

# **ONLINE ENTERTAINMENT AND NEWS BRAND PROFILE**

**(UPDATED JANUARY 2024)**



Malaysia's first 24-hour news & thought leadership channel – delivering in-depth analysis and balanced, comprehensive coverage of news and current affairs.

Malaysia's Most Trusted News Brand\* - where news and information meet credibility and transparency.

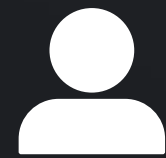
\*Source: Reuters Institute Digital News Report 2018 - 2022

[astroawani.com](http://astroawani.com)  
APP: [iOS](#) | [Android](#)

.....

# WEB

(GOOGLE ANALYTICS JANUARY 2024)



**3,199,084**

MONTHLY UNIQUE USERS



**13.9%**



**85.2%**



**1.1%**



**<0.1%**

DEVICE CATEGORY



**11,971,084**

MONTHLY PAGE VIEWS



**0:03:26**

AVERAGE SESSION DURATION

AGE BREAKDOWN

**18 - 24 (7.5%)**

**45 - 54 (23.2%)**

**25 - 34 (14.9%)**

**55 - 64 (19.1%)**

**35 - 44 (31.6%)**

**65+ (3.6%)**



**57.4%**



**42.6%**

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Sports & Fitness/ SportsFans/ SoccerFans



News, Politics, Avid News Readers/Avid Political News Reader



Travel/Travel Buffs

# SOCIAL MEDIA

**14,404,732**



COMBINED FOLLOWERS



**18,120,410**

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)



Malaysia's first 24-hour news & thought leadership channel – delivering in-depth analysis and balanced, comprehensive coverage of news and current affairs.

Malaysia's Most Trusted News Brand\* - where news and information meet credibility and transparency.

\*Source: Reuters Institute Digital News Report 2018 - 2022

[astroawani.com](http://astroawani.com)  
APP: [iOS](#) | [Android](#)

.....

# APP

(GOOGLE ANALYTICS JANUARY 2024)



94,158

MONTHLY UNIQUE USERS



4,168,103

MONTHLY SCREEN VIEWS



0:04:59

AVERAGE TIME SPENT



24.8%



75.3%



95.4%



4.5%



0.2%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (3.2%)

25 - 34 (6.3%)

35 - 44 (11.0%)

45 - 54 (21.6%)

55 - 64 (35.2%)

65+ (22.7%)

INTERESTS



Media, Entertainment, Casual & Social Gamers



Media, Entertainment, Action Game Fans



News, Politics, Avid News Readers



Sports & Fitness/ SportsFans/ SoccerFans

# SOCIAL MEDIA

14,404,732



COMBINED FOLLOWERS



18,120,410

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)

# WEB

(GOOGLE ANALYTICS JANUARY 2024)



Astro Gempak is the No. 1 Malay entertainment digital platform amongst Malaynials. Its broad content ecosystem covers entertainment, drama, Islamic, lifestyle, comedy and kids.

[gempak.com](http://gempak.com)

[gempak.com/rojakdaily](http://gempak.com/rojakdaily)



774,199

MONTHLY UNIQUE USERS



2,273,784

MONTHLY PAGE VIEWS



0:01:56

AVERAGE SESSION DURATION



8.1%



91.4%



0.6%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (5.08%)

45 - 54 (23.7%)

25 - 34 (14.3%)

55 - 64 (18.3%)

35 - 44 (36.5%)

65+ (2.0%)



72.4%



27.6%

INTERESTS



Travel/Travel Buffs



Sports & Fitness/  
SportsFans/  
SoccerFans



News & Politics /Avid  
News Readers/  
Entertainment News  
Enthusiasts



Food & Dining /  
Cooking Enthusiasts/  
Aspiring Chefs

.....

# SOCIAL MEDIA

11,449,050



COMBINED FOLLOWERS



6,105,677

MONTHLY REACH

(FACEBOOK INSIGHTS JANUARY 2024)

# WEB

(GOOGLE ANALYTICS JANUARY 2024)



Xuan provides updates on Astro's Chinese channel programming, as well as event reports, celebrity trends, and entertainment and fashion news to more-than-half-a-million monthly consumers.

[xuan.com.my](http://xuan.com.my)



502,567

MONTHLY UNIQUE USERS



10.7%



87.7%



1.6%

DEVICE CATEGORY



1,674,036

MONTHLY PAGE VIEWS



0:02:51

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (8.2%)

25 - 34 (14.3%)

35 - 44 (22.9%)

45 - 54 (28.5%)

55 - 64 (18.0%)

65+ (8.1%)



66.4%



33.6%

INTERESTS



Media & Entertainment / LightTV Viewers/ MovieLovers



Travel/Travel Buffs



News, Politics, Avid News Readers, Entertainment News Enthusiasts



Media, Entertainment, Book Lovers

.....

# SOCIAL MEDIA

745,597



COMBINED FOLLOWERS



3,921,890

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)

# WEB

(GOOGLE ANALYTICS JANUARY 2024)



Astro Ulagam is Malaysia's go-to Indian entertainment news and events hub, covering content shown on Astro's Indian channels and top shows, as well as the latest entertainment news and videos.

[astroulagam.com.my](http://astroulagam.com.my)



74,563

MONTHLY UNIQUE USERS



20.2%



79.3%



0.5%

DEVICE CATEGORY



156,726

MONTHLY PAGE VIEWS



0:01:13

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (15.3%)

45 - 54 (16.3%)

25 - 34 (23.8%)

55 - 64 (12.4%)

35 - 44 (26.2%)

65+ (5.9%)

INTERESTS



Travel/Travel Buffs



Media & Entertainment / Light TV Viewers



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Media, Entertainment, Movie Lovers, South Asian Film Fans



61.2%



38.8%

.....

# SOCIAL MEDIA

3,112,432



COMBINED FOLLOWERS



7,060,394

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)