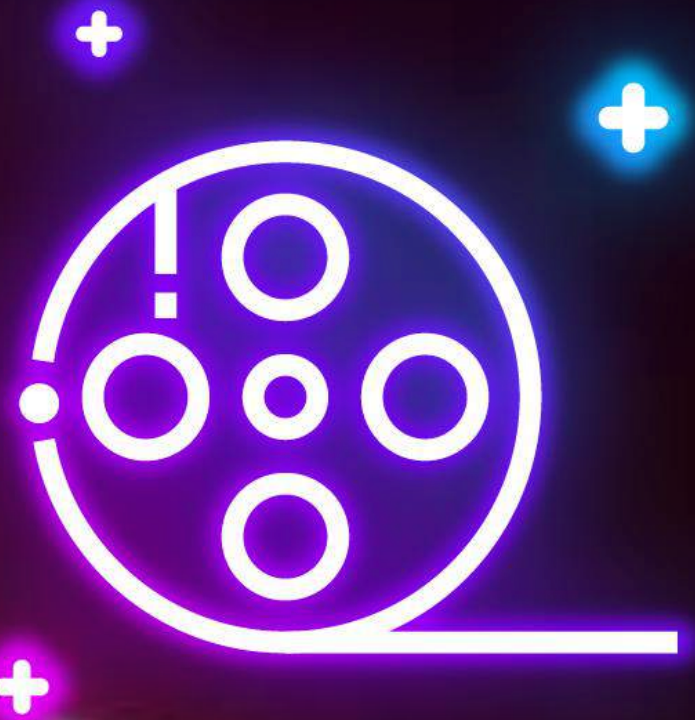




astro media
solutions

P R O M P T 4 G R O W T H

**Capture Attention,
Win Hearts**



The Biggest Scenes. The Biggest Stories.

Astro is already winning where it matters most – on TV.

With stories that Malaysians choose, love and come back to.



From living room to mobile micro-moments,

Astro's Drama Powerhouse goes beyond!



COMMUNITY

(who are our drama loyalists)



25.5mil

Reach



733mil

Views



CONVERSATION

(Engagement & social buzz)



>325mil

Likes, Comments, Shares!

CATALYST

(turn drama into brand outcomes – through visibility)



Influence



Impact



85% of digital ads
receive less than 2.5 seconds of active attention

The battle for attention is real



“Not Another Ad” Syndrome

Ad fatigue and interruption by trigger resistance



Everywhere, Yet Inconsistent

Too many platforms but not one story



Brands Blend In

Same formats, same claims and same outcome

Attention is still there.
But audiences are more selective about
what they give time to.

**How do brands earn
attention, and not
interruption?**



The sooka logo is displayed in white lowercase letters with a colorful multi-colored dot above the letter 'o'.

Astro Drama Powerhouse



Micro-drama Engine

Our foundation remains as Malaysia's drama powerhouse.

Micro-drama is an extension of our storytelling, penetrating into this scrollable world.

30 DAYS FREE TRIAL
PROMO CODE

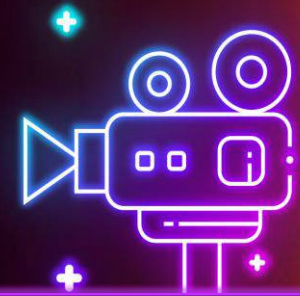
SOOKA4GROWTH





Click image to
watch on YouTube

Micro-drama; turns scroll into attention



01

>44%

Video viewers have watched a micro-drama online!

02

1-3

mins per episode,
designed for smartphone usage

03

~60%

of viewers have high
willingness to pay!

04

6.2x

Y-O-Y increase in short drama
apps downloads



ORIGINALS



Freshly crafted stories with brand-new ideas, concepts and scripts.



REMAKES

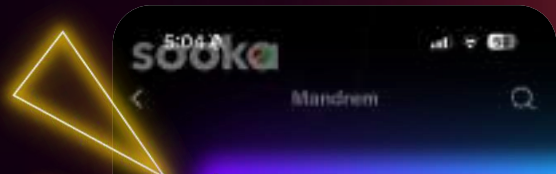


Adaptation of iconic dramas with a fresh perspective and modern twist.



- New Titles Released Monthly
- End to end in less than 8 weeks

A success story where we turned short episodes with strong hooks, into massive reach



More than **400,000** views!



Key Microdrama Story Lanes

designed for distinct audience needs and content demands

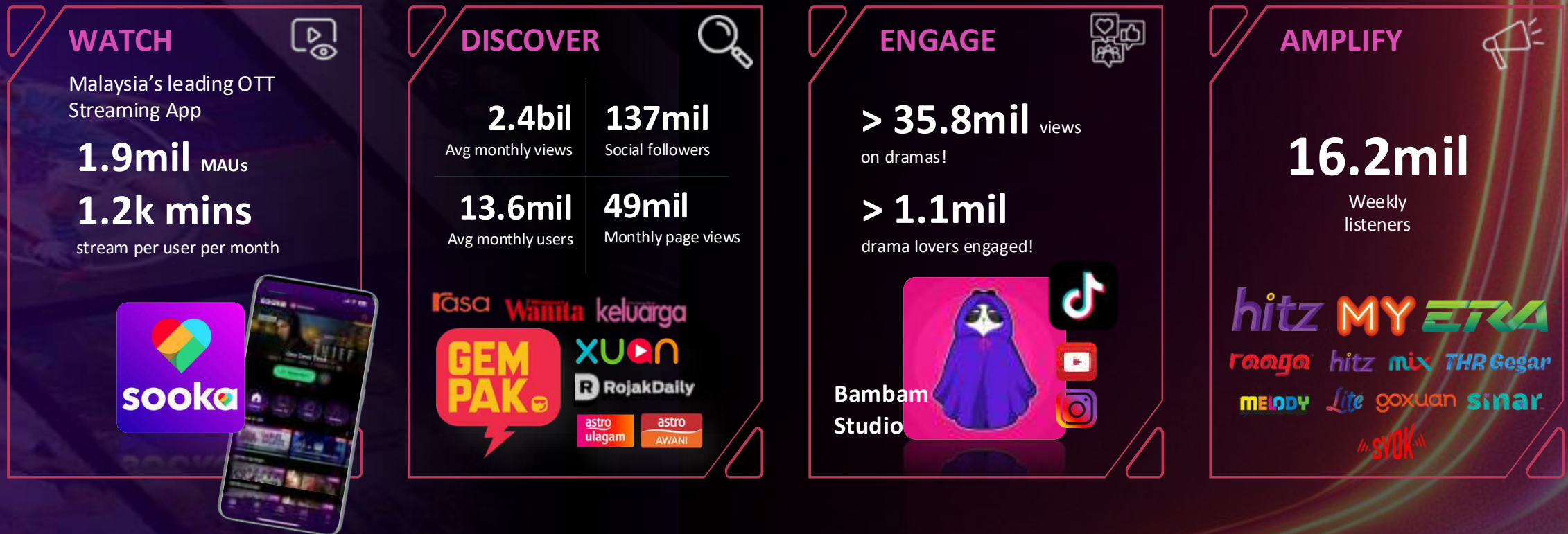
**Youth,
Identity,
Relationships**

**Family,
Parenthood,
Everyday Care**

**Life
Progress,
Aspirations**

**Modern Living,
Social Culture**

Astro's ecosystem provides scale – across screens, platforms and communities



Pricing and Partnership Packages



Badge & Boost

- 10x episodes of branding opportunities
- Free episode releases on socials (across platforms)
- Promotional and branding activities for amplification:



From RM60,000

In-Scene

- 20x episodes of product integration & branding opportunities
- Free episode releases on socials (across platforms)
- Promotional and branding activities for amplification:

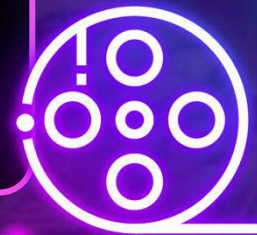


From RM150,000

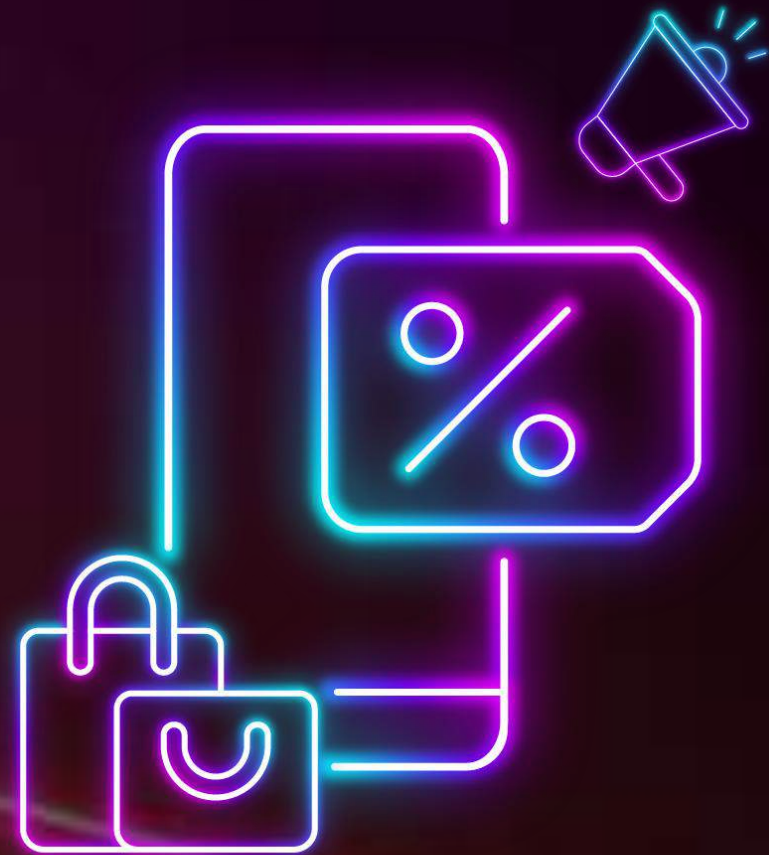
Customisation Bespoke

- Fully customised microdrama partnership
- Story and brand integrations tailored according to brand goals
- Custom-built storytelling solution

Upon Request



Pop Culture Commerce



Shopper Insights



Audience Truth

Celebrity Culture



Relatability & Emotions



Live Shows Domination



Over-index Categories



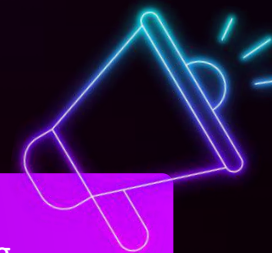
Solution

Celebrity Driven, Personality-led Selling

**A blend of:
Lifestyle + Humour + Entertainment**

Not Your Ordinary Market Place Style Hard Selling

Perfect Fit for Malay Priorities



Turning Celebrity Affinity into Purchase Intent

Rooted in Culture

Powered by Celebrities

Built for Commerce

Distribution @ Scale

BARANG YOUR
ARTIS SUKA, TAPI
TAK PERNAH ENDORSE!

This is not your ordinary “endorsement”



It is the most-used products and brands amongst our celebrities

MeleTOP™ Pilihan Selebriti



Endorse



Inform



Convert

Implementation of full funnel approach

Malaysia's most-watched & most followed platform!

MeleTOP™



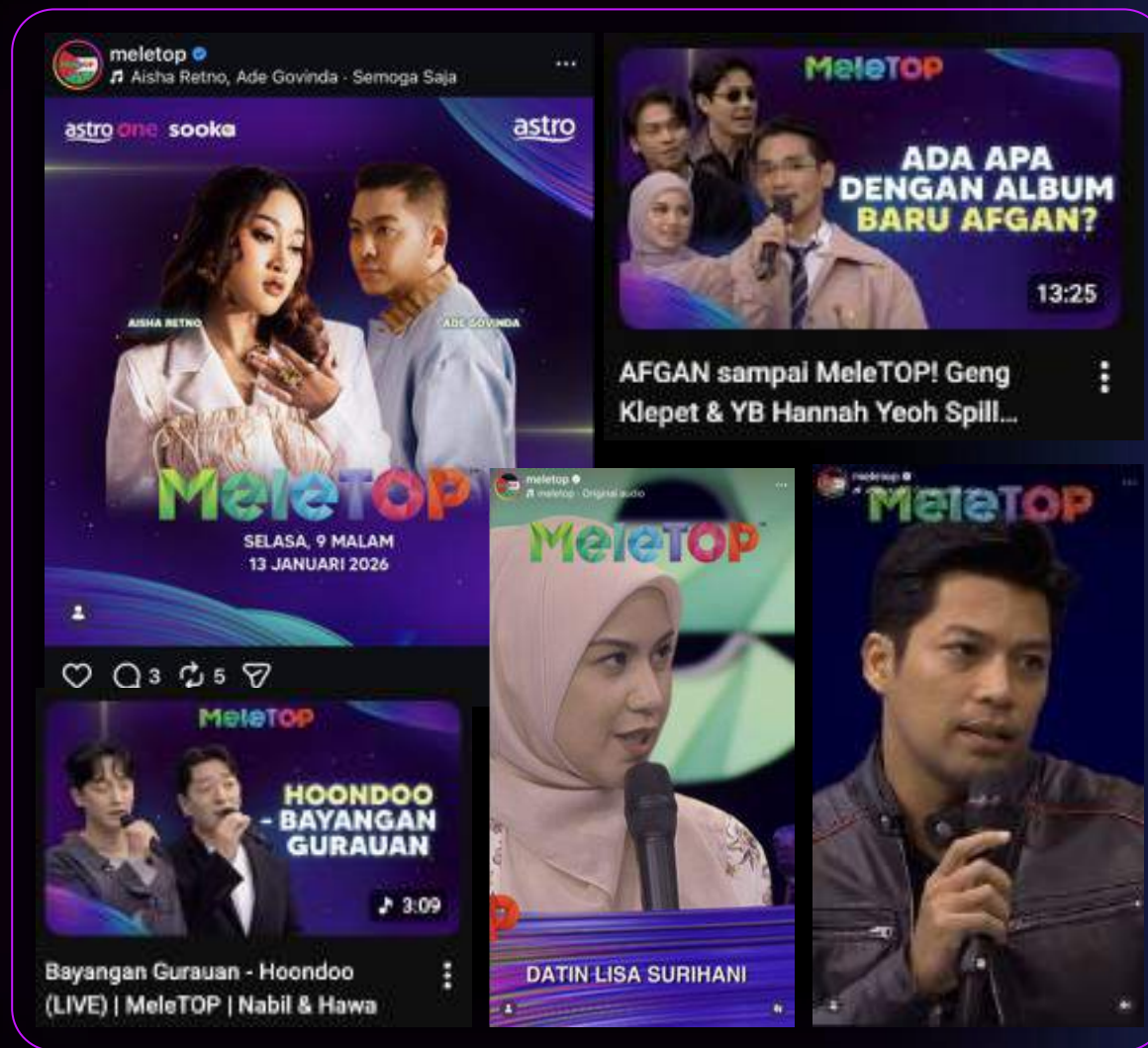
762k Followers



4mil Followers

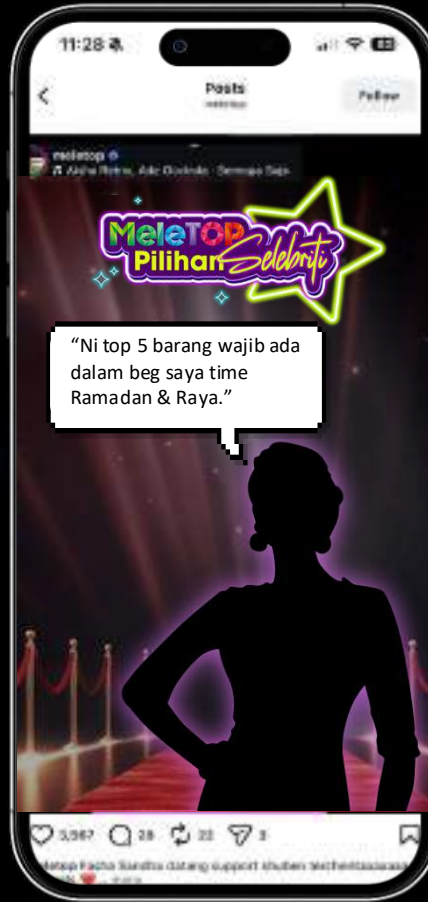


1mil Followers



“Celebrities use more products than they ever endorse!”

Platforms:



Disseminate The Entire Campaign Across Astro's Network



01

astro
Ecosystem



02

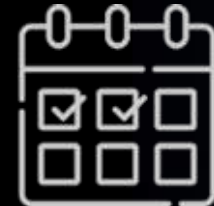
**Celebrity
Engine**



Validation from celebrities that increase the credibility of the product

03

**Everyday
Lives**



Live Commerce – powered by Astro’s highest rated IP:



It closes the loop of conversion – where we bring together:

 <p>Live selling as the core engine</p>	 <p>MeleTOP</p>	 <p>Digital platforms where audiences already spend time</p>	 <p>On-ground activations</p>
---	--	--	---

for cart checkout!



We invite Nabil to host our
“Checkout MeleTOP” for you this
Ramadan!

Only on Astro MeleTOP,
whereby we have the well
known voice to be the sales
agent for your brand!

Details: 3 exclusive sessions
Date: 24th Jan, 3rd & 10th Feb
Time: 10PM – 12MN (right after MeleTOP show!)

**EXCLUSIVE
DEAL**



Consistency Is Key To Drive Engagement



8

weeks in a row
throughout Ramadan &
Raya period

2

sessions a day – during
the peak of social
commerce

1

client per session –
100% SOV



Click image to
watch on YouTube



For Brands to connect with Malaysians, it needs to **earn cultural presence and connect emotionally** to everyday Malaysian life.

Astro's Audio Brands reaches

72%

of Peninsular Malaysia listeners

74%

Malaysians agree:
"For brands to be successful today, they must connect with customers in real life"



Astro Audio is weaved into the cultural fabric of Malaysia

Astro Audio as your bridge to connect to:

1. Communities

2. Passion Points

3. Moments



Click image to
watch on YouTube



**astro
audio**

ASTRO AUDIO

REDEFINING SMART
AUDIO EXPERIENCES

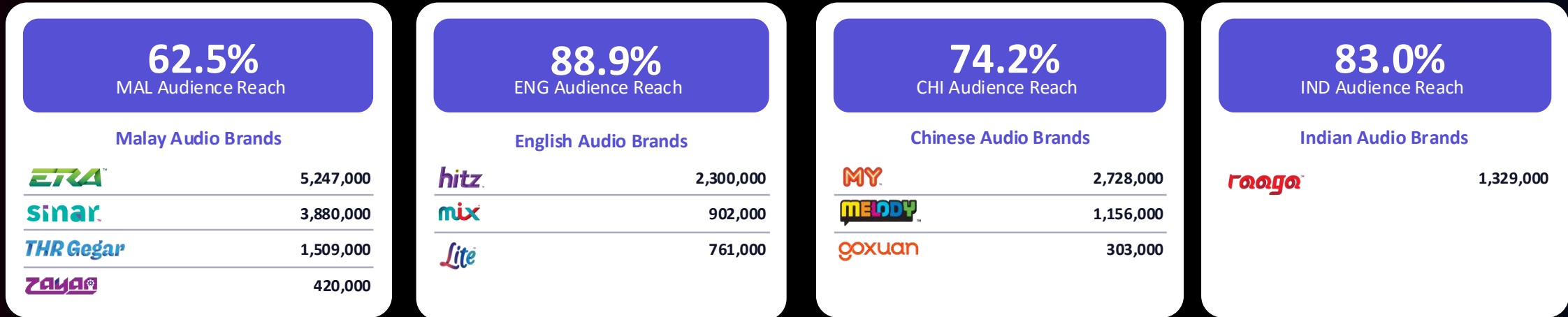


1. Communities

Radio touches every cultural layer of Malaysia – with radio brands purpose-built for Malay, Chinese, Indian and English-speaking communities, incl.



1. Communities: Our Audiences



Digital Audio



Malaysia's most influential Audio Entertainment & Infotainment App

- Leading streaming platform for Radio & Podcast in Malaysia
- One of the most popular music apps across Apple App Store, Google Play Store, and Huawei AppGallery
- Access to **more than 20 live radio stations** and a vast podcast library, featuring real-time interactive engagement.



3.36 million
App downloads



2.6 million
Avg Monthly Unique Listeners



9.3 million
Avg Monthly Streams



624 thousand
Avg Monthly Podcast Listens

Source: GfK Radio Audience Measurement, Wave 2 2025; App downloads - App Annie & Sensor Tower | Active users, stream, ATSL - Revma (Ave Aug-Oct 25) | Podcast listens - Megaphone (Ave Aug-Oct 25)

ERA

Total Followers: 15mil

sinar

Total Followers: 7mil

THR Gegar

Total Followers: 3.7mil

MY MELODY goxuan

Total Followers: 3.5mil

hitz mix Lite

Total Followers: 3.2mil

ERA - Muzik Hit Terkini
120K posts 4.2M followers 1,412 following

Radio station
#ERA #MuzikHitTerkini
#ERARadioNo1PalingLegit
Call 📞 03-95433355 atau Whatsapp 📞 016-5... more
@vt.tiktok.com/ZSeHQUu8/
ERA 14.1K members
Followed by rocketfuelent, lifeastro and 2 others

Follow Message Contact

90% TIKET SELANGOR

Cumulative Video Views (P12M):
4.08 bil

SINAR
90.3K posts 2M followers 1,059 following

Radio station
Muzik Retro Terbaik
sinar.my
Saluran Astro - BE7
☎️ 03-95432000 📞 016... more
ASTRO, Bukit Jalil, Kuala Lumpur, Malaysia, 57000

@sinar_my
Followed by soomel_g, amantsal and 24 others

Follow Message Contact

TEAM SINAR

Cumulative Video Views (P12M): 1.9
bil

THR GEGAR - No. 1 Permata Pantai Timur
80.7K posts 482K followers 704 following

Radio station
Kuantan - 88.8 FM
Kuala Terengganu - 106.8 FM
Kota Bharu - 88.1 FM
Ast... more
@gegar.siyok.my/promosi-peraduan/konsert/battle...
ASTRO, Bukit Jalil, Kuala Lumpur, Malaysia, 57000
Kuala Lumpur

@gegar.my 2 now
Followed by azwanhassan, yauho and 5 others

Follow Message Contact

Babik & Angelin, JBOPBYE, Majlis Kelantan, GEGAR Sensa...

Cumulative Video Views (P12M):
457 mil

MY MELODY
34K posts 515K followers 604 following

Radio station
MY FM 3FM! 马来西亚收听率No.1的中文电台
最新文章、照片、影片、电台直播和Podcast等等超精彩内容，全在SYCK app!
Astro Radio... more
See translation
@my.com.my
Followed by soomel_g, samzainothere and 29 others

Follow Message Email address... +8

MY FM 3FM, Picketball, 电台直播

Cumulative Video Views (P12M): 264 mil

hitz HITZ
1.3M followers · 52 following · 67K posts

Page · Radio station
Malaysia's #1 Hit Station
Astro Radio Sdn Bhd 199601031120 (403472-D)

Radio station
Followed by Vivien Teh, Erik Ong, 董耀南 and 73 others

Following Message

All Photos Reels More

hitz mix Lite

Cumulative Video Views (P12M): 175 mil

1. Communities: Segment Opportunities

Muslim-first



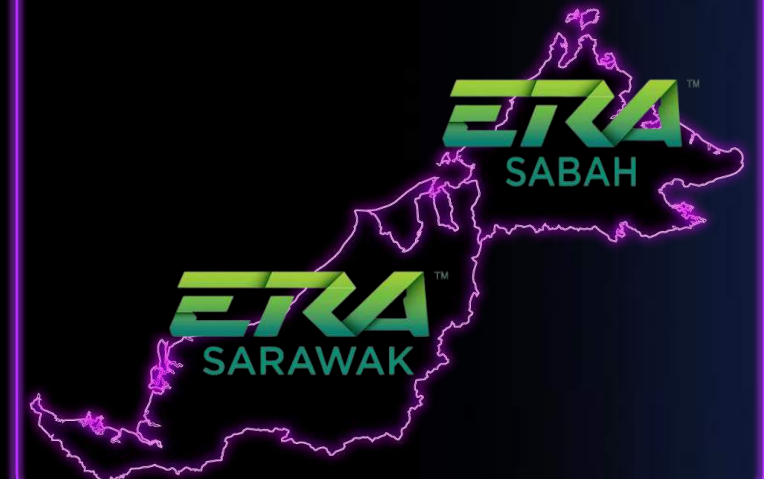
+Collab

ZAYAA X IKIMfm

East Coast



East Malaysia





Click image to
watch on YouTube

***Over 150 CONCERTS
in 2025.***

2. Passion Point

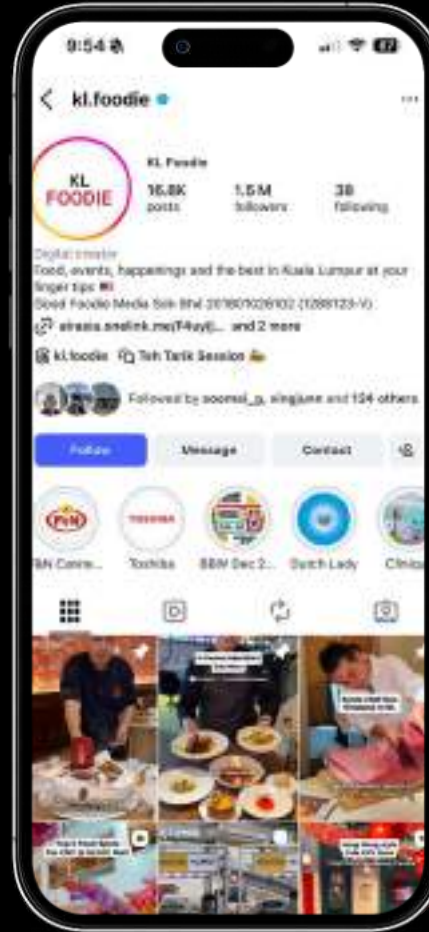
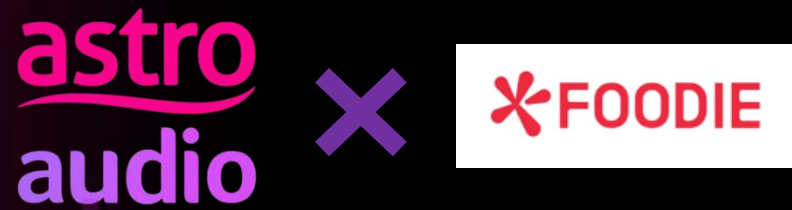
What Malaysians actively show up for - offering brands the opportunity not just to talk about culture, but to participate in it.



Music:
KL HEADLINE SEASON



Food & lifestyle:
**FOODIE MEDIA
COLLAB**



HALAL
FOODIE

FOODIE
ORIGINALS

TRAVEL
Rookie

SARAWAK
FOODIE

& many
more



hitz

MY

radio

sinar

& many
more

astro
audio



Click image to
watch on YouTube

3. Moments



Shared, meaningful moments made richer through on-air storytelling, online amplification and on-ground activations.



13 Radio Stations Become One!



ETRA ETRA ETRA sinar. THEdagar zaman hitz mix Lite MY MELAYU gaxuan rasaga



Merdeka & Malaysia Day:
KITA FM



Gawai & Keamatan:
KUPI-KUPI FM
COLLABORATION



Overview: Opportunities to connect with Malaysians

1. COMMUNITIES

- #1 amongst all ethnicity
- Opportunities to grow: *Muslim-first, East Coast & East Malaysia*

2. PASSION POINTS

- Be part of what Malaysians love: music, lifestyle and food!



3. MOMENTS

- Be part of shared meaningful moments – across all platforms



HOME OF FANDOM



astro
Arena

astro
Arena Bola

astro
Badminton

astro
Football

astro
Premier League

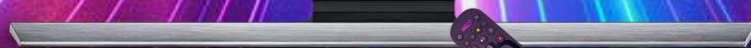
astro
Golf

astro
Sports Plus

astro
Sports UHD

astro
Grandstand

stadium **astro**



Not Just The Home Of Sports

We are home for some of the biggest sports fans in Malaysia!



11.6 mil

total viewers

8.5 mil

followers on    

The Biggest Sports Are Closer to Home



PARIS 2024

The Olympics attracted on average

11mil

viewers (3 weeks)

Top 20 games

watched were mainly badminton, featuring national shuttlers



STL
SEPAKTAKRAW LEAGUE

Reached

6.3mil

viewers on TV for the 2024/2025 season alone.

All time record, with OTT viewing on SOOKA growing

500%

YoY driven by fans clans



9mil

cumulative views across 3 seasons with Astro GO views peaking at **7mil**

Total TikTok clips viewed frequently exceeding

1mil

views on various content



85mil

views across TV, YouTube, Facebook and TikTok with many fan engagements postings

Social media exploded saying SUKMA as having a grander opening than the Olympics



Click image to watch on YouTube

Upcoming Sporting Event (Local)



Fans don't just watch; they **PROMPT** for their fandom.



They make things happen.



Fan sold bike to fly to Qatar to support Malaysian Team



Super fan attending events for 40 years



Aunty of the Stand supports Malaysia with FAMEMAS

When It Comes to Our Local or National Team, It's All HEART

The home team factor has

1.3x

more pull and attention.

Source:

Astro Malaysia's Integrated Annual Reports





Astro Offers Access to This Fandom For Your Brands



SOCIAL FOLLOWERS

GROUND ACTIVATION

VIEWEING PARTIES

SPECIAL EVENTS
LEGENDS MEET AND GREET

SPORTS CLINIC
badminton | takraw | netball

CONTENT INTEGRATION

WHERE



Click image to watch on YouTube

Meet and Greet

Bringing in football legends and stars for fan meets via exclusive events



2026 – 2027 Sporting Pipelines

Regional and International Fandom

2026



2027



The Next STL and NSL for Astro Sports

NEW IP



DETAILS



APR TO NOV



56 Matches



21 teams across Premier and Division 1



Click image to
watch on YouTube

HOME OF FANDOM





astro media
solutions

T H A N K Y O U