ramadan + 2 Raya)
Day & Time	Friday, 10:00PM
Duration	30 mins
Cast	Various Celebrities
Production Date	January 2026
Genre	Cooking Show
Sponsorship Opportunities	

DAPUR ATOK ATOK *working title

Logline: A soulful twist on the classic cooking show—Dapur Bapak Bapak blends food and heartfelt conversation, featuring culinary legend **Dato' Chef Wan** alongside beloved icons **Tok Ram** and **Tok Jalal** from Projek Bapak Bapak.

Synopsis : Dapur Bapak Bapak brings together Malaysia's beloved culinary and veteran icons—Tok Ram, Chef Wan, and Tok Jalal—in a heartwarming cooking show that blends tradition, taste, and timeless wisdom. Each episode invites viewers into an intimate kitchen setting where these legendary figures share cooking tips and cherished memories.

Date	21 February – 28 March 2026 21/2 - 14/3 (4 Ramadan) 21/3 - 28/3 (2 Raya)
No. of Episodes	6 episodes (4 Ramadan + 2 Raya)
Day & Time	Every Saturday, 10:00PM (Ramadan) Every Saturday, 9:00PM (Raya)
Duration	60 mins
Production Date	January 2026
Cast	Chef Wan, Tok Ram, Tok Jalal (wishlist, TBC)
Genre	Cooking Show , Talk Show
Sponsorship Opportunities	



ATOK ATOK IN THE KITCHEN

Star Power Trio – Chef Wan's culinary expertise, Tok Ram's witty charm, and Dato' Jalaluddin's dramatic flair create a dynamic and entertaining mix.

Unexpected Chemistry – Inspired by the viral banter of Projek Bapak Bapak, the show thrives on spontaneous humor and playful clashes.

Real Reactions, Real Fun – Dato' Jalaluddin's aversion to fish and lack of cooking skills add unpredictable, laugh-out-loud moments.

Chef Wan's Signature Style – Combines his world-class cooking with storytelling, cultural insights, and vibrant personality.

Tok Ram's Surprise Talents – Brings musicality, humor, and surprising kitchen skills to the table.

Weekly Celebrity Guests – Adds fresh energy and perspectives, from fellow chefs to entertainers and influencers.

Cultural & Culinary Fusion – Celebrates Malaysian flavors while exploring personal stories, traditions, and lifestyle topics.

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CELEBRITY KITCHEN POWERED BY YOUR BRAND!

Health Meets Flavor – Promotes nutritious cooking using Watsons' high-quality health and wellness products.

Star-Studded Kitchen – Hosted by Keanu Azman and Chef Adu, with weekly celebrity guests adding flair and fun.

Entertaining & Educational – Combines cooking tips, product highlights, and lively banter for a feel-good viewing experience.

Watsons Lifestyle Integration – Seamlessly blends culinary content with Watsons' wellness messaging, encouraging healthier living. Can be altered for any client's messaging

Reference - <https://youtu.be/XZ-URMMexZI?si=OYntbfZKJXesRoOj>

CLIENT
DRIVEN

CHEF TERANGKAT

Logline: Chef Terangkat is a vibrant cooking show powered by Watsons, where health meets flavor. Hosted by the charismatic Keanu Azman and culinary maestro Chef Adu, each episode features celebrity guests whipping up quick, nutritious dishes using Watsons' wellness products. With its fun, fast-paced format and strong lifestyle appeal, Chef Terangkat is the perfect platform to promote healthy living in a fresh, entertaining way.

Date	14 February - 4 April 2026
No. of Episodes	8 episodes (6 Ramadan + 2 Raya)
Day & Time	Every Saturday, 10:00PM (Ramadan) Every Saturday, 11:00PM (Raya)
Duration	30 mins
Production Date	Cut-off date extended to early-February. Cancel if no client
Cast	Chef Adu, Keanu Azman & Various celebrities
Genre	Cooking Show

The background is a gradient of dark blue to a lighter blue. It features silhouettes of mosque domes and minarets with crescent moons on top. Several golden lanterns are hanging from the top, some of which are larger and more detailed than others. The text is centered in the upper half of the image.

RAMADAN & RAYA (SPILLOVER) TALK SHOWS

astro

Ria

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Oasis



A SPECIAL MELETOP X TAZKIRAH MALAM JUMAAT COLLABORATION

A special collaboration between MeleTOP and Tazkirah Malam Jumaat will be introduced, delivering inspirational and spiritually uplifting content.

This is a **sponsor-driven collaboration** and client can choose one of three execution styles.

Concept 1 = Segment sponsorship

Concept 2 = Pre-recorded VT

Concept 3 = On-ground rewang

CLIENT
DRIVEN

SPECIAL MELETOP RAMADAN x TMJ

Logline: A special collaboration between MeleTOP and Tazkirah Malam Jumaat will be introduced, pre-recorded at Assalamualaikum 2026, delivering inspirational and spiritually uplifting content.

Date & Time	Astro Ria: TX Date: 24 Feb, 9PM (Tuesday) Astro Oasis: TX Date: 26 Feb
No. of Episodes	1 episode
Duration	60 mins
Cast	Nabil Ahmad (MeleTOP) and Fakhrul (TMJ)
Production Date	Pre-recorded at Assalaamualaikum 2026 Event
Genre	Talk Show
Sponsorship Opportunities	



THE TALK OF THE TOWN, EVERY RAMADAN NIGHT!

MeleTOP Moreh brings you light-hearted entertainment with a **Ramadan twist** — perfect for winding down after Tarawih! Featuring top celebrities, KOLs, and the freshest stories from Malaysia's entertainment scene, the show blends fun, faith, and festive vibes to keep audiences engaged during Moreh time.

MeleTOP Moreh 2025 Reference & Sample Integrations:
https://www.youtube.com/watch?v=C5YDI_E7qWY&t=17s

MELETOP RAMADAN

Logline: MeleTOP Moreh is coming for Ramadan 2026 with more fresh contents from entertainment industry.

Date	3 March - 17 March 2026
No. of Episodes	3 episodes
Day & Time	Tuesday, 9:00PM
Duration	60 mins
Cast	Nabil Ahmad, Hawa Rizwana, Namie
Production Date	Pre-recorded, Every Tuesday 12:00PM
Genre	Talk Show / Entertainment
Sponsorship Opportunities	

astro

Ria

Thinker
STUDIOS

Sofa Ventang

astro
RIA



- CELEBS CHILL, CHAT & CELEBRATE RAMADAN!

With unscripted celebrity reactions, it feels real — building trust and making both the show and the brand more likable.

SOFA KENTANG RAMADAN EDITION

Logline: Get ready to **lepak and laugh** with **celebrity guests** as they deliver spontaneous, **unscripted reviews** of Astro's latest content — all from the comfort of a cozy, homely set. Fully customizable for Ramadan, each episode brings **festive reflections and themed discussions** that resonate with the season. With its **laid-back vibe and authentic reactions**, Sofa Kentang is your go-to show for relatable entertainment and festive feels.

Date	23 February - 16 March 2026
No. of Episodes	4 episodes
Day & Time	Monday, 11:30 PM
Duration	30 mins
Cast	Tier 1 celebrities
Production Date	January 2026
Genre	Talk Show
Sponsorship Opportunities	



UNFILTERED CELEBRITIES, UNTOLD STORIES

A heartfelt conversations that reveal the soul behind the spotlight—this Ramadan. Leverage the influence and relatability of local stars to enhance brand credibility during the festive Ramadan season.

2025 Reference:

<https://www.instagram.com/reel/DHfpRg5Tsoc/>

ONE ON ONE

Logline: An in-depth discussion featuring prominent figures from Malaysia entertainment industry.

Date	23 March - 27 March 2026
No. of Episodes	5 episodes
Day & Time	Monday - Friday, 8:30PM
Duration	30 mins
Host	TBC
Production Date	January 2026
Genre	Entertainment Talk Show
Sponsorship Opportunities	

The background is a gradient of dark blue to a lighter blue. It features silhouettes of mosque domes and minarets with crescent moons on top. Several golden lanterns are hanging from the top, some of which are larger and more detailed than others. The text is centered in a bold, white, sans-serif font.

RAMADAN & RAYA (SPILLOVER) LIFESTYLE / COMMUNITY

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STUDIOS

KISAH

Hidupku



REAL PEOPLE, REAL STORIES

Positive & Uplifting - Unlike many reality shows that focus on struggles, Kisah Hidupku highlights the positive aspects of life, focusing on joy and fulfillment despite financial challenges.

Personal Perspective - The show uses a first-person point of view, giving viewers an intimate, real look at the subject's daily life, building a deep emotional connection.

Culturally Relevant - The show features everyday Malaysians from rural areas, showcasing their jobs and lives, which are often underrepresented in mainstream media.

Feel-Good Factor - It's an inspiring, feel-good show that offers viewers stories of resilience and happiness, perfect for audiences looking for uplifting content.

KISAH HIDUPKU

Logline: Real life stories of everyday heroes who are the heartbeat of the city!

Synopsis: This diary captures a day in the life of various underrepresented individuals in Malaysia. It highlights the dedication and hard work of individuals such as a gravedigger, a hospital janitor, a DBKL worker, an Orang Asli farmer, an elderly person in a mascot costume, a fish market vendor, a prison worker, and an elderly home worker. Each episode showcases their unique challenges and contributions, shedding light on their often-overlooked roles in society.

Kisah Hidupku Ramadan



TX Details

21 February - 14 March 2026
30 mins x 4 episodes
Saturday, 7:00PM

Kisah Hidupku Raya



Date

21 March 2026
60 mins x 1 episode
Saturday, 7:00PM

Host

VO Host

Production Date

TBC

Genre

Reality Show, Humanity

Sponsorship Opportunities



KONGSI KASIH S5

Logline: Showcase heartwarming stories of love and gratitude during Ramadan, hosted by Haze, with inspiring tales from diverse communities throughout Ramadan & Raya.

CSR PARTNERSHIP WITH ASTRO : GIVE BACK THIS FESTIVE SEASON

Hazeman Huzir will continue to go on the heart-warming journey from one neighborhood to another, from one area to another with one mission in mind; to find the people in need and share their stories with the audience.

Join ASTRO's special CSR initiative to uplift local communities during the festive season. It's the ideal time for brands to step up, spread kindness, and make a real impact. Let's celebrate the spirit of giving — together.

Kongsi Kasih 4 Reference: <https://www.youtube.com/watch?v=760yBpp-MvU>

Date	12 February – 2 April 2026 (Subject to the client's confirmation date)
No. of Episodes	12/2-19/3: 30 mins x 6 episodes (Pre-Ramadan & Ramadan) 26/3-2/4: 60 mins x 2 episodes (Raya)
Day & Time	Thursday, 7:30PM (Ramadan), Thursday, 7:00PM (Raya)
Host	Hazeman Huzir
Production Date	Cut-off date extended to Mid-February for Ramadan. If client wants to feature for Raya or later, it is possible.
Genre	CSR/ Community
Sponsorship Opportunities	CSR angle partnership for brands. A special CSR initiative by ASTRO where we give back to local community, It is the best season for brands to be proactive and facilitate giving during the festive season.

astro

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EID HOME DÉCOR INSPIRATIONS

Relatable & Inspiring: Showcases unique home details and personal stories that connect with B40 and M40 audiences.

Aspirational Yet Grounded: Features popular celebrities alongside real homeowners, striking a balance between aspiration and authenticity.

Budget-Friendly Tips: Offers practical décor ideas adaptable to various budgets—perfect for everyday viewers.

Reference - <https://www.facebook.com/watch/?v=1388849741957406>

CASA IMPIANA

Logline: Have you been struggling to figure out how to make your home's interior more appealing? Casa Impiana will be produced to inspire more homeowners with Hari Raya unique & beautiful décor ideas

Synopsis: A decoration program that will display the uniqueness and beauty of the home that the owner has personally created. The host will meet them, and they will share the secrets of beautifying the home in terms of ideas, tips and dreams of personal taste. Decorate the house with items of their own choice. It will cover the entire interior and exterior of the house including special corners that are their own personal touch..

CLIENT
DRIVEN

Date	18 February – 8 April 2026 18/2 – 18/3 (5 Ramadan) 25/3- 8/4 (3 Raya) *Subject to the client's confirmation date
No. of Episodes	8 episodes (5 Ramadan + 3 Raya)
Day & Time	Wednesday, 9:05PM
Duration	30 mins
Cast	TBC
Production Date	Cut-off date extended to Mid-February for Ramadan. If client wants to feature for Raya or later, it is possible.
Genre	Home Decor
Sponsorship Opportunities	Furniture, Home Deco, Paints, Home Care & Cleaning Products

astro

Ria

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Prima

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Oasis



- BRANDED CAPSULE

Astro invites customers to share heartfelt Raya wishes with loved ones—messages of love, gratitude, and celebration to spread joy during the festive season. These wishes will be featured as fillers across Astro Malay channels, bringing warmth and unity to screens nationwide.

Sample link: https://drive.google.com/file/d/1heHERMSseSxD7snN_3XGr-MUfCwnSUZq/view?usp=sharing

BRANDED CAPSULE – KAD RAYA WISH KITA!

Logline: Branded capsule to have public or Astro Customers to give Raya Wish starting 2 weeks before Raya with client's message. Branded capsules to run on multiple top Astro Malay channels

Date	9 March – 5 April 2025
No. of Episodes	1 min branded capsule
Production Date	January 2026
Genre	Fillers
Sponsorship Opportunities	

astro

AWANI



Ramadhan Raya

KONGSI JUADAH BERBUKA

Kongsi Juadah Berbuka: program khas kerjasama Astro AWANI, kementerian dan syarikat korporat untuk menganjurkan acara edaran juadah berbuka sewaktu bulan Ramadan di sekitar Lembah Klang. Acara yang membawa mesej berkongsi di bulan mulia julung kali diadakan untuk mengimarahkan bulan yang mulia ini melalui konsep sedekah dan menginsafi diri buat mereka yang kurang berkemampuan.

Ia juga memberi peluang kepada kementerian dan syarikat korporat untuk menjalankan aktiviti Program Khidmat Sosial (CSR) dengan kehadiran hos Astro AWANI selain liputan berkaitan acara melalui platform TV & digital.

Selain itu, program ini dapat mengukuhkan jenama kementerian dan syarikat korporat dalam kalangan khalayak di lapangan serta platform media.

**Join Forces with Malaysia's Most
Trusted News Brand**

in a First-of-Its-Kind Ramadan CSR Initiative!

The background is a gradient of dark blue to a lighter blue. It features silhouettes of mosque domes and minarets with crescent moons on top. Several golden lanterns are hanging from the top, some of which are illuminated. The text is centered in a bold, white, sans-serif font.

RAMADAN RELIGIOUS CONTENT



[LIVE] THE ALL-IN-ONE RAMADAN HUB

Proposed Content/Segment (To Be Confirmed):

- **Halaqah Ramadan** – Short, relatable Islamic learning with familiar Mualim Muda faces.
- **Dunia Cilik Ramadan** – Bright, visual Islamic content for kids.
- **What's For Ramadan (Live Selling)** – Host-led live selling with seamless brand integrations; streamed on Gempak.
- **Buka Apa Hari Ini?** – On-ground bazaar checks + simple cooking content.
- **Tanya Ustadz** – Live religious Q&A with a credible Ustadz.
- **Carta Oasis** – Islamic & spiritual music countdown from the Oasis ecosystem.
- **Irama Ramadan** – Short, gentle performances or MV drops.
- **Ayat & Makna** – 2–3 min graphic-led Quran insights (VO or host-led).
- **Di Bawah Langit Makkah** – Reflective diary VTs from Umrah journeys (Umrah x Mualim Muda).
- **Travel with Oasis** – Repurposed Islamic & cultural travel content.
- **Borak Zayan (VT)** – Recap moments with Zayan radio
- **Geng, Jom Ngaji** – Light, inclusive group learning segments.

[LIVE] HOME OF RAMADAN

Logline: *Home of Ramadan* is a daily live hub airing from 5:00 PM to 8:00 PM, created as a warm, family-friendly destination that accompanies viewers from late afternoon through berbuka and into the evening.

More than just a programme, Home of Ramadan is a content ecosystem that blends:

- **[Sponsor-driven]** Live studio moments
- Curated and repurposed content from Astro's ecosystem
- Learning, food, music, kids, commerce and community segments
- Cross-platform integrations across TV, digital and radio

Date	19 February – 20 March 2026
No. of Episodes	3 hours x 22 episodes
Day & Time	Astro Oasis: Mon-Fri, 5:00PM-8:00PM Astro Ria: Mon-Fri, 6:00PM-8:00PM
Host	Mawi, Atu, Mualim Muda alumni, guest celebrities and asatizah TBC
Production Date	LIVE Daily
Genre	Live Ramadan Hub
Sponsorship Opportunities	Segment Sponsorship, Live Selling Window, Host Mention, Product Placement, On-Ground

astro

Oasis



TAKHIRAH MALAM JUMAAT MUSIM KE-9

AMIN IDRIS FAKHRUL RADHI IZMIR FAREEZ

SIGNATURE TALK SHOW

Tazkirah Malam Jumaat is program that features either a panel of popular asatizah, or individual preachers as they tackle real-life issues that faced by today's society.

Each episode is hosted from a different mosque or surau, creating an authentic and community-driven atmosphere with a live audience.

TAKHIRAH MALAM JUMAAT S10

Date	19 February, 12 March, 19 March 2026 *26 Feb & 5 Mar (Special MeleTOP x TMJ with Assalamualaikum event at K.Tganu)
No. of Episodes	60 mins x 3 episodes during Ramadan
Day & Time	Thursday, 9:00PM
Cast	Panel of asatizah
Production Date	February 2025
Genre	Religious Talkshow
Sponsorship Opportunities	Furniture, F&B, Muslim Wear, Islamic products, Quran, NGOs, SMEs, Islamic Agencies

astro

Ria

astro

Oasis



REAL TALK FROM THE 'IT' COUPLE

Showcasing the series of Neelofa & PU Riz's events on Astro for audience to enjoy and learn from the 'It' couple

USP :

Emotional and Raw – Offering heartfelt perspectives from the 'It couple' that resonate deeply with viewers.

Reflective and Thought-Provoking - Encourages viewers to appreciate life, love, and family, all within the boundaries of religion.

NEW

HALAQAH NUNHA

Date	21 February – 21 March 2026
No. of Episodes	5 episodes x 30 mins RAMADAN 4EP 20/2 – 14/3 RAYA 1EP 21/3 (SPILLOVER)
Day & Time	Saturday, 7:00PM (TBC) Simulcast on Astro Ria
Host	Neelofa, PU Riz
Production Date	Post-production Client can explore DBI and Spot Buys
Genre	Talkshow
Sponsorship Opportunities	Furniture, F&B, Muslim Wear, Islamic products, Quran, NGOs, SMEs, Islamic Agencies

astro

Oasis

Thinker
STUDIOS

SURAU HUNTING

"Every surau has a story.
Every story has a soul."

LITTLE HIDDEN GEMS WITH SOUL – EVERY SURAU TELLS A STORY

KEY CONTENT PILLARS

- Unique surau designs & locations
- Community stories & traditions
- Ramadan spirit & reflections
- Travel + spiritual journey

SELLING POINTS

- Fresh, never-before-seen Ramadan concept
- Appeals to all audiences,
- Inspires pride and connection to faith & culture
- The Host: **Nigel Sparks** - known for his iconic catchphrase "*Jangan cakap abang tak payung!*", brings warmth, respect, and genuine care to every encounter. As a non-Muslim, he offers a fresh, respectful lens — learning, listening, and connecting.

NEW

SURAU HUNTING

Logline: Surau Hunting is a spiritually rich Ramadan travelogue that **explores the soul of suraus across Klang Valley** — from village gems to urban sanctuaries. Each episode uncovers stories of faith, architecture, and community, celebrating togetherness during the holy month.

Date	22 Feb 2026 – 15 March 2026
No. of Episodes	4 episodes x 30 mins
Day & Time	Friday, 9:00PM (TBC)
Host	Nigel Sparks (TBC)
Production Date	On-going. Open to clients, cut-off early Feb.
Genre	Lifestyle / Travelogue
Sponsorship Opportunity	Islamic Financial Institutions

FILLERS

UMRAH WITH MUALIM MUDA

MUALIM MUDA



SPIRITUAL HEALING

Follow the winners of Mualim Muda where they embark on a journey of spiritual healing and self reflection by travelling to Mekah and Madinah on performing their Umrah activities.

Date	6 March 2026 – 3 April 2026
No. of Episodes	5 episodes x 60 mins RAMADAN 2EP 6/3 – 13/3 RAYA 3EP 20/3 – 3/4 (SPILLOVER)
Day & Time	Friday. 10:00PM
Host	Mualim Muda
Production Date	Proceeding, cut-off early Feb.
Genre	Travelogue
Sponsorship Opportunities	Travel Agencies (Insaf or Irkaz Travel) Airlines, Health Supplements, Health Products, F&B, Muslim Wear, Islamic products, Quran, NGOs, SMEs, Islamic Agencies

The background is a gradient of dark blue to a lighter blue. It features silhouettes of mosque domes and minarets with crescent moons on top. Several golden lanterns are hanging from the top, some of which are illuminated. The text is centered in a bold, white, sans-serif font.

RAMADAN & RAYA (SPILLOVER)
ENTERTAINMENT /
VARIETY / COMEDY

BERITA

SANGAT SERIUS



TRENDING & VIRAL TOPICS

Comedy Meets Current Affairs - Blends real trending topics with sharp humor, making news entertaining and relatable.

Ramadan-Themed Satire - Specially tailored for the festive season, with content that resonates with the spirit and quirks of Ramadan.

Social Media-Driven Content - Focuses on viral issues and netizen reactions, keeping the show fresh, relevant, and highly shareable

SHORTS : BERITA SANGAT SERIUS EDISI RARA

Logline: A parody news show that delivers viral stories and current issues with a comedic twist—because serious news doesn't always have to be boring.

Synopsis : Getting bored with the normal boring news everyday? Want to know about current news and viral issues that are being talked about by netizens? Berita Sangat Serius Ramadan will focus on contents that will make you laugh while providing useful information.

Date	16 February - 20 March 2026
No. of Episodes	25 episodes
Day & Time	Monday – Friday, 9:00PM
Duration	5 mins
Cast	Thinker Studios Talents
Production Date	2 weeks before TX (Every Monday & Thursday shooting date)
Genre	Parody News / Capsules / Infotainment
Sponsorship Opportunities	

astro

Prima

**USP :****Focusing On Bonding & Interaction**

By providing a ready-made luxurious environment, the show allows celebrities to focus more on bonding, interacting and engaging in the games.

Enhancing Viewer Appeal

Creates a picturesque and desirable environment, making the show not just about the challenges but also about enjoying a slice of the good life in stunning natural setting.

Maintaining The Show Aesthetic And Theme

Supports the show's aesthetic of combining the appeal of celebrity lifestyles with the charm of nature, making this program more cohesive and visually striking.

Reference link : <https://youtu.be/d17s5o42JtY?si=ujDAXlBWQ3tyqLTo>

NEW

MISI LAWAK SUPERSTAR

CLIENT DRIVEN

Logline : A comedy-adventure reality series where Muzikal Lawak Superstar finalists team up with celebrities and influencers for wild outdoor challenges and chaotic house moments — testing humor, strategy, and spontaneity in every episode

Synopsis : Misi Lawak Superstar is a comedy-adventure reality series that brings together finalists from Muzikal Lawak Superstar with celebrities and influencers in thrilling outdoor challenges and chaotic house moments. Each episode tests their comedic creativity, strategy, physical endurance, and spontaneity. Packed with natural humor, big-scale action, and strong character interactions, the show delivers fresh, modern entertainment with high audience engagement.

Date	20 February - 20 March 2026
No. of Episodes	Total 6 eps (4 eps Ramadan + 2 eps Raya)
Day & Time	Friday, 9:00PM
Duration	60mins
Production Date	29 Dec – 29 Jan
Casts	Namie, Achey, Sashic, Danial Zaini, Bell Ngasri, Naqiu
Genre	Reality
Sponsorship Opportunities	

The background is a dark blue gradient. It features silhouettes of mosque domes and minarets in a lighter blue shade. Several golden lanterns with intricate patterns are hanging from the top, some by thin lines and others by thicker cords. The overall aesthetic is clean and modern, with a focus on Islamic architectural motifs.

RAMADAN MOVIES & TELEMovies

astro

Prima

Panggung Hitam Putih

P. RAMLEE

**Titles
TBC**



PANGGUNG HITAM PUTIH / P. RAMLEE

Logline: On-going movie slot on Prima featuring black and white movies from Cathay Keris

Date	16 February - 16 March 2026
No. of Episodes	5 titles x 120 minutes
TX Day & Time	Every Monday 9:05PM
Title	Nujum Pak Belalang Ahmad Albab Masam Masam Manis Ali Baba Bujang Lapok Musang Berjanggut
Genre	Telemovies
Sponsorship Opportunities	

astro

Prima

COMEDY movies

COMEDY MOVIES

Logline: Laugh out loud with a lineup of rib-tickling comedies packed with quirky characters, hilarious twists, and feel-good moments. A perfect platform to showcase your brand while audiences enjoy non-stop entertainment and laughter.

Date	17 February - 17 March 2026
No. of Episodes	5 titles x 120 minutes
TX Day & Time	Every Tuesday, 9:05PM
Title	Cicak Man Gol & Gincu Jutawan Fakir Hantu Kak Limah Hantu Kak Limah Balik Rumah
Genre	Comedy Movies
Sponsorship Opportunities	



SERAM MOVIES

SERAM MOVIES

Logline: Brace yourself for spine-chilling horror movies that deliver suspense, shocking twists, and heart-pounding thrills. Position your brand alongside gripping entertainment that keeps viewers on the edge of their seats.

Date	19 February – 19 March 2026
No. of Episodes	6 titles x 120 minutes
TX Day & Time	Every Thursday, 9:00PM
Title	Pengantin Malam Dukun Gui Pulau Daeng Jangan Pandang Belakang Boleh
Genre	Horror Movies
Sponsorship Opportunities	

Retro Movie



RETRO MOVIE

Logline: Step back in time with a curated selection of retro classics featuring timeless stories, iconic stars, and nostalgic charm. Connect your brand with audiences who love the golden era of cinema and unforgettable memories.

Date	22 February - 15 March 2026
No. of Episodes	4 titles x 120 minutes
TX Day & Time	Every Sunday, 2:00PM
Title	Sembilu 2 Mami Jarum Maria Mariana Cun!
Genre	Retro Movies
Sponsorship Opportunities	

astro

Citra

Sahur In the MOVIES

Proposed Titles:

Saadiah

1. Musang Berjanggal
2. Antara Dua Darjat
3. Siti Muslihat
4. Penarek Becha
5. Hang Tuah

Sarimah

6. Dayang Senandong
7. Madu Tiga
8. Ibu Mertuaku
9. Raja Bersiong
10. Tiga Abdul

Nordin Ahmad

11. Panggilan Pulau
12. Sultan Mahmood Mangkat Dijulang
13. Semerah Padi
14. Sri Mersing
15. Chuchu Datuk Merah

Jins Samsuddin

16. Si Tanggang
17. Pancha Delima
18. Dandan Setia
19. Kanchan Tirana
20. Bidasari

Aziz Jaafar

21. Batu Belah Batu Bertangkup
22. Lubalang Daik
23. Dupa Cendana
24. Lela Manja
25. Anak Buloh Betong

Ogy Ahmad Daud

26. Bawang Puteh Bawang Merah
27. Raden Mas
28. Jalak Lenteng
29. Laila Majnun
30. Lanchang Kuning

SINEMA SAHUR MOVIES

Logline: Special curation during Ramadan (daily) featured local movies from well-known cast such as Saadiah, Sarimah, Nordin Ahmad, Jins Samsuddin and more!

Date	19 February – 20 March 2026
No. of Episodes	30 titles x 120 minutes
TX Day & Time	Monday - Sunday, Daily 4:00AM
Cast	Various casts
Genre	Celebrity Thematic (Hero Malaya) - Movies & Telemovies
Sponsorship Opportunities	



SERAM SABTU

SERAM SABTU

Logline: Horror movie slot featuring selected horror movies from Boo.

Date	21 February – 14 March 2026
No. of Episodes	4 titles x 120 minutes
TX Day & Time	Every Saturday, 11:00PM
Title TBC	<ol style="list-style-type: none">1. Teman Tidur2. Tutuge3. Oma The Demonic4. Tulah 6/13
Genre	Post BOO Horror Movies
Sponsorship Opportunities	

astro

Citra

Malam Filem Melayu

22 Feb -15 Mar 2026

***Titles
TBC***

MALAM FILEM MELAYU

Logline: On-going slot featured local Malay Movies from Retro to the best of 2000s movies. This Ramadan we curated the best comedy movies from 'Senario' for this slot.

Date	22 February – 15 March 2026
No. of Episodes	4 titles x 120 minutes
TX Day & Time	Every Sunday, 7:00PM
Title	1. Balik Kampung 2. Keluarga 99 3. Orang Kampung Otak Kimia 4. Adik
Genre	Thematic: Romance / Comedy
Sponsorship Opportunities	

astro

Citra

WELCOME TO THE
CITRAVAGANZA
MOVIES

Wednesday

11 & 25

MARCH

MARCH

11:00 pm

TRANSFORMERS SERIES



*Titles are subject to change

CITRAVAGANZA

Logline: Our specially curated International / Asian Rom-Rom movies selection is perfect for families to enjoy when reuniting with their loved ones. Providing a platform to showcase your brand to a wide audience during the festive season.

Date	11 & 25 March 2026
No. of Episodes	2 titles x 120 minutes
TX Day & Time	Every Wednesday, 11:00PM
Title	11 Mar: Transformers 25 Mar: Transformers Dark of The Moon
Genre	International / Asian Movies
Sponsorship Opportunities	

2026 RAYA LINE UP OFFERINGS

astro

Ria

astro

Prima

astro

Citra

astro

Oasis

astro

Ceria

astro originals

**GEM
PAK**

Thinker
STUDIOS

Ideaktiv





RAYA CONTENT CATEGORIES 2026

(CLICK LINK TO CATEGORY PAGE)



TALK SHOWS

RAMADAN RAYA

- RADIO OFFERINGS

ENTERTAINMENT / VARIETY / COMEDY

RAMADAN RAYA

- DIGITAL OFFERINGS

MOVIES & TELEMOVIES

The background features a gradient from dark blue to a lighter blue. Silhouettes of mosque domes and minarets are visible, with crescent moons on top. Several golden lanterns with intricate patterns are hanging from the top. The text 'RAYA TALK SHOWS' is centered in white, bold, sans-serif font.

RAYA TALK SHOWS

All the information/details stated above are subject to changes upon Astro's discretion.



JOIN AMELIA & SEAN FOR THE MOST GEMPAK RAYA!

Gempak Most Wanted Raya is back! Celebrate the season with **Amelia Henderson & Sean Lee** as they host a special edition of Gempak Most Wanted Raya that brings together top celebrities and trending content creators to share their most cherished Raya memories, festive stories, and viral moments.



Past Year Reference:

<https://www.tiktok.com/@astrogempak/video/7488963253171768594>

GEMPAK MOST WANTED RAYA

Logline: Gempak Most Wanted Raya will feature the ultimate trending celebs, KOL, angles and stories related to Raya with Amelia Henderson and Sean Lee

Date	22 March 2026 (Raya Day 2)
No. of Episodes	1 episode
Day & Time	Sunday, 12:00PM
Duration	90 mins
Host	Amelia Henderson, Sean Lee and various celebs
Production Date	January 2026
Genre	Talkshow / Variety
Sponsorship Opportunities	

MeleTOP RAYA



MELETOP RAYA SPECIAL

Logline: MeleTOP Raya is coming for Raya 2026 with more fresh contents from entertainment industry. The special episode of MeleTOP Raya featuring invited artists is hosted by Nabil and Hawa Rizwana

TX Details	24 March 2026
No. of Episodes	60 mins x 1 episode
Day & Time	Tuesday, 9:00PM
Host	Nabil Ahmad, Hawa Rizwana, Namie
Production Date	Astro Studio 12 February 2026
Genre	Talkshow / Variety
Sponsorship Opportunities	

MeleTOP Raya 2024 Reference:

<https://www.youtube.com/watch?v=5kZ1sQO2KR1>

The background is a gradient of dark blue to a lighter blue. It features silhouettes of mosque domes and minarets with crescent moons on top. Several golden lanterns are hanging from the top, some of which are larger and more detailed than others.

RAYA

ENTERTAINMENT / VARIETY /

COMEDY

astro

Ria



ICONIC PERFORMANCES, FESTIVE VIBES

A vibrant Raya-eve celebration featuring popular artists, lively conversations, festive stories, and full-band live performances. The show transforms a historic square into Malaysia's largest "kampung" atmosphere with authentic Ramadan bazaar vibes.

Proposed venue: Kampung Vibes in the City x Bubur Lambuk at Dataran Merdeka — an outdoor concert designed to bring fans closer to their favourite artistes in one of the country's most iconic public spaces.

2025 Reference:

https://www.youtube.com/watch?v=obQhRRqusH0&list=RDobQhRRqusH0&start_radio=1

CLIENT
DRIVEN

BOMBASTIKA RAYA

Logline: Bombastika Raya will be back featuring various celebrities to lighten up your Hari Raya night. Liven up your night with the Bombastika Raya 2026!

Date	20 March 2026
No. of Episodes	120 mins x 1 episode
Day & Time	Friday, 10:00PM
Cast	TBC
Production Date	Cut-off date extended to End of February. Cancel if no client
Genre	Entertainment Variety

astro

Ria



MELETOP EDISI RAYA

MeleTOP Raya Special 2026 will be pre-recorded at outside Astro Studio. It features guest celebrities sharing their preparations and the atmosphere of their Hari Raya celebrations

Reference: <https://www.youtube.com/watch?v=5kZ1sQO2KRI>

MELETOP RAYA SPECIAL

*working title - TBC (replace Raya Screening)

Logline: Get ready for an exciting Syawal celebration packed with entertainment and exclusive celebrity appearances!

Date	21 March 2026 (Raya Day 1)
No. of Episodes	90 mins x 1 episode
Day & Time	Saturday, 12:00PM
Cast	Nabil Ahmad, Hawa Rizwana, Namie & various celebrities
Production Date	Outside Studio 23 January 2026
Genre	Entertainment Show
Sponsorship Opportunities	

astro

Ria



CELEBRATE RAYA WITH GV12 STARS, JUDGES & VOCAL FIREWORKS!

Missing Gegar Vaganza 12? This Raya, relive the excitement with a festive special featuring the stars and finalists of GV12, hosted by the ever-charismatic Nabil Ahmad. Expect powerful vocal performances, comedic sketches, and cameo appearances by the GV12 judges — all wrapped in vibrant Raya vibes to light up your raya!

GV Raya 2025 Reference:

<https://www.instagram.com/reel/DHvWKDZyaF9/>

GEGAR VAGANZA RAYA SPECIAL

CLIENT
DRIVEN

Logline: A raya show that reunites all faces of GV12 through live performances, chit chat and funny sketches; depicting raya celebration of older days and modern today.

Date	21 March 2026 (Raya Day 1)
No. of Episodes	120 mins x 1 episode
Day & Time	Saturday, 10:00PM
Cast (Wishlist)	Nabil, Tok Ram, Tok Naz & GV 12 finalists
Production Date	TBC Feb 2026
Genre	Variety

astro

Ria

Thinker
STUDIOS

NEW

THINKER: HLIVE PRESENTS OOTD RAYA

Logline: A wild mash-up of circus, talent show, and TikTok — featuring odd and weird talents from across Malaysia, reimagined with **Thinker Studio's signature wit and cinematic flair.**

ODD- THENTIC

The *Thin-kest* Weird Circus Show

MALAYSIA'S WEIRDEST TALENTS IN A REALITY MODERN CIRCUS

Step into a world of bizarre, hilarious, and scroll-stopping performances inspired by viral internet moments. Each act starts with something familiar (like animal sounds or magic tricks) and takes a wild twist with creative staging and cheeky storytelling.

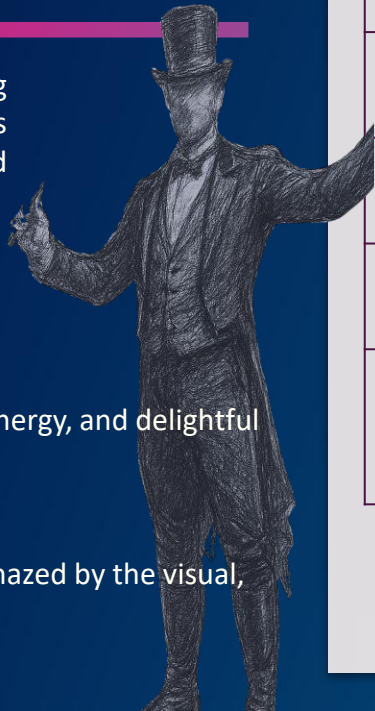
Why ODD-THENTIC?

A Light Raya Alternative

Skip the heavy dramas — *ODD-THENTIC* delivers pure fun, high energy, and delightful chaos. It's the perfect break from emotional tearjerkers.

All-Generations Appeal

From nenek to anak TikTok, everyone will laugh, bond, and be amazed by the visual, unpredictable, and hilarious acts.



Date	21 March 2026 (Raya Day 1)
No. of Episodes	60 min x 1 episode
Day & Time	Saturday, 4:00PM
Cast (Wishlist)	TBC
Production Date	January 2026
Genre	Variety / Reality Show
Sponsorship Opportunities	



BE PART OF ICONIC CELEBRATION

Talk To My Manager wrapped its season on October 12, 2025, leaving fans with unforgettable highlights. Now, it's back with a **special Raya reunion in 2026**—bringing managers and their artists together for a celebration like no other.

This festive edition delivers **laughter, heartfelt conversations, and exclusive behind-the-scenes stories** that reveal the powerful bond between talent and their guiding force. All wrapped in vibrant performances and a touch of musical drama to keep audiences entertained.

TALK TO MY MANAGER RAYA

CLIENT
DRIVEN

Logline: In this Raya Special of Talk To My Manager, Datuk Aznil takes on the role of the beloved “Atok,” gathering all his “grandchildren”— for a nostalgic journey back to the kampung. The program begins with a lively musical drama performance, setting the festive tone.

Once in the kampung, the fun continues as Atok teaches his cucu-cucu traditional kampung chores, creating hilarious and heartwarming moments as they struggle with tasks they've never done before.

As the family settles in, the show transitions into heart-to-heart sessions, where managers and artists share stories, sprinkled with Raya song performances and special duets—making this a celebration of culture, family, and unforgettable bonds.

Date	22 March 2026 (Raya Day 2)
No. of Episodes	120 mins x 1 episode
Day & Time	Sunday, 10:00PM
Cast	TBC
Production Date	
Genre	Entertainment Variety
Sponsorship Opportunities	

astro

Ria



- ALPHA'S SYAWAL SPECIAL

A special Raya variety show created exclusively for Alphanites, celebrating Syawal as a moment of reset, reflection and reconnection.

The show naturally aligns with Alpha's values of family, humility and togetherness.

Rooted in beloved Raya traditions—Salam Raya, Rumah Terbuka and Duit Raya—creating moments that feel natural, familiar and culturally meaningful.

Dreams, Unlocked - "Unlocked" represents more than success:

- Realised dreams
- New doors opening
- New responsibilities ahead

Each Alpha member reflects on how their dreams have evolved since their breakthrough

NEW

ALPHA DREAMS UNLOCKED: SYAWAL BERSAMA

(*Replaces Alpha Hustling for Raya special)

CLIENT
DRIVEN

Synopsis: This is celebratory **Syawal special spin-off** that captures a pivotal first-time moment for Alpha their first Raya spent not just as performers, but as young men stepping into adulthood, responsibility, gratitude, and giving back.

Set against the warmth of Syawal, the programme blends **music, reflection, fan connection, and acts of generosity**, offering audiences an intimate look at Alpha beyond the spotlight. This is not just a performance-driven special it is an emotional milestone, marking a transition from dreaming to understanding what those dreams mean.

Date	23 March 2026
No. of Episodes	1 episode
Day & Time	Monday, 11:00PM
Duration	60-90 mins
Production Date	Sponsorship Cut-off date Mid-February
Cast	Alpha
Genre	Variety Show/ Reality
Sponsorship Opportunities	



THEY WERE VIRAL, NOW WE'RE TRACKING THEM DOWN

Thinker Studios' Award-Winning Mockumentary Returns for Raya Ed.

The Asia award-winning *Jejak Tular* returns with a festive twist, diving into the viral stories and iconic figures that shaped Malaysia's Raya culture — even before the rise of social media. Blending nostalgia, humor, and cinematic storytelling, the show tracks down once-famous personalities who've since faded from the spotlight.

JEJAK TULAR RAYA

Logline: : Jejak Tular, which was the **National Winner** in the **Best Infotainment Programme** category at the **Asian Academy Creative Awards 2024**.

Date	22 March & 29 March 2026
No. of Episodes	2 episodes
Day & Time	Sunday, 4:00PM
Duration	60 mins
Cast	Syafa and Haiqal from Thinker Studios
Production Date	January 2026
Genre	Mockumentary Series
Sponsorship Opportunities	

astro

Ria



LEGENDS LIGHT UP YOUR RAYA

Get ready to time-travel through music in a spectacular retro concert that reunites your favorite **legendary singers from the 70s to the 90s!** This year, Legenda Raya makes its grand return, now airing on Astro Ria — bringing you iconic festive hits, nostalgic vibes, and heartwarming chit-chats that celebrate the golden age of Malaysian music.

LAGENDA RAYA 2026

Logline: Legenda Raya 2026 will be back featuring various celebrities to lighten up your Hari Raya eve

CLIENT
DRIVEN

Date	27 March 2026
No. of Episodes	90 mins x 1 episode
Day & Time	Friday, 10:00PM
Cast	Elly Mazlein and legendary singers
Production Date	Cut-off date extended to Mid-February. Cancel if no client
Genre	Entertainment Variety
Sponsorship Opportunities	

The background is a gradient of dark blue to a lighter blue. It features silhouettes of mosque domes and minarets with crescent moons on top. Several golden lanterns are hanging from the top, some of which are larger and more detailed than others. The overall theme is Islamic architecture and decoration.

RAYA

MOVIES & TELEMovies

LET'S WATCH TOGETHER

TELEMOVIE

Raya Special



TAJUL IS BACK?

Directed by acclaimed storyteller Rashid Sibir, this Raya spin-off builds on its hit 2025 Megadrama legacy with a powerhouse cast—Ezzanie Jasny, Nazim Othman, and Niezam Zaidi—delivering deeper emotional conflict as Tajul escalates the drama by manipulating his own mother to sabotage Arham and Nuha's marriage.

NEW

TELEMOVIE RAYA: DIA BUKAN SYURGA RAYA

Logline: A manipulative son weaponizes his own mother to sabotage a marriage, unraveling a web of deceit, loyalty, and emotional warfare in a family drama where love is tested and intentions are never pure.

Synopsis: Tajul is back at it again; this time he is planning to use Mak Mona (his mother) to make sure the marriage of Arham and Nuha fails. His ultimate plan – making his own mother to hate Arham.

Date	21 March 2026 (Raya Day 1)
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Saturday, 10:00AM
Cast	Nizam Zaidi, Nazim Othman, Ezzany Jasni
Production Date	Post-production
Genre	Family
Sponsorship Opportunities	

LET'S WATCH TOGETHER

TELEMOVIE

Raya Special



A RAYA SPIN OFF TELEMOVIE SPECIAL

A gripping Raya telemovie powered by intense on-screen chemistry and a strong female-led narrative, blending emotional family drama with themes of forgiveness and healing to deliver a festive story that resonates deeply with drama-loving audiences.

NEW

TELEMOVIE RAYA: RUMAH TANPA LUKA RAYA

Logline: Kalsum is upset that Hayyan is released from prison. She had made it her life-effort to imprison Hayyan for the crimes that he had committed. Despite being in her 3rd trimester, she engages legal teams to charge Hayyan, although her husband – Qiuzzi – is against it. Hayyan seeks the service of a shaman to ruin Kalsum's life once and for all.

Date	22 March 2026 (Raya Day 2)
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Sunday, 10:00AM
Cast	Nadhir Nasar, Erysha Emira, Shukri Yahya
Production Date	Post-production
Genre	Family
Sponsorship Opportunities	

LET'S WATCH TOGETHER

TELEMOVIE



HEARTFELT RAYA TELEMOVIE

- **Emotionally Gripping, Family-First Story**

A heartfelt Raya telemovie centered on a mother's unconditional love—deeply resonant and relatable for Malaysian families.

- **Signature Siti Rosmizah Emotional Depth**

Carries the same powerful, tear-jerking storytelling that her Raya specials are known for, appealing to loyal fans who crave meaningful festive dramas.

- **Perfect Fit for Raya Mood**

Sad, reflective stories perform strongly during the festive season—making this a timely, impactful addition to Astro's Raya lineup.

NEW

TELEMOVIE RAYA : KASIHNYA IBU

Logline: Tales of two children of Haljiah who is abusing her due to their shame of being a poor lady's children. Amir – the eldest – marries into a rich family and would later allow his wife to abuse his own mother who is taken in to be the maid.

Date	23 March 2026
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Monday, 10:00AM
Suggested Casts	Jaja Iliyes, Hariz Hamdan
Production Date	Pos-production
Genre	Tear-jerking, Family
Sponsorship Opportunities	

LET'S WATCH TOGETHER

TELEMOVIE



MAGICAL COMEDY

USP

Family-Centric with a Magical Twist - A heartwarming and hilarious take on in-law dynamics, this telemovie blends relatable family tensions with a whimsical fantasy element—perfect for Astro's family-oriented audience.

Fresh Concept with Everyday Relatability - The idea of a magical household product taps into everyday Malaysian life, turning a mundane item into the source of comedy, conflict, and connection—making it instantly engaging and memorable.

Culturally Relevant & Comedy Driven - Set in a Malaysian household with familiar cultural nuances, Magik Fabrik delivers laugh-out-loud moments while subtly exploring themes of respect, manipulation, and familial bonds.

TELEMOVIE RAYA :

OCD- OH CEREWETNYA DATIN

Logline: When three daughters-in-law discover a magical fabric softener that makes their notoriously difficult mother-in-law more agreeable, chaos and comedy ensue as each tries to outwit the others to gain favor, until the magic runs out.

Synopsis: : Maziah, Sherly & Rara are dreading going back home to their in-law – Datin Paduka Zalina who is just plain difficult. However, whilst at the house, they all discovered something magical: a certain fabric softener, when used, could make Datin Paduka less difficult. However, upon discovering it, the fabric softener is limited in amount, and everyone of them now are planning of using it to get their ways with their rich mother-in-law.

Date	24 March 2026
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Tuesday, 10:00AM
Suggested Casts	Qasrina Karim, Nabil Aqil, Zarina Zainuddin, Norkhiriah, Myra Afrina
Production Date	Pos-production
Genre	Drama, Comedy
Sponsorship Opportunities	

astro

Ria

LET'S WATCH TOGETHER

TELEMOVIE

Raya Special



FROM THE PRODUCER OF “KHUNSA”
AND “SERIBU TAHUN”

NEW

TELEMOVIE RAYA: KERIKIL DEPAN PINTU

Logline: After failing to protect his wife from an assault, a gentle husband silently endures her untreated trauma and growing violence, until love, faith, and secrecy push their marriage toward a devastating breaking point during Ramadan.

Synopsis: After a traumatic incident shakes their marriage, a young couple struggles to cope as unresolved fear and silence begin to tear them apart. As Ramadan unfolds, a husband’s quiet endurance is tested when his wife’s emotional breakdown spirals out of control—forcing those around them to intervene before it is too late.

Date	25 March 2026
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Wednesday, 10:00AM
Cast	Amir Ahnaf, Amira Rosli
Production Date	Early February 2026
Genre	Telemovie, Tear-jerking
Sponsorship Opportunities	

astro

Ria

LET'S WATCH TOGETHER

TELEMOVIE

Raya Special



NEW

TELEMOVIE RAYA : RESIPI MAGIS BONDA

Logline: Two young entrepreneurs—one a modernist, the other a traditionalist—decide to merge their food businesses in hopes of expanding. But as their clashing styles spark chaos and chemistry, they soon discover that love might just be the secret ingredient to success.

Synopsis: Tales of two young hearts who runs separate food business now decides to merge their enterprises in order to expand. The merge is a love hate relationship given how different they are. Him a modernist, while she a traditionalist.

Date	26 March 2026
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Thursday, 10AM
Cast	Eyka Farhana, Aniq Suhair
Production Date	Early February 2026
Genre	Telemovie, Tear-jerking
Sponsorship Opportunities	

LET'S WATCH TOGETHER

TELEMOVIE

Raya Special



NEW

TELEMOVIE RAYA : RAYA JUJUR JE

Logline: A doa by an innocent girl leads to a family unable to lie on Aidilfitri which becomes a problem as it's a family of pretentious people.

Synopsis: Lisa is disappointed upon learning that she's not getting the baju raya that was promised to her and that her brother is also not coming back for raya and that they will not be spending raya at kampung but instead at their own house in Kuala Lumpur. This illusion by her family lack of transparency, Lisa make a doa for her family to stop lying leading to chaos as she learn that her family has been hiding their true feelings. What made it worse, the extended family decided to spend the raya at her house leading to a family full of honest banter.

Date	27 March 2026
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Friday, 10AM
Cast	Eyka Farhana, Aniq Suhair
Production Date	Early February 2026
Genre	Telemovie, Tear-jerking
Sponsorship Opportunities	

astro

Ria

LET'S WATCH TOGETHER

TELEMOVIE



Raya Special

NEW

TELEMOVIE RAYA : SEVEN UNTUK SUCI

Logline: A snow-white story of Suci who is tasked in taking care of a Pop musical group Seven.

Synopsis: After being denied her dream by her powerful stepmother, Suci rebuilds her life as the manager of Seven, a once-famous boy band left behind by the industry. As their comeback gains traction, the push to create a solo star threatens to break the group—and the new family she has found—forcing Suci to choose between ambition, revenge, or loyalty,

Date	28 March 2026
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Saturday, 10AM
Cast	ALPHA, Qistina Rania
Production Date	On-going
Genre	Telemovie, Tear-jerking
Sponsorship Opportunities	

astro

Prima

LET'S WATCH TOGETHER

TELEMOVIE



DARI MACHO KE MELETOP!

Outrageous Comedy with a Raya Twist - A laugh-out-loud family comedy that blends supernatural mishaps with relatable marital struggles—perfect for light-hearted Raya viewing.

Star Power Meets Slapstick - With comedic heavyweights like Awie and Zizan leading the cast, Kuih Raya Kangkang promises high-energy performances and unforgettable one-liners that will keep audiences entertained.

Raya Programming That Stands Out - In a sea of tearjerkers, this bold and quirky comedy offers a refreshing alternative—proving that laughter is just as essential as reflection during the festive season.

NEW

TELEMOVIE RAYA: MENTUA PUJAAN (W.T)

Logline: In a desperate attempt to rekindle her husband's affection, Sheryna turns to a Thai bomoh for help. But a translation mishap causes the potion to backfire—transforming her macho man into someone far more flamboyant by the day. Now, she must race against time (and glitter) to reverse the spell before Raya arrives.

Synopsis: Sheryna's attempt to 'soften' the heart of her husband is now at a desperate phase. She has decided to seek the help of a 'bomoh siam' to 'soften his man's up'. However due to translation error in her phone, the potion slowly turns him man into a pondan by the day. Sheryna must now find a way to ensure her husband returns.

Date	21 March 2026 (Raya Day 1)
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Saturday, 3:00PM
Cast	Zizan, Roy Azman , Anna Jobling
Production Date	Post-production
Genre	Comedy
Sponsorship Opportunities	

astro

Prima

LET'S WATCH TOGETHER

TELEMOVIE

Raya Special



NEW STEPS, NEW LIFE

A powerful Raya telemovie led by three acclaimed actresses, *Doa Sang Pendosa* delivers an emotional story of redemption and resilience. Blending socially conscious themes with heartfelt performances, it offers a deeply moving narrative perfect for the reflective spirit of Raya.

NEW

TELEMOVIE RAYA: DOA SANG PENDOSA

Logline: Three women of different ages — ranging from their 40s to 70s — who are repeat offenders at the Narcotic Rehabilitation Centre (Serenti), are making their final attempt at repentance. This Aidilfitri, they vow to turn over a new leaf. However, their personal circumstances make the journey to redemption more difficult than imagined. Maria, Rina, and June have only each other to rely on as they struggle to break free from the destructive path they've been on.

Date	22 March 2026 (Raya Day 2)
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Sunday, 3:00PM
Cast	Fauziah Nawati, Farah Ahmad, Fatimah Abu Bakar
Production Date	Post-production
Genre	Heartwarming/Air Mata
Sponsorship Opportunities	

astro

Prima

TELEMOVIE

Raya Special



NEW

TELEMOVIE RAYA: DIANTARA DUA TAKBIR

Logline: On the eve of Raya, a wife anxiously awaits her husband's return, unaware he died in a tragic crash that morning. As the family struggles to break the news before his body arrives, her haunting visions of him push everyone into an emotional race against time

Synopsis: Farah is suspicious when her husband has not returned home, given that tomorrow is raya. As the husband's family arrive to get ready for the convoy back to their hometown, all the more concerns she gets. Little does she know, her husband is involved in a crash that took his life in the morning. However, due to her health and mental condition, the family is now in a quagmire as they ponder how to break the news to her as she is in a frail state. However, she starts 'seeing' flashbacks of her husbands, prompting her to panic. The family must break the news before the body is delivered to the house.

Date	23 March 2026
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Monday, 3PM
Cast	Nabila Huda, Hisyam Hamid, Dian Pramlee, Shahrul Kamal
Production Date	Post-production
Genre	Comedy
Sponsorship Opportunities	

astro

Prima

TELEMOVIE



A Bold Shift in Fattah Amin's Persona

Fattah Amin steps away from his familiar "anak derhaka" archetype to deliver a more introspective, emotionally nuanced performance that expands his dramatic range.

Emotionally Raw, Visually Poetic

A heartbreaking Raya drama that explores guilt, forgiveness, and broken family ties through powerful performances and haunting, poetic visuals.

A Raya Story That Stays With You

More melancholic than typical festive offerings, Lembayung Jiwa delivers a meaningful, lingering narrative—perfect for Astro's premium drama audience seeking deeper emotional impact.

NEW

TELEMOVIE RAYA: LEMBAYUNG JIWA

Logline: A son haunted by guilt camps outside a mental hospital, hoping to seek forgiveness from the mother he drove to madness, only to discover that redemption may be impossible when the person you hurt is no longer truly there.

Synopsis: The annual 'anak derhaka' Fattah Amin returns, this time as Amri who camps outside of Tanjung Rambutan mental hospital, seeking to meet his deranged mother who refuses to see him. Amri only has one objective which is to seek her forgiveness over everything that he had done that eventually drove her mad. But how does one seek apologies from someone whose no longer 'around'.

Date	24 March 2026
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Tuesday, 3PM
Cast	Fattah Amin, Emma Maembong, Aliza Shahadan
Production Date	Post-production
Genre	Comedy
Sponsorship Opportunities	

astro

Prima

NEW

TELEMOVIE RAYA: SEBATAS WAKTU

Logline: Toha refused to attend school unless he was given a smartphone. Wanting to fulfill her only brother's demand, Thohirah gave in—unaware that her decision would cost her life.

Synopsis: Thohirah, a devoted sister, sacrifices everything to give her brother Toha a chance at a better life through education. But Toha dreams of something else—a smartphone to fit in with his friends. When his obsession drives him to threaten quitting school, Thohirah makes a heartbreaking choice: she buys the phone on instalment, hoping to restore his happiness. On her way home, tragedy strikes, leaving Toha shattered and consumed by guilt. Refusing to touch a phone ever again, he isolates himself from the modern world, until Nia, a caring neighbor, tries to pull him back from the darkness. But healing isn't easy when every ringtone echoes a painful past.



Date	25 March 2026
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Wednesday, 3PM
Cast	Kartina Aziz, Nad Zainal, Shafie Naswip
Production Date	Post-production
Genre	Comedy
Sponsorship Opportunities	

astro

Prima

NEW

TELEMOVIE RAYA: RAYA RUMAH MAMI

Logline: When a Kuala Lumpur girl celebrates Hari Raya for the first time at her husband's family home in Penang, a series of humorous misunderstandings open her eyes to the idea that differences aren't meant to be changed, but understood and celebrated.

Synopsis: Maya, a Kuala Lumpur girl newly married to Akil—a true-blue Penang boy and son of a lively Mami—is about to celebrate Hari Raya for the first time at her husband's family home in Penang. A week before Raya, they return to the village to help with preparations. From the moment they arrive, Mami's house is filled with thick Penang dialects, playful banter from Mami's gang, and a lively atmosphere that leaves Maya feeling out of place. Her attempts to fit in often end in comical misunderstandings, including a kitchen mishap where she misinterprets Mami's instructions, causing a minor chaos.

Date	26 March 2026
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Thursday, 3PM
Cast	Nylea , Che Ta, FaroukHusein
Production Date	Post-production
Genre	Comedy
Sponsorship Opportunities	



astro

Prima

NEW

TELEMOVIE

Raya Special



TELEMOVIE RAYA: LAWAK NAK MATI

Logline : When their comedy partner is diagnosed with cancer, Joe and Jenk plan one last show together—but their new series about facing death unexpectedly becomes a hit, launching a tour that forces the trio to confront life, mortality, and the meaning of laughter in a bittersweet journey

Synopsis: When one of their comedian partner are dying of cancer, Joe & Jenk are hoping to perform one last time, but things takes a positive turn when their new comedy series about dying is well received, leading to the start of a tour. However, as their partner is receiving treatment for cancer, the three of them realise the death, much like life, is something to not take lightly of. This bittersweet comedy will feature our comedians' range of acting and their facets.

Date	27 March 2026
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Friday, 3PM
Cast	Naqiu, Fad Bocey, Sharif Zero
Production Date	Post-production
Genre	Comedy
Sponsorship Opportunities	

astro

Prima

NEW

TELEMOVIE

Raya Special



TELEMOVIE RAYA: 3 ANDARTU CANCEL RAYA

Logline : When their comedy partner is diagnosed with cancer, Joe and Jenk plan one last show together—but their new series about facing death unexpectedly becomes a hit, launching a tour that forces the trio to confront life, mortality, and the meaning of laughter in a bittersweet journey

Synopsis: Eexhausted from always being needed but never included, three single women in their mid-thirties sabotage their village's Hari Raya celebrations. When things spiral out of control, they realise that what they truly wanted was not revenge, but recognition

Date	28 March 2026
No. of Episodes	1 ep x 120 minutes
TX Day & Time	Saturday, 3PM
Cast	Zulin Aziz, Nas Sally, Maryam Durian Kimchi
Production Date	Post-production
Genre	Family
Sponsorship Opportunities	

astro

Ria



HORROR MOVIES

HORROR MOVIES

Logline: Our specially curated movie selection is perfect for families to enjoy when reuniting with their loved ones. Providing a platform to showcase your brand to a wide audience during the festive season.

Date	20 – 22 March 2026
No. of Episodes	3 titles x 120 minutes
TX Day & Time	Friday - Sunday
Title (TBC)	12:00AM 1. HANTU KAK LIMAH 2. TELAGA SURIRAM 3. DON DUKUN
Cast	
Genre	Horror movies
Sponsorship Opportunities	

Blockbuster movies

BLOCKBUSTER MOVIES (TITLES TBC)

Logline: Our specially curated movie selection is perfect for families to enjoy when reuniting with their loved ones. Providing a platform to showcase your brand to a wide audience during the festive season.

Date	23 March - 29 March 2026
No. of Episodes	7 titles x 120 minutes (TBC)
TX Day & Time Title (TBC)	Monday – Sunday 2:00PM <ol style="list-style-type: none"> 1. KELUANG MAN 2. SHERIFF 3. EXPERTS 4. KAHAR: PROJECT HIGH COUNCIL 5. ABANG LONG FADIL 3 6. MAGIK ROMPAK 7. ABAH SAYA UNCLE MIKE
Cast	
Genre	Comedy/Action
Sponsorship Opportunities	

astro

Ria

BOLLYWOOD



BOLLYWOOD MOVIES

Logline: Astro Ria will offer an exciting line up of Bollywood Blockbuster movies with great songs and flamboyant costumes. Providing a platform to showcase your brand to a wide audience during the festive season.

Date	28-29 March, 7-8 April 2026
No. of Episodes	4 titles x 180 minutes
TX Day & Time	5:00PM
Title (TBC)	<ol style="list-style-type: none">1. Devdas2. Kuch Kuch Ho Ta Hai3. Kal Ho Naa Ho4. My Name Is Khan
Cast	
Genre	Musical/ Romance/Comedy
Sponsorship Opportunities	

Panggung Hitam Putih

P.RAMLEE



RAYA SPECIAL: PANGGUNG HITAM PUTIH / P. RAMLEE

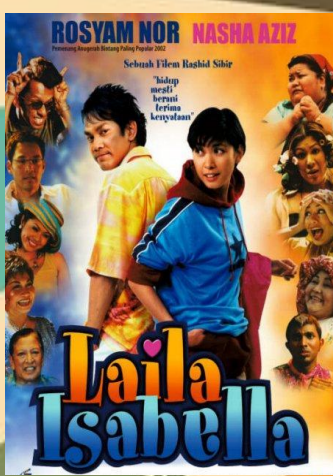
Logline: On-going movie slot on Prima featuring black and white movies from Cathay Keris.

Date	17 March - 3 April 2026 (Strip Daily)
No. of Episodes	14 titles x 120 minutes
TX Day & Time	Monday – Friday, 11:00AM
Title	<ul style="list-style-type: none"> - Tiga Abdul - Pendekar Bujang Lapok - Seniman Bujang Lapok - Madu Tiga - Labu Labi - Anakku Sazali - Anak Bapak - Antara Dua Darjat - Ibu Mertuaku - Keluarga 69 - Do Re Mi - Nasib Do Re Mi - Laksamana Do Re Mi - Semerah Padi
Genre	Black & White Movies
Sponsorship Opportunities	

astro

Prima

Retro Movie

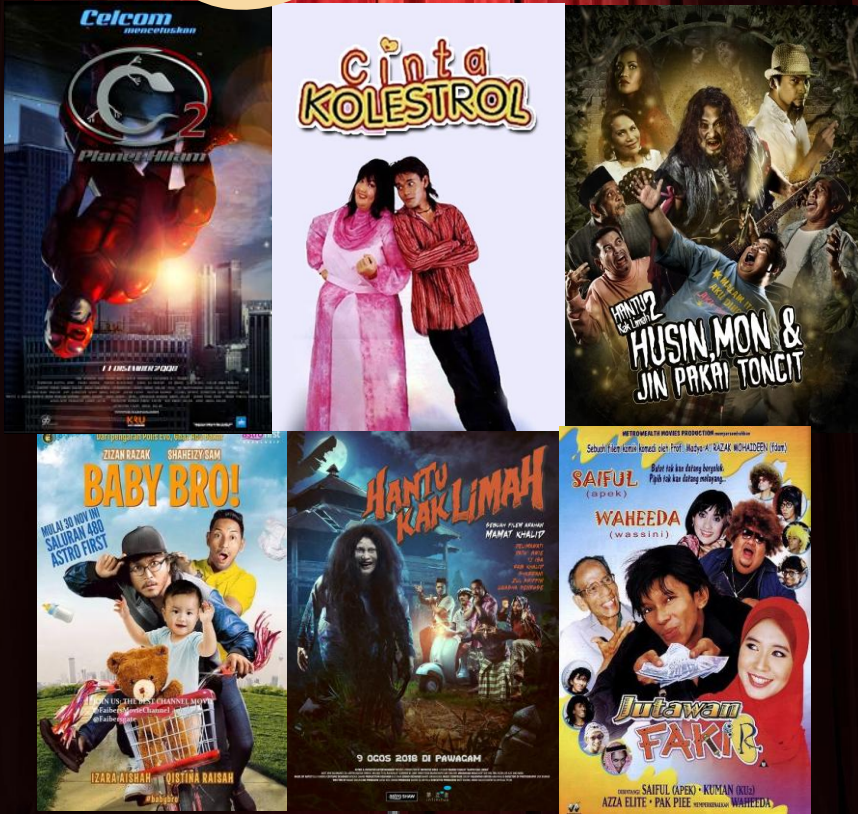


RETRO MOVIE

Logline: Step back in time with a curated selection of retro classics featuring timeless stories, iconic stars, and nostalgic charm. Connect your brand with audiences who love the golden era of cinema and unforgettable memories.

Date	22 March - 12 April 2026
No. of Episodes	4 titles x 120 minutes
TX Day & Time	Every Sunday, 2:00PM
Title	<ul style="list-style-type: none">- Laila Isabella- Cuci The Movie- Ombak Rindu- Azura
Genre	Retro Movies
Sponsorship Opportunities	

COMEDY movies



RAYA SPECIAL: COMEDY MOVIES

Logline: Astro Prima will offer an exciting line up of xxx

Date	24 March - 14 April 2026
No. of Episodes	6 titles x 120 minutes
TX Day & Time	Every Tuesday, 9:05PM
Title (TBC)	<ul style="list-style-type: none"> - Baby Bro - Husin, Mon, Jin Pakai Toncit - Cinta Kolestrol - Cicak Man 2 - Jutawan Fakir - Hantu Kak Limah
Genre	Comedy Movies
Sponsorship Opportunities	

astro

Prima



SERAM MOVIES

RAYA SPECIAL: SERAM MOVIES

Logline: On-going horror movie slot featuring selected Malay Horror movies

Date	26 March - 16 April 2026
No. of Episodes	4 titles x 120 minutes
TX Day & Time	Every Thursday, 10:00PM
Title (TBC)	<ul style="list-style-type: none">- Pontianak Harum Sundal Malam- Munafik- Munafik 2- Pengabdi Setan- Pengabdi Setan 2
Genre	Horror Movies
Sponsorship Opportunities	

astro

Citra



SERAM SABTU

SERAM SABTU

Logline: Horror movie slot featuring selected horror movies from Boo.

Date	21 – 29 March 2026
No. of Episodes	4 titles x 120 minutes
TX Day & Time	Every Saturday & Sunday, 11:00PM
Title TBC	<ol style="list-style-type: none">1. Rasuk2. Pusaka3. Scream (2022)4. Scream VI (2023)
Genre	Horror Movies
Sponsorship Opportunities	

astro

Citra

CITRAVAGANZA RAYA SPECIAL

ENGLISH MOVIES



BEST MOVIES

CITRAVAGANZA RAYA SPECIAL: ENGLISH MOVIES

Logline: Compilation of English movies starring by A-List and award-winning English movie stars.

Date	23 March – 27 March 2026
No. of Episodes	5 titles x 120 minutes
TX Day & Time	Monday – Friday, 11:00PM
Title	<ol style="list-style-type: none">1. Top Gun2. Top Gun Maverick3. Deep Impact4. Mission Impossible5. Mission Impossible - Fallout
Genre	English Curation
Sponsorship Opportunities	

astro

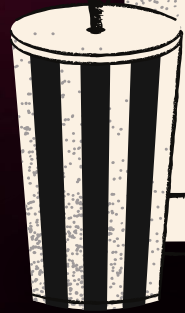
Citra

LET'S WATCH TOGETHER

MOVIE

Local Malay

Starting
28 & 29 | 9
MARCH | PM



RAYA SPECIAL: LOCAL MALAY MOVIES

Logline: Special Malay movies with different genres, featuring well-known casts.

Date	28 March – 29 March 2026
No. of Episodes	2 titles x 120 minutes
TX Day & Time	Saturday & Sunday, 9:00PM
Title	1. Pendekar Awang dan Tok Gajah 2. Air Force The Movie
Genre	Action/ Comedy/ Romance
Sponsorship Opportunities	

astro media solutions

astro
audio

2026

RAMADAN RAYA RADIO OFFERINGS

ERA

ERA
SABAH

ERA
SARAWAK

sinar

Zayna

THR *Gegar*

hitz

mix

Lite





RAMADAN CONTENT CATEGORIES 2026

(CLICK LINK TO CATEGORY PAGE)



FOOD / COOKING

ANNOUNCEMENT / GREETING

ON-GROUND

The background features a dark blue gradient with silhouettes of mosque domes and minarets. Several golden lanterns are hanging from the top, and crescent moons are visible on the minarets.

RAMADAN FOOD / COOKING

CITA RASA RAMADHAN

Campaign Period : wc 23 February – wc 16 March 2026
Duration : 4 weeks
Genre : Cooking Ramadan Recipes
Target Audience : Mass Malay

The Idea:

Ramadhan is coming, in collaboration with Astro Radio (Client can choose which station to anchor) brings you exciting suggestions for recipes and food pairings to celebrate the season.

Client's Integration Opportunities:

"Citarasa Ramadan" Capsules featuring client's branded recipes and food pairings. This will be aired during drive time (between 4 and 5 PM) and repeated at night (between 10 and 11 PM).

There will be 10 variations

- 4 suggestions for berbuka (breaking fast)
- 4 for sahur (pre-dawn meal)
- 2 dessert suggestions.

In addition, we will produce 4 videos (featuring a special dish once a week). These videos will be shared on Station's Facebook page and website, prominently featuring client's products.

"Citarasa Ramadan" will be anchored by Stations's top radio talent, renowned for their engaging and lively personality, ensuring the campaign reaches and resonates with a wide audience.



The background is a dark blue gradient. It features silhouettes of mosque domes and minarets in a lighter blue shade. Several golden lanterns with intricate patterns are hanging from the top. The text is centered in a bold, white, sans-serif font.

RAMADAN RAYA ANNOUNCEMENT / GREETING



ERA™ **ZAYAN**™ **sinar**™ **THR** **Gegar**

THE EARLIEST BREAKFAST SHOW

Campaign Period	: 19 February – 19 March 2026
Duration	: 4 weeks during Ramadan, 4:00 AM – 6:00 AM
Genre	: Sahur show
Target Audience	: Mass Malay

The Idea:

For 4 weeks during Ramadhan month, ERA, SINAR, ZAYAN, & GEGAR will have an early Breakfast show from 4am – 6am; hosted by selected announcers, different from the existing breakfast show. Hosted by selected announcers, distinct from the existing breakfast show team.

Content will be skewed towards Sahur and morning rituals, tailored to the Malay brands. Expect meaningful discussions around Ramadan routines, spiritual insights, and community activities relevant to the Sahur period.

Client's Integration Opportunities:

A daily talkset (before Sahur time) will highlight the benefits of the client's drink. This key slot ensures visibility at the right moment, right before Sahur, to engage listeners when they're preparing for the meal. There will be three talksets per hour, and an additional teaser break (featuring client credit) that builds anticipation for the content.

Weekly Rewinds:

Catch up with the best moments from the week! There will be weekly updates where listeners can enjoy key highlights and rewinds from the show, giving more exposure to the client's message.



BERBUKA ALERT

Campaign Period : 19 February – 19 March 2026
Duration : 29 days
Genre : Buka Puasa Announcement
Target Audience : Mass Malay

The Idea:

During the fasting month, Waktu Berbuka coincides with the evening call to prayer. This will inform Muslim listeners that it is time to break their fast.

The Berbuka Alert plays just before Maghrib call to prayer. This feature will air during the whole of Ramadhan, from Monday to Sunday.

Client’s Integration Opportunities:

This message will carry CLIENT brand name, plus an appropriate sales message, for example:

“15 sec client commercial” followed by.

Sekarang telah masuk waktu solat fardhu Maghrib, dan waktu berbuka puasa bagi Kuala Lumpur & kawasan yang sewaktu dengannya. Sinar & CLIENT mengucapkan selamat berbuka puasa.

Client will be featured in the recorded intro throughout the fasting month.

SAHUR ALERTS



ERA™ **ERA**™ **ERA**™ **sinar**™ **THR** **Gegar** **Zayaa**™
SABAH SARAWAK

SAHUR ALERTS

Campaign Period : 19 February – 19 March 2025
Duration : 29 days
Genre : Sahur Alert
Target Audience : Mass Malay

The Idea:

During the fasting month, the [station] will inform Muslim listeners when their fast starts daily.

The **Waktu Sahur Alert** plays approximately 15 minutes before Azan Subuh. This feature will air during the whole of Ramadhan, from Monday to Sunday.

Client's Integration Opportunities:

This message will carry CLIENT brand name, plus an appropriate sales message, for example:

Timing : 5.15am

“10 minit lagi untuk waktu imsak bagi seluruh Pantai timur. Dapatkan tenaga sepanjang hari dengan secawan susu. Lazz Susu Kambing, Yakini Khasiat Semulajadi. Gegar & CLIENT mengucapkan Selamat Berpuasa”
Followed by 15 sec client commercial.

Client will be featured in the recorded intro throughout the fasting month.

WAKTU IMSAK DAN BERBUKA 2026

Campaign Period : 19 February – 19 March 2026
Duration : 29 days
Genre : Waktu Imsak & Berbuka Announcement
Target Audience : Mass Malay

The Idea:

During the holy month of Ramadhan, **Waktu Imsak** and **Waktu Berbuka** will inform Muslim listeners when their fast begins and ends daily.

The **Waktu Imsak** feature plays twice – once the night before and again around 10 to 15 minutes before the actual Imsak timing (normally around 5.00-5.30am); and the **Waktu Berbuka** feature plays between 6.30-7.00pm. This feature will air during the whole of Ramadhan, from Monday to Sunday.

Client's Integration Opportunities:

[Client] will be featured in the recorded promos, and in the recorded outros throughout the fasting month.



ERA™ **ERA**™ **ERA**™ **sinar**™ **THR** **Gegar** **Zayya** 
SABAH SARAWAK

TAKBIR RAYA 2026

Campaign Period : RAYA eve to Raya (Before Solat Aidilfitri)
Duration : 1 day
Genre : Reminder before Raya
Target Audience : Mass Malay

The Idea:

While Hari Raya doesn't feel complete without the melodious Takbir Raya echoing in the eve and early morning of Aidilfitri, it signifies more than just mere vibes. Takbir Raya is to proclaim the greatness of Allah s.w.t. in gratitude for guiding us and allowing us to complete the blessed month of Ramadan.

We will run 10x of Tadbir Raya from 8.30pm till 8.00am on Raya eve till Raya day (before Solat Aidilfitri) on ALL Malay Brands on Astro Audio.

Client's Integration Opportunities:

[Client] will be featured in the recorded intro and commercial tag after the intro on Raya eve till early morning of Raya (Before Solat Aidilfitri).





KHUTBAH AIDILFITRI

ERA™ ERA™ ERA™ SABAH SARAWAK sinar™ THR Gegar Zayaa

KHUTBAH AIDILFITRI 2026

Campaign Period : 1 SYAWAL
Duration : 1 day
Genre : Praying for 1 Syawal
Target Audience : Mass Malay

The Idea:

There will always be a certain few who cannot make it in time for Aidilfitri prayers on the morning of *Hari Raya* due to work commitments or still stuck in traffic on the way back to *kampung*.

We would like to give them the opportunity to hear **Khutbah Aidilfitri** via radio from wherever they may be.

It will be read by an *Ustaz* from the Federal Territory Religious Department (JAWI).

Client's Integration Opportunities:

[Client] will be featured in the recorded intro & outro on the 1st Syawal.



FESTIVE GREETINGS

Campaign Period	: 19 February – 17 April 2026 (Ramadhan & Raya Period)
Duration	: 3 to 5 days
Genre	: ON AIR Greetings
Target Audience	: Mass Malay / Chinese / Indian

The Idea:

For every festival, we are offering CLIENT an opportunity to take advantage of the increased road traffic.

Client's Integration Opportunities:

The messaging can tie in with client's product/service without force-fitting. The messaging will be SLIGHTLY different based on the stations.

This is a high repetition for brand with a brand-related call to action.



The background features a gradient from dark blue at the top to a lighter blue at the bottom. Silhouettes of mosque domes and minarets are visible, with crescent moons on top. Several golden lanterns are hanging from the top, some larger and more detailed than others.

RAMADAN RAYA ON GROUND

TAZKIRAH SEBELUM BERBUKA

Campaign Period	: 19 February – 19 March 2026
Duration	: 3 weeks
Genre	: Tazkirah Sebelum Berpuasa on ground
Target Audience	: Mass Malay

The Idea:

During Ramadan, the most anticipated time is iftar, often celebrated with family and community gatherings. Additionally, many Muslims attend religious or motivational talks.

ERA, SINAR, GEGAR, and ZAYAN aim to combine these two elements into one event, fostering relationships between brands and consumers. The open-concept gathering will take place at Dataran Kuantan for GEGAR, with **200 listeners** receiving free drinks and food vouchers for berbuka.

An hour and a half before iftar, a customized stage truck will arrive at the venue, with the event hosted by announcers and featuring a religious talk by a well-known Ustaz.

In Klang Valley, ERA, SINAR, and ZAYAN will host one event per weekend, while GEGAR will hold a standalone event on the East Coast.





ERA™ **ERA**™ **ERA**™ **sinar**™ **Gegar**™ **ZAYAN**™
SABAH SARAWAK

BUBUR LAMBUK BERSAMA...

Campaign Period : 19 February – 19 March 2026
Duration : 3 weeks
Genre : Bubur Lambuk on-ground
Target Audience : Mass Malay

The Idea:

Bubur Lambuk is very common among the Malay community, and it is one of the many famous dishes preferred by Muslims as their “buka puasa” dish.

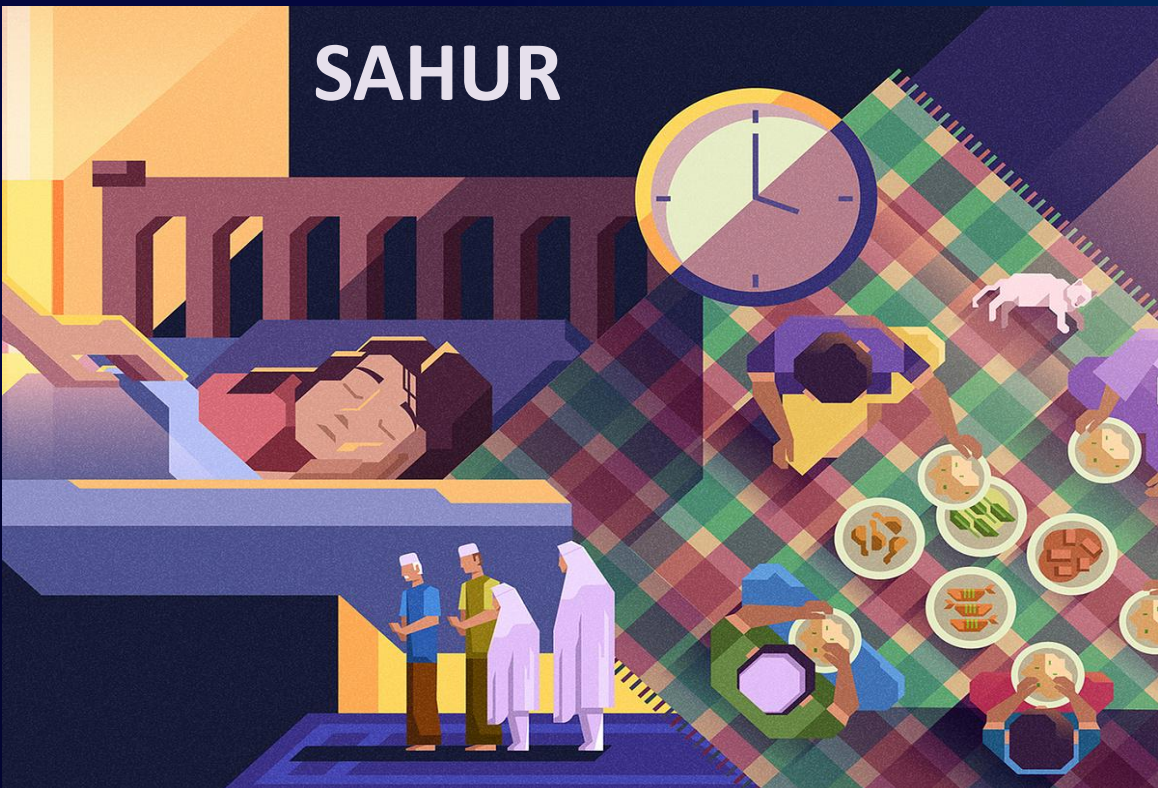
It is very delicious and light consumption therefore, ERA / SINAR / GEGAR / ZAYAN would like to take this opportunity to give away free Bubur Lambuk to the consumers during Ramadhan.

All they got to do is to come to the selected venue and they can get the Bubur Lambuk for FREE! Client branding will be on the Bubur Lambuk packaging.

Client’s Integration Opportunities:

For client, they will enjoy visible branding on ground as well as on the Bubur Lambuk packaging (sticker). Client credit in the recorded promos and live liners on air. Plus, client will be highlighted on our digital platform via Facebook & Instagram.

SAHUR



ERA™ ERA™ ERA™ Sinar
SABAH SARAWAK
hitz mix™ Lite THR Gegar Zayaa™

SAHUR

Campaign Period : 19 February – 19 March 2026
Duration : 3 weeks
Genre : On-ground Sahur Visit
Target Audience : Mass Malay

The Idea:

During Ramadan, the Sahur meal is an important part of the Ramadan practice. Station is inviting clients to join in Sahur campaign, where selected station personalities will visit the winner's house and "bersahur" with them.

For listeners to participate in this event, station will drive listeners to go to the station's website and tell why they would like the station to bersahur with them.

The most creative slogan will get a visit from station and client during "Sahur" and receive a client's hamper.

Client's Integration Opportunities:

To support this event, station together with client will run capsules to talk about the different types of sahur meals that help to energise oneself and families. Content can be adjusted based on client's brief.

Proposed visitation time: 4.30am – 5.50am (subject to winner's availability and also Prayer time).

BERBUKA PUASA

ERA™ **ERA**™ **ERA**™ **sinar**
SABAH SARAWAK
hitz mix™ **Lite**™ **THR** **Gegar** **ZAYAN**™

BERBUKA PUASA

Campaign Period : 19 February – 19 March 2026
Duration : 4 weeks
Genre : Buka Puasa Event
Target Audience : Mass Malay

The Idea:

In conjunction with the holy month of Ramadhan, ERA PM / ERA Sabah / ERA Sarawak / SINAR / GEGAR / HITZ / MIX / LITE / ZAYAN would like to invite listeners to 'berbuka puasa' together in selected locations.

Starting first week of Ramadhan, on every Saturday or Sunday, the station can organize a 'buka puasa' event with the listeners which will be hosted by selected announcers.

Campaign Mechanics:

Listeners can join the event by being the first caller through after the sonic trigger, answer simple questions regarding the station or client to win 4 invites to the 'buka puasa' event; plus RM150 cash or hampers (from client).

BAZAAR RAMADHAN

Campaign Period : 19 February – 19 March 2026
Duration : 4 weeks
Genre : On ground Bazaar
Target Audience : Mass Malay

The Idea:

In conjunction with the holy month of Ramadhan, [stations] would like to create a direct connection between Client with the end users during the crosses at Bazaar Ramadhan in Klang Valley (Kelantan for GEGAR)

Client's Integration Opportunities:

By giving out the products, end users will get the chance to enjoy it during their Buka Puasa meals. And also increase brand recall for the product during the Festive season. At selected location, the ground crosses will be joined by station announcers.



RAYA HOUSE HOPPING



ERA Sinar THR Gegar ZAYAA hitz mix Lite

RAYA HOUSE HOPPING

Campaign Period : w/c 23 March – w/c 13 April 2026
Duration : 3 weeks
Genre : On-ground Raya Visit
Target Audience : Mass Malay

The Idea:

During 'Raya', [station]'s team will visit listeners open house together with (client)!

Campaign Mechanics:

Listeners to submit on station's website and tell why they want us to visit their Raya Open House! The most creative slogan will get a chance to have [station]'s team on their Raya Open House!

The 5 entries with the most creative slogan will be selected and get RM400 duit raya and a chance to station's team visiting their open house!

RUMAH TERBUKA 2026

Campaign Period : w/c 31 March – w/c 21 April 2025
Duration : 3 weeks
Genre : Raya Open House On-Ground
Target Audience : Mass Malay

The Idea:

Join our radio announcers this year at our “Rumah Terbuka” (Raya Open House) this Hari Raya to celebrate the wonderful festival specially brought to you by STATION & [CLIENT].

Client’s Integration Opportunities:

Station will run online contest to get invites to Rumah Terbuka, STATION & [CLIENT].

Campaign Mechanics:

- Listeners need to submit their entries on station’s website and tell us why they want to join the open house.
- They will also need to answer one client based question (client to provide). The most correct answer with best slogan will win.
- Stations will select the best few winners and put them on air to share what they enjoy about the Ramadhan / Raya season.
- Each winner will get 4 exclusive invites to the Rumah Terbuka [Station] & [CLIENT] plus “Duit Raya”!
- On the event day, all the winners and guests will get a chance to meet all the station’s announcers for an enjoyable Rumah Terbuka with [CLIENT] and [Station]’s team.

*Date & Venue - TBC

RUMAH TERBUKA 2026



The background is a gradient of dark blue to a lighter blue. It features silhouettes of mosque domes and minarets with crescent moons on top. Several golden lanterns are hanging from the top, some of which are larger and more detailed than others.

RAMADAN RAYA

DUIT RAYA / RAYA GIFT GIVEAWAY

DUIT RAYA / RAYA GIFT GIVEAWAY

Campaign Period : wc 16 February – wc 6 April 2026
Duration : 1 week
Genre : Contest
Target Audience : Mass Malay

The Idea:

Simple On air contest on ERA / SINAR / GEGAR / ZAYAN to giveaway duit raya / Raya gift.



DUIT RAYA / RAYA GIFT GIVEAWAY

ERA™ **ZAYAN**™ **sinar**™ **THR Gegar**



2026 RAMADAN RAYA DIGITAL OFFERINGS



The logo for GEM PAK is a red speech bubble with the words "GEM" and "PAK" stacked vertically in yellow, bold, sans-serif capital letters. A small yellow crescent moon and star symbol is positioned to the right of the word "PAK".

**GEM
PAK**

The main title is written in large, white, bold, sans-serif capital letters, centered on the page. The text is arranged in four lines: "RAMADAN", "DIGITAL OFFERINGS", "TALK SHOW / TRAVELOGUE /", and "COOKING SHOW". The background features a dark blue gradient with silhouettes of mosque domes and minarets, and several golden hanging lanterns (fanoos) of various sizes and designs. The overall aesthetic is clean and modern, with a strong cultural and religious theme.

**RAMADAN
DIGITAL OFFERINGS
TALK SHOW / TRAVELOGUE /
COOKING SHOW**



**A FRESH CONCEPT, INSPIRING,
UPLIFTING, AND JOYFULLY BOLD**

The live audience response during the last RaRa season was fantastic, so we're keeping it going. This time, we're adding a twist — combining the talk show format with fun activities based on the guest's favorite hobbies to make the experience even more engaging.

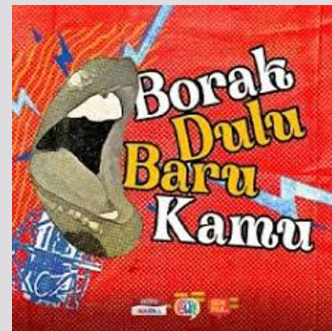
Proposed Guest: Adam Qorie, Michael Ang, Nora Danish, Chew Kin Wah

Previous Epi Reference: <https://www.youtube.com/watch?v=qGQQyZUEGis>

BORAK DULU BARU KAMU S2 RAMADAN SPECIAL

Logline: After seeing how great the live audience was during the last Rara season, we think it's a good idea to keep it going. This time, though, we're mixing things up by combining the talkshow with some fun—like doing one of the guest's favorite activities to make the experience even more enjoyable.

Date	TBC
No. of Episodes	2eps x 60 minutes
TX Day & Time	Starting Friday 3rd week of Ramadan
Title	Borak Dulu Baru Kamu Ramadan Special S2
Genre	Talkshow / Podcast
Sponsorship Opportunities	Chair, Drinks, Food & Beverages, Telco, Men's Care Products



2022	2023	2024	Total Digital Views
24,078,490	9,454,995	14,312,116	47,845,601



RAMADAN VIBES, VIRAL STORIES

Motif Trending blends viral digital culture with real-life stories, making it highly relatable and shareable. With its upcoming Ramadan twist, it adds emotional depth and spiritual relevance — making it the perfect platform for brands to connect with audiences in a meaningful, culturally resonant way.

Previous Eps:

<https://youtu.be/SpVDjWahLJg?si=8P2Ai9U-ua4LAUm1>

MOTIF TRENDING S5 RAMADAN SPECIAL

Logline: “Motif Trending” is a show that highlights viral and trending digital content. This season, we're adding a meaningful twist — exploring spiritual and religious insights related to Ramadan, while keeping the content fresh and relevant.

Date	TBC
No. of Episodes	2eps x 30 minutes
TX Day & Time	TBC
Title	Motif Trending S5 Ramadan Special
Genre	Talkshow / Podcast
Sponsorship Opportunities	Chair, Drinks, Food & Beverages, Telco, Men's Care Products

Total Digital Views

20,420,369



THE INTERSECTION OF AL-QURAN, CULTURE, AND ART

The rhythm in Quranic recitation is one of the arts that not everyone is well-versed or skilled in, yet it's a fascinating subject to explore. In *Hype Hafiz* Season 4, the recitation of the Quran, its content and meaning, as well as the way it is melodically delivered, form the core of the show's narrative.

Previous Eps:

<https://youtu.be/SpVDjWahLJg?si=8P2Ai9U-ua4LAUm1>

HYPE HAFIZ S4

Logline: Qawiyaro, an influencer and Hafiz of the Al-Quran known for his public Quran recitation challenges, will once again be tested by verses chosen by the public—but this time, he will go beyond Kuala Lumpur to explore the deeper connection between culture and the Quran.

Date	TBC
No. of Episodes	8eps x 10 minutes 2eps x 30 minutes
TX Day & Time	2X per week
Title	HYPE HAFIZ S4 Ngaji Quran di Jalanan
Genre	Social Experiment / Travelogue
Sponsorship Opportunities	Drinks, Food & Beverages, Telco, Men's Care Products

Total Digital Views

6,019,124

GEM PAK



FEATURING FAN-FAVOURITE TALENTS FROM THE RARA SERIES



Sample Product Placement

Previous Eps:

<https://youtu.be/SpVDjWahLJg?si=8P2Ai9U-ua4LAUm1>

SAYANG AJAR MASAK S3

Logline: This beloved light-hearted cooking show is back with a fresh twist, pairing local celebrities with unexpected kitchen mentors for a laughter, and heartwarming moments. This season, the twist gets even more exciting: celebrities attempt to recreate their loved ones' favorite **Ramadan buka puasa dishes** — but they can't see each other while cooking! Expect kitchen chaos, laugh-out-loud moments, and sweet surprises in every episode. It's cooking but make it *Sayang*.

Date	TBC
No. of Episodes	4 eps X 30 minutes
TX Day & Time	TBC
Title	Sayang Ajar Masak S3
Genre	Cooking Show/Variety
Sponsorship Opportunities	Food Brands, Kitchen Appliance, Supermarket/Retailer, Online Grocery Platform, Fridge or any Kitchen

Total Digital Views

5,196,839

The logo for GEM PAK, featuring the words "GEM" and "PAK" stacked vertically in a bold, yellow, sans-serif font. The text is contained within a red speech bubble shape with a white outline and a small white lightning bolt-like tail at the bottom. The background of the entire image is a dark blue gradient with silhouettes of mosque domes and minarets, and several golden hanging lanterns (fajras) of various sizes.

RAYA

DIGITAL OFFERINGS

TALK SHOW / TRAVELOGUE /

COOKING SHOW / DRAMA

**GEM
PAK**

A FRESH CONCEPT, INSPIRING, UPLIFTING, AND JOYFULLY BOLD

The live audience response during the last RaRa season was fantastic, so we're keeping it going. This time, we're adding a twist — combining the talk show format with fun activities based on the guest's favorite hobbies to make the experience even more engaging

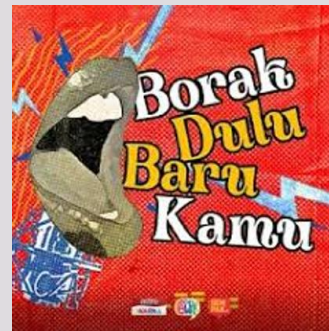
Previous Eps:

<https://youtu.be/SpVDjWahLJg?si=72d3COcvRcSBG0cw>

BORAK DULU BARU KAMU RAYA

Logline: Join Malaysia's rising digital host UBAI MZ in a rather 'different' talk show, interviewing actors, comedians, athletes, and influencers! Unquestionably and effortlessly funny with humors stories from the beginning to the end!

Date	TBC
No. of Episodes	2eps x 60 minutes
TX Day & Time	TBC
Title	Borak Dulu Baru Kamu Raya Lah Yeah
Genre	Talkshow / Podcast
Sponsorship Opportunities	Chair, Drinks, Food & Beverages, Telco, Men's Care Products



2022	2023	2024	Total Digital Views
24,078,490	9,454,995	14,312,116	47,845,601



COOKING SHOW WITH BIDUANITA

In *Dapur Irama Siti*, Dato' Sri Siti Nurhaliza welcomes viewers into her kitchen for an intimate blend of traditional Malaysian cooking, soulful storytelling, and musical interludes. Each episode is a sensory experience — where every dish carries a rhythm, and every recipe tells a story.

DAPUR IRAMA SITI

Logline: Join our Malaysia's Biduanita Dato' Sri Siti Nurhaliza as she shares her favorite recipes, stories, and flavors that bring family and tradition to the table.

Date	TBC
No. of Episodes	5 eps X 30 minutes
TX Day & Time	TBC
Title	DAPUR IRAMA SITI
Genre	Cooking Show/Variety
Sponsorship Opportunities	Food Brands, Kitchen Appliance, Supermarket/Retailer, Online Grocery Platform, Fridge or any Kitchen



RANGE ANXIETY? WATCH THEM SURVIVE!

Along the way, they face challenges like finding charging stations, dealing with range anxiety, and navigating tough terrain. Viewers will see how they overcome these with smart solutions—and realize that traveling with an EV isn't as hard as they thought. In fact, it's surprisingly fun!

Previous Eps:
<https://youtu.be/SpVDjWahLJg?si=8P2Ai9U-ua4LAUm1>

TRAVEL EV BALIK KAMPUNG

Logline: 3 influencers will travel to a 'Kampung' to celebrate Ramadan but the travel experience will be something new for them as they will be heading there using an electric car. During their journey, they will stop at several charging ports and complete the wishlist they've been given.

Date	TBC
No. of Episodes	5 ep x 30 mins
TX Day & Time	TBC
Title	Travel Balik Kampung
Genre	Travelogue/Reality Show
Sponsorship Opportunities	EV Car, EV Charger Provider, Clothing Brand, Telco, Skincare

Total Digital Views

4,548,466



Fresh off a messy, high-profile divorce, powerful CEO Diana is left with a penthouse, a reputation, and a deep emptiness. Seeking control over her life again, she joins an exclusive gym — and meets Danial, a warm, optimistic trainer with a gift for breaking down walls.

What starts as workouts and small talk soon turns into something deeper, challenging everything Diana thought she wanted. Their growing bond sparks gossip and risks both their worlds — but could it also be the real thing?

The Weight Between Us is a slow-burn romance about rediscovery, desire, and taking a chance on the unexpected.

THE WEIGHT BETWEEN US (TBC)

Logline: After a messy divorce, a lonely CEO begins personal training and finds herself drawn to a younger, optimistic trainer chasing his own dreams. Their chemistry is undeniable — but so are the consequences of crossing professional boundaries.

Date	TBC
No. of Episodes	30 eps X 3-4 minutes
TX Day & Time	TBC
Title	The Weight Between Us *title TBC
Genre	Vertical Drama
Sponsorship Opportunities	VIDA C Telco, Fashion, Beauty & Luxury

Terms & Conditions

Validity:

- Spots utilization period: -
 - Ramadan & Raya Rate Card Period: 19 February – 5 April 2026
 - Ramadan: 19 February 2026
 - First Day of Hari Raya: 20 March 2026
- * **Date above is subject to confirmation by JAKIM**
- The package must be booked as is, with no changes or replacement to any entitlements. All inclusions are fixed and cannot be modified.
- Each package is designated for ONE (1) product/brand only. No sharing of product/brand is allowed.
- All spots must be booked under one (1) media order.
- The above package is non-cancellable and non-transferable. A 100% surcharge will be imposed upon any cancellation.

Pricing & Taxes:

- All prices are exclusive of Government Tax and are subject to an 8% Service Tax, if applicable.
- The investment cost is subject to production cost(s), such as LPF cert application fees, voice-over talent charges, etc. These costs shall be advised by Astro in accordance with campaign brief.

Product Category Barring refers to the prohibition of competitor sponsorship within a designated sponsored product category. Under this clause:

- Competitors are prohibited from sponsoring or purchasing advertising spots in proximity to the specific sponsored programme.
- This prohibition is not applicable to audience-buy advertising, such as Addressable Ads, which are determined based on audience segments and not on the specific programming.

Package Entitlements:

- Digital entitlements are subject to change. In particular, if no campaign goes live within three (3) months from the date of signing off the media booking, Astro reserves the absolute right to revise the digital entitlement and/or pricing in accordance with the prevailing rate. Astro will notify you of any such changes, if applicable, in the updated schedule.

Utilization of Package Entitlements:

- All package entitlements must be fully utilized within three (3) months from the date of first broadcast of the advertiser's advertisement material or within the TX period, whichever applies. This is subject to an extension granted by Astro, in its sole discretion.
- In the event of any rescheduling of the original booking, the Client must use the digital entitlements within three (3) months after the last date of the campaign ("Deadline"), failing which any unutilized digital entitlements shall be automatically forfeited, and the Client shall be deemed to have waived the right to use the unutilized digital entitlements. Upon expiry of the Deadline, Astro shall have no obligation to accept any bookings or deliver any Deliverables related to the unutilized digital entitlements. No extension of the Deadline shall be permitted unless otherwise agreed upon by Astro in writing.

Scheduling and Availability:

- All TVC spots are scheduled at Astro's discretion and are subject to airtime availability.
- Astro reserves the right to block certain dates and/or special programming (e.g. Festive, Key Signature Programme, etc.).

Confidentiality & Other Provisions:

- 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 package is subject to the general terms and conditions for the provision of airtime, which can be found at www.astromedia.com.my



Thank You